



National Tracking Poll #2301154  
January 31 - February 01, 2023

*Crosstabulation Results*

*Methodology:*

This poll was conducted between January 31-February 1, 2023 among a sample of 2205 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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154	<b>Table MCFE39_7:</b> <i>How much have you seen, read, or heard about the following? Crypto exchange Blockfi pausing consumer withdrawals . . . . .</i>	625
155	<b>Table MCFE39_8:</b> <i>How much have you seen, read, or heard about the following? The Ontario teachers' pension fund investing 95 million dollars into FTX before the exchange collapsed . .</i>	629
156	<b>Table MCFE39_9:</b> <i>How much have you seen, read, or heard about the following? Hackers stole 570 million dollars of BNB coin from Binance, forcing Binance to temporarily suspend their blockchain to recover most of the coin . . . . .</i>	633
157	<b>Table MCFEdem1_1:</b> <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Sports . . . . .</i>	637
158	<b>Table MCFEdem1_2:</b> <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Football . . . . .</i>	641
159	<b>Table MCFEdem1_3:</b> <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? NFL . . . . .</i>	645
160	<b>Table MCFEdem1_4:</b> <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Rihanna . . . . .</i>	649
161	<b>Table MCFEdem2:</b> <i>Did you watch last year's Super Bowl, Super Bowl LVI, on Feb. 13, 2022 between the Los Angeles Rams and the Cincinnati Bengals? . . . . .</i>	653
162	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	657

## Crosstabulation Results by Respondent Demographics

**Table MCFE2\_1:** Do you have a favorable or unfavorable view of the following brands?  
*Budweiser*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (226)	28% (316)	9% (106)	14% (160)	24% (271)	5% (60)	1139
Gender: Male	26% (143)	28% (153)	11% (60)	13% (70)	19% (103)	4% (25)	554
Gender: Female	14% (83)	28% (164)	8% (46)	15% (89)	29% (167)	6% (35)	584
Age: 18-34	23% (77)	19% (64)	12% (39)	11% (36)	26% (84)	9% (30)	330
Age: 35-44	18% (36)	32% (63)	11% (22)	18% (36)	18% (35)	3% (6)	197
Age: 45-64	21% (76)	31% (112)	8% (31)	12% (45)	23% (83)	5% (17)	363
Age: 65+	15% (37)	31% (77)	6% (15)	18% (44)	27% (68)	3% (8)	249
GenZers: 1997-2012	15% (18)	13% (16)	12% (14)	11% (13)	29% (35)	21% (25)	122
Millennials: 1981-1996	24% (86)	27% (97)	12% (42)	15% (52)	20% (71)	3% (10)	358
GenXers: 1965-1980	23% (65)	33% (94)	10% (28)	10% (29)	20% (57)	5% (14)	288
Baby Boomers: 1946-1964	16% (55)	30% (102)	6% (20)	18% (62)	28% (97)	3% (9)	346
PID: Dem (no lean)	20% (92)	28% (132)	10% (45)	15% (71)	22% (103)	5% (25)	468
PID: Ind (no lean)	13% (47)	25% (88)	10% (34)	13% (47)	30% (104)	8% (29)	349
PID: Rep (no lean)	27% (87)	30% (97)	8% (27)	13% (42)	20% (64)	2% (6)	322
PID/Gender: Dem Men	27% (61)	25% (57)	12% (27)	12% (28)	19% (43)	5% (11)	227
PID/Gender: Dem Women	13% (31)	31% (75)	7% (18)	18% (42)	25% (61)	6% (14)	241
PID/Gender: Ind Men	16% (29)	28% (49)	9% (15)	17% (30)	23% (40)	6% (11)	175
PID/Gender: Ind Women	10% (18)	23% (39)	11% (18)	10% (17)	36% (63)	10% (18)	174
PID/Gender: Rep Men	35% (53)	31% (47)	11% (17)	8% (12)	13% (20)	2% (3)	152
PID/Gender: Rep Women	20% (34)	29% (50)	6% (10)	18% (30)	25% (43)	2% (3)	170
Ideo: Liberal (1-3)	20% (65)	32% (104)	12% (39)	16% (52)	19% (61)	3% (8)	328
Ideo: Moderate (4)	19% (72)	25% (91)	9% (33)	13% (47)	28% (104)	7% (25)	372
Ideo: Conservative (5-7)	24% (86)	29% (106)	9% (33)	14% (52)	21% (76)	2% (8)	362
Educ: < College	21% (154)	26% (196)	8% (59)	14% (105)	26% (194)	6% (44)	751
Educ: Bachelors degree	17% (40)	30% (74)	14% (34)	14% (35)	21% (51)	4% (9)	243
Educ: Post-grad	22% (31)	32% (47)	9% (14)	14% (20)	18% (26)	5% (7)	145

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**Table MCFE2\_1: Do you have a favorable or unfavorable view of the following brands?**  
 Budweiser

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (226)	28% (316)	9% (106)	14% (160)	24% (271)	5% (60)	1139
Income: Under 50k	19% (124)	24% (156)	10% (64)	15% (93)	25% (161)	6% (38)	638
Income: 50k-100k	20% (64)	32% (103)	9% (28)	11% (37)	23% (75)	5% (17)	325
Income: 100k+	21% (37)	32% (57)	8% (14)	17% (30)	19% (34)	2% (4)	176
Ethnicity: White	20% (175)	30% (263)	9% (77)	15% (129)	24% (208)	3% (25)	878
Ethnicity: Hispanic	20% (41)	29% (58)	10% (21)	8% (17)	26% (53)	6% (12)	202
Ethnicity: Black	22% (33)	20% (29)	12% (18)	13% (19)	22% (34)	12% (18)	150
Ethnicity: Other	16% (18)	22% (24)	10% (11)	10% (12)	26% (29)	16% (17)	111
All Christian	22% (112)	32% (161)	9% (43)	12% (62)	22% (107)	3% (12)	498
All Non-Christian	26% (25)	24% (23)	5% (5)	6% (6)	17% (16)	21% (20)	94
Agnostic/Nothing in particular	18% (56)	22% (69)	11% (35)	14% (43)	28% (87)	6% (19)	309
Something Else	14% (28)	28% (54)	7% (14)	18% (36)	28% (54)	4% (7)	194
Religious Non-Protestant/Catholic	25% (25)	24% (24)	5% (5)	6% (6)	20% (20)	20% (20)	100
Evangelical	20% (59)	30% (91)	8% (24)	19% (56)	20% (60)	3% (10)	299
Non-Evangelical	21% (78)	32% (120)	8% (31)	11% (41)	26% (97)	3% (10)	377
Community: Urban	23% (86)	26% (95)	9% (32)	13% (49)	21% (76)	8% (29)	367
Community: Suburban	20% (99)	29% (143)	10% (51)	15% (74)	23% (114)	4% (19)	500
Community: Rural	15% (41)	29% (78)	9% (23)	14% (37)	30% (81)	5% (12)	272
Employ: Private Sector	28% (99)	27% (97)	10% (36)	13% (45)	19% (67)	4% (15)	359
Employ: Government	19% (11)	27% (16)	9% (5)	17% (10)	13% (7)	16% (9)	59
Employ: Self-Employed	22% (26)	32% (38)	9% (10)	13% (15)	21% (25)	4% (5)	120
Employ: Homemaker	23% (19)	30% (26)	5% (4)	9% (8)	26% (22)	7% (6)	85
Employ: Retired	16% (47)	31% (93)	7% (22)	14% (43)	28% (83)	4% (13)	301
Employ: Unemployed	11% (14)	20% (27)	15% (20)	21% (27)	27% (35)	6% (8)	131
Employ: Other	14% (7)	22% (12)	4% (2)	14% (8)	41% (22)	5% (3)	54
Military HH: Yes	18% (30)	26% (44)	13% (22)	14% (23)	25% (42)	4% (7)	169
Military HH: No	20% (195)	28% (272)	9% (85)	14% (137)	24% (228)	5% (53)	970
RD/WT: Right Direction	22% (84)	26% (104)	9% (37)	13% (52)	22% (85)	7% (29)	392
RD/WT: Wrong Track	19% (141)	28% (213)	9% (69)	14% (107)	25% (186)	4% (31)	748

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**Table MCFE2\_1: Do you have a favorable or unfavorable view of the following brands?**

*Budweiser*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (226)	28% (316)	9% (106)	14% (160)	24% (271)	5% (60)	1139
Biden Job Approve	21% (102)	28% (140)	9% (47)	15% (74)	21% (102)	6% (31)	496
Biden Job Disapprove	20% (116)	29% (166)	10% (56)	14% (83)	24% (142)	3% (18)	581
Biden Job Strongly Approve	25% (57)	26% (57)	8% (19)	17% (38)	16% (36)	8% (18)	224
Biden Job Somewhat Approve	17% (45)	30% (83)	10% (28)	13% (36)	24% (66)	5% (13)	272
Biden Job Somewhat Disapprove	16% (31)	28% (54)	12% (22)	15% (28)	23% (45)	6% (12)	193
Biden Job Strongly Disapprove	22% (84)	29% (112)	9% (34)	14% (55)	25% (96)	1% (6)	388
Favorable of Biden	21% (106)	29% (148)	9% (45)	14% (73)	21% (105)	6% (28)	505
Unfavorable of Biden	21% (114)	29% (156)	10% (55)	14% (75)	24% (130)	3% (15)	545
Very Favorable of Biden	26% (59)	23% (53)	8% (18)	18% (41)	17% (38)	8% (17)	227
Somewhat Favorable of Biden	17% (47)	34% (95)	10% (27)	12% (32)	24% (67)	4% (11)	279
Somewhat Unfavorable of Biden	18% (30)	27% (44)	14% (23)	9% (14)	25% (40)	7% (11)	162
Very Unfavorable of Biden	22% (84)	29% (112)	8% (32)	16% (61)	23% (90)	1% (4)	383
#1 Issue: Economy	22% (104)	30% (143)	9% (41)	13% (62)	21% (100)	5% (24)	474
#1 Issue: Security	19% (24)	35% (45)	9% (12)	8% (11)	25% (33)	4% (5)	129
#1 Issue: Health Care	16% (17)	23% (24)	17% (18)	15% (16)	23% (24)	6% (6)	105
#1 Issue: Medicare / Social Security	19% (29)	23% (35)	9% (14)	16% (24)	27% (41)	6% (9)	153
#1 Issue: Women's Issues	14% (14)	28% (30)	10% (11)	14% (15)	23% (24)	10% (11)	105
#1 Issue: Energy	26% (15)	35% (20)	6% (3)	15% (9)	17% (10)	— (0)	57
#1 Issue: Other	21% (16)	9% (7)	3% (2)	27% (20)	37% (28)	3% (2)	77
2022 House Vote: Democrat	21% (89)	30% (127)	11% (47)	16% (67)	19% (81)	4% (19)	430
2022 House Vote: Republican	25% (84)	33% (110)	8% (28)	12% (40)	20% (66)	2% (7)	336
2022 House Vote: Didnt Vote	14% (48)	21% (74)	8% (27)	14% (49)	35% (122)	9% (32)	352
2020 Vote: Joe Biden	21% (95)	28% (130)	12% (54)	16% (75)	19% (90)	4% (18)	461
2020 Vote: Donald Trump	26% (88)	30% (102)	8% (27)	13% (43)	21% (73)	3% (10)	344
2020 Vote: Didn't Vote	12% (37)	25% (74)	7% (22)	12% (35)	34% (101)	10% (29)	298
2018 House Vote: Democrat	20% (78)	31% (120)	10% (37)	17% (65)	19% (75)	3% (12)	388
2018 House Vote: Republican	26% (81)	31% (97)	7% (21)	14% (43)	19% (61)	3% (8)	311
2018 House Vote: Didnt Vote	16% (66)	22% (93)	11% (46)	12% (49)	31% (131)	9% (39)	424

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**Table MCFE2\_1: Do you have a favorable or unfavorable view of the following brands?**  
 Budweiser

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (226)	28% (316)	9% (106)	14% (160)	24% (271)	5% (60)	1139
4-Region: Northeast	16% (28)	26% (46)	9% (17)	14% (25)	31% (55)	5% (9)	180
4-Region: Midwest	20% (50)	29% (72)	11% (27)	11% (27)	24% (58)	5% (13)	246
4-Region: South	19% (84)	29% (130)	8% (37)	14% (62)	24% (107)	5% (24)	444
4-Region: West	24% (63)	26% (69)	10% (26)	17% (46)	19% (50)	5% (14)	268
Sports Fan	24% (191)	31% (250)	10% (77)	11% (85)	21% (165)	4% (32)	800
Avid Sports Fan	35% (112)	32% (104)	9% (29)	9% (29)	11% (37)	3% (11)	321
Casual Sports Fan	16% (79)	30% (146)	10% (48)	12% (56)	27% (128)	4% (22)	479
Football Fan	24% (190)	33% (255)	9% (68)	11% (85)	19% (149)	4% (33)	781
Avid Football Fan	32% (118)	33% (122)	9% (34)	9% (34)	13% (49)	3% (11)	368
NFL Fan	25% (189)	32% (248)	10% (74)	11% (83)	19% (143)	4% (28)	766
Avid NFL Fan	34% (124)	31% (114)	9% (33)	9% (34)	14% (50)	2% (9)	364
Rihanna Fan	24% (129)	27% (149)	12% (65)	12% (65)	20% (109)	5% (30)	546
Pro Football is Favorite	29% (92)	31% (98)	7% (23)	9% (30)	20% (64)	4% (13)	320
Like Pro Football but not Favorite	22% (107)	31% (155)	10% (50)	11% (55)	21% (102)	5% (25)	494
Watched SB LVI and Plan to Watch LVII	29% (170)	33% (197)	8% (46)	11% (62)	17% (100)	2% (15)	588
Likely to Watch SB LVII	26% (195)	33% (244)	10% (71)	10% (77)	18% (132)	4% (29)	748
Want Eagles to Win	26% (106)	32% (129)	12% (48)	14% (55)	15% (61)	3% (10)	410
Want Chiefs to Win	26% (86)	32% (106)	7% (24)	11% (37)	20% (68)	3% (10)	332
Typically Host SB Party and Likely Host this Year	40% (84)	31% (65)	8% (17)	10% (22)	9% (18)	3% (6)	211
Likely Host SB Party this Year	32% (122)	34% (129)	8% (30)	11% (40)	11% (43)	3% (12)	375
Sports Bettors	31% (103)	30% (101)	8% (26)	9% (30)	14% (48)	8% (26)	333
Sports Bettors Weekly+	44% (52)	22% (25)	9% (10)	8% (10)	13% (15)	4% (4)	116
Non/Infrequent Bettor	17% (151)	29% (263)	9% (85)	15% (137)	26% (241)	4% (35)	911
Sports Bettors Monthly+	38% (75)	24% (47)	10% (19)	11% (22)	11% (22)	5% (10)	196
Non/Infrequent Bettor, Plan to Bet on SB LVII	33% (26)	47% (37)	5% (4)	5% (4)	9% (7)	1% (1)	78
Plan to Bet on SB LVII	42% (96)	31% (72)	8% (18)	6% (14)	9% (22)	4% (9)	230

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

**Table MCFE2\_2: Do you have a favorable or unfavorable view of the following brands?**

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	47% (549)	35% (407)	6% (66)	2% (19)	9% (103)	2% (29)	1172
Gender: Male	46% (268)	34% (198)	6% (36)	1% (7)	9% (55)	3% (19)	584
Gender: Female	48% (281)	35% (208)	5% (29)	2% (12)	8% (47)	2% (10)	588
Age: 18-34	53% (180)	32% (108)	6% (19)	2% (7)	5% (17)	2% (8)	338
Age: 35-44	58% (111)	25% (48)	5% (9)	1% (1)	9% (17)	3% (6)	192
Age: 45-64	47% (180)	34% (131)	5% (18)	1% (4)	11% (43)	1% (6)	381
Age: 65+	30% (79)	46% (120)	8% (20)	2% (6)	10% (26)	4% (10)	261
GenZers: 1997-2012	52% (70)	38% (51)	3% (4)	1% (1)	5% (7)	1% (1)	136
Millennials: 1981-1996	57% (200)	26% (90)	6% (22)	2% (7)	5% (19)	3% (12)	351
GenXers: 1965-1980	48% (142)	33% (97)	5% (13)	1% (3)	12% (36)	2% (6)	297
Baby Boomers: 1946-1964	36% (127)	43% (154)	6% (23)	1% (5)	10% (36)	3% (10)	355
PID: Dem (no lean)	46% (210)	37% (166)	6% (29)	2% (8)	8% (36)	1% (6)	455
PID: Ind (no lean)	40% (155)	35% (135)	5% (21)	2% (8)	13% (49)	4% (17)	384
PID: Rep (no lean)	55% (183)	32% (106)	5% (16)	1% (3)	5% (18)	2% (7)	333
PID/Gender: Dem Men	45% (103)	32% (72)	9% (21)	2% (4)	9% (22)	3% (6)	227
PID/Gender: Dem Women	47% (107)	41% (94)	4% (8)	2% (4)	6% (14)	— (0)	228
PID/Gender: Ind Men	40% (79)	37% (72)	4% (8)	2% (3)	13% (25)	5% (9)	196
PID/Gender: Ind Women	41% (76)	33% (62)	7% (13)	2% (5)	13% (24)	4% (8)	188
PID/Gender: Rep Men	53% (85)	33% (54)	5% (8)	— (1)	6% (9)	3% (4)	161
PID/Gender: Rep Women	57% (98)	30% (52)	5% (8)	2% (3)	5% (9)	1% (3)	173
Ideo: Liberal (1-3)	45% (150)	37% (123)	8% (28)	2% (6)	7% (23)	1% (3)	333
Ideo: Moderate (4)	43% (159)	37% (136)	4% (15)	1% (5)	11% (42)	2% (9)	366
Ideo: Conservative (5-7)	51% (192)	33% (122)	5% (18)	1% (5)	7% (27)	3% (10)	374
Educ: < College	52% (397)	32% (245)	4% (29)	1% (11)	9% (66)	3% (21)	769
Educ: Bachelors degree	40% (102)	39% (99)	7% (18)	2% (5)	9% (22)	2% (6)	252
Educ: Post-grad	33% (50)	41% (62)	13% (19)	2% (3)	10% (15)	1% (2)	151
Income: Under 50k	48% (321)	33% (220)	6% (38)	2% (12)	9% (58)	3% (21)	670
Income: 50k-100k	47% (155)	37% (124)	5% (16)	1% (4)	8% (28)	1% (5)	333
Income: 100k+	43% (72)	37% (62)	6% (11)	2% (3)	10% (17)	2% (3)	168
Ethnicity: White	47% (426)	35% (318)	6% (56)	2% (15)	8% (69)	2% (17)	900

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**Table MCFE2\_2: Do you have a favorable or unfavorable view of the following brands?**  
 Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	47% (549)	35% (407)	6% (66)	2% (19)	9% (103)	2% (29)	1172
Ethnicity: Hispanic	55% (108)	36% (71)	5% (11)	— (0)	3% (6)	1% (2)	199
Ethnicity: Black	55% (85)	29% (44)	4% (6)	3% (4)	7% (10)	2% (4)	154
Ethnicity: Other	32% (37)	38% (45)	3% (3)	— (0)	20% (24)	7% (8)	118
All Christian	50% (246)	34% (167)	5% (26)	2% (8)	7% (33)	2% (9)	490
All Non-Christian	47% (38)	28% (22)	8% (7)	1% (1)	10% (8)	6% (5)	81
Agnostic/Nothing in particular	39% (139)	38% (135)	6% (22)	1% (4)	12% (44)	3% (9)	353
Something Else	53% (107)	31% (62)	2% (5)	2% (5)	8% (16)	3% (6)	201
Religious Non-Protestant/Catholic	46% (41)	31% (28)	8% (7)	1% (1)	9% (8)	5% (5)	89
Evangelical	53% (153)	30% (88)	5% (15)	2% (6)	6% (18)	3% (9)	289
Non-Evangelical	50% (195)	35% (134)	4% (16)	2% (7)	8% (30)	1% (5)	388
Community: Urban	47% (170)	33% (119)	6% (20)	2% (6)	7% (26)	5% (18)	360
Community: Suburban	47% (250)	34% (183)	6% (34)	1% (8)	10% (53)	1% (6)	535
Community: Rural	46% (128)	38% (104)	4% (11)	2% (5)	8% (24)	2% (5)	278
Employ: Private Sector	52% (196)	33% (123)	5% (18)	1% (6)	7% (27)	2% (8)	378
Employ: Government	45% (22)	36% (18)	10% (5)	— (0)	7% (4)	2% (1)	50
Employ: Self-Employed	45% (56)	26% (32)	12% (15)	4% (5)	8% (10)	6% (7)	124
Employ: Homemaker	60% (51)	30% (25)	— (0)	1% (1)	6% (5)	3% (3)	85
Employ: Retired	35% (103)	44% (132)	6% (18)	2% (6)	11% (33)	2% (6)	298
Employ: Unemployed	43% (57)	34% (45)	4% (5)	— (1)	15% (20)	3% (4)	131
Employ: Other	65% (46)	24% (17)	4% (3)	2% (1)	5% (3)	— (0)	70
Military HH: Yes	36% (62)	49% (83)	6% (10)	2% (4)	5% (9)	2% (3)	170
Military HH: No	49% (487)	32% (324)	6% (55)	2% (15)	9% (94)	3% (26)	1002
RD/WT: Right Direction	50% (204)	32% (130)	6% (23)	2% (8)	8% (33)	4% (15)	412
RD/WT: Wrong Track	45% (345)	36% (277)	6% (43)	1% (11)	9% (70)	2% (15)	760
Biden Job Approve	47% (238)	35% (176)	6% (31)	1% (8)	8% (38)	2% (11)	502
Biden Job Disapprove	46% (276)	36% (216)	5% (32)	2% (10)	9% (51)	2% (15)	599

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**Table MCFE2\_2: Do you have a favorable or unfavorable view of the following brands?**

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	47% (549)	35% (407)	6% (66)	2% (19)	9% (103)	2% (29)	1172
Biden Job Strongly Approve	54% (121)	26% (58)	7% (15)	2% (5)	9% (20)	3% (6)	226
Biden Job Somewhat Approve	42% (117)	43% (118)	6% (16)	1% (2)	7% (19)	2% (4)	277
Biden Job Somewhat Disapprove	42% (74)	38% (68)	4% (8)	3% (4)	10% (18)	3% (5)	177
Biden Job Strongly Disapprove	48% (202)	35% (148)	6% (25)	1% (5)	8% (33)	2% (9)	422
Favorable of Biden	47% (237)	37% (186)	6% (32)	2% (8)	7% (36)	2% (9)	507
Unfavorable of Biden	48% (285)	35% (205)	5% (30)	2% (9)	8% (46)	2% (13)	588
Very Favorable of Biden	58% (129)	25% (56)	4% (9)	2% (5)	9% (20)	2% (5)	224
Somewhat Favorable of Biden	38% (108)	46% (129)	8% (23)	1% (3)	6% (16)	1% (4)	283
Somewhat Unfavorable of Biden	46% (72)	37% (59)	3% (5)	2% (3)	9% (15)	3% (5)	158
Very Unfavorable of Biden	49% (212)	34% (147)	6% (25)	1% (6)	7% (31)	2% (8)	429
#1 Issue: Economy	48% (222)	36% (166)	6% (28)	1% (5)	8% (38)	2% (8)	466
#1 Issue: Security	36% (46)	43% (54)	6% (8)	2% (3)	11% (14)	2% (2)	127
#1 Issue: Health Care	54% (61)	35% (39)	3% (4)	2% (2)	5% (6)	1% (1)	112
#1 Issue: Medicare / Social Security	36% (59)	35% (56)	9% (15)	1% (1)	11% (18)	7% (12)	162
#1 Issue: Women's Issues	63% (69)	26% (29)	3% (4)	2% (3)	3% (4)	2% (2)	110
#1 Issue: Education	59% (32)	22% (12)	8% (4)	3% (1)	6% (4)	2% (1)	55
#1 Issue: Energy	41% (26)	43% (27)	4% (2)	1% (1)	8% (5)	3% (2)	63
#1 Issue: Other	45% (35)	29% (23)	2% (2)	4% (3)	18% (14)	2% (1)	77
2022 House Vote: Democrat	47% (205)	36% (157)	7% (32)	2% (11)	6% (28)	1% (4)	437
2022 House Vote: Republican	47% (154)	34% (112)	5% (16)	1% (4)	10% (32)	3% (9)	327
2022 House Vote: Didnt Vote	48% (184)	33% (127)	4% (15)	1% (4)	10% (40)	4% (16)	386
2020 Vote: Joe Biden	46% (216)	35% (164)	7% (33)	2% (9)	8% (37)	2% (8)	467
2020 Vote: Donald Trump	48% (162)	38% (127)	3% (10)	2% (5)	8% (28)	2% (5)	338
2020 Vote: Didn't Vote	46% (156)	32% (107)	6% (19)	1% (4)	10% (35)	5% (15)	337
2018 House Vote: Democrat	45% (169)	37% (140)	8% (29)	3% (11)	7% (28)	1% (3)	379
2018 House Vote: Republican	47% (144)	36% (109)	5% (15)	1% (3)	9% (27)	2% (6)	304
2018 House Vote: Didnt Vote	49% (231)	31% (146)	5% (22)	1% (5)	10% (46)	4% (20)	471

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**Table MCFE2\_2: Do you have a favorable or unfavorable view of the following brands?**  
Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	47% (549)	35% (407)	6% (66)	2% (19)	9% (103)	2% (29)	1172
4-Region: Northeast	46% (94)	31% (63)	8% (17)	2% (5)	9% (18)	3% (5)	202
4-Region: Midwest	49% (109)	35% (78)	3% (8)	2% (4)	9% (20)	2% (6)	224
4-Region: South	51% (248)	33% (161)	6% (31)	1% (5)	7% (33)	2% (8)	486
4-Region: West	38% (98)	40% (105)	4% (10)	2% (5)	12% (32)	4% (11)	260
Sports Fan	51% (428)	33% (282)	5% (46)	1% (8)	7% (59)	2% (20)	843
Avid Sports Fan	63% (207)	26% (87)	4% (12)	1% (2)	5% (18)	1% (5)	332
Casual Sports Fan	43% (220)	38% (194)	7% (34)	1% (6)	8% (41)	3% (15)	511
Football Fan	52% (425)	33% (266)	5% (41)	1% (9)	7% (59)	2% (16)	817
Avid Football Fan	61% (217)	26% (94)	4% (13)	1% (3)	6% (22)	2% (9)	357
NFL Fan	51% (410)	33% (268)	5% (39)	1% (11)	8% (61)	2% (17)	807
Avid NFL Fan	60% (224)	28% (103)	3% (12)	1% (3)	6% (21)	2% (9)	372
Rihanna Fan	56% (336)	30% (177)	6% (35)	1% (6)	5% (29)	2% (14)	596
Pro Football is Favorite	55% (197)	35% (124)	3% (10)	1% (3)	5% (19)	1% (4)	357
Like Pro Football but not Favorite	49% (237)	31% (150)	6% (31)	2% (8)	10% (48)	3% (14)	488
Watched SB LVI and Plan to Watch LVII	52% (317)	34% (208)	5% (28)	2% (9)	6% (38)	1% (8)	607
Likely to Watch SB LVII	52% (403)	33% (256)	6% (44)	1% (10)	7% (51)	1% (12)	776
Want Eagles to Win	51% (212)	36% (148)	6% (24)	1% (4)	5% (22)	1% (4)	415
Want Chiefs to Win	56% (200)	31% (111)	4% (16)	2% (6)	5% (16)	2% (6)	354
Typically Host SB Party and Likely Host this Year	58% (121)	30% (62)	6% (13)	3% (6)	1% (2)	2% (4)	208
Likely Host SB Party this Year	53% (194)	32% (116)	7% (26)	2% (7)	3% (12)	2% (9)	364
Sports Bettors	54% (178)	31% (102)	8% (25)	2% (6)	3% (10)	3% (10)	331
Sports Bettors Weekly+	54% (77)	28% (39)	9% (13)	3% (4)	3% (4)	3% (4)	142
Non/Infrequent Bettor	45% (424)	37% (351)	5% (47)	1% (13)	10% (97)	2% (19)	951
Sports Bettors Monthly+	58% (114)	24% (47)	9% (18)	3% (6)	2% (5)	4% (9)	199
Non/Infrequent Bettor, Plan to Bet on SB LVII	53% (45)	31% (27)	7% (6)	1% (1)	4% (4)	4% (3)	84
Plan to Bet on SB LVII	58% (145)	26% (65)	8% (20)	1% (3)	3% (9)	4% (9)	250

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

**Table MCFE2\_3: Do you have a favorable or unfavorable view of the following brands?**

M&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	48% (558)	35% (409)	3% (35)	3% (35)	7% (79)	3% (36)	1152
Gender: Male	45% (261)	38% (217)	4% (23)	4% (21)	5% (28)	5% (28)	578
Gender: Female	52% (297)	33% (192)	2% (12)	2% (14)	9% (51)	1% (8)	574
Age: 18-34	50% (158)	30% (95)	5% (14)	3% (8)	7% (20)	6% (18)	314
Age: 35-44	45% (83)	36% (65)	3% (5)	7% (12)	9% (17)	1% (2)	184
Age: 45-64	52% (208)	34% (135)	3% (12)	3% (11)	6% (23)	3% (10)	398
Age: 65+	43% (109)	44% (114)	1% (4)	1% (3)	8% (20)	2% (6)	257
GenZers: 1997-2012	49% (59)	35% (42)	3% (4)	2% (3)	7% (9)	4% (5)	122
Millennials: 1981-1996	50% (169)	30% (101)	4% (14)	5% (17)	7% (24)	4% (14)	339
GenXers: 1965-1980	50% (154)	34% (104)	3% (10)	3% (8)	7% (21)	3% (10)	307
Baby Boomers: 1946-1964	45% (159)	43% (150)	2% (7)	2% (7)	6% (20)	2% (7)	350
PID: Dem (no lean)	52% (229)	33% (145)	2% (10)	3% (12)	6% (24)	4% (16)	436
PID: Ind (no lean)	36% (135)	40% (149)	4% (15)	4% (16)	11% (43)	4% (15)	372
PID: Rep (no lean)	57% (195)	34% (115)	3% (10)	2% (8)	4% (12)	1% (4)	344
PID/Gender: Dem Men	48% (100)	37% (78)	3% (7)	3% (7)	2% (4)	7% (14)	210
PID/Gender: Dem Women	57% (128)	30% (67)	1% (3)	2% (6)	9% (20)	1% (2)	225
PID/Gender: Ind Men	32% (63)	43% (84)	5% (9)	5% (10)	9% (18)	5% (10)	195
PID/Gender: Ind Women	41% (72)	37% (65)	3% (5)	3% (5)	14% (24)	3% (5)	177
PID/Gender: Rep Men	57% (98)	32% (55)	4% (7)	3% (5)	3% (5)	2% (3)	172
PID/Gender: Rep Women	56% (97)	35% (60)	2% (4)	2% (3)	4% (7)	1% (1)	172
Ideo: Liberal (1-3)	51% (167)	37% (120)	3% (9)	3% (9)	5% (15)	1% (4)	325
Ideo: Moderate (4)	45% (164)	38% (139)	3% (12)	1% (5)	9% (32)	4% (16)	368
Ideo: Conservative (5-7)	50% (191)	33% (126)	4% (14)	5% (20)	7% (25)	2% (9)	384
Educ: < College	50% (377)	34% (258)	3% (24)	3% (19)	7% (51)	4% (29)	758
Educ: Bachelors degree	48% (117)	38% (93)	1% (3)	4% (9)	7% (17)	2% (5)	244
Educ: Post-grad	43% (64)	38% (58)	5% (8)	4% (7)	7% (11)	2% (2)	150
Income: Under 50k	47% (301)	34% (217)	4% (26)	3% (21)	8% (54)	3% (22)	642
Income: 50k-100k	52% (176)	37% (124)	2% (6)	3% (9)	4% (12)	3% (11)	339
Income: 100k+	47% (81)	39% (68)	2% (3)	3% (5)	7% (13)	1% (3)	172
Ethnicity: White	50% (443)	36% (323)	3% (31)	3% (26)	5% (45)	3% (23)	891

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**Table MCFE2\_3: Do you have a favorable or unfavorable view of the following brands?**  
 M&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	48% (558)	35% (409)	3% (35)	3% (35)	7% (79)	3% (36)	1152
Ethnicity: Hispanic	57% (119)	24% (50)	5% (11)	5% (11)	3% (6)	6% (12)	208
Ethnicity: Black	53% (75)	31% (43)	2% (3)	3% (4)	10% (14)	2% (3)	142
Ethnicity: Other	34% (40)	36% (43)	1% (1)	4% (5)	17% (20)	9% (10)	120
All Christian	54% (257)	36% (171)	2% (8)	1% (6)	6% (27)	1% (5)	475
All Non-Christian	35% (29)	31% (25)	3% (2)	2% (1)	8% (7)	21% (17)	83
Agnostic/Nothing in particular	41% (146)	39% (141)	5% (17)	4% (14)	8% (29)	3% (12)	358
Something Else	58% (108)	26% (49)	4% (7)	5% (8)	7% (14)	1% (2)	187
Religious Non-Protestant/Catholic	35% (33)	35% (32)	2% (2)	2% (1)	7% (7)	19% (17)	94
Evangelical	56% (171)	32% (97)	2% (7)	2% (6)	6% (17)	2% (5)	303
Non-Evangelical	55% (188)	33% (115)	2% (7)	3% (9)	7% (23)	— (1)	343
Community: Urban	48% (173)	32% (114)	2% (9)	5% (16)	8% (27)	6% (21)	361
Community: Suburban	48% (246)	39% (201)	2% (11)	2% (12)	7% (33)	2% (9)	512
Community: Rural	50% (140)	33% (94)	5% (15)	3% (7)	7% (19)	2% (6)	280
Employ: Private Sector	53% (196)	34% (127)	3% (10)	2% (8)	5% (19)	2% (8)	369
Employ: Self-Employed	51% (57)	27% (30)	5% (6)	5% (6)	6% (6)	6% (7)	111
Employ: Homemaker	49% (33)	40% (27)	— (0)	6% (4)	1% (1)	4% (3)	69
Employ: Retired	44% (133)	42% (127)	3% (9)	2% (5)	6% (18)	3% (8)	299
Employ: Unemployed	45% (74)	25% (42)	5% (8)	5% (9)	15% (24)	5% (9)	166
Employ: Other	55% (38)	32% (23)	4% (3)	2% (2)	7% (5)	— (0)	70
Military HH: Yes	44% (78)	46% (82)	2% (4)	1% (1)	7% (12)	— (1)	178
Military HH: No	49% (480)	34% (327)	3% (31)	3% (34)	7% (68)	4% (35)	975
RD/WT: Right Direction	49% (176)	33% (120)	2% (7)	4% (14)	9% (31)	4% (14)	363
RD/WT: Wrong Track	48% (382)	37% (289)	4% (28)	3% (21)	6% (48)	3% (22)	790
Biden Job Approve	48% (227)	35% (165)	3% (16)	3% (13)	7% (33)	4% (18)	473
Biden Job Disapprove	49% (309)	36% (229)	3% (19)	3% (22)	6% (40)	3% (16)	634
Biden Job Strongly Approve	54% (106)	24% (48)	3% (7)	4% (8)	10% (20)	5% (10)	198
Biden Job Somewhat Approve	44% (121)	43% (118)	3% (9)	2% (5)	5% (13)	3% (9)	275
Biden Job Somewhat Disapprove	51% (103)	31% (62)	3% (7)	4% (9)	5% (10)	5% (10)	201
Biden Job Strongly Disapprove	48% (206)	39% (167)	3% (12)	3% (13)	7% (30)	1% (6)	434

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**Table MCFE2\_3: Do you have a favorable or unfavorable view of the following brands?**

M&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	48% (558)	35% (409)	3% (35)	3% (35)	7% (79)	3% (36)	1152
Favorable of Biden	51% (244)	34% (162)	4% (17)	2% (11)	6% (31)	4% (18)	482
Unfavorable of Biden	48% (289)	39% (237)	3% (18)	2% (14)	5% (33)	2% (15)	605
Very Favorable of Biden	58% (119)	23% (48)	2% (4)	4% (8)	8% (17)	4% (9)	205
Somewhat Favorable of Biden	45% (125)	41% (114)	5% (13)	1% (3)	5% (14)	3% (9)	277
Somewhat Unfavorable of Biden	44% (71)	43% (69)	3% (5)	— (0)	5% (8)	6% (9)	162
Very Unfavorable of Biden	49% (218)	38% (168)	3% (13)	3% (14)	6% (25)	1% (6)	443
#1 Issue: Economy	52% (244)	32% (150)	4% (18)	4% (17)	5% (23)	3% (15)	468
#1 Issue: Security	38% (49)	49% (62)	1% (1)	1% (2)	10% (12)	1% (1)	126
#1 Issue: Health Care	46% (42)	42% (39)	2% (2)	2% (2)	9% (9)	— (0)	93
#1 Issue: Medicare / Social Security	47% (83)	37% (65)	1% (2)	3% (4)	7% (12)	6% (10)	175
#1 Issue: Women's Issues	56% (58)	28% (29)	1% (1)	2% (3)	10% (11)	3% (4)	104
#1 Issue: Energy	39% (27)	43% (30)	11% (7)	4% (3)	2% (2)	— (0)	69
#1 Issue: Other	51% (40)	30% (24)	3% (3)	7% (5)	7% (6)	1% (1)	78
2022 House Vote: Democrat	50% (196)	35% (139)	3% (11)	3% (11)	6% (24)	3% (12)	393
2022 House Vote: Republican	46% (159)	42% (144)	3% (9)	3% (9)	4% (14)	3% (9)	344
2022 House Vote: Didnt Vote	49% (198)	29% (117)	4% (14)	4% (15)	10% (42)	4% (15)	401
2020 Vote: Joe Biden	48% (206)	37% (157)	3% (12)	3% (12)	7% (29)	3% (12)	428
2020 Vote: Donald Trump	49% (174)	41% (143)	3% (10)	2% (7)	3% (11)	2% (7)	352
2020 Vote: Didn't Vote	47% (158)	31% (104)	4% (12)	4% (15)	10% (34)	5% (16)	338
2018 House Vote: Democrat	51% (187)	36% (134)	3% (11)	3% (11)	6% (22)	1% (5)	370
2018 House Vote: Republican	50% (150)	39% (119)	1% (4)	2% (7)	5% (15)	2% (8)	303
2018 House Vote: Didnt Vote	47% (216)	31% (145)	4% (21)	4% (16)	9% (41)	5% (23)	462
4-Region: Northeast	53% (109)	30% (62)	2% (3)	2% (5)	11% (22)	2% (4)	205
4-Region: Midwest	48% (118)	41% (101)	3% (7)	2% (6)	4% (10)	1% (3)	245
4-Region: South	50% (217)	33% (143)	3% (14)	2% (9)	7% (32)	4% (18)	432
4-Region: West	42% (114)	38% (103)	4% (11)	6% (15)	6% (15)	4% (12)	270
Sports Fan	50% (410)	37% (302)	3% (28)	2% (15)	5% (40)	3% (27)	821
Avid Sports Fan	56% (173)	32% (98)	5% (14)	2% (5)	4% (13)	2% (6)	310
Casual Sports Fan	46% (237)	40% (203)	3% (14)	2% (10)	5% (27)	4% (21)	511

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**Table MCFE2\_3: Do you have a favorable or unfavorable view of the following brands?**  
 M&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	48% (558)	35% (409)	3% (35)	3% (35)	7% (79)	3% (36)	1152
Football Fan	52% (409)	35% (276)	3% (26)	2% (14)	5% (35)	3% (24)	784
Avid Football Fan	57% (194)	30% (102)	4% (15)	2% (7)	4% (13)	2% (8)	339
NFL Fan	52% (405)	36% (278)	3% (24)	2% (15)	4% (35)	3% (20)	777
Avid NFL Fan	59% (199)	30% (103)	4% (13)	2% (6)	3% (11)	2% (7)	339
Rihanna Fan	56% (297)	32% (168)	4% (19)	2% (8)	6% (29)	2% (10)	532
Pro Football is Favorite	52% (163)	37% (116)	2% (6)	2% (6)	4% (14)	3% (11)	316
Like Pro Football but not Favorite	51% (264)	36% (185)	4% (19)	2% (10)	5% (26)	3% (17)	519
Watched SB LVI and Plan to Watch LVII	49% (288)	39% (229)	4% (26)	2% (12)	4% (21)	2% (12)	589
Likely to Watch SB LVII	51% (383)	36% (271)	4% (28)	2% (16)	4% (33)	2% (19)	750
Want Eagles to Win	46% (180)	40% (157)	2% (9)	4% (16)	5% (20)	2% (8)	390
Want Chiefs to Win	57% (212)	32% (119)	4% (16)	2% (7)	4% (16)	1% (3)	373
Typically Host SB Party and Likely Host this Year	58% (120)	32% (67)	2% (4)	3% (7)	4% (9)	1% (2)	209
Likely Host SB Party this Year	53% (190)	35% (126)	3% (10)	2% (7)	5% (17)	3% (9)	360
Sports Bettors	51% (162)	32% (102)	3% (9)	6% (19)	6% (20)	2% (6)	317
Sports Bettors Weekly+	52% (62)	31% (37)	4% (4)	6% (7)	5% (6)	2% (2)	119
Non/Infrequent Bettor	48% (446)	37% (344)	3% (28)	2% (16)	7% (64)	3% (30)	928
Sports Bettors Monthly+	52% (105)	27% (55)	4% (7)	9% (19)	6% (13)	2% (4)	203
Non/Infrequent Bettor, Plan to Bet on SB LVII	59% (43)	28% (20)	2% (1)	1% (0)	6% (5)	5% (3)	72
Plan to Bet on SB LVII	54% (113)	31% (65)	2% (4)	4% (9)	7% (14)	3% (6)	210

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

**Table MCFE2\_4: Do you have a favorable or unfavorable view of the following brands?**

Planters

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (343)	39% (460)	3% (38)	2% (24)	13% (149)	13% (158)	1172
Gender: Male	33% (188)	38% (222)	2% (14)	3% (19)	14% (78)	10% (56)	577
Gender: Female	26% (154)	40% (237)	4% (24)	1% (5)	12% (71)	17% (102)	594
Age: 18-34	19% (64)	24% (80)	5% (18)	2% (8)	16% (53)	34% (115)	340
Age: 35-44	27% (51)	45% (85)	5% (10)	5% (10)	11% (20)	7% (13)	188
Age: 45-64	38% (141)	42% (152)	2% (8)	1% (3)	13% (46)	4% (16)	367
Age: 65+	31% (87)	51% (142)	1% (2)	1% (2)	11% (29)	5% (13)	277
GenZers: 1997-2012	15% (22)	11% (16)	6% (9)	4% (7)	16% (24)	49% (73)	150
Millennials: 1981-1996	24% (84)	39% (134)	4% (13)	3% (11)	14% (47)	16% (54)	343
GenXers: 1965-1980	36% (99)	42% (116)	4% (11)	1% (3)	11% (30)	6% (17)	276
Baby Boomers: 1946-1964	35% (130)	47% (176)	2% (6)	1% (4)	12% (44)	3% (12)	372
PID: Dem (no lean)	31% (138)	39% (175)	4% (16)	1% (4)	12% (53)	14% (62)	448
PID: Ind (no lean)	24% (90)	36% (137)	4% (14)	5% (18)	17% (63)	15% (57)	380
PID: Rep (no lean)	33% (115)	43% (148)	2% (8)	— (1)	9% (33)	11% (39)	344
PID/Gender: Dem Men	38% (83)	34% (74)	4% (8)	— (1)	12% (27)	12% (27)	221
PID/Gender: Dem Women	24% (55)	44% (100)	3% (8)	2% (3)	11% (26)	15% (35)	227
PID/Gender: Ind Men	26% (48)	35% (64)	2% (4)	9% (16)	19% (35)	8% (14)	181
PID/Gender: Ind Women	21% (42)	37% (73)	5% (10)	1% (2)	15% (29)	22% (43)	198
PID/Gender: Rep Men	33% (57)	48% (84)	1% (1)	1% (1)	9% (16)	9% (15)	175
PID/Gender: Rep Women	34% (58)	38% (64)	4% (7)	— (0)	10% (16)	14% (24)	169
Ideo: Liberal (1-3)	31% (103)	45% (149)	3% (11)	1% (4)	9% (30)	10% (35)	332
Ideo: Moderate (4)	28% (109)	36% (141)	2% (8)	1% (6)	17% (66)	16% (65)	395
Ideo: Conservative (5-7)	31% (115)	42% (156)	3% (11)	3% (13)	11% (40)	10% (36)	372
Educ: < College	28% (217)	36% (277)	4% (28)	3% (20)	13% (100)	17% (128)	770
Educ: Bachelors degree	29% (77)	48% (130)	2% (6)	1% (2)	12% (32)	8% (23)	271
Educ: Post-grad	37% (49)	40% (52)	3% (3)	1% (2)	13% (17)	6% (8)	131
Income: Under 50k	30% (189)	35% (224)	4% (24)	2% (15)	13% (86)	16% (100)	637
Income: 50k-100k	31% (109)	43% (152)	3% (10)	1% (5)	10% (36)	11% (39)	351
Income: 100k+	24% (45)	46% (84)	3% (5)	2% (4)	14% (27)	11% (20)	184
Ethnicity: White	28% (255)	43% (386)	3% (30)	2% (22)	12% (106)	11% (103)	901

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**Table MCFE2\_4: Do you have a favorable or unfavorable view of the following brands?**  
*Planters*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (343)	39% (460)	3% (38)	2% (24)	13% (149)	13% (158)	1172
Ethnicity: Hispanic	19% (42)	40% (89)	5% (11)	6% (13)	9% (20)	21% (46)	222
Ethnicity: Black	37% (57)	27% (41)	3% (5)	1% (1)	14% (21)	19% (28)	153
Ethnicity: Other	26% (31)	28% (33)	3% (4)	1% (1)	19% (22)	23% (27)	118
All Christian	35% (180)	44% (227)	3% (13)	1% (3)	10% (51)	7% (37)	511
All Non-Christian	27% (20)	37% (27)	6% (4)	5% (4)	7% (5)	18% (13)	72
Atheist	19% (9)	37% (19)	3% (2)	10% (5)	15% (7)	16% (8)	50
Agnostic/Nothing in particular	22% (75)	36% (127)	4% (14)	3% (11)	18% (61)	17% (61)	348
Something Else	31% (58)	32% (61)	3% (6)	1% (1)	13% (24)	21% (39)	190
Religious Non-Protestant/Catholic	26% (21)	37% (30)	5% (4)	4% (4)	7% (6)	20% (16)	81
Evangelical	40% (115)	37% (109)	3% (9)	1% (3)	10% (28)	9% (27)	291
Non-Evangelical	31% (120)	44% (173)	3% (10)	— (1)	12% (46)	11% (44)	394
Community: Urban	34% (125)	30% (111)	3% (11)	4% (14)	13% (49)	16% (59)	369
Community: Suburban	28% (141)	45% (226)	3% (14)	2% (9)	11% (57)	12% (60)	506
Community: Rural	26% (77)	42% (123)	5% (14)	— (1)	14% (43)	13% (40)	297
Employ: Private Sector	29% (107)	41% (150)	4% (15)	1% (3)	13% (49)	12% (44)	368
Employ: Government	31% (16)	26% (13)	4% (2)	11% (6)	9% (5)	19% (10)	51
Employ: Self-Employed	27% (33)	39% (48)	2% (2)	1% (1)	11% (13)	20% (25)	123
Employ: Homemaker	31% (22)	36% (25)	2% (1)	2% (2)	7% (5)	21% (15)	70
Employ: Retired	32% (100)	50% (155)	1% (3)	1% (3)	11% (35)	4% (13)	309
Employ: Unemployed	24% (34)	32% (46)	8% (11)	6% (9)	16% (23)	13% (19)	142
Employ: Other	37% (26)	26% (19)	6% (4)	— (0)	14% (10)	18% (13)	72
Military HH: Yes	32% (53)	38% (63)	2% (3)	4% (7)	12% (19)	12% (19)	164
Military HH: No	29% (290)	39% (397)	3% (35)	2% (17)	13% (130)	14% (139)	1008
RD/WT: Right Direction	34% (127)	38% (141)	3% (13)	1% (4)	13% (49)	10% (37)	372
RD/WT: Wrong Track	27% (215)	40% (319)	3% (25)	3% (21)	12% (99)	15% (121)	800
Biden Job Approve	30% (149)	41% (202)	3% (17)	1% (6)	13% (63)	11% (54)	491
Biden Job Disapprove	30% (187)	40% (250)	3% (20)	3% (17)	11% (72)	13% (79)	625

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**Table MCFE2\_4: Do you have a favorable or unfavorable view of the following brands?**

*Planters*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (343)	39% (460)	3% (38)	2% (24)	13% (149)	13% (158)	1172
Biden Job Strongly Approve	39% (79)	33% (67)	5% (11)	1% (2)	13% (26)	9% (19)	205
Biden Job Somewhat Approve	24% (70)	47% (135)	2% (6)	1% (4)	13% (37)	12% (35)	287
Biden Job Somewhat Disapprove	24% (44)	37% (68)	4% (7)	6% (11)	16% (30)	13% (23)	182
Biden Job Strongly Disapprove	32% (144)	41% (182)	3% (13)	1% (6)	9% (42)	13% (57)	443
Favorable of Biden	31% (154)	41% (203)	3% (13)	1% (5)	13% (64)	12% (61)	501
Unfavorable of Biden	31% (182)	41% (245)	4% (23)	1% (8)	11% (66)	12% (72)	597
Very Favorable of Biden	36% (78)	36% (79)	4% (9)	— (1)	14% (30)	10% (22)	218
Somewhat Favorable of Biden	27% (76)	44% (125)	1% (4)	1% (4)	12% (34)	14% (39)	282
Somewhat Unfavorable of Biden	26% (38)	43% (62)	2% (2)	2% (3)	17% (25)	11% (16)	146
Very Unfavorable of Biden	32% (145)	40% (183)	5% (20)	1% (6)	9% (42)	12% (56)	451
#1 Issue: Economy	28% (141)	39% (195)	3% (15)	2% (12)	12% (63)	16% (78)	504
#1 Issue: Security	31% (42)	45% (59)	3% (4)	— (0)	15% (19)	7% (9)	133
#1 Issue: Health Care	27% (26)	45% (42)	6% (5)	3% (3)	9% (9)	9% (9)	94
#1 Issue: Medicare / Social Security	33% (50)	43% (66)	— (1)	— (1)	16% (25)	6% (10)	152
#1 Issue: Women's Issues	30% (35)	31% (36)	4% (4)	1% (1)	10% (12)	25% (29)	116
#1 Issue: Energy	26% (16)	42% (26)	5% (3)	8% (5)	5% (3)	13% (8)	62
#1 Issue: Other	33% (22)	36% (23)	— (0)	3% (2)	15% (10)	13% (9)	66
2022 House Vote: Democrat	33% (138)	42% (178)	3% (15)	1% (4)	12% (51)	9% (36)	423
2022 House Vote: Republican	33% (116)	46% (161)	3% (10)	1% (5)	9% (30)	8% (26)	348
2022 House Vote: Didnt Vote	23% (86)	28% (107)	4% (13)	3% (13)	16% (62)	25% (95)	377
2020 Vote: Joe Biden	31% (140)	42% (185)	3% (12)	1% (5)	13% (57)	10% (45)	445
2020 Vote: Donald Trump	34% (121)	47% (165)	3% (9)	— (1)	9% (30)	7% (25)	352
2020 Vote: Didn't Vote	21% (73)	28% (96)	5% (17)	5% (18)	15% (52)	25% (85)	341
2018 House Vote: Democrat	35% (132)	41% (156)	3% (12)	1% (4)	11% (43)	9% (34)	381
2018 House Vote: Republican	34% (106)	49% (156)	2% (5)	— (0)	10% (31)	5% (17)	315
2018 House Vote: Didnt Vote	23% (104)	30% (134)	5% (21)	4% (18)	16% (71)	23% (103)	452

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**Table MCFE2\_4: Do you have a favorable or unfavorable view of the following brands?**  
*Planters*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (343)	39% (460)	3% (38)	2% (24)	13% (149)	13% (158)	1172
4-Region: Northeast	29% (54)	40% (74)	3% (5)	2% (3)	16% (29)	11% (21)	186
4-Region: Midwest	32% (74)	43% (100)	3% (8)	1% (3)	10% (24)	9% (22)	231
4-Region: South	32% (142)	36% (162)	4% (19)	2% (7)	13% (56)	13% (58)	443
4-Region: West	23% (73)	40% (124)	2% (7)	4% (12)	13% (39)	19% (58)	312
Sports Fan	33% (274)	38% (318)	3% (23)	1% (12)	12% (100)	12% (104)	832
Avid Sports Fan	42% (143)	34% (116)	3% (12)	1% (3)	12% (40)	8% (29)	342
Casual Sports Fan	27% (131)	41% (202)	2% (11)	2% (9)	12% (61)	15% (75)	489
Football Fan	35% (276)	38% (304)	3% (24)	2% (12)	11% (88)	11% (85)	790
Avid Football Fan	43% (155)	37% (133)	3% (9)	— (1)	9% (34)	7% (27)	358
NFL Fan	35% (272)	39% (308)	3% (22)	2% (12)	11% (89)	11% (84)	787
Avid NFL Fan	45% (162)	35% (126)	3% (9)	— (1)	9% (32)	7% (26)	356
Rihanna Fan	32% (197)	33% (201)	5% (28)	1% (8)	13% (78)	16% (100)	613
Pro Football is Favorite	38% (130)	37% (127)	2% (7)	2% (6)	11% (39)	10% (36)	346
Like Pro Football but not Favorite	32% (157)	39% (195)	3% (17)	1% (5)	12% (59)	12% (61)	495
Watched SB LVI and Plan to Watch LVII	37% (229)	40% (247)	3% (16)	— (3)	11% (71)	8% (51)	617
Likely to Watch SB LVII	35% (268)	39% (298)	3% (22)	1% (11)	11% (82)	11% (88)	770
Want Eagles to Win	33% (141)	42% (180)	3% (11)	4% (18)	10% (43)	9% (38)	432
Want Chiefs to Win	34% (122)	37% (132)	5% (18)	— (1)	12% (44)	12% (43)	360
Typically Host SB Party and Likely Host this Year	38% (90)	36% (85)	3% (8)	3% (6)	9% (20)	12% (27)	236
Likely Host SB Party this Year	33% (127)	36% (140)	4% (16)	2% (8)	11% (42)	14% (55)	388
Sports Bettors	30% (107)	36% (128)	3% (12)	5% (16)	9% (33)	17% (61)	357
Sports Bettors Weekly+	35% (42)	39% (48)	5% (6)	5% (6)	9% (11)	7% (9)	121
Non/Infrequent Bettor	30% (283)	41% (388)	3% (28)	1% (9)	13% (126)	11% (105)	938
Sports Bettors Monthly+	31% (60)	35% (67)	5% (10)	8% (15)	9% (18)	12% (24)	195
Non/Infrequent Bettor, Plan to Bet on SB LVII	41% (39)	31% (30)	2% (2)	— (0)	13% (12)	13% (12)	95
Plan to Bet on SB LVII	37% (89)	36% (86)	4% (11)	3% (7)	11% (26)	9% (22)	241

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

**Table MCFE2\_5: Do you have a favorable or unfavorable view of the following brands?**

*Bud Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (234)	29% (363)	10% (129)	13% (163)	25% (316)	4% (56)	1261
Gender: Male	24% (151)	32% (197)	10% (63)	10% (61)	21% (130)	4% (22)	625
Gender: Female	13% (84)	26% (166)	10% (65)	16% (102)	29% (186)	5% (33)	636
Age: 18-34	19% (70)	22% (81)	11% (41)	12% (45)	26% (96)	8% (30)	363
Age: 35-44	23% (50)	36% (79)	10% (21)	10% (22)	18% (39)	3% (7)	218
Age: 45-64	19% (76)	33% (135)	10% (41)	13% (52)	23% (94)	3% (13)	411
Age: 65+	14% (38)	25% (68)	9% (26)	16% (44)	33% (88)	2% (6)	270
GenZers: 1997-2012	14% (22)	24% (37)	8% (13)	9% (14)	31% (48)	14% (21)	154
Millennials: 1981-1996	24% (92)	27% (101)	12% (45)	12% (47)	21% (81)	4% (14)	379
GenXers: 1965-1980	17% (58)	35% (117)	11% (36)	13% (43)	21% (71)	3% (10)	335
Baby Boomers: 1946-1964	17% (61)	28% (102)	9% (32)	15% (56)	29% (105)	3% (10)	366
PID: Dem (no lean)	18% (90)	29% (147)	11% (57)	13% (65)	24% (123)	5% (24)	505
PID: Ind (no lean)	14% (55)	27% (105)	9% (35)	14% (56)	29% (116)	7% (27)	393
PID: Rep (no lean)	25% (90)	31% (111)	10% (37)	12% (43)	21% (78)	1% (5)	363
PID/Gender: Dem Men	25% (58)	31% (73)	12% (28)	10% (23)	18% (42)	4% (10)	234
PID/Gender: Dem Women	12% (32)	27% (74)	11% (29)	15% (41)	30% (81)	5% (13)	270
PID/Gender: Ind Men	19% (39)	26% (55)	8% (17)	13% (28)	29% (61)	5% (9)	209
PID/Gender: Ind Women	9% (16)	27% (50)	10% (18)	15% (28)	30% (55)	9% (17)	183
PID/Gender: Rep Men	30% (54)	38% (69)	10% (18)	5% (10)	15% (28)	1% (2)	181
PID/Gender: Rep Women	20% (36)	23% (42)	10% (19)	18% (33)	28% (50)	1% (3)	182
Ideo: Liberal (1-3)	18% (68)	31% (120)	12% (45)	14% (52)	23% (88)	3% (12)	386
Ideo: Moderate (4)	19% (71)	30% (110)	10% (36)	10% (38)	28% (104)	3% (10)	369
Ideo: Conservative (5-7)	21% (84)	28% (113)	10% (41)	14% (58)	24% (96)	4% (16)	407
Educ: < College	18% (143)	26% (212)	10% (79)	14% (112)	26% (211)	6% (45)	802
Educ: Bachelors degree	19% (56)	34% (100)	10% (30)	12% (34)	24% (70)	2% (7)	298
Educ: Post-grad	22% (35)	32% (51)	12% (20)	11% (17)	22% (35)	2% (4)	162
Income: Under 50k	17% (114)	26% (180)	10% (68)	13% (88)	28% (191)	6% (43)	683
Income: 50k-100k	21% (78)	31% (117)	8% (30)	12% (44)	25% (93)	3% (11)	374
Income: 100k+	21% (42)	32% (65)	15% (31)	15% (31)	16% (33)	1% (2)	204
Ethnicity: White	19% (178)	30% (284)	10% (98)	14% (131)	24% (234)	3% (32)	958

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**Table MCFE2\_5: Do you have a favorable or unfavorable view of the following brands?**  
*Bud Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (234)	29% (363)	10% (129)	13% (163)	25% (316)	4% (56)	1261
Ethnicity: Hispanic	20% (42)	34% (73)	16% (33)	6% (13)	22% (47)	3% (6)	215
Ethnicity: Black	21% (36)	27% (45)	10% (17)	13% (21)	22% (37)	7% (12)	168
Ethnicity: Other	15% (20)	25% (34)	10% (13)	8% (11)	33% (45)	9% (12)	135
All Christian	20% (105)	31% (164)	10% (52)	13% (67)	24% (126)	3% (18)	531
All Non-Christian	24% (21)	33% (29)	8% (7)	6% (5)	18% (16)	11% (9)	87
Atheist	18% (11)	29% (18)	3% (2)	12% (7)	33% (20)	5% (3)	60
Agnostic/Nothing in particular	16% (59)	24% (89)	13% (48)	14% (51)	29% (108)	5% (20)	375
Something Else	19% (39)	31% (64)	9% (20)	16% (33)	23% (47)	3% (5)	207
Religious Non-Protestant/Catholic	23% (21)	33% (31)	7% (7)	8% (8)	19% (18)	10% (9)	94
Evangelical	22% (67)	28% (88)	6% (20)	17% (53)	22% (69)	4% (12)	310
Non-Evangelical	18% (74)	32% (133)	12% (51)	10% (43)	24% (100)	3% (12)	412
Community: Urban	24% (96)	29% (118)	9% (37)	10% (42)	22% (88)	6% (25)	407
Community: Suburban	16% (89)	30% (172)	11% (62)	15% (87)	26% (151)	2% (14)	574
Community: Rural	18% (49)	26% (73)	11% (30)	12% (35)	28% (77)	6% (16)	280
Employ: Private Sector	24% (101)	31% (129)	13% (52)	11% (44)	17% (72)	4% (18)	417
Employ: Self-Employed	19% (23)	39% (46)	9% (10)	14% (17)	17% (21)	1% (1)	118
Employ: Homemaker	14% (13)	29% (27)	5% (5)	13% (13)	33% (31)	6% (6)	94
Employ: Retired	18% (56)	24% (75)	10% (32)	13% (40)	30% (93)	3% (10)	306
Employ: Unemployed	11% (18)	23% (35)	10% (15)	13% (21)	34% (53)	8% (12)	154
Employ: Other	21% (18)	28% (24)	5% (4)	18% (15)	24% (20)	3% (2)	84
Military HH: Yes	22% (38)	26% (45)	9% (15)	16% (29)	25% (43)	3% (5)	175
Military HH: No	18% (196)	29% (317)	10% (114)	12% (135)	25% (273)	5% (51)	1086
RD/WT: Right Direction	20% (86)	29% (123)	10% (43)	11% (46)	24% (102)	7% (29)	429
RD/WT: Wrong Track	18% (148)	29% (240)	10% (86)	14% (117)	26% (215)	3% (27)	832
Biden Job Approve	18% (99)	29% (160)	11% (61)	13% (69)	23% (127)	6% (31)	547
Biden Job Disapprove	19% (126)	30% (193)	10% (64)	14% (88)	25% (161)	2% (16)	648

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**Table MCFE2\_5: Do you have a favorable or unfavorable view of the following brands?**

*Bud Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (234)	29% (363)	10% (129)	13% (163)	25% (316)	4% (56)	1261
Biden Job Strongly Approve	21% (53)	27% (69)	12% (32)	13% (32)	19% (48)	8% (21)	254
Biden Job Somewhat Approve	16% (46)	31% (91)	10% (29)	13% (37)	27% (79)	3% (10)	293
Biden Job Somewhat Disapprove	18% (34)	32% (59)	10% (18)	11% (20)	25% (47)	5% (9)	187
Biden Job Strongly Disapprove	20% (93)	29% (134)	10% (46)	15% (69)	25% (114)	1% (6)	460
Favorable of Biden	19% (104)	30% (164)	10% (54)	13% (72)	24% (131)	5% (28)	554
Unfavorable of Biden	20% (123)	30% (188)	11% (69)	13% (85)	24% (148)	3% (17)	631
Very Favorable of Biden	23% (57)	23% (59)	11% (27)	14% (36)	22% (54)	8% (19)	252
Somewhat Favorable of Biden	16% (47)	35% (105)	9% (27)	12% (36)	25% (76)	3% (9)	302
Somewhat Unfavorable of Biden	17% (26)	30% (47)	14% (22)	12% (19)	23% (37)	4% (7)	157
Very Unfavorable of Biden	21% (97)	30% (141)	10% (47)	14% (66)	24% (112)	2% (10)	474
#1 Issue: Economy	22% (115)	31% (161)	11% (57)	11% (57)	22% (113)	3% (14)	517
#1 Issue: Security	21% (26)	31% (39)	10% (12)	12% (15)	24% (31)	3% (3)	127
#1 Issue: Health Care	16% (15)	27% (24)	12% (11)	17% (15)	19% (17)	8% (7)	89
#1 Issue: Medicare / Social Security	17% (29)	26% (44)	6% (10)	14% (24)	32% (55)	5% (9)	171
#1 Issue: Women's Issues	10% (13)	28% (36)	12% (16)	15% (20)	25% (32)	10% (12)	129
#1 Issue: Education	13% (7)	37% (20)	11% (6)	7% (4)	30% (17)	2% (1)	55
#1 Issue: Energy	23% (19)	35% (29)	7% (6)	8% (7)	22% (19)	5% (4)	85
#1 Issue: Other	11% (10)	10% (9)	12% (11)	25% (22)	37% (33)	4% (4)	88
2022 House Vote: Democrat	19% (86)	27% (127)	12% (57)	14% (65)	23% (108)	4% (19)	462
2022 House Vote: Republican	20% (75)	33% (121)	11% (40)	13% (49)	21% (79)	1% (5)	369
2022 House Vote: Didnt Vote	17% (70)	26% (106)	7% (30)	10% (42)	31% (127)	7% (29)	405
2020 Vote: Joe Biden	18% (94)	29% (147)	13% (64)	13% (67)	23% (116)	4% (21)	508
2020 Vote: Donald Trump	20% (74)	33% (124)	10% (37)	14% (53)	22% (81)	1% (5)	374
2020 Vote: Didn't Vote	16% (54)	25% (81)	7% (22)	10% (34)	33% (109)	9% (29)	330
2018 House Vote: Democrat	18% (78)	31% (130)	12% (52)	14% (59)	20% (86)	4% (16)	420
2018 House Vote: Republican	22% (71)	32% (105)	10% (33)	14% (46)	20% (66)	2% (5)	327
2018 House Vote: Didnt Vote	17% (81)	25% (120)	8% (39)	10% (51)	33% (162)	7% (33)	486

Continued on next page

**Table MCFE2\_5: Do you have a favorable or unfavorable view of the following brands?**  
*Bud Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (234)	29% (363)	10% (129)	13% (163)	25% (316)	4% (56)	1261
4-Region: Northeast	14% (27)	29% (57)	12% (24)	14% (28)	26% (52)	5% (11)	199
4-Region: Midwest	19% (49)	26% (68)	12% (31)	12% (32)	27% (71)	5% (13)	264
4-Region: South	21% (100)	29% (138)	8% (40)	13% (60)	24% (115)	4% (19)	472
4-Region: West	18% (58)	31% (100)	10% (34)	13% (43)	24% (79)	4% (13)	327
Sports Fan	23% (213)	31% (280)	11% (99)	10% (96)	22% (197)	3% (31)	916
Avid Sports Fan	32% (119)	35% (128)	11% (41)	9% (32)	10% (37)	3% (11)	367
Casual Sports Fan	17% (94)	28% (152)	11% (59)	12% (64)	29% (160)	4% (20)	549
Football Fan	24% (211)	31% (269)	11% (98)	10% (88)	21% (185)	3% (29)	880
Avid Football Fan	30% (121)	33% (134)	12% (47)	8% (33)	13% (54)	4% (16)	405
NFL Fan	24% (210)	31% (266)	11% (95)	10% (87)	21% (181)	3% (27)	866
Avid NFL Fan	31% (124)	32% (130)	11% (45)	8% (34)	15% (59)	3% (11)	403
Rihanna Fan	25% (157)	30% (193)	11% (69)	10% (63)	19% (124)	5% (29)	634
Pro Football is Favorite	27% (95)	33% (116)	7% (25)	9% (32)	20% (71)	3% (12)	350
Like Pro Football but not Favorite	21% (123)	29% (164)	13% (72)	12% (67)	23% (130)	3% (19)	576
Watched SB LVI and Plan to Watch LVII	25% (166)	34% (231)	11% (72)	11% (75)	17% (116)	2% (17)	677
Likely to Watch SB LVII	25% (212)	31% (266)	10% (87)	11% (91)	19% (164)	3% (25)	845
Want Eagles to Win	23% (100)	33% (141)	11% (49)	11% (49)	19% (81)	3% (11)	432
Want Chiefs to Win	24% (99)	33% (134)	9% (36)	11% (46)	20% (82)	2% (9)	406
Typically Host SB Party and Likely Host this Year	34% (81)	36% (87)	9% (21)	7% (18)	8% (20)	5% (12)	238
Likely Host SB Party this Year	32% (132)	33% (139)	11% (47)	8% (33)	11% (45)	5% (19)	415
Sports Bettors	31% (116)	32% (121)	10% (39)	7% (28)	13% (48)	7% (26)	378
Sports Bettors Weekly+	38% (53)	34% (48)	7% (10)	7% (10)	8% (12)	5% (7)	140
Non/Infrequent Bettor	15% (152)	28% (280)	11% (110)	14% (146)	28% (286)	3% (34)	1007
Sports Bettors Monthly+	36% (79)	35% (77)	9% (19)	7% (15)	10% (21)	5% (10)	221
Non/Infrequent Bettor, Plan to Bet on SB LVII	41% (34)	26% (22)	8% (7)	12% (10)	12% (10)	1% (1)	83
Plan to Bet on SB LVII	40% (103)	31% (78)	8% (21)	8% (21)	9% (23)	4% (10)	256

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

**Table MCFE2\_6: Do you have a favorable or unfavorable view of the following brands?**

Michelob Ultra

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	14% (155)	24% (276)	8% (94)	12% (134)	29% (331)	13% (148)	1138
Gender: Male	17% (97)	25% (143)	9% (48)	13% (74)	25% (139)	11% (59)	560
Gender: Female	10% (58)	23% (133)	8% (46)	10% (60)	33% (192)	15% (89)	578
Age: 18-34	18% (55)	19% (57)	7% (23)	6% (19)	23% (70)	26% (80)	303
Age: 35-44	9% (18)	29% (56)	9% (18)	19% (37)	20% (39)	13% (26)	194
Age: 45-64	14% (54)	26% (101)	9% (34)	11% (45)	33% (127)	8% (31)	391
Age: 65+	11% (29)	25% (63)	8% (20)	14% (34)	38% (94)	5% (11)	250
GenZers: 1997-2012	10% (11)	8% (9)	12% (14)	4% (5)	21% (24)	45% (50)	112
Millennials: 1981-1996	17% (59)	25% (85)	7% (26)	13% (46)	22% (76)	15% (53)	345
GenXers: 1965-1980	13% (38)	31% (95)	9% (28)	11% (32)	30% (91)	6% (19)	302
Baby Boomers: 1946-1964	13% (45)	22% (77)	7% (23)	14% (50)	37% (128)	7% (22)	345
PID: Dem (no lean)	15% (66)	25% (109)	8% (33)	12% (55)	27% (118)	14% (59)	440
PID: Ind (no lean)	10% (35)	19% (67)	8% (27)	13% (47)	34% (121)	16% (57)	353
PID: Rep (no lean)	16% (54)	29% (100)	10% (34)	10% (33)	27% (92)	9% (31)	345
PID/Gender: Dem Men	21% (44)	26% (56)	6% (12)	12% (25)	23% (49)	12% (26)	213
PID/Gender: Dem Women	10% (22)	23% (53)	9% (21)	13% (29)	30% (69)	15% (33)	226
PID/Gender: Ind Men	12% (21)	16% (30)	8% (15)	21% (38)	30% (54)	13% (24)	181
PID/Gender: Ind Women	8% (14)	21% (37)	7% (12)	5% (9)	39% (67)	19% (33)	173
PID/Gender: Rep Men	19% (32)	34% (57)	12% (21)	7% (11)	22% (36)	6% (9)	166
PID/Gender: Rep Women	12% (22)	24% (44)	7% (13)	12% (22)	32% (56)	12% (22)	179
Ideo: Liberal (1-3)	15% (52)	28% (100)	8% (28)	12% (42)	24% (85)	13% (44)	351
Ideo: Moderate (4)	14% (49)	22% (77)	8% (27)	11% (37)	33% (116)	12% (42)	349
Ideo: Conservative (5-7)	13% (48)	25% (91)	10% (37)	13% (48)	29% (105)	10% (36)	364
Educ: < College	11% (83)	23% (169)	7% (53)	12% (88)	32% (233)	14% (105)	731
Educ: Bachelors degree	15% (39)	24% (63)	12% (31)	13% (33)	25% (64)	11% (28)	258
Educ: Post-grad	22% (33)	30% (44)	7% (10)	9% (13)	23% (34)	10% (15)	149
Income: Under 50k	11% (72)	21% (130)	8% (53)	13% (79)	32% (200)	15% (97)	631
Income: 50k-100k	16% (56)	27% (93)	9% (30)	10% (33)	28% (94)	10% (35)	340
Income: 100k+	17% (28)	32% (53)	7% (11)	13% (22)	22% (37)	10% (16)	167
Ethnicity: White	14% (121)	25% (223)	9% (76)	12% (110)	31% (273)	10% (88)	892

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**Table MCFE2\_6:** Do you have a favorable or unfavorable view of the following brands?  
 Michelob Ultra

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	14% (155)	24% (276)	8% (94)	12% (134)	29% (331)	13% (148)	1138
Ethnicity: Hispanic	17% (34)	26% (54)	9% (19)	8% (17)	28% (59)	11% (23)	206
Ethnicity: Black	16% (23)	24% (35)	6% (9)	12% (17)	20% (30)	22% (32)	148
Ethnicity: Other	11% (11)	18% (18)	8% (8)	7% (7)	28% (28)	27% (27)	99
All Christian	18% (89)	23% (111)	8% (40)	12% (58)	29% (143)	9% (46)	486
All Non-Christian	15% (10)	30% (20)	6% (4)	7% (5)	23% (15)	18% (12)	66
Agnostic/Nothing in particular	9% (33)	24% (87)	9% (31)	11% (41)	32% (113)	14% (51)	356
Something Else	11% (21)	25% (46)	7% (13)	12% (23)	28% (51)	17% (31)	183
Religious Non-Protestant/Catholic	15% (10)	29% (20)	7% (5)	7% (5)	22% (15)	21% (14)	70
Evangelical	21% (57)	20% (57)	8% (22)	16% (45)	22% (63)	13% (35)	279
Non-Evangelical	14% (52)	25% (97)	8% (29)	9% (35)	34% (130)	10% (38)	381
Community: Urban	17% (59)	20% (70)	9% (32)	11% (37)	25% (87)	19% (68)	353
Community: Suburban	14% (68)	28% (138)	9% (42)	12% (59)	27% (132)	11% (57)	497
Community: Rural	10% (27)	24% (68)	7% (20)	13% (38)	39% (111)	8% (23)	288
Employ: Private Sector	17% (60)	29% (104)	12% (42)	9% (33)	22% (80)	11% (39)	358
Employ: Government	13% (7)	23% (12)	8% (4)	12% (6)	22% (11)	22% (12)	52
Employ: Self-Employed	19% (24)	25% (31)	8% (10)	10% (13)	26% (32)	11% (13)	122
Employ: Homemaker	8% (6)	26% (19)	4% (3)	9% (7)	35% (25)	19% (14)	73
Employ: Retired	13% (39)	21% (64)	8% (24)	13% (38)	39% (118)	6% (18)	302
Employ: Unemployed	7% (9)	21% (30)	5% (8)	16% (23)	25% (36)	25% (35)	141
Employ: Other	10% (6)	25% (15)	2% (1)	18% (11)	29% (17)	17% (10)	61
Military HH: Yes	14% (23)	27% (44)	5% (8)	14% (23)	31% (51)	8% (13)	163
Military HH: No	13% (131)	24% (232)	9% (86)	11% (111)	29% (280)	14% (135)	975
RD/WT: Right Direction	16% (62)	24% (91)	7% (28)	12% (46)	26% (99)	14% (55)	381
RD/WT: Wrong Track	12% (93)	24% (185)	9% (66)	12% (88)	31% (232)	12% (93)	757
Biden Job Approve	15% (70)	25% (119)	8% (38)	12% (56)	25% (120)	14% (68)	470
Biden Job Disapprove	13% (79)	25% (155)	9% (55)	12% (73)	32% (198)	9% (56)	617

Continued on next page

**Table MCFE2\_6:** Do you have a favorable or unfavorable view of the following brands?

Michelob Ultra

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	14% (155)	24% (276)	8% (94)	12% (134)	29% (331)	13% (148)	1138
Biden Job Strongly Approve	21% (47)	26% (58)	8% (17)	14% (32)	18% (41)	13% (30)	225
Biden Job Somewhat Approve	9% (22)	25% (61)	9% (21)	10% (24)	32% (78)	16% (38)	245
Biden Job Somewhat Disapprove	13% (24)	24% (43)	6% (10)	11% (19)	39% (70)	8% (15)	181
Biden Job Strongly Disapprove	13% (56)	26% (113)	10% (45)	12% (54)	29% (128)	9% (41)	436
Favorable of Biden	16% (74)	26% (122)	8% (39)	12% (55)	25% (117)	14% (65)	471
Unfavorable of Biden	13% (75)	26% (153)	9% (55)	11% (65)	32% (191)	10% (59)	597
Very Favorable of Biden	20% (46)	22% (49)	7% (17)	15% (35)	20% (46)	15% (35)	227
Somewhat Favorable of Biden	11% (28)	30% (72)	9% (22)	8% (20)	29% (71)	13% (31)	244
Somewhat Unfavorable of Biden	15% (23)	22% (35)	5% (7)	8% (12)	39% (61)	11% (18)	156
Very Unfavorable of Biden	12% (52)	27% (118)	11% (47)	12% (52)	29% (129)	9% (42)	441
#1 Issue: Economy	13% (61)	27% (124)	9% (42)	10% (48)	28% (130)	12% (56)	461
#1 Issue: Security	15% (17)	26% (31)	7% (8)	13% (15)	30% (35)	10% (11)	117
#1 Issue: Health Care	13% (12)	24% (23)	7% (7)	13% (13)	26% (25)	17% (17)	96
#1 Issue: Medicare / Social Security	14% (22)	23% (37)	4% (6)	11% (18)	37% (60)	11% (18)	161
#1 Issue: Women's Issues	11% (13)	20% (22)	15% (17)	9% (11)	24% (27)	21% (24)	114
#1 Issue: Energy	16% (10)	28% (18)	12% (7)	15% (9)	20% (13)	8% (5)	63
#1 Issue: Other	8% (7)	11% (9)	6% (5)	20% (16)	42% (33)	12% (10)	80
2022 House Vote: Democrat	18% (75)	26% (106)	8% (34)	13% (53)	26% (108)	9% (37)	413
2022 House Vote: Republican	14% (46)	30% (97)	11% (35)	10% (34)	29% (95)	7% (22)	329
2022 House Vote: Didnt Vote	8% (32)	18% (67)	5% (21)	12% (44)	34% (126)	23% (87)	376
2020 Vote: Joe Biden	17% (72)	27% (118)	8% (35)	13% (54)	26% (111)	10% (44)	433
2020 Vote: Donald Trump	15% (54)	29% (105)	10% (35)	9% (31)	31% (112)	7% (24)	362
2020 Vote: Didn't Vote	7% (22)	16% (49)	5% (14)	15% (44)	32% (97)	25% (76)	302
2018 House Vote: Democrat	17% (66)	26% (98)	10% (37)	13% (48)	25% (94)	9% (34)	377
2018 House Vote: Republican	15% (45)	30% (89)	10% (29)	11% (34)	27% (81)	7% (22)	300
2018 House Vote: Didnt Vote	9% (40)	19% (82)	6% (25)	12% (51)	34% (152)	21% (91)	442

Continued on next page

**Table MCFE2\_6:** Do you have a favorable or unfavorable view of the following brands?  
Michelob Ultra

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	14% (155)	24% (276)	8% (94)	12% (134)	29% (331)	13% (148)	1138
4-Region: Northeast	12% (25)	25% (52)	8% (17)	7% (15)	27% (55)	20% (41)	205
4-Region: Midwest	13% (30)	23% (53)	8% (19)	11% (25)	34% (79)	12% (27)	234
4-Region: South	14% (64)	25% (112)	6% (28)	14% (62)	30% (133)	11% (47)	445
4-Region: West	14% (36)	24% (60)	12% (30)	13% (33)	25% (63)	13% (33)	254
Sports Fan	17% (134)	27% (214)	9% (71)	11% (84)	28% (228)	9% (71)	803
Avid Sports Fan	22% (72)	30% (101)	9% (31)	10% (33)	22% (72)	7% (23)	332
Casual Sports Fan	13% (62)	24% (113)	9% (40)	11% (52)	33% (156)	10% (48)	471
Football Fan	17% (134)	27% (208)	9% (72)	10% (81)	27% (210)	9% (71)	776
Avid Football Fan	23% (82)	30% (108)	8% (28)	9% (34)	23% (85)	8% (28)	364
NFL Fan	16% (126)	28% (211)	9% (72)	11% (81)	28% (211)	8% (65)	766
Avid NFL Fan	22% (82)	31% (113)	7% (27)	9% (34)	23% (84)	7% (25)	366
Rihanna Fan	18% (96)	26% (142)	8% (42)	10% (55)	24% (130)	14% (79)	545
Pro Football is Favorite	21% (70)	29% (100)	7% (23)	10% (36)	23% (80)	9% (32)	341
Like Pro Football but not Favorite	14% (65)	25% (117)	11% (50)	10% (49)	31% (148)	10% (47)	476
Watched SB LVI and Plan to Watch LVII	18% (107)	31% (177)	9% (53)	10% (60)	25% (146)	7% (38)	581
Likely to Watch SB LVII	18% (131)	29% (212)	9% (64)	10% (72)	26% (193)	9% (63)	735
Want Eagles to Win	18% (73)	29% (118)	10% (42)	11% (43)	22% (89)	10% (43)	408
Want Chiefs to Win	19% (69)	27% (95)	7% (26)	10% (36)	28% (98)	8% (30)	355
Typically Host SB Party and Likely Host this Year	26% (55)	34% (72)	11% (24)	7% (15)	13% (27)	8% (18)	211
Likely Host SB Party this Year	24% (83)	34% (122)	10% (37)	7% (25)	16% (56)	9% (32)	354
Sports Bettors	25% (84)	26% (90)	12% (40)	8% (27)	16% (55)	13% (46)	342
Sports Bettors Weekly+	37% (47)	31% (40)	8% (10)	3% (4)	10% (12)	10% (13)	127
Non/Infrequent Bettor	10% (94)	24% (220)	8% (70)	13% (118)	33% (299)	12% (109)	910
Sports Bettors Monthly+	29% (60)	27% (55)	12% (24)	8% (16)	13% (27)	11% (23)	205
Non/Infrequent Bettor, Plan to Bet on SB LVII	25% (18)	29% (22)	5% (4)	12% (9)	24% (18)	5% (4)	74
Plan to Bet on SB LVII	31% (75)	29% (69)	7% (17)	7% (16)	16% (39)	9% (22)	237

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

**Table MCFE2\_7: Do you have a favorable or unfavorable view of the following brands?**

*Busch Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	24% (288)	10% (122)	15% (186)	30% (358)	11% (137)	1208
Gender: Male	12% (73)	29% (173)	11% (64)	13% (80)	24% (144)	11% (69)	603
Gender: Female	7% (44)	19% (115)	10% (58)	17% (105)	35% (214)	11% (68)	605
Age: 18-34	11% (40)	21% (74)	8% (29)	12% (44)	25% (89)	23% (83)	358
Age: 35-44	10% (19)	24% (46)	13% (26)	18% (35)	24% (46)	11% (21)	192
Age: 45-64	11% (41)	24% (93)	11% (44)	16% (60)	31% (117)	7% (25)	381
Age: 65+	6% (17)	27% (75)	9% (24)	17% (47)	38% (106)	3% (8)	277
GenZers: 1997-2012	5% (8)	18% (29)	8% (13)	9% (14)	30% (48)	31% (49)	160
Millennials: 1981-1996	14% (49)	22% (75)	11% (37)	16% (56)	22% (77)	15% (51)	345
GenXers: 1965-1980	10% (30)	25% (78)	14% (42)	17% (53)	27% (84)	7% (21)	308
Baby Boomers: 1946-1964	8% (28)	27% (96)	8% (29)	16% (57)	37% (133)	4% (14)	358
PID: Dem (no lean)	11% (52)	26% (120)	10% (47)	13% (60)	27% (125)	14% (65)	469
PID: Ind (no lean)	6% (23)	19% (69)	8% (29)	15% (54)	36% (131)	16% (59)	364
PID: Rep (no lean)	11% (42)	27% (99)	12% (47)	19% (72)	27% (102)	4% (13)	375
PID/Gender: Dem Men	14% (33)	31% (74)	9% (21)	11% (26)	21% (50)	14% (33)	237
PID/Gender: Dem Women	8% (19)	20% (46)	11% (26)	14% (33)	33% (76)	14% (31)	231
PID/Gender: Ind Men	9% (16)	22% (39)	8% (14)	13% (24)	31% (55)	18% (32)	180
PID/Gender: Ind Women	4% (7)	16% (30)	8% (15)	16% (30)	41% (76)	15% (27)	185
PID/Gender: Rep Men	12% (23)	32% (60)	16% (29)	16% (30)	21% (40)	2% (4)	186
PID/Gender: Rep Women	10% (19)	21% (40)	9% (17)	22% (42)	33% (62)	5% (9)	189
Ideo: Liberal (1-3)	11% (38)	29% (96)	11% (37)	15% (49)	25% (85)	10% (32)	337
Ideo: Moderate (4)	10% (43)	24% (98)	7% (30)	11% (46)	33% (138)	14% (58)	412
Ideo: Conservative (5-7)	9% (34)	22% (82)	14% (52)	20% (77)	28% (107)	7% (26)	377
Educ: < College	10% (79)	22% (174)	8% (67)	15% (121)	32% (252)	13% (106)	799
Educ: Bachelors degree	8% (22)	28% (71)	14% (35)	15% (38)	27% (70)	8% (20)	255
Educ: Post-grad	11% (16)	28% (43)	13% (20)	17% (27)	23% (36)	7% (11)	153
Income: Under 50k	10% (69)	21% (139)	9% (60)	16% (107)	33% (221)	12% (81)	678
Income: 50k-100k	9% (32)	27% (95)	10% (34)	15% (51)	28% (98)	13% (44)	354
Income: 100k+	9% (16)	31% (54)	16% (28)	15% (27)	22% (39)	7% (12)	176
Ethnicity: White	10% (94)	24% (229)	10% (95)	17% (156)	30% (286)	9% (80)	939

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**Table MCFE2\_7: Do you have a favorable or unfavorable view of the following brands?**  
 Busch Light

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	24% (288)	10% (122)	15% (186)	30% (358)	11% (137)	1208
Ethnicity: Hispanic	9% (19)	22% (46)	8% (17)	10% (22)	26% (56)	26% (55)	215
Ethnicity: Black	12% (20)	21% (33)	8% (13)	13% (21)	24% (37)	22% (34)	157
Ethnicity: Other	4% (4)	23% (26)	13% (14)	9% (10)	31% (35)	20% (23)	112
All Christian	12% (63)	25% (133)	10% (53)	17% (91)	29% (151)	7% (34)	525
All Non-Christian	8% (7)	26% (21)	14% (11)	2% (2)	18% (14)	32% (26)	81
Atheist	4% (2)	29% (15)	10% (5)	18% (10)	24% (13)	15% (8)	53
Agnostic/Nothing in particular	7% (25)	20% (74)	10% (37)	14% (50)	36% (130)	13% (46)	362
Something Else	11% (20)	24% (45)	9% (16)	18% (33)	27% (50)	12% (23)	187
Religious Non-Protestant/Catholic	7% (7)	24% (22)	14% (13)	6% (5)	18% (17)	31% (28)	91
Evangelical	14% (45)	20% (64)	13% (42)	23% (75)	24% (75)	5% (17)	319
Non-Evangelical	10% (37)	30% (111)	6% (23)	12% (46)	32% (121)	10% (37)	375
Community: Urban	10% (35)	24% (89)	12% (44)	13% (48)	25% (91)	17% (62)	369
Community: Suburban	10% (52)	25% (135)	10% (51)	14% (76)	31% (165)	11% (59)	537
Community: Rural	10% (30)	21% (64)	9% (27)	21% (62)	34% (102)	6% (17)	303
Employ: Private Sector	15% (59)	28% (106)	12% (47)	15% (57)	22% (82)	8% (31)	383
Employ: Government	4% (3)	22% (14)	12% (7)	18% (11)	17% (10)	26% (16)	61
Employ: Self-Employed	10% (12)	23% (26)	18% (20)	13% (15)	23% (26)	13% (14)	114
Employ: Homemaker	12% (10)	22% (18)	11% (9)	15% (12)	32% (26)	8% (7)	81
Employ: Retired	7% (22)	25% (79)	7% (22)	17% (54)	39% (122)	4% (13)	312
Employ: Unemployed	5% (7)	16% (23)	8% (11)	11% (16)	34% (47)	25% (34)	138
Employ: Other	6% (4)	21% (15)	4% (3)	22% (16)	34% (24)	14% (10)	71
Military HH: Yes	8% (13)	30% (52)	10% (17)	15% (26)	30% (53)	7% (12)	173
Military HH: No	10% (104)	23% (236)	10% (105)	15% (159)	30% (305)	12% (125)	1035
RD/WT: Right Direction	14% (54)	23% (89)	7% (27)	13% (52)	27% (105)	17% (67)	394
RD/WT: Wrong Track	8% (64)	24% (199)	12% (95)	16% (133)	31% (253)	9% (71)	814
Biden Job Approve	12% (60)	26% (129)	8% (40)	15% (74)	27% (134)	14% (69)	506
Biden Job Disapprove	9% (56)	24% (155)	12% (78)	17% (107)	31% (195)	7% (48)	638

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**Table MCFE2\_7: Do you have a favorable or unfavorable view of the following brands?**  
*Busch Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	24% (288)	10% (122)	15% (186)	30% (358)	11% (137)	1208
Biden Job Strongly Approve	15% (36)	24% (56)	8% (19)	12% (29)	26% (59)	14% (33)	231
Biden Job Somewhat Approve	9% (24)	27% (73)	8% (21)	16% (45)	27% (75)	13% (36)	275
Biden Job Somewhat Disapprove	7% (14)	27% (52)	15% (29)	10% (19)	29% (57)	13% (25)	196
Biden Job Strongly Disapprove	10% (43)	23% (103)	11% (49)	20% (88)	31% (138)	5% (23)	442
Favorable of Biden	11% (58)	25% (133)	8% (41)	14% (71)	27% (143)	14% (75)	521
Unfavorable of Biden	9% (56)	24% (149)	12% (76)	18% (109)	30% (184)	7% (41)	616
Very Favorable of Biden	15% (36)	23% (56)	6% (16)	14% (35)	27% (66)	15% (38)	247
Somewhat Favorable of Biden	8% (22)	28% (77)	9% (25)	13% (37)	28% (77)	14% (37)	275
Somewhat Unfavorable of Biden	7% (12)	29% (46)	17% (26)	10% (16)	25% (40)	12% (19)	159
Very Unfavorable of Biden	10% (44)	23% (103)	11% (50)	20% (93)	32% (144)	5% (23)	457
#1 Issue: Economy	9% (47)	26% (132)	10% (51)	14% (70)	28% (141)	13% (65)	506
#1 Issue: Security	8% (11)	27% (35)	10% (14)	16% (21)	33% (43)	5% (7)	130
#1 Issue: Health Care	9% (8)	19% (18)	12% (11)	12% (12)	35% (33)	12% (12)	94
#1 Issue: Medicare / Social Security	9% (15)	21% (34)	9% (14)	18% (29)	38% (61)	7% (11)	163
#1 Issue: Women's Issues	7% (8)	18% (21)	9% (10)	22% (26)	28% (33)	17% (20)	117
#1 Issue: Energy	20% (14)	38% (27)	11% (8)	3% (2)	18% (13)	10% (7)	70
#1 Issue: Other	12% (10)	16% (13)	5% (4)	22% (18)	38% (31)	7% (6)	82
2022 House Vote: Democrat	11% (48)	28% (123)	10% (44)	15% (63)	26% (113)	10% (45)	436
2022 House Vote: Republican	12% (44)	25% (90)	13% (48)	18% (66)	26% (97)	6% (21)	366
2022 House Vote: Didnt Vote	6% (25)	19% (73)	7% (26)	13% (53)	37% (145)	18% (71)	393
2020 Vote: Joe Biden	12% (56)	28% (135)	11% (51)	12% (57)	27% (131)	10% (46)	476
2020 Vote: Donald Trump	11% (40)	28% (106)	11% (40)	19% (70)	26% (99)	5% (20)	376
2020 Vote: Didn't Vote	6% (20)	13% (43)	7% (24)	16% (52)	36% (117)	21% (66)	321
2018 House Vote: Democrat	11% (43)	30% (115)	8% (32)	14% (55)	28% (105)	8% (29)	378
2018 House Vote: Republican	11% (38)	23% (77)	15% (50)	21% (70)	22% (74)	6% (21)	330
2018 House Vote: Didnt Vote	8% (36)	19% (93)	8% (36)	12% (56)	36% (173)	18% (85)	480

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**Table MCFE2\_7: Do you have a favorable or unfavorable view of the following brands?**  
*Busch Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	24% (288)	10% (122)	15% (186)	30% (358)	11% (137)	1208
4-Region: Northeast	12% (24)	25% (51)	11% (22)	12% (24)	28% (55)	12% (24)	201
4-Region: Midwest	9% (24)	25% (63)	10% (25)	15% (37)	34% (86)	8% (20)	255
4-Region: South	10% (46)	22% (103)	9% (41)	18% (87)	28% (133)	14% (65)	476
4-Region: West	9% (24)	26% (71)	12% (34)	13% (37)	30% (84)	10% (27)	276
Sports Fan	11% (98)	28% (244)	10% (85)	14% (126)	26% (226)	11% (98)	877
Avid Sports Fan	15% (52)	32% (110)	9% (31)	13% (45)	23% (78)	7% (25)	342
Casual Sports Fan	8% (45)	25% (134)	10% (54)	15% (80)	28% (148)	14% (73)	535
Football Fan	12% (102)	28% (240)	10% (84)	15% (128)	24% (205)	10% (88)	847
Avid Football Fan	18% (64)	33% (118)	9% (31)	13% (46)	22% (79)	6% (23)	362
NFL Fan	11% (94)	29% (238)	10% (85)	15% (127)	25% (204)	10% (84)	831
Avid NFL Fan	16% (58)	33% (122)	9% (34)	14% (53)	22% (83)	6% (20)	371
Rihanna Fan	12% (74)	26% (153)	11% (66)	12% (74)	25% (147)	13% (80)	595
Pro Football is Favorite	17% (56)	33% (111)	7% (25)	13% (45)	21% (71)	9% (31)	340
Like Pro Football but not Favorite	8% (45)	24% (130)	11% (61)	17% (92)	28% (153)	13% (69)	551
Watched SB LVI and Plan to Watch LVII	13% (82)	30% (187)	9% (58)	15% (94)	24% (148)	8% (48)	618
Likely to Watch SB LVII	13% (100)	28% (219)	10% (83)	15% (122)	24% (193)	10% (80)	796
Want Eagles to Win	13% (54)	25% (108)	13% (54)	15% (65)	26% (113)	8% (35)	429
Want Chiefs to Win	14% (53)	30% (115)	10% (38)	16% (62)	21% (80)	9% (34)	382
Typically Host SB Party and Likely Host this Year	24% (54)	31% (70)	13% (29)	13% (30)	10% (22)	9% (21)	225
Likely Host SB Party this Year	18% (71)	29% (115)	11% (44)	14% (53)	17% (68)	10% (40)	390
Sports Bettors	15% (56)	31% (112)	12% (44)	10% (35)	20% (71)	12% (45)	363
Sports Bettors Weekly+	24% (32)	27% (36)	13% (18)	12% (16)	11% (15)	12% (16)	134
Non/Infrequent Bettor	8% (75)	22% (212)	10% (96)	17% (163)	33% (312)	10% (100)	958
Sports Bettors Monthly+	19% (41)	34% (74)	12% (25)	10% (22)	14% (29)	12% (25)	215
Non/Infrequent Bettor, Plan to Bet on SB LVII	19% (17)	39% (35)	15% (13)	10% (9)	13% (12)	4% (3)	90
Plan to Bet on SB LVII	22% (56)	33% (83)	14% (35)	10% (26)	12% (30)	8% (19)	249

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

**Table MCFE2\_8: Do you have a favorable or unfavorable view of the following brands?**

PopCorners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (125)	11% (136)	2% (28)	3% (31)	12% (144)	61% (730)	1194
Gender: Male	10% (57)	13% (77)	3% (19)	3% (19)	11% (66)	59% (340)	578
Gender: Female	11% (68)	10% (59)	1% (9)	2% (12)	13% (78)	63% (390)	615
Age: 18-34	14% (49)	13% (45)	4% (12)	2% (6)	15% (50)	52% (176)	339
Age: 35-44	15% (30)	14% (29)	3% (7)	8% (17)	11% (23)	49% (101)	206
Age: 45-64	9% (36)	10% (39)	2% (6)	2% (8)	11% (43)	66% (260)	392
Age: 65+	4% (10)	9% (24)	1% (3)	— (0)	11% (28)	75% (193)	257
GenZers: 1997-2012	12% (16)	14% (18)	4% (5)	— (0)	14% (18)	56% (71)	128
Millennials: 1981-1996	16% (61)	14% (53)	3% (13)	6% (22)	14% (52)	47% (175)	376
GenXers: 1965-1980	10% (31)	9% (28)	2% (7)	2% (7)	9% (27)	66% (198)	298
Baby Boomers: 1946-1964	5% (17)	9% (33)	1% (3)	— (1)	12% (44)	73% (260)	359
PID: Dem (no lean)	13% (60)	12% (55)	3% (12)	2% (10)	11% (50)	60% (281)	468
PID: Ind (no lean)	7% (27)	9% (33)	2% (8)	4% (14)	17% (62)	61% (226)	369
PID: Rep (no lean)	11% (39)	14% (48)	2% (8)	2% (6)	9% (32)	63% (223)	357
PID/Gender: Dem Men	12% (26)	11% (23)	3% (7)	2% (5)	9% (20)	62% (131)	212
PID/Gender: Dem Women	13% (34)	12% (31)	2% (4)	2% (5)	12% (30)	59% (150)	255
PID/Gender: Ind Men	8% (16)	12% (23)	3% (5)	6% (12)	16% (31)	55% (106)	194
PID/Gender: Ind Women	6% (11)	6% (10)	1% (2)	1% (2)	18% (31)	68% (119)	176
PID/Gender: Rep Men	9% (16)	18% (31)	3% (6)	1% (2)	9% (15)	60% (103)	173
PID/Gender: Rep Women	13% (23)	10% (18)	1% (2)	2% (4)	9% (17)	65% (120)	184
Ideo: Liberal (1-3)	14% (52)	14% (52)	3% (11)	3% (12)	10% (36)	56% (203)	365
Ideo: Moderate (4)	12% (47)	11% (41)	1% (6)	1% (4)	15% (57)	60% (234)	389
Ideo: Conservative (5-7)	7% (24)	11% (41)	3% (11)	4% (14)	11% (38)	64% (230)	359
Educ: < College	8% (68)	10% (84)	1% (12)	3% (22)	13% (103)	64% (511)	800
Educ: Bachelors degree	16% (41)	12% (30)	3% (7)	2% (5)	8% (21)	59% (151)	256
Educ: Post-grad	12% (17)	16% (22)	7% (9)	2% (3)	14% (19)	49% (67)	138
Income: Under 50k	10% (66)	9% (58)	2% (14)	3% (18)	11% (72)	66% (435)	662
Income: 50k-100k	9% (33)	14% (52)	2% (7)	2% (7)	17% (60)	56% (202)	362
Income: 100k+	16% (26)	15% (26)	4% (8)	3% (6)	7% (11)	55% (93)	170
Ethnicity: White	10% (93)	11% (102)	2% (19)	3% (25)	11% (106)	63% (581)	927

Continued on next page



**Table MCFE2\_8: Do you have a favorable or unfavorable view of the following brands?**  
 PopCorners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (125)	11% (136)	2% (28)	3% (31)	12% (144)	61% (730)	1194
Ethnicity: Hispanic	13% (30)	16% (37)	2% (4)	4% (10)	12% (28)	52% (118)	227
Ethnicity: Black	10% (15)	14% (21)	4% (6)	3% (5)	12% (19)	58% (90)	155
Ethnicity: Other	16% (18)	11% (13)	2% (3)	1% (1)	17% (19)	53% (59)	112
All Christian	12% (61)	12% (60)	2% (11)	2% (9)	8% (41)	64% (327)	508
All Non-Christian	16% (13)	19% (16)	3% (3)	4% (4)	15% (12)	42% (34)	82
Atheist	4% (2)	16% (8)	— (0)	3% (2)	18% (9)	59% (31)	52
Agnostic/Nothing in particular	9% (35)	8% (30)	2% (8)	3% (12)	11% (42)	66% (244)	371
Something Else	8% (15)	12% (22)	4% (6)	2% (4)	22% (40)	52% (95)	182
Religious Non-Protestant/Catholic	15% (13)	18% (16)	3% (3)	4% (4)	14% (12)	47% (42)	90
Evangelical	13% (39)	12% (35)	4% (11)	2% (6)	13% (38)	57% (172)	300
Non-Evangelical	10% (36)	12% (46)	1% (5)	2% (7)	11% (42)	63% (236)	373
Community: Urban	15% (55)	11% (41)	4% (14)	5% (18)	10% (35)	55% (199)	362
Community: Suburban	10% (50)	14% (73)	2% (11)	2% (8)	13% (67)	60% (308)	518
Community: Rural	7% (20)	7% (22)	1% (3)	1% (4)	13% (42)	71% (222)	314
Employ: Private Sector	14% (53)	13% (48)	3% (11)	2% (8)	16% (60)	51% (189)	370
Employ: Government	13% (6)	17% (8)	8% (4)	4% (2)	8% (4)	51% (26)	51
Employ: Self-Employed	16% (22)	17% (23)	3% (5)	3% (4)	7% (9)	53% (71)	134
Employ: Homemaker	11% (9)	5% (4)	— (0)	2% (2)	12% (9)	71% (57)	81
Employ: Retired	5% (14)	8% (25)	— (1)	1% (2)	11% (33)	75% (229)	304
Employ: Unemployed	11% (16)	9% (13)	1% (2)	8% (11)	13% (20)	59% (89)	151
Employ: Other	7% (4)	10% (6)	1% (1)	3% (2)	10% (6)	70% (45)	64
Military HH: Yes	4% (6)	12% (21)	3% (5)	3% (6)	13% (23)	64% (111)	173
Military HH: No	12% (119)	11% (115)	2% (23)	2% (25)	12% (121)	61% (620)	1021
RD/WT: Right Direction	16% (65)	12% (51)	3% (12)	3% (12)	9% (36)	57% (236)	412
RD/WT: Wrong Track	8% (60)	11% (86)	2% (16)	2% (19)	14% (107)	63% (494)	782
Biden Job Approve	14% (70)	12% (61)	2% (9)	2% (12)	10% (50)	60% (309)	512
Biden Job Disapprove	8% (50)	12% (71)	3% (19)	3% (17)	14% (87)	60% (371)	615

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**Table MCFE2\_8: Do you have a favorable or unfavorable view of the following brands?**

PopCorners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (125)	11% (136)	2% (28)	3% (31)	12% (144)	61% (730)	1194
Biden Job Strongly Approve	18% (40)	9% (20)	2% (5)	4% (8)	9% (20)	58% (130)	224
Biden Job Somewhat Approve	10% (30)	14% (42)	2% (4)	1% (4)	10% (30)	62% (178)	289
Biden Job Somewhat Disapprove	10% (18)	10% (18)	3% (5)	5% (8)	19% (36)	53% (98)	183
Biden Job Strongly Disapprove	8% (32)	12% (53)	3% (13)	2% (9)	12% (51)	63% (273)	432
Favorable of Biden	14% (73)	12% (61)	2% (10)	2% (11)	9% (48)	60% (305)	508
Unfavorable of Biden	8% (46)	12% (71)	3% (18)	2% (10)	14% (84)	62% (377)	607
Very Favorable of Biden	18% (42)	9% (21)	1% (3)	3% (7)	6% (15)	62% (143)	232
Somewhat Favorable of Biden	11% (31)	14% (40)	2% (6)	1% (3)	12% (33)	58% (161)	275
Somewhat Unfavorable of Biden	9% (14)	13% (21)	3% (5)	— (0)	19% (31)	56% (90)	162
Very Unfavorable of Biden	7% (32)	11% (50)	3% (13)	2% (10)	12% (54)	64% (286)	445
#1 Issue: Economy	12% (61)	11% (54)	2% (11)	3% (16)	13% (65)	60% (306)	513
#1 Issue: Security	6% (8)	13% (17)	4% (5)	2% (3)	12% (16)	62% (81)	130
#1 Issue: Health Care	9% (9)	12% (11)	2% (2)	6% (6)	14% (13)	57% (53)	93
#1 Issue: Medicare / Social Security	9% (14)	10% (14)	1% (1)	1% (2)	9% (13)	71% (104)	148
#1 Issue: Women's Issues	16% (19)	15% (18)	1% (1)	— (0)	12% (15)	56% (70)	123
#1 Issue: Energy	6% (4)	13% (9)	7% (5)	— (0)	8% (6)	67% (50)	75
#1 Issue: Other	8% (6)	14% (10)	3% (2)	1% (0)	15% (11)	59% (44)	74
2022 House Vote: Democrat	14% (59)	13% (56)	2% (9)	2% (10)	10% (44)	58% (249)	426
2022 House Vote: Republican	8% (26)	13% (44)	4% (12)	1% (5)	10% (34)	63% (211)	332
2022 House Vote: Didnt Vote	10% (40)	9% (36)	1% (5)	4% (16)	15% (61)	62% (262)	419
2020 Vote: Joe Biden	14% (64)	12% (58)	2% (11)	2% (7)	11% (52)	59% (280)	473
2020 Vote: Donald Trump	8% (27)	16% (54)	3% (10)	2% (9)	11% (38)	60% (207)	344
2020 Vote: Didn't Vote	9% (32)	6% (22)	2% (7)	4% (15)	14% (49)	64% (220)	345
2018 House Vote: Democrat	14% (54)	11% (44)	3% (12)	2% (8)	11% (44)	59% (235)	396
2018 House Vote: Republican	7% (19)	13% (39)	3% (9)	1% (3)	12% (36)	64% (187)	293
2018 House Vote: Didnt Vote	11% (52)	11% (52)	1% (7)	4% (19)	12% (61)	61% (301)	492

Continued on next page

**Table MCFE2\_8: Do you have a favorable or unfavorable view of the following brands?**  
*PopCorners*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (125)	11% (136)	2% (28)	3% (31)	12% (144)	61% (730)	1194
4-Region: Northeast	15% (32)	13% (27)	2% (4)	1% (2)	10% (21)	59% (123)	209
4-Region: Midwest	10% (23)	12% (27)	3% (6)	1% (2)	10% (23)	65% (153)	234
4-Region: South	7% (29)	10% (46)	2% (8)	3% (11)	17% (78)	61% (272)	444
4-Region: West	14% (42)	12% (35)	3% (10)	5% (15)	7% (22)	60% (182)	307
Sports Fan	12% (107)	13% (109)	3% (23)	2% (15)	12% (103)	59% (504)	861
Avid Sports Fan	16% (55)	15% (51)	3% (10)	3% (10)	10% (34)	53% (183)	344
Casual Sports Fan	10% (51)	11% (58)	2% (13)	1% (5)	13% (70)	62% (321)	517
Football Fan	13% (102)	12% (101)	2% (19)	2% (16)	12% (98)	58% (473)	809
Avid Football Fan	16% (56)	14% (50)	3% (12)	2% (8)	9% (33)	56% (200)	358
NFL Fan	12% (101)	12% (101)	2% (19)	2% (17)	12% (96)	59% (477)	811
Avid NFL Fan	16% (61)	14% (52)	3% (13)	2% (8)	10% (38)	54% (201)	373
Rihanna Fan	13% (82)	13% (81)	3% (21)	2% (15)	12% (74)	55% (338)	611
Pro Football is Favorite	13% (46)	19% (65)	4% (12)	3% (10)	10% (34)	51% (177)	345
Like Pro Football but not Favorite	12% (62)	8% (40)	2% (9)	1% (5)	14% (70)	64% (332)	519
Watched SB LVI and Plan to Watch LVII	12% (73)	13% (82)	3% (16)	2% (12)	12% (75)	58% (361)	619
Likely to Watch SB LVII	12% (98)	13% (100)	3% (21)	2% (14)	12% (95)	58% (460)	788
Want Eagles to Win	11% (48)	11% (45)	3% (14)	5% (22)	11% (45)	59% (252)	426
Want Chiefs to Win	15% (56)	17% (63)	2% (8)	1% (3)	10% (38)	55% (206)	375
Typically Host SB Party and Likely Host this Year	26% (57)	14% (30)	6% (14)	3% (7)	5% (12)	45% (99)	219
Likely Host SB Party this Year	20% (78)	14% (56)	5% (19)	2% (9)	10% (39)	48% (185)	386
Sports Bettors	18% (65)	15% (52)	5% (19)	5% (17)	9% (31)	48% (170)	353
Sports Bettors Weekly+	27% (34)	21% (26)	8% (10)	3% (4)	10% (12)	31% (40)	127
Non/Infrequent Bettor	8% (75)	10% (95)	1% (13)	2% (18)	13% (121)	66% (632)	953
Sports Bettors Monthly+	23% (49)	18% (38)	7% (15)	6% (13)	11% (22)	34% (72)	209
Non/Infrequent Bettor, Plan to Bet on SB LVII	16% (13)	8% (6)	6% (5)	4% (4)	12% (10)	55% (46)	84
Plan to Bet on SB LVII	26% (59)	15% (35)	7% (15)	4% (8)	9% (21)	39% (90)	229

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

**Table MCFE2\_9: Do you have a favorable or unfavorable view of the following brands?**

E-Trade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	19% (220)	5% (58)	4% (50)	43% (498)	20% (229)	1149
Gender: Male	13% (72)	26% (145)	5% (28)	4% (22)	38% (211)	14% (78)	557
Gender: Female	4% (21)	13% (75)	5% (29)	5% (27)	49% (287)	26% (151)	591
Age: 18-34	8% (25)	9% (30)	5% (16)	5% (17)	33% (105)	39% (125)	318
Age: 35-44	11% (23)	23% (46)	5% (10)	4% (7)	42% (83)	15% (29)	198
Age: 45-64	10% (37)	25% (90)	5% (20)	6% (20)	41% (152)	13% (47)	367
Age: 65+	3% (8)	21% (55)	4% (12)	2% (5)	60% (158)	11% (28)	265
GenZers: 1997-2012	2% (3)	5% (6)	3% (4)	5% (6)	22% (28)	63% (80)	126
Millennials: 1981-1996	12% (43)	16% (55)	6% (20)	5% (18)	41% (143)	20% (70)	350
GenXers: 1965-1980	10% (28)	28% (76)	5% (14)	5% (15)	40% (108)	11% (30)	271
Baby Boomers: 1946-1964	5% (19)	21% (77)	5% (18)	3% (11)	54% (195)	12% (43)	363
PID: Dem (no lean)	8% (36)	20% (84)	8% (34)	4% (16)	43% (186)	17% (72)	429
PID: Ind (no lean)	9% (34)	15% (57)	3% (12)	4% (16)	42% (161)	27% (106)	386
PID: Rep (no lean)	7% (23)	24% (79)	3% (11)	5% (18)	45% (152)	15% (51)	333
PID/Gender: Dem Men	15% (29)	25% (49)	10% (19)	4% (7)	37% (72)	10% (21)	198
PID/Gender: Dem Women	3% (7)	15% (35)	7% (15)	4% (9)	49% (113)	22% (52)	231
PID/Gender: Ind Men	14% (28)	19% (39)	3% (6)	5% (11)	40% (82)	19% (39)	203
PID/Gender: Ind Women	3% (6)	10% (18)	4% (7)	3% (5)	43% (79)	37% (67)	182
PID/Gender: Rep Men	10% (15)	37% (58)	2% (3)	3% (4)	36% (56)	12% (19)	156
PID/Gender: Rep Women	4% (8)	12% (22)	4% (8)	7% (13)	54% (95)	18% (32)	178
Ideo: Liberal (1-3)	12% (37)	22% (71)	10% (31)	5% (14)	39% (124)	12% (39)	316
Ideo: Moderate (4)	9% (34)	18% (69)	2% (6)	3% (12)	44% (168)	24% (93)	382
Ideo: Conservative (5-7)	6% (21)	22% (80)	5% (18)	6% (20)	46% (168)	16% (56)	363
Educ: < College	6% (42)	16% (120)	4% (29)	5% (39)	45% (337)	25% (187)	754
Educ: Bachelors degree	12% (31)	24% (59)	7% (19)	2% (6)	43% (107)	11% (27)	249
Educ: Post-grad	15% (21)	28% (41)	7% (10)	3% (5)	37% (54)	10% (15)	145
Income: Under 50k	5% (35)	16% (110)	4% (27)	5% (30)	45% (297)	25% (167)	665
Income: 50k-100k	12% (39)	17% (55)	6% (20)	5% (16)	44% (140)	15% (48)	317
Income: 100k+	12% (20)	33% (56)	7% (11)	2% (3)	37% (61)	9% (15)	167
Ethnicity: White	8% (71)	19% (170)	5% (46)	4% (37)	45% (398)	19% (167)	888

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**Table MCFE2\_9: Do you have a favorable or unfavorable view of the following brands?**  
E-Trade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	19% (220)	5% (58)	4% (50)	43% (498)	20% (229)	1149
Ethnicity: Hispanic	9% (17)	20% (36)	5% (10)	6% (10)	29% (53)	31% (58)	184
Ethnicity: Black	9% (13)	22% (32)	6% (8)	6% (9)	34% (50)	24% (35)	148
Ethnicity: Other	8% (10)	16% (18)	3% (3)	3% (4)	45% (51)	24% (27)	113
All Christian	9% (41)	22% (106)	4% (19)	4% (20)	46% (221)	16% (75)	483
All Non-Christian	12% (11)	26% (24)	10% (9)	4% (4)	31% (28)	17% (16)	93
Agnostic/Nothing in particular	6% (19)	14% (49)	4% (13)	4% (15)	44% (150)	28% (94)	339
Something Else	10% (18)	18% (34)	4% (8)	6% (10)	42% (79)	20% (37)	187
Religious Non-Protestant/Catholic	12% (11)	25% (24)	10% (9)	4% (4)	33% (32)	16% (16)	96
Evangelical	10% (30)	25% (73)	3% (9)	5% (15)	42% (124)	15% (44)	295
Non-Evangelical	8% (29)	18% (67)	5% (18)	4% (15)	47% (172)	18% (67)	368
Community: Urban	12% (43)	20% (70)	7% (24)	3% (12)	35% (124)	23% (84)	358
Community: Suburban	6% (33)	20% (101)	5% (23)	5% (23)	47% (238)	17% (84)	502
Community: Rural	6% (18)	17% (49)	4% (11)	5% (15)	47% (136)	21% (61)	289
Employ: Private Sector	14% (51)	25% (91)	6% (20)	3% (10)	36% (133)	16% (57)	363
Employ: Self-Employed	10% (12)	26% (30)	5% (6)	5% (6)	30% (35)	23% (27)	116
Employ: Homemaker	2% (1)	10% (8)	8% (6)	6% (5)	41% (33)	34% (28)	81
Employ: Retired	4% (13)	21% (65)	4% (13)	3% (9)	55% (168)	12% (35)	303
Employ: Unemployed	8% (11)	7% (10)	2% (3)	7% (10)	44% (62)	32% (46)	141
Employ: Other	2% (2)	6% (4)	8% (6)	11% (8)	51% (37)	21% (15)	71
Military HH: Yes	7% (10)	24% (37)	4% (6)	3% (5)	50% (77)	13% (21)	155
Military HH: No	8% (83)	18% (183)	5% (52)	5% (45)	42% (421)	21% (209)	993
RD/WT: Right Direction	11% (42)	19% (71)	5% (20)	4% (14)	41% (150)	19% (72)	369
RD/WT: Wrong Track	7% (52)	19% (149)	5% (38)	5% (35)	45% (348)	20% (158)	779
Biden Job Approve	10% (46)	21% (102)	7% (34)	4% (20)	42% (201)	17% (80)	483
Biden Job Disapprove	7% (44)	20% (117)	4% (23)	5% (29)	44% (261)	20% (118)	592
Biden Job Strongly Approve	14% (31)	22% (51)	5% (12)	4% (10)	36% (84)	18% (41)	229
Biden Job Somewhat Approve	6% (15)	20% (50)	9% (23)	4% (9)	46% (118)	15% (39)	254
Biden Job Somewhat Disapprove	7% (11)	20% (34)	6% (9)	3% (6)	42% (71)	22% (38)	170
Biden Job Strongly Disapprove	8% (33)	20% (83)	3% (14)	5% (23)	45% (190)	19% (79)	422

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**Table MCFE2\_9: Do you have a favorable or unfavorable view of the following brands?**

E-Trade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	19% (220)	5% (58)	4% (50)	43% (498)	20% (229)	1149
Favorable of Biden	10% (49)	21% (99)	8% (37)	4% (17)	41% (199)	17% (80)	480
Unfavorable of Biden	7% (43)	21% (121)	3% (20)	5% (29)	43% (255)	21% (122)	589
Very Favorable of Biden	15% (32)	18% (39)	6% (14)	4% (8)	40% (87)	17% (37)	218
Somewhat Favorable of Biden	6% (17)	23% (60)	9% (23)	3% (9)	42% (111)	16% (43)	263
Somewhat Unfavorable of Biden	7% (11)	22% (33)	3% (5)	3% (5)	40% (60)	25% (38)	151
Very Unfavorable of Biden	7% (32)	20% (88)	3% (15)	5% (24)	45% (195)	19% (84)	438
#1 Issue: Economy	9% (43)	21% (97)	4% (21)	4% (19)	40% (185)	22% (103)	467
#1 Issue: Security	10% (13)	20% (26)	3% (3)	4% (5)	49% (62)	14% (17)	127
#1 Issue: Health Care	7% (8)	22% (24)	5% (6)	4% (5)	38% (42)	24% (26)	111
#1 Issue: Medicare / Social Security	4% (5)	20% (30)	4% (6)	4% (5)	52% (77)	16% (24)	148
#1 Issue: Women's Issues	6% (8)	11% (14)	6% (8)	3% (4)	44% (54)	29% (36)	123
#1 Issue: Energy	12% (7)	21% (12)	10% (6)	9% (5)	37% (22)	10% (6)	58
#1 Issue: Other	5% (4)	8% (6)	1% (1)	7% (5)	61% (44)	17% (12)	72
2022 House Vote: Democrat	11% (44)	24% (97)	8% (34)	3% (13)	41% (167)	12% (48)	402
2022 House Vote: Republican	7% (23)	26% (89)	3% (12)	5% (18)	46% (153)	12% (41)	335
2022 House Vote: Didnt Vote	6% (24)	8% (31)	2% (7)	5% (18)	43% (166)	36% (137)	383
2020 Vote: Joe Biden	10% (44)	23% (97)	9% (36)	4% (15)	42% (180)	13% (54)	428
2020 Vote: Donald Trump	6% (20)	26% (88)	3% (12)	6% (20)	47% (158)	11% (36)	333
2020 Vote: Didn't Vote	7% (23)	9% (32)	2% (7)	4% (13)	41% (142)	38% (132)	350
2018 House Vote: Democrat	11% (39)	22% (77)	8% (27)	4% (14)	44% (156)	11% (39)	353
2018 House Vote: Republican	8% (26)	28% (90)	4% (11)	4% (12)	42% (136)	14% (45)	320
2018 House Vote: Didnt Vote	6% (28)	11% (48)	4% (18)	5% (23)	42% (192)	32% (142)	452
4-Region: Northeast	9% (18)	20% (37)	5% (10)	5% (10)	45% (85)	16% (29)	190
4-Region: Midwest	10% (26)	17% (43)	5% (13)	4% (9)	44% (111)	20% (50)	253
4-Region: South	5% (24)	22% (97)	5% (23)	4% (19)	42% (187)	21% (95)	445
4-Region: West	10% (26)	16% (42)	4% (11)	4% (11)	44% (116)	21% (55)	261
Sports Fan	10% (81)	23% (184)	5% (45)	4% (32)	41% (335)	17% (137)	814
Avid Sports Fan	16% (53)	24% (77)	3% (11)	7% (22)	37% (118)	13% (42)	323
Casual Sports Fan	6% (28)	22% (107)	7% (34)	2% (11)	44% (217)	19% (95)	491

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**Table MCFE2\_9: Do you have a favorable or unfavorable view of the following brands?**  
E-Trade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	19% (220)	5% (58)	4% (50)	43% (498)	20% (229)	1149
Football Fan	11% (82)	23% (178)	6% (46)	4% (31)	40% (310)	17% (129)	776
Avid Football Fan	14% (51)	27% (96)	5% (18)	6% (21)	37% (132)	11% (38)	355
NFL Fan	11% (82)	23% (181)	5% (39)	4% (33)	41% (320)	16% (120)	775
Avid NFL Fan	16% (59)	25% (93)	5% (19)	6% (23)	38% (143)	10% (39)	375
Rihanna Fan	12% (67)	20% (112)	6% (31)	4% (23)	36% (205)	23% (130)	568
Pro Football is Favorite	15% (49)	23% (78)	5% (17)	5% (18)	37% (124)	14% (47)	333
Like Pro Football but not Favorite	7% (34)	22% (109)	6% (30)	3% (15)	43% (219)	19% (98)	505
Watched SB LVI and Plan to Watch LVII	11% (64)	24% (134)	6% (32)	4% (23)	44% (252)	11% (65)	570
Likely to Watch SB LVII	10% (77)	23% (169)	5% (38)	4% (29)	42% (315)	16% (121)	749
Want Eagles to Win	12% (46)	23% (88)	6% (24)	4% (15)	39% (150)	17% (66)	389
Want Chiefs to Win	9% (32)	22% (74)	5% (18)	5% (18)	43% (146)	15% (52)	340
Typically Host SB Party and Likely Host this Year	20% (39)	28% (56)	5% (9)	4% (8)	30% (58)	14% (27)	198
Likely Host SB Party this Year	16% (57)	25% (88)	5% (18)	4% (13)	31% (109)	18% (63)	348
Sports Bettors	17% (56)	27% (88)	5% (17)	3% (10)	28% (92)	20% (64)	327
Sports Bettors Weekly+	24% (31)	32% (40)	2% (3)	3% (3)	22% (28)	17% (22)	128
Non/Infrequent Bettor	6% (51)	18% (165)	5% (50)	4% (41)	48% (443)	19% (172)	923
Sports Bettors Monthly+	22% (42)	29% (56)	4% (7)	5% (9)	25% (48)	17% (32)	194
Non/Infrequent Bettor, Plan to Bet on SB LVII	14% (11)	28% (22)	8% (6)	4% (3)	36% (28)	10% (8)	77
Plan to Bet on SB LVII	23% (51)	31% (68)	5% (10)	4% (9)	27% (60)	10% (23)	221

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

**Table MCFE2\_10: Do you have a favorable or unfavorable view of the following brands?**

Heineken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (198)	27% (322)	8% (98)	12% (142)	28% (326)	8% (95)	1181
Gender: Male	25% (135)	30% (164)	8% (44)	9% (49)	22% (122)	6% (31)	546
Gender: Female	10% (63)	25% (158)	9% (54)	15% (93)	32% (203)	10% (63)	634
Age: 18-34	14% (45)	24% (75)	9% (29)	10% (30)	27% (83)	16% (49)	311
Age: 35-44	21% (47)	28% (64)	10% (24)	13% (30)	20% (45)	7% (15)	225
Age: 45-64	21% (79)	29% (112)	5% (19)	12% (45)	29% (111)	5% (18)	384
Age: 65+	11% (28)	27% (71)	10% (27)	14% (37)	33% (86)	5% (12)	262
GenZers: 1997-2012	10% (15)	22% (32)	7% (10)	7% (10)	28% (40)	26% (37)	143
Millennials: 1981-1996	19% (67)	26% (91)	11% (39)	12% (42)	23% (79)	8% (27)	344
GenXers: 1965-1980	21% (64)	31% (94)	6% (19)	13% (39)	24% (73)	5% (14)	304
Baby Boomers: 1946-1964	13% (48)	27% (96)	7% (26)	13% (46)	35% (123)	4% (14)	353
PID: Dem (no lean)	21% (97)	28% (131)	8% (38)	10% (50)	26% (121)	8% (36)	473
PID: Ind (no lean)	11% (40)	27% (99)	6% (21)	11% (41)	32% (115)	13% (47)	363
PID: Rep (no lean)	18% (60)	27% (92)	11% (39)	15% (52)	26% (90)	3% (12)	345
PID/Gender: Dem Men	31% (65)	31% (66)	7% (15)	7% (15)	17% (36)	8% (16)	212
PID/Gender: Dem Women	12% (32)	25% (66)	9% (23)	13% (34)	33% (85)	8% (20)	260
PID/Gender: Ind Men	16% (26)	29% (47)	4% (7)	13% (21)	31% (51)	7% (11)	163
PID/Gender: Ind Women	7% (14)	26% (52)	7% (14)	10% (20)	32% (64)	18% (36)	200
PID/Gender: Rep Men	26% (44)	30% (51)	13% (22)	8% (14)	21% (35)	2% (4)	170
PID/Gender: Rep Women	9% (17)	23% (40)	10% (18)	22% (38)	31% (54)	5% (8)	175
Ideo: Liberal (1-3)	21% (71)	29% (96)	11% (35)	8% (27)	24% (80)	7% (23)	333
Ideo: Moderate (4)	15% (55)	29% (110)	8% (29)	10% (38)	29% (111)	9% (35)	377
Ideo: Conservative (5-7)	17% (67)	26% (99)	9% (33)	17% (66)	26% (99)	5% (19)	383
Educ: < College	17% (129)	24% (183)	7% (56)	13% (103)	30% (233)	9% (68)	773
Educ: Bachelors degree	14% (34)	36% (90)	10% (25)	9% (22)	25% (62)	7% (17)	251
Educ: Post-grad	22% (35)	31% (48)	11% (18)	11% (17)	19% (30)	6% (9)	157
Income: Under 50k	15% (103)	25% (169)	9% (59)	13% (92)	28% (195)	10% (69)	686
Income: 50k-100k	17% (55)	30% (97)	8% (25)	10% (32)	29% (94)	5% (18)	320
Income: 100k+	23% (40)	32% (56)	8% (15)	11% (18)	21% (36)	5% (8)	174
Ethnicity: White	15% (130)	27% (245)	9% (81)	13% (120)	29% (255)	7% (61)	893

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**Table MCFE2\_10:** Do you have a favorable or unfavorable view of the following brands?  
 Heineken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (198)	27% (322)	8% (98)	12% (142)	28% (326)	8% (95)	1181
Ethnicity: Hispanic	19% (35)	26% (48)	10% (18)	11% (21)	24% (44)	10% (18)	185
Ethnicity: Black	26% (39)	32% (49)	2% (3)	11% (16)	23% (35)	8% (12)	154
Ethnicity: Other	21% (29)	21% (28)	11% (14)	4% (6)	27% (36)	16% (21)	134
All Christian	18% (90)	29% (146)	8% (41)	14% (70)	26% (130)	6% (28)	505
All Non-Christian	28% (22)	32% (25)	6% (4)	3% (2)	15% (12)	16% (13)	79
Atheist	8% (4)	35% (20)	13% (7)	10% (6)	25% (14)	10% (5)	56
Agnostic/Nothing in particular	14% (51)	23% (85)	8% (27)	10% (36)	35% (125)	11% (38)	362
Something Else	17% (31)	26% (47)	10% (18)	16% (29)	25% (45)	6% (10)	179
Religious Non-Protestant/Catholic	26% (22)	29% (25)	7% (6)	4% (4)	15% (13)	19% (17)	86
Evangelical	18% (54)	20% (58)	12% (34)	20% (58)	24% (69)	6% (19)	291
Non-Evangelical	17% (65)	35% (133)	6% (23)	10% (39)	28% (105)	4% (14)	378
Community: Urban	21% (77)	29% (107)	8% (29)	9% (33)	25% (94)	9% (32)	372
Community: Suburban	16% (80)	29% (149)	10% (53)	11% (57)	27% (137)	8% (40)	514
Community: Rural	14% (41)	22% (66)	6% (16)	18% (53)	32% (95)	8% (23)	294
Employ: Private Sector	23% (83)	32% (116)	9% (34)	8% (31)	21% (76)	7% (27)	367
Employ: Government	15% (7)	27% (14)	10% (5)	10% (5)	27% (14)	12% (6)	51
Employ: Self-Employed	22% (27)	31% (37)	11% (13)	10% (12)	19% (22)	7% (8)	121
Employ: Homemaker	14% (13)	26% (24)	8% (7)	13% (12)	31% (29)	8% (8)	93
Employ: Retired	14% (43)	26% (80)	7% (23)	14% (43)	34% (104)	5% (15)	307
Employ: Unemployed	11% (16)	21% (28)	4% (6)	20% (27)	35% (49)	8% (12)	137
Employ: Other	9% (6)	23% (15)	11% (7)	16% (11)	33% (21)	8% (5)	64
Military HH: Yes	18% (28)	37% (56)	4% (6)	12% (18)	24% (37)	5% (7)	152
Military HH: No	17% (170)	26% (266)	9% (92)	12% (124)	28% (289)	8% (87)	1029
RD/WT: Right Direction	21% (77)	26% (95)	9% (33)	7% (28)	25% (93)	12% (45)	370
RD/WT: Wrong Track	15% (121)	28% (227)	8% (65)	14% (115)	29% (233)	6% (50)	811
Biden Job Approve	19% (95)	28% (142)	10% (50)	9% (44)	25% (126)	9% (46)	504
Biden Job Disapprove	16% (98)	28% (171)	7% (46)	15% (95)	28% (171)	5% (33)	613

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**Table MCFE2\_10:** Do you have a favorable or unfavorable view of the following brands?

Heineken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (198)	27% (322)	8% (98)	12% (142)	28% (326)	8% (95)	1181
Biden Job Strongly Approve	25% (60)	26% (61)	9% (21)	10% (24)	20% (46)	10% (24)	236
Biden Job Somewhat Approve	13% (35)	30% (82)	11% (29)	7% (20)	30% (81)	8% (22)	269
Biden Job Somewhat Disapprove	16% (31)	28% (56)	9% (17)	15% (30)	25% (51)	7% (15)	200
Biden Job Strongly Disapprove	16% (66)	28% (115)	7% (29)	16% (65)	29% (120)	4% (18)	413
Favorable of Biden	20% (103)	28% (149)	9% (46)	8% (42)	26% (137)	9% (46)	523
Unfavorable of Biden	15% (87)	29% (166)	8% (48)	15% (87)	27% (159)	6% (34)	583
Very Favorable of Biden	27% (67)	21% (53)	8% (20)	11% (28)	22% (54)	11% (27)	248
Somewhat Favorable of Biden	13% (36)	35% (96)	10% (26)	5% (15)	30% (83)	7% (19)	275
Somewhat Unfavorable of Biden	13% (18)	33% (47)	10% (15)	9% (13)	27% (38)	8% (12)	143
Very Unfavorable of Biden	16% (70)	27% (119)	8% (34)	17% (74)	28% (121)	5% (22)	440
#1 Issue: Economy	18% (92)	28% (141)	9% (44)	13% (63)	25% (127)	7% (33)	498
#1 Issue: Security	20% (22)	31% (34)	6% (7)	15% (16)	25% (28)	4% (4)	111
#1 Issue: Health Care	16% (15)	33% (33)	7% (7)	9% (9)	28% (28)	7% (7)	99
#1 Issue: Medicare / Social Security	17% (28)	22% (36)	6% (10)	10% (16)	35% (58)	11% (18)	166
#1 Issue: Women's Issues	10% (13)	20% (24)	12% (15)	11% (13)	31% (38)	16% (20)	122
#1 Issue: Education	10% (5)	24% (12)	20% (10)	18% (9)	22% (11)	7% (4)	51
#1 Issue: Energy	15% (11)	42% (31)	3% (2)	6% (5)	23% (17)	9% (7)	73
#1 Issue: Other	21% (13)	18% (11)	7% (4)	18% (11)	32% (20)	4% (3)	61
2022 House Vote: Democrat	22% (99)	28% (123)	11% (47)	8% (37)	25% (110)	6% (26)	441
2022 House Vote: Republican	17% (54)	33% (106)	8% (27)	13% (43)	26% (85)	4% (12)	327
2022 House Vote: Didnt Vote	11% (44)	22% (87)	6% (24)	16% (62)	32% (128)	13% (50)	394
2020 Vote: Joe Biden	21% (99)	29% (135)	9% (41)	9% (40)	27% (127)	7% (32)	474
2020 Vote: Donald Trump	19% (68)	30% (106)	9% (31)	14% (48)	25% (88)	3% (10)	352
2020 Vote: Didn't Vote	8% (27)	22% (72)	7% (24)	16% (51)	32% (103)	14% (46)	323
2018 House Vote: Democrat	22% (89)	30% (119)	10% (42)	8% (31)	23% (93)	6% (24)	398
2018 House Vote: Republican	16% (49)	31% (93)	10% (29)	15% (45)	25% (76)	3% (9)	302
2018 House Vote: Didnt Vote	12% (57)	22% (100)	6% (27)	14% (65)	33% (154)	13% (59)	461

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**Table MCFE2\_10:** Do you have a favorable or unfavorable view of the following brands?  
 Heineken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (198)	27% (322)	8% (98)	12% (142)	28% (326)	8% (95)	1181
4-Region: Northeast	22% (45)	26% (54)	8% (16)	8% (15)	30% (61)	6% (12)	205
4-Region: Midwest	13% (32)	29% (69)	7% (18)	12% (29)	29% (69)	9% (22)	239
4-Region: South	17% (72)	27% (116)	10% (42)	12% (52)	28% (120)	6% (26)	428
4-Region: West	16% (49)	27% (83)	7% (22)	15% (46)	24% (75)	11% (34)	309
Sports Fan	21% (171)	29% (238)	8% (69)	9% (71)	25% (204)	7% (57)	810
Avid Sports Fan	29% (94)	32% (105)	8% (24)	7% (21)	19% (61)	6% (18)	324
Casual Sports Fan	16% (77)	28% (134)	9% (44)	10% (49)	29% (143)	8% (39)	486
Football Fan	22% (168)	30% (234)	8% (65)	9% (70)	25% (193)	6% (44)	775
Avid Football Fan	27% (96)	32% (114)	8% (30)	8% (28)	18% (66)	7% (23)	359
NFL Fan	22% (165)	30% (230)	9% (65)	9% (72)	24% (184)	6% (47)	763
Avid NFL Fan	28% (99)	32% (114)	8% (28)	8% (28)	19% (67)	4% (15)	351
Rihanna Fan	21% (119)	30% (168)	9% (48)	9% (48)	23% (128)	8% (46)	558
Pro Football is Favorite	25% (83)	31% (103)	6% (21)	8% (28)	23% (78)	6% (20)	332
Like Pro Football but not Favorite	20% (96)	29% (143)	10% (50)	9% (46)	25% (121)	6% (31)	487
Watched SB LVI and Plan to Watch LVII	22% (130)	32% (193)	9% (52)	8% (45)	25% (150)	5% (27)	597
Likely to Watch SB LVII	22% (163)	31% (235)	9% (67)	9% (67)	25% (186)	5% (37)	754
Want Eagles to Win	19% (75)	33% (128)	8% (32)	12% (45)	23% (90)	5% (20)	390
Want Chiefs to Win	23% (90)	29% (109)	7% (28)	12% (46)	25% (94)	4% (16)	382
Typically Host SB Party and Likely Host this Year	29% (67)	27% (62)	12% (27)	9% (21)	15% (33)	8% (17)	227
Likely Host SB Party this Year	29% (109)	28% (108)	9% (36)	10% (37)	17% (65)	6% (24)	379
Sports Bettors	27% (89)	29% (96)	8% (25)	6% (20)	19% (62)	11% (37)	329
Sports Bettors Weekly+	32% (41)	30% (38)	7% (9)	2% (3)	19% (24)	9% (12)	127
Non/Infrequent Bettor	14% (134)	27% (258)	9% (84)	13% (126)	30% (284)	6% (60)	946
Sports Bettors Monthly+	31% (64)	29% (60)	6% (13)	8% (16)	17% (36)	9% (18)	206
Non/Infrequent Bettor, Plan to Bet on SB LVII	35% (32)	34% (31)	9% (8)	3% (2)	16% (15)	3% (3)	91
Plan to Bet on SB LVII	34% (79)	34% (79)	7% (18)	3% (7)	16% (37)	7% (17)	237

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

**Table MCFE2\_11: Do you have a favorable or unfavorable view of the following brands?**

Coors Light

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (168)	26% (292)	10% (116)	14% (159)	27% (304)	8% (87)	1127
Gender: Male	19% (103)	29% (155)	12% (62)	12% (62)	21% (110)	8% (41)	533
Gender: Female	11% (65)	23% (137)	9% (54)	16% (96)	33% (195)	8% (46)	593
Age: 18-34	17% (59)	22% (78)	9% (31)	14% (49)	24% (85)	13% (46)	349
Age: 35-44	17% (29)	32% (53)	11% (19)	14% (23)	19% (31)	6% (11)	166
Age: 45-64	14% (52)	25% (93)	12% (44)	12% (44)	30% (108)	7% (24)	365
Age: 65+	11% (28)	28% (68)	9% (22)	18% (43)	32% (80)	2% (6)	247
GenZers: 1997-2012	8% (11)	22% (30)	9% (13)	9% (13)	31% (43)	21% (29)	138
Millennials: 1981-1996	21% (73)	26% (89)	10% (36)	16% (57)	19% (65)	8% (26)	346
GenXers: 1965-1980	16% (46)	26% (75)	12% (34)	13% (36)	25% (71)	8% (23)	284
Baby Boomers: 1946-1964	11% (34)	28% (90)	10% (32)	15% (47)	35% (113)	2% (6)	323
PID: Dem (no lean)	19% (79)	27% (116)	9% (39)	11% (48)	26% (108)	8% (33)	423
PID: Ind (no lean)	10% (38)	20% (73)	12% (42)	15% (55)	32% (116)	10% (37)	361
PID: Rep (no lean)	15% (51)	30% (103)	10% (35)	16% (57)	23% (80)	5% (17)	343
PID/Gender: Dem Men	27% (54)	30% (59)	7% (14)	8% (16)	19% (37)	9% (19)	199
PID/Gender: Dem Women	11% (24)	26% (58)	11% (25)	14% (31)	32% (71)	6% (14)	223
PID/Gender: Ind Men	13% (22)	20% (35)	14% (25)	17% (29)	28% (48)	9% (15)	175
PID/Gender: Ind Women	8% (16)	20% (38)	9% (17)	14% (26)	37% (68)	12% (22)	187
PID/Gender: Rep Men	17% (27)	39% (62)	14% (22)	11% (17)	15% (25)	4% (7)	160
PID/Gender: Rep Women	14% (25)	23% (42)	7% (13)	21% (39)	30% (55)	5% (10)	183
Ideo: Liberal (1-3)	14% (42)	28% (83)	13% (39)	15% (43)	22% (65)	7% (21)	293
Ideo: Moderate (4)	18% (69)	22% (86)	8% (30)	11% (42)	33% (125)	8% (30)	383
Ideo: Conservative (5-7)	14% (52)	29% (108)	11% (42)	17% (61)	24% (89)	4% (16)	368
Educ: < College	14% (105)	23% (169)	10% (70)	14% (103)	30% (220)	9% (63)	730
Educ: Bachelors degree	15% (37)	28% (69)	13% (32)	16% (39)	24% (59)	5% (12)	248
Educ: Post-grad	17% (26)	36% (54)	9% (14)	12% (17)	17% (26)	9% (13)	149
Income: Under 50k	11% (69)	23% (140)	11% (68)	15% (91)	32% (200)	8% (52)	620
Income: 50k-100k	21% (67)	27% (86)	7% (22)	14% (46)	23% (72)	7% (24)	316
Income: 100k+	17% (31)	35% (66)	14% (26)	12% (23)	17% (33)	6% (11)	190
Ethnicity: White	15% (126)	26% (224)	12% (99)	16% (133)	27% (228)	5% (45)	855

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**Table MCFE2\_11: Do you have a favorable or unfavorable view of the following brands?**  
 Coors Light

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (168)	26% (292)	10% (116)	14% (159)	27% (304)	8% (87)	1127
Ethnicity: Hispanic	20% (33)	25% (42)	15% (25)	8% (13)	25% (42)	7% (12)	167
Ethnicity: Black	18% (28)	22% (34)	4% (6)	12% (18)	28% (42)	15% (23)	151
Ethnicity: Other	12% (15)	28% (34)	9% (11)	7% (8)	28% (34)	16% (19)	121
All Christian	18% (87)	25% (121)	12% (58)	16% (80)	25% (120)	5% (23)	489
All Non-Christian	15% (15)	31% (30)	3% (3)	5% (5)	27% (26)	19% (18)	96
Agnostic/Nothing in particular	12% (40)	25% (82)	10% (32)	14% (45)	29% (95)	9% (30)	325
Something Else	14% (25)	28% (50)	6% (11)	12% (22)	31% (55)	8% (14)	176
Religious Non-Protestant/Catholic	14% (15)	30% (31)	4% (4)	7% (7)	27% (27)	17% (18)	102
Evangelical	17% (50)	24% (69)	10% (30)	18% (51)	26% (75)	5% (16)	291
Non-Evangelical	17% (60)	28% (100)	10% (37)	13% (46)	27% (98)	6% (21)	362
Community: Urban	16% (52)	23% (74)	8% (27)	11% (35)	28% (90)	13% (42)	319
Community: Suburban	14% (74)	29% (152)	11% (57)	14% (74)	25% (130)	6% (33)	521
Community: Rural	15% (42)	23% (66)	11% (32)	18% (50)	29% (84)	4% (12)	287
Employ: Private Sector	23% (83)	27% (99)	12% (43)	10% (37)	22% (81)	6% (23)	367
Employ: Government	13% (7)	23% (13)	10% (6)	21% (12)	17% (9)	15% (8)	54
Employ: Self-Employed	15% (19)	35% (44)	9% (11)	11% (14)	21% (26)	9% (12)	125
Employ: Homemaker	15% (12)	25% (20)	10% (8)	15% (12)	30% (24)	6% (4)	80
Employ: Retired	11% (32)	23% (67)	10% (30)	17% (48)	34% (99)	5% (14)	291
Employ: Unemployed	8% (10)	24% (27)	7% (8)	12% (14)	33% (38)	16% (18)	116
Employ: Other	10% (5)	26% (14)	8% (4)	28% (15)	23% (12)	6% (3)	55
Military HH: Yes	16% (23)	37% (53)	8% (11)	14% (20)	24% (34)	3% (4)	145
Military HH: No	15% (145)	24% (239)	11% (105)	14% (139)	28% (270)	8% (83)	982
RD/WT: Right Direction	19% (63)	26% (90)	10% (35)	12% (41)	24% (83)	9% (31)	342
RD/WT: Wrong Track	13% (105)	26% (202)	10% (81)	15% (119)	28% (222)	7% (56)	785
Biden Job Approve	17% (80)	28% (128)	11% (53)	13% (59)	23% (109)	8% (36)	465
Biden Job Disapprove	14% (86)	26% (157)	10% (61)	15% (90)	28% (167)	6% (36)	598

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**Table MCFE2\_11:** Do you have a favorable or unfavorable view of the following brands?

Coors Light

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (168)	26% (292)	10% (116)	14% (159)	27% (304)	8% (87)	1127
Biden Job Strongly Approve	24% (46)	24% (46)	10% (20)	14% (28)	18% (35)	11% (21)	196
Biden Job Somewhat Approve	12% (34)	30% (82)	12% (33)	12% (31)	27% (74)	6% (16)	269
Biden Job Somewhat Disapprove	13% (22)	25% (43)	12% (21)	10% (18)	33% (57)	8% (14)	176
Biden Job Strongly Disapprove	15% (63)	27% (114)	10% (40)	17% (73)	26% (110)	5% (22)	422
Favorable of Biden	18% (83)	27% (127)	11% (53)	12% (58)	25% (117)	7% (34)	472
Unfavorable of Biden	14% (80)	26% (152)	11% (61)	16% (94)	27% (154)	6% (34)	576
Very Favorable of Biden	25% (52)	20% (42)	10% (20)	14% (29)	22% (45)	10% (20)	208
Somewhat Favorable of Biden	12% (31)	32% (85)	13% (33)	11% (28)	27% (72)	5% (14)	264
Somewhat Unfavorable of Biden	12% (19)	27% (41)	8% (13)	12% (18)	30% (45)	10% (15)	150
Very Unfavorable of Biden	14% (62)	26% (111)	11% (49)	18% (76)	26% (110)	4% (18)	426
#1 Issue: Economy	18% (84)	29% (134)	11% (49)	14% (64)	20% (94)	8% (37)	462
#1 Issue: Security	16% (19)	23% (27)	3% (3)	15% (17)	35% (40)	8% (9)	115
#1 Issue: Health Care	15% (15)	25% (26)	13% (13)	12% (13)	28% (29)	8% (8)	104
#1 Issue: Medicare / Social Security	11% (16)	25% (37)	9% (13)	11% (16)	39% (58)	6% (9)	148
#1 Issue: Women's Issues	9% (10)	25% (29)	17% (19)	16% (18)	24% (27)	9% (11)	113
#1 Issue: Energy	21% (16)	27% (20)	12% (9)	14% (10)	20% (15)	5% (4)	74
#1 Issue: Other	9% (6)	13% (9)	8% (5)	21% (15)	41% (28)	9% (6)	69
2022 House Vote: Democrat	20% (80)	28% (114)	11% (44)	13% (54)	22% (91)	6% (24)	406
2022 House Vote: Republican	16% (55)	31% (108)	11% (38)	15% (52)	21% (73)	5% (18)	343
2022 House Vote: Didnt Vote	8% (28)	19% (68)	9% (32)	14% (51)	38% (138)	12% (42)	359
2020 Vote: Joe Biden	19% (84)	27% (119)	11% (50)	12% (52)	25% (110)	6% (26)	441
2020 Vote: Donald Trump	16% (55)	30% (103)	11% (40)	17% (58)	21% (74)	5% (16)	346
2020 Vote: Didn't Vote	7% (22)	21% (66)	8% (24)	14% (44)	36% (110)	14% (42)	307
2018 House Vote: Democrat	22% (79)	29% (104)	9% (33)	12% (42)	24% (85)	5% (19)	361
2018 House Vote: Republican	16% (50)	28% (86)	12% (38)	17% (52)	21% (65)	5% (16)	308
2018 House Vote: Didnt Vote	9% (39)	21% (94)	10% (43)	14% (64)	34% (150)	12% (52)	442

Continued on next page

**Table MCFE2\_11: Do you have a favorable or unfavorable view of the following brands?**  
*Coors Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (168)	26% (292)	10% (116)	14% (159)	27% (304)	8% (87)	1127
4-Region: Northeast	13% (27)	27% (54)	11% (21)	12% (24)	28% (57)	9% (18)	201
4-Region: Midwest	14% (32)	26% (60)	12% (27)	13% (30)	28% (64)	7% (17)	229
4-Region: South	16% (71)	25% (113)	9% (42)	15% (69)	27% (121)	7% (32)	449
4-Region: West	15% (38)	26% (65)	11% (26)	15% (37)	25% (62)	8% (20)	248
Sports Fan	19% (150)	29% (234)	11% (84)	12% (93)	23% (181)	7% (55)	797
Avid Sports Fan	25% (78)	32% (100)	10% (30)	12% (39)	15% (49)	6% (20)	316
Casual Sports Fan	15% (72)	28% (133)	11% (54)	11% (54)	28% (133)	7% (36)	481
Football Fan	20% (153)	30% (229)	11% (82)	12% (90)	20% (156)	7% (57)	767
Avid Football Fan	27% (89)	32% (106)	8% (26)	12% (39)	16% (52)	5% (16)	329
NFL Fan	20% (147)	31% (232)	11% (81)	12% (86)	20% (151)	7% (50)	748
Avid NFL Fan	27% (92)	31% (106)	8% (25)	12% (41)	18% (60)	4% (14)	337
Rihanna Fan	18% (98)	29% (154)	10% (53)	13% (68)	23% (126)	7% (40)	539
Pro Football is Favorite	26% (79)	30% (90)	9% (29)	11% (34)	17% (51)	7% (20)	303
Like Pro Football but not Favorite	15% (72)	29% (147)	11% (55)	12% (60)	25% (125)	8% (39)	499
Watched SB LVI and Plan to Watch LVII	22% (130)	33% (194)	8% (49)	11% (64)	20% (113)	5% (30)	581
Likely to Watch SB LVII	21% (153)	31% (231)	10% (75)	11% (84)	20% (150)	6% (47)	741
Want Eagles to Win	17% (63)	32% (121)	9% (34)	15% (55)	22% (82)	5% (19)	374
Want Chiefs to Win	24% (86)	29% (104)	10% (37)	12% (45)	19% (70)	6% (22)	364
Typically Host SB Party and Likely Host this Year	32% (63)	39% (77)	10% (20)	7% (15)	9% (17)	4% (7)	198
Likely Host SB Party this Year	27% (96)	33% (117)	12% (42)	10% (36)	14% (49)	5% (19)	358
Sports Bettors	26% (80)	30% (93)	9% (29)	8% (25)	16% (50)	11% (34)	311
Sports Bettors Weekly+	37% (42)	29% (33)	7% (8)	6% (7)	10% (12)	10% (12)	114
Non/Infrequent Bettor	12% (107)	25% (230)	11% (97)	16% (141)	30% (272)	6% (58)	905
Sports Bettors Monthly+	32% (60)	30% (58)	10% (18)	9% (18)	11% (20)	9% (17)	191
Non/Infrequent Bettor, Plan to Bet on SB LVII	33% (22)	32% (21)	12% (8)	8% (5)	12% (8)	4% (2)	67
Plan to Bet on SB LVII	35% (76)	31% (66)	9% (18)	7% (14)	10% (22)	8% (18)	214

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

**Table MCFE2\_12: Do you have a favorable or unfavorable view of the following brands?**

Miller Lite

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (141)	28% (325)	10% (119)	14% (164)	28% (325)	7% (84)	1160
Gender: Male	16% (87)	30% (165)	12% (66)	13% (71)	24% (130)	6% (31)	551
Gender: Female	9% (54)	26% (160)	9% (53)	15% (92)	32% (195)	9% (53)	607
Age: 18-34	12% (39)	19% (64)	13% (44)	12% (41)	28% (95)	16% (52)	334
Age: 35-44	14% (28)	35% (70)	13% (26)	10% (19)	23% (45)	6% (11)	199
Age: 45-64	14% (54)	29% (111)	7% (28)	17% (63)	29% (108)	4% (13)	377
Age: 65+	8% (21)	33% (81)	9% (22)	16% (41)	31% (77)	3% (7)	249
GenZers: 1997-2012	9% (13)	11% (15)	14% (19)	10% (13)	32% (44)	24% (33)	136
Millennials: 1981-1996	14% (50)	30% (105)	13% (46)	12% (44)	23% (80)	9% (30)	355
GenXers: 1965-1980	15% (44)	28% (82)	9% (25)	18% (53)	27% (77)	3% (10)	291
Baby Boomers: 1946-1964	9% (32)	33% (115)	7% (25)	14% (49)	33% (114)	3% (11)	346
PID: Dem (no lean)	12% (56)	30% (135)	12% (52)	12% (54)	28% (123)	6% (27)	448
PID: Ind (no lean)	8% (30)	22% (84)	9% (33)	16% (60)	32% (121)	13% (48)	376
PID: Rep (no lean)	17% (56)	32% (106)	10% (34)	15% (50)	24% (81)	3% (10)	336
PID/Gender: Dem Men	16% (32)	31% (63)	14% (29)	11% (23)	22% (44)	6% (13)	205
PID/Gender: Dem Women	10% (23)	30% (72)	10% (23)	12% (30)	33% (79)	6% (14)	241
PID/Gender: Ind Men	11% (21)	25% (47)	10% (19)	18% (34)	28% (51)	7% (13)	184
PID/Gender: Ind Women	5% (9)	19% (37)	8% (14)	14% (26)	37% (70)	18% (34)	191
PID/Gender: Rep Men	21% (34)	34% (55)	11% (18)	8% (14)	22% (35)	3% (5)	161
PID/Gender: Rep Women	12% (21)	29% (51)	9% (15)	21% (36)	26% (46)	3% (5)	175
Ideo: Liberal (1-3)	14% (47)	31% (107)	14% (47)	11% (37)	24% (81)	6% (21)	339
Ideo: Moderate (4)	10% (39)	29% (110)	8% (31)	14% (54)	31% (118)	8% (32)	385
Ideo: Conservative (5-7)	15% (52)	28% (98)	10% (35)	17% (58)	26% (91)	5% (18)	353
Educ: < College	12% (91)	25% (194)	9% (68)	15% (118)	30% (232)	8% (64)	768
Educ: Bachelors degree	10% (24)	36% (89)	14% (34)	12% (29)	25% (62)	4% (10)	248
Educ: Post-grad	18% (26)	29% (42)	12% (17)	12% (17)	22% (31)	7% (10)	143
Income: Under 50k	10% (69)	23% (153)	10% (69)	16% (103)	32% (208)	9% (59)	660
Income: 50k-100k	16% (53)	34% (117)	9% (30)	11% (38)	25% (86)	5% (18)	342
Income: 100k+	12% (19)	35% (56)	13% (21)	15% (24)	20% (32)	4% (7)	158
Ethnicity: White	12% (109)	29% (264)	10% (89)	15% (133)	28% (246)	6% (54)	896

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**Table MCFE2\_12:** Do you have a favorable or unfavorable view of the following brands?  
 Miller Lite

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (141)	28% (325)	10% (119)	14% (164)	28% (325)	7% (84)	1160
Ethnicity: Hispanic	8% (18)	33% (74)	8% (18)	9% (21)	29% (66)	12% (26)	224
Ethnicity: Black	14% (22)	27% (41)	9% (13)	14% (21)	27% (42)	9% (13)	152
Ethnicity: Other	9% (10)	19% (21)	15% (17)	9% (10)	33% (37)	15% (17)	111
All Christian	15% (73)	32% (157)	9% (46)	16% (80)	24% (115)	4% (18)	489
All Non-Christian	15% (12)	25% (20)	9% (7)	13% (10)	28% (22)	11% (9)	79
Agnostic/Nothing in particular	9% (31)	23% (83)	10% (37)	10% (37)	36% (132)	11% (42)	362
Something Else	12% (22)	30% (53)	11% (19)	15% (26)	25% (44)	8% (15)	181
Religious Non-Protestant/Catholic	14% (12)	24% (21)	10% (9)	15% (13)	26% (22)	11% (9)	85
Evangelical	17% (46)	29% (77)	10% (26)	20% (55)	19% (51)	5% (15)	270
Non-Evangelical	13% (49)	34% (132)	9% (37)	12% (47)	28% (109)	5% (18)	391
Community: Urban	17% (62)	26% (95)	10% (38)	10% (35)	26% (96)	10% (37)	363
Community: Suburban	8% (43)	31% (164)	11% (56)	15% (77)	29% (153)	5% (27)	520
Community: Rural	13% (36)	24% (67)	9% (26)	19% (52)	28% (76)	7% (20)	277
Employ: Private Sector	16% (61)	31% (119)	11% (43)	13% (48)	24% (89)	5% (20)	380
Employ: Self-Employed	16% (18)	24% (26)	13% (14)	10% (11)	29% (32)	9% (10)	111
Employ: Homemaker	13% (10)	27% (21)	8% (7)	16% (13)	26% (21)	10% (8)	80
Employ: Retired	10% (29)	32% (94)	8% (25)	17% (50)	30% (91)	3% (10)	299
Employ: Unemployed	7% (10)	22% (32)	9% (13)	13% (19)	39% (55)	10% (15)	144
Employ: Other	4% (3)	31% (20)	6% (4)	26% (17)	30% (20)	3% (2)	66
Military HH: Yes	14% (21)	31% (49)	8% (13)	14% (21)	28% (43)	6% (9)	156
Military HH: No	12% (120)	28% (276)	11% (107)	14% (143)	28% (283)	8% (76)	1004
RD/WT: Right Direction	13% (51)	32% (124)	11% (42)	10% (41)	26% (102)	7% (28)	388
RD/WT: Wrong Track	12% (90)	26% (201)	10% (77)	16% (123)	29% (223)	7% (56)	772
Biden Job Approve	13% (62)	31% (153)	12% (59)	11% (56)	26% (129)	7% (35)	494
Biden Job Disapprove	13% (78)	28% (167)	9% (57)	16% (99)	28% (171)	5% (33)	605
Biden Job Strongly Approve	19% (41)	29% (63)	11% (25)	11% (23)	21% (46)	8% (18)	216
Biden Job Somewhat Approve	8% (21)	32% (90)	12% (34)	12% (32)	30% (83)	6% (17)	278
Biden Job Somewhat Disapprove	7% (13)	24% (45)	13% (24)	20% (37)	28% (51)	8% (14)	184
Biden Job Strongly Disapprove	15% (65)	29% (123)	8% (33)	15% (61)	28% (120)	4% (19)	421

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**Table MCFE2\_12:** Do you have a favorable or unfavorable view of the following brands?

Miller Lite

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (141)	28% (325)	10% (119)	14% (164)	28% (325)	7% (84)	1160
Favorable of Biden	13% (61)	30% (149)	12% (60)	11% (54)	28% (137)	6% (30)	492
Unfavorable of Biden	13% (76)	28% (169)	9% (54)	16% (100)	28% (167)	7% (39)	605
Very Favorable of Biden	18% (41)	31% (71)	10% (23)	11% (25)	23% (52)	7% (16)	229
Somewhat Favorable of Biden	8% (21)	30% (78)	14% (37)	11% (28)	32% (85)	5% (14)	263
Somewhat Unfavorable of Biden	4% (7)	30% (47)	13% (19)	21% (32)	23% (36)	9% (13)	154
Very Unfavorable of Biden	15% (69)	27% (122)	8% (35)	15% (68)	29% (131)	6% (26)	450
#1 Issue: Economy	12% (58)	30% (147)	11% (54)	14% (68)	27% (131)	7% (35)	494
#1 Issue: Security	14% (18)	33% (41)	7% (9)	15% (19)	27% (33)	4% (5)	124
#1 Issue: Health Care	5% (5)	33% (31)	19% (18)	11% (10)	27% (25)	4% (4)	92
#1 Issue: Medicare / Social Security	13% (20)	31% (44)	6% (9)	16% (23)	26% (38)	8% (12)	145
#1 Issue: Women's Issues	14% (17)	16% (20)	15% (18)	8% (10)	30% (37)	16% (20)	122
#1 Issue: Energy	14% (7)	33% (17)	12% (6)	14% (7)	20% (10)	6% (3)	50
#1 Issue: Other	12% (10)	16% (14)	4% (3)	21% (18)	44% (38)	2% (2)	85
2022 House Vote: Democrat	14% (55)	31% (127)	13% (54)	13% (54)	24% (96)	5% (22)	408
2022 House Vote: Republican	17% (58)	35% (120)	8% (28)	14% (49)	23% (80)	3% (9)	344
2022 House Vote: Didnt Vote	7% (28)	19% (71)	8% (31)	15% (57)	37% (141)	14% (52)	381
2020 Vote: Joe Biden	13% (60)	30% (135)	15% (68)	11% (51)	26% (119)	5% (21)	455
2020 Vote: Donald Trump	17% (60)	34% (124)	8% (29)	15% (54)	24% (87)	3% (12)	366
2020 Vote: Didn't Vote	6% (18)	19% (59)	6% (17)	17% (51)	36% (109)	16% (50)	304
2018 House Vote: Democrat	15% (57)	31% (121)	12% (48)	12% (48)	25% (98)	5% (18)	388
2018 House Vote: Republican	18% (52)	34% (100)	8% (23)	16% (46)	23% (70)	2% (6)	297
2018 House Vote: Didnt Vote	7% (31)	22% (98)	10% (46)	14% (65)	34% (155)	13% (59)	455
4-Region: Northeast	13% (28)	28% (58)	6% (12)	10% (21)	35% (73)	8% (17)	210
4-Region: Midwest	13% (31)	27% (63)	11% (25)	13% (30)	33% (78)	3% (8)	235
4-Region: South	12% (51)	27% (120)	12% (53)	15% (65)	25% (111)	8% (37)	436
4-Region: West	11% (31)	30% (85)	11% (30)	17% (48)	23% (63)	8% (22)	279
Sports Fan	15% (124)	31% (252)	10% (85)	13% (109)	25% (202)	6% (45)	817
Avid Sports Fan	22% (78)	36% (126)	9% (33)	10% (34)	18% (61)	5% (16)	348
Casual Sports Fan	10% (46)	27% (127)	11% (52)	16% (75)	30% (141)	6% (29)	469

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**Table MCFE2\_12:** Do you have a favorable or unfavorable view of the following brands?  
 Miller Lite

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (141)	28% (325)	10% (119)	14% (164)	28% (325)	7% (84)	1160
Football Fan	16% (122)	31% (243)	11% (82)	13% (105)	25% (194)	4% (32)	778
Avid Football Fan	22% (79)	38% (137)	10% (37)	10% (35)	17% (62)	4% (14)	364
NFL Fan	15% (120)	31% (238)	11% (86)	14% (109)	25% (191)	4% (34)	778
Avid NFL Fan	22% (82)	36% (135)	11% (41)	9% (33)	19% (69)	3% (13)	374
Rihanna Fan	16% (96)	28% (164)	12% (70)	12% (69)	24% (139)	9% (52)	591
Pro Football is Favorite	22% (72)	34% (112)	12% (41)	9% (29)	20% (66)	3% (10)	329
Like Pro Football but not Favorite	10% (51)	28% (139)	9% (45)	17% (82)	29% (144)	5% (27)	488
Watched SB LVI and Plan to Watch LVII	17% (104)	35% (213)	10% (59)	12% (74)	22% (132)	3% (20)	603
Likely to Watch SB LVII	16% (123)	32% (239)	10% (77)	14% (105)	24% (177)	4% (29)	750
Want Eagles to Win	17% (69)	33% (136)	12% (50)	11% (46)	22% (91)	5% (19)	412
Want Chiefs to Win	16% (56)	34% (114)	10% (32)	14% (46)	23% (78)	4% (13)	340
Typically Host SB Party and Likely Host this Year	27% (62)	36% (82)	12% (27)	10% (24)	9% (21)	6% (14)	229
Likely Host SB Party this Year	22% (81)	39% (144)	11% (41)	11% (42)	11% (41)	5% (20)	369
Sports Bettors	23% (75)	35% (111)	9% (29)	6% (20)	15% (49)	11% (34)	319
Sports Bettors Weekly+	34% (40)	31% (36)	9% (10)	5% (5)	11% (13)	10% (12)	117
Non/Infrequent Bettor	9% (89)	28% (266)	11% (103)	15% (148)	31% (293)	6% (56)	954
Sports Bettors Monthly+	28% (52)	31% (58)	9% (17)	9% (16)	13% (25)	9% (17)	185
Non/Infrequent Bettor, Plan to Bet on SB LVII	30% (20)	38% (25)	9% (6)	6% (4)	16% (11)	1% (0)	67
Plan to Bet on SB LVII	33% (70)	31% (65)	10% (21)	8% (17)	12% (26)	5% (11)	211

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

**Table MCFE2\_13: Do you have a favorable or unfavorable view of the following brands?**

Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (446)	39% (447)	5% (61)	3% (35)	11% (129)	3% (32)	1149
Gender: Male	37% (212)	39% (225)	6% (36)	2% (13)	12% (68)	3% (20)	575
Gender: Female	41% (233)	38% (221)	4% (25)	4% (22)	11% (61)	2% (12)	573
Age: 18-34	44% (146)	33% (109)	7% (22)	3% (11)	8% (26)	5% (15)	329
Age: 35-44	42% (81)	32% (62)	6% (11)	1% (2)	16% (30)	3% (5)	192
Age: 45-64	43% (162)	39% (146)	4% (16)	2% (7)	10% (39)	2% (6)	376
Age: 65+	23% (57)	51% (129)	5% (12)	6% (15)	13% (34)	2% (6)	252
GenZers: 1997-2012	41% (54)	37% (49)	9% (12)	1% (1)	6% (8)	6% (8)	132
Millennials: 1981-1996	45% (160)	31% (111)	6% (20)	3% (11)	11% (39)	3% (12)	354
GenXers: 1965-1980	43% (129)	39% (116)	4% (11)	1% (3)	12% (36)	1% (3)	298
Baby Boomers: 1946-1964	27% (91)	47% (157)	5% (18)	5% (18)	12% (41)	2% (8)	333
PID: Dem (no lean)	43% (187)	36% (157)	6% (25)	4% (15)	10% (43)	3% (13)	441
PID: Ind (no lean)	32% (117)	39% (144)	5% (17)	4% (14)	17% (63)	4% (13)	369
PID: Rep (no lean)	41% (141)	43% (146)	6% (19)	2% (6)	7% (23)	2% (6)	340
PID/Gender: Dem Men	39% (87)	38% (86)	6% (14)	2% (4)	10% (23)	4% (9)	224
PID/Gender: Dem Women	46% (100)	33% (71)	5% (11)	5% (11)	9% (20)	2% (4)	217
PID/Gender: Ind Men	32% (62)	40% (76)	5% (9)	3% (6)	16% (31)	4% (7)	191
PID/Gender: Ind Women	31% (56)	38% (67)	5% (8)	4% (7)	18% (32)	4% (6)	177
PID/Gender: Rep Men	40% (63)	40% (64)	8% (13)	1% (2)	9% (14)	2% (4)	160
PID/Gender: Rep Women	43% (77)	46% (82)	3% (6)	2% (3)	5% (9)	1% (2)	179
Ideo: Liberal (1-3)	41% (134)	38% (124)	8% (26)	3% (11)	9% (29)	2% (5)	328
Ideo: Moderate (4)	40% (137)	40% (137)	3% (10)	4% (15)	10% (36)	2% (8)	344
Ideo: Conservative (5-7)	38% (144)	42% (162)	5% (19)	2% (9)	11% (41)	2% (6)	381
Educ: < College	42% (322)	35% (269)	4% (30)	3% (20)	13% (97)	3% (25)	764
Educ: Bachelors degree	32% (81)	45% (114)	9% (24)	3% (7)	8% (21)	2% (5)	253
Educ: Post-grad	32% (42)	48% (63)	5% (7)	6% (7)	9% (11)	1% (2)	132
Income: Under 50k	40% (256)	37% (237)	4% (27)	3% (19)	12% (74)	3% (22)	634
Income: 50k-100k	39% (138)	38% (134)	6% (22)	2% (7)	12% (41)	2% (7)	349
Income: 100k+	31% (52)	45% (76)	8% (13)	5% (8)	9% (14)	2% (3)	166
Ethnicity: White	37% (330)	42% (372)	6% (49)	3% (28)	10% (89)	2% (19)	889

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**Table MCFE2\_13:** Do you have a favorable or unfavorable view of the following brands?  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (446)	39% (447)	5% (61)	3% (35)	11% (129)	3% (32)	1149
Ethnicity: Hispanic	43% (85)	34% (66)	4% (7)	3% (5)	13% (26)	3% (7)	196
Ethnicity: Black	54% (80)	28% (41)	5% (7)	3% (4)	8% (12)	3% (5)	148
Ethnicity: Other	32% (36)	30% (33)	5% (6)	2% (2)	25% (28)	7% (8)	112
All Christian	41% (204)	41% (203)	4% (21)	4% (18)	9% (43)	2% (9)	499
All Non-Christian	41% (34)	24% (20)	8% (7)	2% (2)	15% (12)	9% (8)	82
Atheist	24% (13)	52% (29)	16% (9)	4% (2)	3% (2)	1% (0)	55
Agnostic/Nothing in particular	33% (110)	40% (134)	4% (15)	2% (7)	17% (58)	4% (12)	336
Something Else	48% (85)	34% (60)	6% (10)	3% (5)	8% (14)	1% (2)	177
Religious Non-Protestant/Catholic	41% (38)	26% (24)	8% (8)	2% (2)	14% (13)	8% (8)	93
Evangelical	47% (133)	38% (108)	2% (7)	4% (10)	7% (21)	2% (5)	283
Non-Evangelical	40% (150)	40% (149)	6% (23)	3% (12)	9% (35)	2% (7)	376
Community: Urban	38% (139)	32% (115)	5% (20)	3% (11)	17% (60)	5% (18)	364
Community: Suburban	36% (185)	44% (227)	6% (33)	3% (18)	8% (42)	1% (5)	510
Community: Rural	44% (121)	38% (105)	3% (9)	2% (6)	10% (26)	3% (8)	274
Employ: Private Sector	43% (165)	37% (141)	6% (25)	1% (5)	9% (34)	4% (14)	383
Employ: Government	38% (20)	45% (24)	4% (2)	2% (1)	9% (5)	2% (1)	52
Employ: Self-Employed	50% (60)	28% (34)	7% (9)	5% (5)	7% (8)	2% (3)	119
Employ: Homemaker	49% (33)	35% (24)	4% (3)	2% (1)	9% (6)	1% (1)	68
Employ: Retired	25% (72)	49% (138)	3% (9)	6% (18)	14% (39)	3% (8)	283
Employ: Unemployed	37% (52)	33% (46)	5% (6)	2% (2)	21% (30)	3% (4)	141
Employ: Other	52% (37)	31% (22)	5% (4)	3% (2)	10% (7)	— (0)	72
Military HH: Yes	38% (59)	43% (67)	5% (9)	3% (5)	10% (16)	1% (2)	157
Military HH: No	39% (387)	38% (379)	5% (53)	3% (30)	11% (113)	3% (30)	992
RD/WT: Right Direction	44% (165)	32% (122)	6% (24)	4% (14)	8% (31)	5% (21)	377
RD/WT: Wrong Track	36% (281)	42% (325)	5% (37)	3% (20)	13% (98)	1% (11)	772
Biden Job Approve	40% (197)	37% (179)	7% (34)	4% (20)	9% (46)	3% (14)	489
Biden Job Disapprove	37% (225)	43% (260)	4% (26)	2% (15)	10% (63)	2% (13)	602

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**Table MCFE2\_13: Do you have a favorable or unfavorable view of the following brands?**  
*Pringles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (446)	39% (447)	5% (61)	3% (35)	11% (129)	3% (32)	1149
Biden Job Strongly Approve	49% (100)	27% (55)	5% (10)	4% (8)	10% (20)	5% (10)	203
Biden Job Somewhat Approve	34% (96)	44% (124)	8% (24)	4% (11)	9% (26)	1% (4)	285
Biden Job Somewhat Disapprove	31% (57)	42% (77)	4% (8)	3% (5)	16% (30)	4% (7)	185
Biden Job Strongly Disapprove	40% (168)	44% (183)	4% (18)	2% (10)	8% (33)	2% (6)	418
Favorable of Biden	41% (201)	37% (178)	6% (27)	4% (20)	9% (46)	3% (15)	486
Unfavorable of Biden	38% (223)	44% (258)	6% (33)	2% (14)	9% (50)	2% (10)	588
Very Favorable of Biden	51% (105)	27% (56)	3% (6)	4% (9)	9% (18)	6% (11)	207
Somewhat Favorable of Biden	34% (95)	43% (121)	7% (20)	4% (11)	10% (27)	1% (3)	278
Somewhat Unfavorable of Biden	33% (55)	45% (74)	6% (9)	2% (4)	11% (19)	3% (5)	165
Very Unfavorable of Biden	40% (168)	44% (184)	6% (23)	2% (10)	7% (32)	1% (5)	423
#1 Issue: Economy	40% (192)	40% (189)	6% (28)	2% (8)	11% (50)	2% (10)	477
#1 Issue: Security	38% (48)	41% (52)	5% (6)	2% (2)	12% (16)	2% (3)	128
#1 Issue: Health Care	42% (37)	37% (32)	9% (7)	1% (1)	4% (4)	6% (5)	86
#1 Issue: Medicare / Social Security	29% (49)	41% (69)	4% (6)	7% (12)	14% (23)	5% (8)	166
#1 Issue: Women's Issues	50% (54)	38% (41)	5% (5)	1% (1)	4% (4)	3% (3)	108
#1 Issue: Energy	46% (31)	37% (25)	3% (2)	4% (3)	8% (6)	2% (1)	68
#1 Issue: Other	29% (20)	35% (24)	6% (4)	11% (7)	20% (14)	— (0)	70
2022 House Vote: Democrat	38% (163)	38% (164)	6% (27)	4% (19)	9% (40)	3% (12)	425
2022 House Vote: Republican	40% (137)	44% (150)	4% (14)	3% (9)	7% (24)	2% (6)	341
2022 House Vote: Didnt Vote	39% (143)	35% (128)	5% (18)	2% (6)	16% (59)	4% (13)	366
2020 Vote: Joe Biden	40% (177)	36% (163)	6% (29)	4% (18)	10% (46)	3% (14)	448
2020 Vote: Donald Trump	37% (127)	47% (163)	4% (13)	2% (8)	9% (32)	1% (4)	346
2020 Vote: Didn't Vote	40% (131)	34% (109)	5% (17)	2% (7)	14% (46)	4% (14)	325
2018 House Vote: Democrat	42% (159)	35% (135)	7% (27)	6% (23)	8% (30)	2% (8)	383
2018 House Vote: Republican	38% (115)	48% (145)	4% (13)	2% (6)	7% (22)	1% (2)	302
2018 House Vote: Didnt Vote	38% (169)	36% (159)	5% (21)	1% (4)	16% (70)	5% (22)	444

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**Table MCFE2\_13: Do you have a favorable or unfavorable view of the following brands?**  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (446)	39% (447)	5% (61)	3% (35)	11% (129)	3% (32)	1149
4-Region: Northeast	39% (77)	37% (73)	6% (12)	1% (3)	11% (22)	5% (10)	196
4-Region: Midwest	34% (87)	47% (119)	5% (12)	4% (9)	9% (23)	2% (4)	255
4-Region: South	45% (200)	38% (169)	5% (24)	2% (9)	8% (37)	2% (8)	446
4-Region: West	33% (82)	34% (86)	5% (14)	6% (14)	19% (47)	4% (10)	252
Sports Fan	42% (344)	39% (319)	6% (47)	3% (24)	9% (74)	2% (16)	825
Avid Sports Fan	51% (172)	32% (109)	4% (14)	2% (8)	9% (29)	2% (6)	338
Casual Sports Fan	35% (173)	43% (210)	7% (32)	3% (16)	9% (45)	2% (10)	487
Football Fan	43% (345)	38% (303)	5% (42)	3% (21)	9% (73)	2% (17)	801
Avid Football Fan	48% (180)	33% (121)	4% (16)	2% (9)	9% (35)	3% (11)	372
NFL Fan	43% (335)	39% (302)	5% (42)	3% (23)	8% (65)	2% (14)	781
Avid NFL Fan	51% (192)	33% (122)	3% (12)	1% (5)	9% (34)	2% (8)	373
Rihanna Fan	50% (277)	36% (197)	6% (31)	1% (8)	5% (29)	2% (12)	554
Pro Football is Favorite	47% (159)	38% (127)	3% (11)	4% (13)	6% (19)	3% (10)	338
Like Pro Football but not Favorite	40% (196)	39% (194)	6% (28)	2% (11)	12% (60)	1% (7)	496
Watched SB LVI and Plan to Watch LVII	45% (270)	38% (229)	5% (30)	3% (16)	9% (52)	1% (6)	603
Likely to Watch SB LVII	44% (344)	38% (298)	5% (41)	3% (22)	8% (64)	1% (11)	779
Want Eagles to Win	47% (193)	33% (137)	5% (23)	3% (11)	10% (42)	2% (7)	413
Want Chiefs to Win	43% (161)	41% (155)	4% (15)	2% (7)	9% (34)	1% (4)	376
Typically Host SB Party and Likely Host this Year	52% (124)	34% (80)	5% (12)	2% (5)	4% (10)	3% (7)	239
Likely Host SB Party this Year	48% (185)	36% (140)	6% (23)	3% (10)	5% (19)	2% (8)	385
Sports Bettors	44% (153)	33% (116)	8% (27)	3% (11)	8% (27)	4% (13)	348
Sports Bettors Weekly+	53% (68)	33% (42)	5% (6)	1% (2)	5% (6)	4% (5)	129
Non/Infrequent Bettor	38% (341)	41% (370)	4% (39)	3% (28)	12% (106)	2% (20)	904
Sports Bettors Monthly+	45% (98)	29% (64)	10% (21)	3% (7)	10% (22)	2% (5)	218
Non/Infrequent Bettor, Plan to Bet on SB LVII	49% (36)	42% (31)	1% (1)	4% (3)	3% (2)	— (0)	73
Plan to Bet on SB LVII	49% (117)	35% (82)	6% (15)	3% (8)	4% (11)	2% (4)	236

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

**Table MCFE2\_14: Do you have a favorable or unfavorable view of the following brands?**

Squarespace

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (73)	13% (145)	3% (39)	2% (25)	30% (341)	46% (526)	1148
Gender: Male	10% (51)	16% (85)	5% (25)	2% (12)	31% (166)	36% (194)	533
Gender: Female	4% (22)	10% (60)	2% (14)	2% (13)	28% (175)	54% (333)	615
Age: 18-34	10% (30)	14% (41)	4% (13)	4% (11)	31% (91)	37% (109)	295
Age: 35-44	12% (25)	18% (36)	3% (7)	2% (5)	31% (64)	33% (66)	203
Age: 45-64	4% (15)	15% (54)	3% (11)	2% (9)	30% (110)	45% (164)	364
Age: 65+	1% (3)	4% (13)	3% (8)	— (0)	26% (76)	65% (187)	287
GenZers: 1997-2012	5% (7)	11% (13)	5% (6)	2% (3)	29% (36)	48% (60)	125
Millennials: 1981-1996	13% (43)	18% (59)	4% (12)	4% (13)	32% (105)	30% (97)	330
GenXers: 1965-1980	6% (18)	15% (42)	4% (11)	2% (7)	29% (83)	43% (123)	284
Baby Boomers: 1946-1964	1% (4)	8% (29)	3% (10)	1% (2)	29% (109)	59% (221)	375
PID: Dem (no lean)	8% (39)	15% (71)	4% (20)	2% (9)	34% (158)	36% (167)	463
PID: Ind (no lean)	4% (12)	10% (33)	3% (9)	2% (7)	29% (96)	53% (179)	336
PID: Rep (no lean)	6% (22)	12% (40)	3% (10)	3% (9)	25% (88)	52% (180)	350
PID/Gender: Dem Men	13% (31)	17% (41)	6% (14)	2% (4)	31% (75)	31% (75)	240
PID/Gender: Dem Women	4% (8)	13% (30)	2% (5)	2% (5)	37% (83)	41% (92)	223
PID/Gender: Ind Men	6% (8)	11% (16)	2% (2)	2% (3)	35% (49)	44% (62)	140
PID/Gender: Ind Women	2% (4)	9% (18)	3% (6)	2% (4)	24% (47)	60% (117)	196
PID/Gender: Rep Men	8% (12)	19% (29)	5% (8)	3% (4)	28% (43)	37% (57)	153
PID/Gender: Rep Women	5% (9)	6% (12)	1% (2)	2% (5)	23% (45)	63% (123)	197
Ideo: Liberal (1-3)	11% (39)	19% (64)	3% (12)	1% (4)	34% (117)	31% (105)	340
Ideo: Moderate (4)	5% (17)	11% (38)	4% (14)	3% (10)	28% (101)	50% (177)	356
Ideo: Conservative (5-7)	4% (16)	11% (38)	4% (13)	3% (11)	27% (96)	51% (184)	358
Educ: < College	5% (39)	9% (63)	3% (23)	2% (14)	29% (215)	52% (388)	742
Educ: Bachelors degree	9% (21)	19% (48)	4% (9)	3% (8)	32% (80)	33% (82)	248
Educ: Post-grad	8% (13)	21% (34)	4% (6)	2% (4)	29% (47)	35% (56)	159
Income: Under 50k	5% (32)	9% (58)	3% (20)	3% (19)	26% (160)	54% (336)	626
Income: 50k-100k	8% (29)	15% (53)	3% (9)	1% (2)	35% (120)	38% (133)	346
Income: 100k+	7% (11)	19% (33)	5% (9)	2% (3)	35% (61)	33% (58)	176
Ethnicity: White	6% (54)	13% (117)	3% (28)	2% (16)	29% (255)	47% (413)	883

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**Table MCFE2\_14:** Do you have a favorable or unfavorable view of the following brands?  
 Squarespace

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (73)	13% (145)	3% (39)	2% (25)	30% (341)	46% (526)	1148
Ethnicity: Hispanic	8% (15)	10% (19)	6% (11)	3% (6)	26% (49)	46% (87)	187
Ethnicity: Black	7% (10)	12% (18)	5% (8)	3% (5)	32% (48)	41% (61)	150
Ethnicity: Other	8% (9)	8% (9)	2% (2)	3% (4)	33% (38)	46% (53)	115
All Christian	8% (39)	13% (65)	3% (16)	3% (15)	28% (145)	45% (230)	510
All Non-Christian	9% (8)	14% (13)	3% (3)	1% (1)	20% (19)	53% (51)	96
Agnostic/Nothing in particular	4% (13)	11% (34)	3% (10)	2% (5)	33% (104)	47% (148)	314
Something Else	6% (11)	13% (24)	3% (6)	1% (2)	32% (59)	45% (82)	184
Religious Non-Protestant/Catholic	8% (8)	13% (13)	3% (3)	1% (1)	21% (21)	54% (54)	101
Evangelical	10% (30)	13% (39)	4% (12)	4% (11)	27% (81)	43% (129)	302
Non-Evangelical	5% (19)	13% (50)	2% (9)	2% (6)	31% (118)	47% (177)	378
Community: Urban	11% (40)	9% (34)	7% (25)	3% (10)	28% (104)	42% (156)	370
Community: Suburban	5% (28)	15% (82)	2% (12)	2% (12)	31% (161)	44% (233)	527
Community: Rural	2% (5)	11% (29)	1% (2)	1% (3)	30% (76)	55% (137)	251
Employ: Private Sector	9% (32)	22% (78)	3% (12)	3% (12)	34% (120)	29% (103)	356
Employ: Government	7% (4)	18% (10)	3% (2)	10% (6)	29% (16)	34% (19)	57
Employ: Self-Employed	22% (21)	16% (16)	7% (7)	— (0)	30% (29)	25% (24)	98
Employ: Homemaker	5% (4)	8% (6)	3% (3)	1% (1)	26% (21)	57% (46)	80
Employ: Retired	1% (3)	5% (16)	2% (7)	1% (3)	29% (95)	63% (208)	332
Employ: Unemployed	2% (3)	7% (10)	3% (4)	— (0)	32% (41)	55% (70)	128
Employ: Other	4% (2)	13% (8)	1% (1)	2% (1)	23% (14)	56% (33)	59
Military HH: Yes	6% (9)	8% (13)	1% (2)	1% (2)	33% (49)	50% (75)	149
Military HH: No	6% (64)	13% (132)	4% (37)	2% (23)	29% (292)	45% (451)	999
RD/WT: Right Direction	11% (43)	15% (58)	4% (15)	2% (8)	31% (121)	38% (148)	392
RD/WT: Wrong Track	4% (30)	11% (86)	3% (23)	2% (17)	29% (221)	50% (379)	756
Biden Job Approve	9% (46)	14% (72)	4% (18)	2% (9)	30% (150)	40% (199)	495
Biden Job Disapprove	5% (27)	12% (71)	4% (21)	2% (12)	29% (170)	48% (282)	582

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**Table MCFE2\_14:** Do you have a favorable or unfavorable view of the following brands?  
Squarespace

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (73)	13% (145)	3% (39)	2% (25)	30% (341)	46% (526)	1148
Biden Job Strongly Approve	15% (34)	14% (31)	3% (8)	3% (7)	29% (64)	36% (81)	226
Biden Job Somewhat Approve	5% (12)	15% (41)	4% (10)	1% (2)	32% (86)	44% (118)	269
Biden Job Somewhat Disapprove	4% (6)	16% (27)	8% (13)	2% (4)	31% (53)	39% (65)	168
Biden Job Strongly Disapprove	5% (20)	11% (44)	2% (7)	2% (8)	28% (117)	52% (218)	415
Favorable of Biden	10% (47)	14% (69)	3% (16)	2% (8)	29% (142)	42% (208)	490
Unfavorable of Biden	4% (25)	13% (74)	4% (21)	3% (17)	29% (170)	47% (271)	578
Very Favorable of Biden	14% (31)	17% (36)	3% (6)	2% (5)	29% (64)	35% (77)	219
Somewhat Favorable of Biden	6% (16)	12% (33)	4% (11)	1% (3)	29% (78)	48% (130)	271
Somewhat Unfavorable of Biden	6% (10)	18% (29)	8% (13)	4% (7)	31% (49)	33% (52)	160
Very Unfavorable of Biden	4% (15)	11% (45)	2% (9)	3% (11)	29% (121)	52% (218)	418
#1 Issue: Economy	5% (25)	16% (71)	3% (12)	3% (12)	34% (155)	40% (180)	455
#1 Issue: Security	7% (9)	8% (11)	4% (5)	3% (5)	25% (35)	54% (75)	140
#1 Issue: Health Care	6% (6)	15% (14)	9% (9)	4% (4)	30% (28)	35% (32)	92
#1 Issue: Medicare / Social Security	6% (11)	5% (8)	2% (3)	— (0)	28% (46)	60% (98)	165
#1 Issue: Women's Issues	11% (12)	12% (13)	1% (1)	1% (1)	28% (30)	48% (51)	108
#1 Issue: Education	5% (3)	14% (9)	13% (8)	6% (4)	23% (14)	38% (23)	60
#1 Issue: Energy	9% (6)	23% (15)	1% (1)	— (0)	35% (23)	33% (22)	65
#1 Issue: Other	2% (1)	6% (4)	3% (2)	— (0)	18% (11)	70% (44)	63
2022 House Vote: Democrat	8% (36)	16% (71)	5% (22)	2% (9)	33% (141)	35% (153)	432
2022 House Vote: Republican	7% (22)	13% (43)	2% (8)	2% (7)	25% (80)	51% (163)	322
2022 House Vote: Didnt Vote	4% (14)	7% (27)	2% (9)	2% (9)	30% (113)	54% (199)	370
2020 Vote: Joe Biden	8% (38)	17% (79)	3% (15)	2% (7)	33% (151)	36% (166)	457
2020 Vote: Donald Trump	5% (16)	12% (39)	4% (12)	4% (12)	27% (89)	49% (163)	332
2020 Vote: Didn't Vote	5% (17)	7% (23)	3% (11)	2% (5)	28% (91)	55% (179)	325
2018 House Vote: Democrat	9% (35)	16% (65)	3% (13)	2% (7)	35% (139)	35% (138)	397
2018 House Vote: Republican	6% (18)	13% (39)	4% (13)	2% (5)	24% (71)	51% (148)	293
2018 House Vote: Didnt Vote	4% (19)	9% (38)	3% (13)	3% (11)	28% (124)	53% (230)	436

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**Table MCFE2\_14:** Do you have a favorable or unfavorable view of the following brands?  
Squarespace

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (73)	13% (145)	3% (39)	2% (25)	30% (341)	46% (526)	1148
4-Region: Northeast	6% (13)	11% (24)	3% (7)	2% (3)	32% (68)	45% (95)	209
4-Region: Midwest	7% (15)	12% (28)	2% (5)	2% (6)	25% (57)	52% (120)	230
4-Region: South	5% (24)	12% (52)	4% (17)	2% (10)	30% (132)	47% (211)	444
4-Region: West	8% (21)	16% (41)	4% (10)	2% (6)	32% (85)	38% (101)	265
Sports Fan	8% (65)	14% (111)	4% (30)	2% (14)	30% (238)	43% (340)	798
Avid Sports Fan	12% (39)	15% (46)	5% (16)	3% (11)	28% (90)	36% (115)	316
Casual Sports Fan	5% (26)	13% (65)	3% (14)	1% (3)	31% (148)	47% (225)	481
Football Fan	8% (63)	13% (102)	3% (23)	2% (14)	31% (236)	43% (324)	761
Avid Football Fan	12% (39)	14% (45)	5% (15)	3% (8)	28% (90)	39% (125)	323
NFL Fan	8% (60)	14% (105)	4% (30)	2% (14)	30% (221)	42% (311)	740
Avid NFL Fan	12% (39)	15% (50)	6% (18)	3% (9)	28% (90)	37% (121)	327
Rihanna Fan	11% (62)	18% (103)	2% (12)	2% (11)	26% (145)	40% (225)	560
Pro Football is Favorite	12% (40)	15% (48)	4% (13)	3% (9)	23% (76)	42% (137)	323
Like Pro Football but not Favorite	6% (29)	13% (61)	3% (13)	1% (7)	35% (165)	42% (200)	475
Watched SB LVI and Plan to Watch LVII	7% (41)	16% (93)	4% (25)	2% (12)	33% (193)	38% (227)	592
Likely to Watch SB LVII	9% (66)	14% (103)	4% (28)	2% (17)	30% (228)	41% (311)	752
Want Eagles to Win	9% (35)	17% (71)	4% (18)	2% (9)	28% (115)	40% (164)	412
Want Chiefs to Win	9% (30)	12% (41)	4% (15)	1% (4)	31% (108)	44% (151)	348
Typically Host SB Party and Likely Host this Year	17% (37)	17% (37)	6% (13)	4% (10)	25% (54)	31% (69)	219
Likely Host SB Party this Year	16% (59)	18% (64)	5% (19)	3% (12)	24% (87)	34% (125)	366
Sports Bettors	15% (49)	18% (57)	7% (24)	3% (9)	23% (76)	33% (108)	324
Sports Bettors Weekly+	26% (31)	21% (25)	7% (8)	2% (3)	19% (22)	25% (30)	119
Non/Infrequent Bettor	4% (35)	11% (105)	3% (24)	2% (21)	32% (297)	49% (460)	942
Sports Bettors Monthly+	22% (37)	22% (37)	6% (11)	2% (4)	23% (40)	25% (42)	172
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (11)	16% (14)	10% (9)	4% (3)	29% (25)	29% (26)	88
Plan to Bet on SB LVII	20% (47)	19% (44)	9% (20)	3% (7)	25% (58)	24% (54)	230

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

**Table MCFE2\_15: Do you have a favorable or unfavorable view of the following brands?**

Kia

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (189)	32% (363)	9% (105)	6% (74)	28% (316)	9% (104)	1149
Gender: Male	20% (117)	33% (189)	9% (55)	7% (41)	22% (130)	8% (49)	580
Gender: Female	13% (72)	31% (174)	9% (50)	6% (33)	33% (186)	10% (54)	568
Age: 18-34	19% (64)	28% (94)	6% (21)	7% (23)	23% (75)	17% (57)	333
Age: 35-44	16% (31)	31% (60)	14% (27)	7% (14)	26% (50)	6% (11)	193
Age: 45-64	18% (68)	32% (120)	9% (34)	7% (28)	29% (108)	5% (20)	377
Age: 65+	11% (26)	36% (89)	9% (23)	4% (9)	34% (83)	6% (16)	246
GenZers: 1997-2012	15% (19)	25% (32)	5% (6)	7% (9)	23% (29)	26% (32)	126
Millennials: 1981-1996	19% (69)	32% (118)	11% (39)	7% (24)	23% (84)	9% (35)	369
GenXers: 1965-1980	20% (56)	31% (86)	10% (27)	8% (23)	27% (75)	4% (11)	278
Baby Boomers: 1946-1964	11% (39)	32% (109)	9% (31)	5% (17)	34% (115)	7% (25)	336
PID: Dem (no lean)	19% (86)	36% (163)	10% (44)	4% (17)	23% (103)	8% (37)	450
PID: Ind (no lean)	8% (30)	28% (98)	8% (27)	8% (26)	34% (120)	14% (50)	351
PID: Rep (no lean)	21% (73)	29% (102)	9% (33)	9% (30)	27% (93)	5% (17)	347
PID/Gender: Dem Men	23% (54)	34% (79)	12% (28)	5% (13)	17% (39)	10% (23)	235
PID/Gender: Dem Women	15% (32)	39% (84)	8% (16)	2% (5)	30% (64)	7% (14)	216
PID/Gender: Ind Men	9% (15)	31% (54)	8% (14)	11% (20)	29% (51)	12% (20)	174
PID/Gender: Ind Women	8% (14)	25% (44)	7% (13)	4% (7)	39% (69)	17% (29)	177
PID/Gender: Rep Men	28% (48)	33% (56)	7% (12)	5% (9)	23% (40)	4% (6)	171
PID/Gender: Rep Women	14% (25)	26% (45)	12% (21)	12% (21)	30% (53)	6% (11)	176
Ideo: Liberal (1-3)	19% (63)	37% (124)	10% (34)	6% (19)	24% (79)	5% (16)	337
Ideo: Moderate (4)	17% (62)	32% (114)	9% (31)	4% (15)	28% (99)	10% (36)	357
Ideo: Conservative (5-7)	15% (56)	30% (108)	10% (38)	8% (31)	27% (98)	9% (33)	364
Educ: < College	17% (127)	30% (224)	7% (53)	7% (50)	28% (211)	12% (87)	753
Educ: Bachelors degree	14% (37)	38% (99)	10% (25)	7% (18)	28% (72)	3% (8)	258
Educ: Post-grad	18% (25)	29% (40)	19% (26)	4% (6)	24% (33)	6% (9)	139
Income: Under 50k	16% (107)	29% (190)	8% (51)	6% (41)	30% (199)	11% (75)	662
Income: 50k-100k	16% (54)	35% (114)	11% (35)	7% (21)	24% (77)	8% (26)	328
Income: 100k+	17% (28)	37% (59)	11% (18)	7% (11)	25% (40)	2% (3)	160
Ethnicity: White	15% (129)	34% (296)	9% (81)	6% (57)	27% (238)	9% (78)	878

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**Table MCFE2\_15:** Do you have a favorable or unfavorable view of the following brands?

Kia

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (189)	32% (363)	9% (105)	6% (74)	28% (316)	9% (104)	1149
Ethnicity: Hispanic	23% (39)	29% (50)	4% (7)	5% (9)	17% (30)	22% (37)	172
Ethnicity: Black	27% (42)	28% (44)	8% (12)	4% (6)	25% (39)	8% (12)	156
Ethnicity: Other	15% (17)	19% (22)	10% (12)	9% (11)	34% (39)	12% (14)	115
All Christian	21% (98)	34% (164)	7% (34)	6% (27)	27% (127)	5% (25)	475
All Non-Christian	18% (15)	26% (22)	13% (11)	14% (12)	15% (13)	13% (11)	84
Agnostic/Nothing in particular	8% (29)	29% (97)	11% (36)	6% (22)	33% (112)	13% (44)	340
Something Else	23% (46)	32% (65)	7% (14)	4% (9)	25% (51)	8% (16)	202
Religious Non-Protestant/Catholic	19% (17)	27% (25)	12% (11)	13% (12)	17% (16)	12% (11)	92
Evangelical	27% (81)	29% (88)	9% (27)	4% (12)	24% (74)	6% (19)	302
Non-Evangelical	17% (61)	37% (134)	6% (20)	7% (24)	27% (98)	6% (22)	359
Community: Urban	19% (67)	30% (105)	10% (36)	5% (19)	25% (86)	11% (37)	349
Community: Suburban	14% (76)	32% (171)	9% (49)	8% (40)	27% (145)	9% (47)	527
Community: Rural	17% (46)	32% (87)	7% (20)	5% (15)	31% (86)	7% (20)	273
Employ: Private Sector	20% (76)	32% (121)	12% (46)	6% (24)	24% (91)	6% (22)	381
Employ: Government	14% (8)	40% (23)	5% (3)	8% (4)	15% (9)	18% (11)	58
Employ: Self-Employed	25% (30)	29% (34)	8% (9)	9% (10)	20% (24)	9% (11)	119
Employ: Homemaker	11% (10)	24% (21)	7% (6)	9% (8)	39% (35)	11% (10)	90
Employ: Retired	13% (35)	37% (101)	9% (26)	4% (11)	32% (88)	5% (15)	275
Employ: Unemployed	14% (18)	23% (30)	7% (9)	9% (11)	35% (44)	12% (16)	128
Employ: Other	14% (9)	30% (19)	7% (5)	6% (4)	32% (20)	9% (6)	61
Military HH: Yes	17% (26)	34% (51)	12% (18)	6% (9)	24% (36)	8% (12)	152
Military HH: No	16% (163)	31% (311)	9% (86)	7% (65)	28% (280)	9% (92)	997
RD/WT: Right Direction	23% (89)	29% (115)	10% (38)	4% (14)	25% (98)	10% (39)	393
RD/WT: Wrong Track	13% (100)	33% (248)	9% (67)	8% (59)	29% (218)	9% (65)	757
Biden Job Approve	20% (99)	34% (163)	10% (50)	4% (18)	23% (113)	8% (40)	484
Biden Job Disapprove	13% (81)	32% (190)	9% (53)	8% (50)	30% (179)	8% (50)	602

Continued on next page

**Table MCFE2\_15:** Do you have a favorable or unfavorable view of the following brands?

Kia

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (189)	32% (363)	9% (105)	6% (74)	28% (316)	9% (104)	1149
Biden Job Strongly Approve	25% (55)	30% (64)	9% (18)	6% (13)	23% (49)	8% (16)	216
Biden Job Somewhat Approve	16% (44)	37% (99)	12% (32)	2% (5)	24% (64)	9% (24)	267
Biden Job Somewhat Disapprove	12% (23)	41% (77)	10% (19)	6% (10)	24% (46)	7% (14)	190
Biden Job Strongly Disapprove	14% (58)	27% (112)	8% (34)	10% (40)	32% (133)	9% (36)	413
Favorable of Biden	22% (110)	34% (169)	9% (43)	4% (19)	23% (113)	7% (36)	490
Unfavorable of Biden	12% (71)	32% (185)	10% (57)	9% (51)	30% (174)	8% (49)	587
Very Favorable of Biden	28% (63)	31% (68)	7% (16)	5% (12)	22% (49)	6% (13)	221
Somewhat Favorable of Biden	17% (47)	37% (101)	10% (28)	3% (7)	24% (64)	8% (23)	270
Somewhat Unfavorable of Biden	10% (16)	40% (59)	12% (18)	5% (7)	25% (37)	8% (12)	150
Very Unfavorable of Biden	13% (56)	29% (126)	9% (38)	10% (43)	31% (136)	9% (37)	437
#1 Issue: Economy	17% (81)	34% (161)	9% (44)	6% (30)	25% (116)	7% (35)	466
#1 Issue: Security	15% (19)	32% (40)	10% (12)	9% (11)	32% (39)	2% (2)	124
#1 Issue: Health Care	18% (15)	28% (23)	11% (9)	12% (10)	27% (22)	5% (4)	83
#1 Issue: Medicare / Social Security	16% (27)	31% (51)	6% (10)	4% (7)	30% (49)	13% (21)	164
#1 Issue: Women's Issues	15% (18)	27% (33)	8% (9)	3% (4)	30% (36)	18% (22)	122
#1 Issue: Energy	16% (11)	37% (26)	14% (9)	2% (2)	19% (13)	12% (9)	70
#1 Issue: Other	15% (11)	22% (17)	10% (7)	9% (7)	39% (29)	5% (4)	75
2022 House Vote: Democrat	20% (84)	35% (148)	10% (41)	4% (17)	26% (110)	5% (20)	419
2022 House Vote: Republican	18% (63)	29% (99)	10% (34)	10% (34)	26% (92)	7% (25)	349
2022 House Vote: Didnt Vote	11% (40)	30% (108)	7% (27)	6% (22)	30% (110)	16% (58)	365
2020 Vote: Joe Biden	19% (86)	34% (156)	10% (47)	5% (21)	27% (123)	5% (25)	457
2020 Vote: Donald Trump	17% (58)	33% (114)	9% (31)	10% (35)	27% (95)	5% (16)	349
2020 Vote: Didn't Vote	14% (43)	25% (79)	8% (24)	5% (16)	28% (88)	20% (61)	311
2018 House Vote: Democrat	20% (76)	37% (140)	11% (41)	4% (13)	25% (95)	4% (14)	380
2018 House Vote: Republican	18% (53)	30% (91)	10% (31)	9% (27)	29% (88)	5% (14)	305
2018 House Vote: Didnt Vote	13% (59)	28% (124)	7% (32)	7% (30)	29% (131)	17% (74)	450

Continued on next page

**Table MCFE2\_15:** Do you have a favorable or unfavorable view of the following brands?

Kia

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (189)	32% (363)	9% (105)	6% (74)	28% (316)	9% (104)	1149
4-Region: Northeast	14% (29)	30% (61)	7% (15)	5% (11)	32% (66)	11% (23)	204
4-Region: Midwest	14% (35)	28% (68)	13% (32)	6% (15)	31% (77)	8% (19)	247
4-Region: South	19% (84)	36% (161)	5% (23)	5% (24)	25% (112)	9% (39)	442
4-Region: West	16% (42)	28% (72)	13% (34)	9% (24)	24% (61)	9% (23)	256
Sports Fan	20% (160)	34% (274)	8% (69)	6% (51)	25% (201)	8% (61)	816
Avid Sports Fan	26% (87)	33% (110)	9% (30)	7% (24)	20% (66)	5% (18)	336
Casual Sports Fan	15% (72)	34% (164)	8% (39)	6% (26)	28% (135)	9% (43)	480
Football Fan	21% (160)	33% (256)	9% (66)	6% (50)	25% (194)	6% (50)	776
Avid Football Fan	25% (85)	33% (115)	10% (34)	7% (24)	20% (70)	6% (20)	348
NFL Fan	21% (156)	33% (253)	8% (63)	6% (48)	25% (188)	7% (51)	760
Avid NFL Fan	24% (86)	34% (121)	9% (33)	7% (23)	19% (68)	6% (21)	352
Rihanna Fan	22% (126)	33% (189)	9% (53)	6% (36)	22% (126)	7% (38)	568
Pro Football is Favorite	26% (88)	32% (106)	7% (25)	7% (24)	20% (66)	8% (26)	333
Like Pro Football but not Favorite	16% (76)	35% (166)	8% (38)	5% (24)	29% (137)	7% (33)	474
Watched SB LVI and Plan to Watch LVII	20% (120)	36% (210)	9% (53)	6% (36)	24% (139)	5% (28)	585
Likely to Watch SB LVII	21% (160)	35% (261)	9% (64)	6% (43)	23% (174)	6% (46)	747
Want Eagles to Win	23% (89)	34% (131)	10% (38)	6% (24)	19% (74)	8% (31)	387
Want Chiefs to Win	20% (73)	36% (133)	7% (28)	5% (18)	28% (103)	5% (18)	373
Typically Host SB Party and Likely Host this Year	30% (62)	31% (65)	10% (20)	6% (12)	14% (30)	9% (20)	209
Likely Host SB Party this Year	29% (106)	31% (115)	9% (33)	5% (19)	18% (65)	9% (33)	370
Sports Bettors	26% (87)	28% (93)	9% (31)	6% (19)	19% (61)	12% (39)	330
Sports Bettors Weekly+	40% (49)	22% (27)	11% (13)	8% (10)	12% (15)	8% (10)	124
Non/Infrequent Bettor	13% (117)	33% (304)	9% (86)	6% (57)	30% (272)	9% (79)	915
Sports Bettors Monthly+	32% (63)	25% (49)	9% (18)	8% (16)	21% (41)	6% (11)	199
Non/Infrequent Bettor, Plan to Bet on SB LVII	19% (15)	36% (28)	10% (8)	2% (2)	24% (19)	8% (6)	77
Plan to Bet on SB LVII	31% (74)	29% (71)	9% (21)	5% (13)	19% (47)	7% (16)	241

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

**Table MCFE2\_16:** Do you have a favorable or unfavorable view of the following brands?

Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	38% (462)	35% (416)	8% (101)	8% (96)	9% (108)	2% (20)	1203
Gender: Male	41% (238)	32% (182)	8% (48)	9% (52)	8% (44)	2% (13)	577
Gender: Female	36% (224)	37% (234)	8% (53)	7% (44)	10% (64)	1% (7)	626
Age: 18-34	43% (154)	29% (102)	8% (28)	9% (32)	8% (30)	4% (13)	359
Age: 35-44	36% (65)	39% (71)	9% (17)	8% (15)	6% (11)	1% (3)	182
Age: 45-64	41% (159)	32% (125)	8% (29)	9% (35)	9% (35)	1% (3)	386
Age: 65+	31% (85)	43% (117)	9% (26)	5% (13)	12% (32)	1% (2)	276
GenZers: 1997-2012	42% (63)	28% (41)	6% (9)	10% (15)	9% (14)	4% (6)	149
Millennials: 1981-1996	41% (146)	32% (112)	9% (33)	9% (31)	7% (23)	2% (8)	353
GenXers: 1965-1980	40% (117)	34% (99)	7% (22)	9% (26)	8% (23)	1% (3)	291
Baby Boomers: 1946-1964	34% (126)	38% (141)	10% (36)	6% (23)	12% (43)	1% (3)	372
PID: Dem (no lean)	37% (172)	39% (179)	8% (35)	6% (28)	7% (34)	3% (13)	461
PID: Ind (no lean)	35% (145)	31% (127)	8% (34)	12% (48)	13% (52)	1% (6)	411
PID: Rep (no lean)	44% (145)	33% (111)	10% (32)	6% (20)	7% (22)	— (1)	331
PID/Gender: Dem Men	42% (91)	38% (81)	6% (12)	5% (12)	5% (12)	4% (8)	215
PID/Gender: Dem Women	33% (81)	40% (98)	9% (23)	7% (16)	9% (23)	2% (5)	246
PID/Gender: Ind Men	34% (70)	27% (55)	9% (19)	16% (33)	12% (24)	2% (4)	205
PID/Gender: Ind Women	36% (75)	35% (72)	8% (16)	7% (15)	13% (28)	1% (2)	207
PID/Gender: Rep Men	49% (77)	29% (46)	11% (18)	5% (7)	5% (8)	1% (1)	158
PID/Gender: Rep Women	39% (68)	37% (65)	8% (14)	7% (13)	8% (14)	— (0)	173
Ideo: Liberal (1-3)	33% (111)	41% (136)	9% (30)	7% (24)	7% (23)	2% (6)	331
Ideo: Moderate (4)	45% (176)	30% (119)	6% (24)	7% (27)	11% (42)	2% (8)	396
Ideo: Conservative (5-7)	37% (144)	35% (134)	10% (37)	10% (38)	7% (27)	2% (6)	387
Educ: < College	42% (334)	32% (257)	7% (59)	8% (62)	9% (71)	2% (13)	794
Educ: Bachelors degree	30% (78)	40% (106)	11% (28)	7% (19)	10% (25)	2% (6)	262
Educ: Post-grad	34% (50)	37% (54)	10% (14)	10% (15)	9% (13)	1% (1)	147
Income: Under 50k	40% (270)	32% (212)	7% (50)	9% (63)	9% (61)	2% (15)	671
Income: 50k-100k	36% (126)	39% (135)	9% (33)	5% (19)	10% (35)	1% (3)	351
Income: 100k+	36% (66)	38% (68)	10% (18)	8% (15)	7% (13)	1% (2)	181
Ethnicity: White	38% (353)	36% (337)	8% (78)	8% (79)	7% (69)	2% (19)	935

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**Table MCFE2\_16:** Do you have a favorable or unfavorable view of the following brands?  
 Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	38% (462)	35% (416)	8% (101)	8% (96)	9% (108)	2% (20)	1203
Ethnicity: Hispanic	38% (81)	37% (80)	7% (15)	13% (27)	3% (6)	3% (6)	215
Ethnicity: Black	45% (68)	30% (45)	7% (11)	6% (9)	11% (16)	1% (1)	151
Ethnicity: Other	35% (41)	29% (34)	10% (12)	6% (7)	19% (23)	— (0)	117
All Christian	41% (215)	38% (199)	8% (42)	5% (28)	8% (40)	1% (3)	528
All Non-Christian	30% (25)	42% (35)	7% (6)	9% (8)	7% (6)	5% (4)	83
Atheist	12% (6)	48% (24)	11% (5)	22% (11)	5% (3)	2% (1)	50
Agnostic/Nothing in particular	34% (124)	28% (102)	9% (34)	12% (42)	13% (47)	3% (12)	361
Something Else	50% (92)	31% (57)	8% (14)	4% (7)	7% (12)	— (0)	182
Religious Non-Protestant/Catholic	27% (25)	46% (42)	7% (6)	10% (9)	7% (6)	4% (4)	91
Evangelical	47% (139)	31% (93)	10% (29)	4% (13)	7% (22)	1% (3)	299
Non-Evangelical	42% (167)	38% (151)	7% (26)	5% (22)	8% (31)	— (0)	397
Community: Urban	40% (148)	30% (113)	10% (37)	10% (39)	7% (27)	3% (11)	375
Community: Suburban	36% (193)	38% (206)	7% (39)	7% (37)	12% (63)	1% (5)	543
Community: Rural	42% (121)	34% (97)	9% (24)	7% (20)	7% (19)	1% (4)	285
Employ: Private Sector	45% (172)	33% (125)	7% (26)	6% (22)	9% (33)	1% (3)	382
Employ: Government	40% (20)	25% (13)	10% (5)	15% (8)	9% (5)	— (0)	50
Employ: Self-Employed	43% (53)	29% (36)	6% (8)	9% (11)	8% (9)	5% (6)	123
Employ: Homemaker	42% (38)	35% (31)	13% (11)	5% (4)	4% (4)	1% (1)	89
Employ: Retired	32% (103)	41% (131)	8% (25)	6% (18)	13% (41)	1% (2)	321
Employ: Unemployed	29% (38)	29% (37)	11% (14)	20% (26)	6% (8)	6% (8)	131
Employ: Other	35% (27)	42% (32)	8% (6)	7% (5)	7% (5)	— (0)	75
Military HH: Yes	32% (56)	42% (73)	6% (11)	9% (15)	9% (15)	2% (3)	174
Military HH: No	39% (405)	33% (343)	9% (90)	8% (81)	9% (93)	2% (17)	1029
RD/WT: Right Direction	43% (162)	37% (139)	6% (22)	4% (14)	7% (28)	3% (13)	377
RD/WT: Wrong Track	36% (300)	34% (277)	10% (79)	10% (82)	10% (81)	1% (8)	826
Biden Job Approve	39% (196)	39% (199)	7% (33)	6% (31)	7% (34)	3% (14)	507
Biden Job Disapprove	38% (240)	32% (201)	10% (63)	10% (62)	10% (60)	1% (6)	633

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**Table MCFE2\_16:** Do you have a favorable or unfavorable view of the following brands?

Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	38% (462)	35% (416)	8% (101)	8% (96)	9% (108)	2% (20)	1203
Biden Job Strongly Approve	46% (109)	35% (81)	5% (13)	6% (14)	5% (11)	3% (7)	234
Biden Job Somewhat Approve	32% (88)	43% (117)	7% (20)	6% (17)	8% (23)	3% (7)	273
Biden Job Somewhat Disapprove	35% (66)	31% (59)	10% (19)	9% (16)	12% (24)	3% (5)	189
Biden Job Strongly Disapprove	39% (174)	32% (143)	10% (44)	10% (46)	8% (37)	— (1)	444
Favorable of Biden	38% (195)	40% (203)	6% (31)	6% (30)	7% (36)	3% (13)	507
Unfavorable of Biden	39% (243)	32% (199)	10% (64)	8% (53)	9% (58)	1% (7)	624
Very Favorable of Biden	48% (109)	33% (75)	5% (10)	6% (13)	7% (15)	2% (5)	227
Somewhat Favorable of Biden	31% (85)	46% (128)	7% (20)	6% (17)	7% (21)	3% (8)	280
Somewhat Unfavorable of Biden	36% (61)	30% (50)	12% (20)	5% (8)	14% (23)	3% (5)	167
Very Unfavorable of Biden	40% (182)	33% (149)	10% (44)	10% (45)	8% (35)	1% (3)	457
#1 Issue: Economy	41% (198)	33% (163)	9% (43)	8% (39)	8% (38)	1% (6)	488
#1 Issue: Security	43% (58)	38% (51)	7% (9)	4% (5)	9% (12)	— (0)	134
#1 Issue: Health Care	46% (48)	32% (34)	6% (7)	7% (7)	9% (9)	1% (1)	106
#1 Issue: Medicare / Social Security	37% (57)	38% (59)	6% (10)	4% (6)	10% (16)	4% (7)	155
#1 Issue: Women's Issues	37% (41)	35% (39)	9% (10)	7% (8)	9% (10)	4% (4)	110
#1 Issue: Energy	25% (22)	36% (32)	8% (7)	19% (17)	10% (9)	2% (2)	88
#1 Issue: Other	36% (29)	31% (24)	7% (6)	11% (9)	15% (12)	— (0)	80
2022 House Vote: Democrat	37% (161)	41% (179)	7% (31)	6% (26)	8% (33)	2% (7)	436
2022 House Vote: Republican	40% (130)	34% (113)	8% (27)	7% (24)	10% (32)	— (1)	327
2022 House Vote: Didnt Vote	38% (159)	28% (118)	9% (39)	11% (46)	10% (43)	3% (11)	415
2020 Vote: Joe Biden	37% (174)	39% (187)	7% (32)	6% (30)	9% (42)	2% (10)	475
2020 Vote: Donald Trump	41% (136)	35% (118)	10% (32)	6% (21)	8% (26)	1% (3)	336
2020 Vote: Didn't Vote	39% (138)	28% (100)	8% (29)	12% (41)	10% (36)	2% (8)	351
2018 House Vote: Democrat	36% (145)	42% (167)	7% (27)	5% (21)	7% (30)	2% (7)	397
2018 House Vote: Republican	40% (117)	34% (100)	9% (28)	6% (19)	10% (29)	— (1)	293
2018 House Vote: Didnt Vote	39% (189)	29% (142)	9% (44)	11% (55)	10% (49)	2% (11)	490

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**Table MCFE2\_16:** Do you have a favorable or unfavorable view of the following brands?  
*Pepsi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	38% (462)	35% (416)	8% (101)	8% (96)	9% (108)	2% (20)	1203
4-Region: Northeast	43% (95)	30% (67)	7% (16)	5% (10)	13% (28)	2% (3)	220
4-Region: Midwest	39% (101)	34% (88)	9% (24)	7% (19)	8% (22)	2% (4)	258
4-Region: South	36% (159)	39% (171)	8% (35)	6% (27)	8% (37)	2% (9)	438
4-Region: West	37% (106)	32% (91)	9% (25)	14% (40)	8% (22)	1% (4)	288
Sports Fan	40% (343)	36% (306)	9% (75)	7% (56)	8% (65)	2% (14)	859
Avid Sports Fan	43% (153)	35% (124)	7% (26)	7% (24)	6% (22)	2% (6)	356
Casual Sports Fan	38% (190)	36% (182)	10% (49)	6% (32)	9% (43)	1% (8)	504
Football Fan	41% (334)	36% (294)	9% (74)	6% (51)	7% (58)	1% (12)	823
Avid Football Fan	43% (166)	35% (133)	7% (27)	5% (19)	8% (32)	2% (7)	384
NFL Fan	41% (335)	35% (290)	9% (73)	6% (51)	7% (58)	2% (14)	822
Avid NFL Fan	45% (171)	34% (130)	7% (26)	5% (18)	8% (29)	1% (5)	379
Rihanna Fan	42% (245)	36% (210)	8% (50)	6% (34)	6% (38)	2% (13)	589
Pro Football is Favorite	45% (154)	34% (114)	7% (24)	5% (17)	7% (24)	2% (7)	340
Like Pro Football but not Favorite	38% (207)	36% (193)	10% (55)	7% (37)	8% (42)	2% (8)	542
Watched SB LVI and Plan to Watch LVII	39% (243)	38% (240)	9% (55)	6% (35)	7% (42)	2% (10)	626
Likely to Watch SB LVII	40% (319)	37% (289)	9% (72)	6% (48)	6% (50)	1% (12)	790
Want Eagles to Win	42% (173)	38% (156)	8% (34)	7% (31)	4% (16)	1% (4)	414
Want Chiefs to Win	41% (163)	34% (137)	10% (39)	6% (22)	8% (30)	2% (8)	398
Typically Host SB Party and Likely Host this Year	47% (106)	32% (73)	8% (17)	7% (15)	5% (11)	2% (4)	225
Likely Host SB Party this Year	47% (188)	36% (143)	7% (29)	5% (21)	3% (13)	1% (6)	400
Sports Bettors	43% (162)	34% (126)	8% (28)	7% (27)	5% (18)	3% (12)	372
Sports Bettors Weekly+	44% (64)	32% (46)	7% (11)	8% (11)	4% (6)	5% (7)	145
Non/Infrequent Bettor	38% (358)	35% (331)	9% (84)	8% (72)	10% (96)	1% (10)	951
Sports Bettors Monthly+	41% (95)	33% (77)	7% (16)	10% (23)	4% (10)	4% (9)	231
Non/Infrequent Bettor, Plan to Bet on SB LVII	42% (32)	31% (24)	16% (12)	3% (2)	8% (6)	— (0)	76
Plan to Bet on SB LVII	46% (108)	32% (76)	9% (21)	7% (16)	6% (13)	2% (4)	238

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

**Table MCFE2\_17: Do you have a favorable or unfavorable view of the following brands?**

WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (178)	26% (293)	2% (26)	2% (21)	25% (283)	30% (347)	1148
Gender: Male	15% (89)	29% (167)	3% (20)	2% (14)	23% (134)	27% (154)	579
Gender: Female	16% (88)	22% (126)	1% (6)	1% (8)	26% (148)	34% (192)	568
Age: 18-34	15% (50)	21% (68)	3% (11)	3% (9)	23% (76)	35% (114)	329
Age: 35-44	16% (33)	19% (40)	4% (8)	2% (5)	27% (57)	31% (65)	208
Age: 45-64	14% (51)	30% (108)	2% (6)	1% (5)	22% (81)	31% (111)	361
Age: 65+	17% (43)	31% (76)	— (1)	1% (2)	28% (69)	23% (58)	249
GenZers: 1997-2012	6% (8)	21% (28)	1% (2)	2% (3)	30% (40)	39% (52)	133
Millennials: 1981-1996	19% (69)	20% (72)	4% (13)	3% (12)	22% (79)	32% (113)	358
GenXers: 1965-1980	14% (39)	30% (85)	2% (6)	1% (4)	25% (71)	29% (84)	288
Baby Boomers: 1946-1964	16% (54)	31% (103)	1% (5)	1% (3)	25% (84)	26% (85)	334
PID: Dem (no lean)	16% (66)	27% (115)	3% (13)	2% (9)	22% (95)	30% (125)	422
PID: Ind (no lean)	12% (45)	17% (65)	2% (8)	1% (5)	33% (124)	35% (132)	379
PID: Rep (no lean)	19% (67)	33% (113)	1% (4)	2% (8)	19% (64)	26% (90)	346
PID/Gender: Dem Men	18% (39)	27% (59)	5% (11)	2% (5)	20% (43)	27% (58)	214
PID/Gender: Dem Women	13% (26)	27% (56)	1% (3)	2% (4)	25% (52)	32% (67)	207
PID/Gender: Ind Men	12% (22)	23% (44)	3% (6)	2% (4)	34% (64)	26% (51)	191
PID/Gender: Ind Women	12% (23)	11% (21)	1% (2)	— (1)	32% (59)	43% (81)	188
PID/Gender: Rep Men	16% (28)	37% (64)	2% (4)	3% (4)	16% (27)	27% (46)	174
PID/Gender: Rep Women	23% (39)	28% (49)	— (1)	2% (3)	21% (37)	26% (44)	173
Ideo: Liberal (1-3)	18% (54)	27% (82)	2% (7)	3% (8)	22% (66)	29% (88)	304
Ideo: Moderate (4)	16% (57)	23% (86)	1% (4)	2% (8)	27% (100)	30% (111)	366
Ideo: Conservative (5-7)	15% (59)	30% (117)	3% (11)	1% (5)	22% (85)	28% (106)	383
Educ: < College	14% (104)	24% (182)	2% (18)	2% (17)	26% (192)	32% (239)	752
Educ: Bachelors degree	17% (41)	30% (72)	1% (3)	1% (2)	22% (55)	29% (71)	244
Educ: Post-grad	21% (33)	25% (38)	4% (5)	1% (2)	24% (36)	25% (37)	152
Income: Under 50k	11% (70)	22% (136)	2% (14)	2% (11)	28% (171)	35% (215)	616
Income: 50k-100k	20% (69)	26% (90)	2% (6)	2% (7)	24% (82)	27% (93)	347
Income: 100k+	21% (39)	36% (67)	3% (6)	2% (4)	16% (30)	21% (39)	185
Ethnicity: White	17% (147)	28% (245)	2% (18)	1% (11)	25% (217)	28% (245)	882

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**Table MCFE2\_17: Do you have a favorable or unfavorable view of the following brands?**  
 WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (178)	26% (293)	2% (26)	2% (21)	25% (283)	30% (347)	1148
Ethnicity: Hispanic	11% (22)	28% (57)	2% (4)	1% (1)	27% (55)	31% (64)	203
Ethnicity: Black	14% (20)	18% (26)	4% (6)	6% (8)	23% (33)	35% (49)	143
Ethnicity: Other	9% (11)	18% (22)	2% (2)	2% (2)	26% (32)	43% (53)	123
All Christian	19% (92)	31% (147)	2% (10)	2% (7)	22% (105)	24% (113)	475
All Non-Christian	21% (18)	12% (10)	3% (3)	2% (2)	17% (15)	45% (39)	86
Atheist	2% (1)	29% (15)	3% (2)	4% (2)	28% (14)	34% (17)	51
Agnostic/Nothing in particular	12% (40)	23% (78)	3% (9)	1% (3)	31% (106)	30% (100)	336
Something Else	13% (27)	21% (43)	1% (2)	4% (7)	21% (43)	39% (78)	200
Religious Non-Protestant/Catholic	20% (18)	11% (10)	4% (3)	2% (2)	18% (16)	45% (40)	90
Evangelical	19% (55)	27% (78)	2% (4)	3% (10)	21% (61)	28% (82)	290
Non-Evangelical	17% (64)	29% (110)	2% (7)	1% (4)	22% (82)	28% (106)	373
Community: Urban	13% (50)	20% (76)	4% (16)	2% (7)	24% (92)	37% (141)	382
Community: Suburban	18% (87)	29% (137)	1% (5)	1% (6)	23% (113)	28% (133)	480
Community: Rural	14% (41)	28% (80)	2% (5)	3% (8)	27% (78)	26% (74)	285
Employ: Private Sector	17% (65)	33% (124)	2% (9)	2% (6)	22% (83)	25% (95)	382
Employ: Government	14% (8)	23% (13)	1% (1)	4% (2)	30% (17)	28% (16)	56
Employ: Self-Employed	19% (22)	21% (24)	6% (7)	5% (6)	18% (20)	31% (35)	115
Employ: Homemaker	17% (12)	14% (9)	3% (2)	1% (1)	31% (22)	35% (24)	69
Employ: Retired	17% (48)	29% (84)	1% (3)	2% (5)	25% (71)	27% (77)	287
Employ: Unemployed	8% (12)	11% (16)	2% (3)	1% (1)	27% (40)	50% (72)	144
Employ: Other	14% (9)	18% (11)	1% (1)	— (0)	28% (18)	39% (25)	64
Military HH: Yes	20% (36)	30% (52)	1% (2)	— (1)	22% (38)	27% (48)	176
Military HH: No	15% (142)	25% (241)	2% (24)	2% (21)	25% (245)	31% (299)	972
RD/WT: Right Direction	19% (71)	26% (96)	4% (16)	2% (8)	21% (81)	28% (104)	375
RD/WT: Wrong Track	14% (107)	25% (197)	1% (10)	2% (14)	26% (202)	32% (243)	773
Biden Job Approve	17% (79)	27% (129)	4% (17)	2% (10)	22% (105)	28% (131)	471
Biden Job Disapprove	16% (97)	26% (160)	1% (9)	2% (11)	26% (158)	30% (186)	621

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**Table MCFE2\_17: Do you have a favorable or unfavorable view of the following brands?**

WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (178)	26% (293)	2% (26)	2% (21)	25% (283)	30% (347)	1148
Biden Job Strongly Approve	20% (43)	31% (65)	5% (12)	3% (6)	17% (36)	23% (49)	211
Biden Job Somewhat Approve	14% (35)	25% (64)	2% (5)	2% (4)	26% (68)	32% (83)	259
Biden Job Somewhat Disapprove	13% (22)	20% (36)	1% (1)	2% (4)	31% (55)	33% (59)	177
Biden Job Strongly Disapprove	17% (75)	28% (124)	2% (8)	2% (7)	23% (104)	29% (127)	444
Favorable of Biden	17% (82)	28% (133)	3% (14)	2% (7)	22% (102)	29% (136)	475
Unfavorable of Biden	16% (93)	25% (153)	2% (11)	2% (12)	25% (149)	30% (183)	601
Very Favorable of Biden	22% (48)	28% (62)	4% (9)	1% (3)	20% (44)	24% (53)	218
Somewhat Favorable of Biden	14% (35)	28% (71)	2% (5)	2% (5)	23% (58)	32% (82)	257
Somewhat Unfavorable of Biden	15% (22)	24% (34)	1% (1)	2% (3)	26% (37)	32% (47)	146
Very Unfavorable of Biden	16% (71)	26% (118)	2% (10)	2% (9)	25% (112)	30% (136)	455
#1 Issue: Economy	16% (80)	27% (138)	2% (9)	2% (8)	24% (125)	30% (152)	510
#1 Issue: Security	20% (27)	24% (32)	1% (1)	1% (1)	25% (34)	29% (39)	134
#1 Issue: Health Care	12% (11)	18% (15)	9% (7)	4% (4)	27% (23)	31% (27)	86
#1 Issue: Medicare / Social Security	13% (19)	31% (46)	4% (6)	2% (3)	25% (39)	25% (38)	151
#1 Issue: Women's Issues	14% (13)	20% (18)	— (0)	1% (1)	22% (20)	43% (39)	91
#1 Issue: Energy	24% (15)	28% (18)	— (0)	2% (1)	25% (16)	22% (14)	65
#1 Issue: Other	8% (5)	23% (16)	2% (1)	3% (2)	28% (19)	37% (25)	68
2022 House Vote: Democrat	17% (67)	29% (115)	3% (12)	2% (7)	21% (82)	29% (114)	397
2022 House Vote: Republican	19% (64)	30% (102)	1% (5)	2% (8)	22% (74)	24% (82)	335
2022 House Vote: Didnt Vote	12% (47)	18% (71)	2% (9)	1% (6)	31% (120)	36% (141)	394
2020 Vote: Joe Biden	17% (75)	27% (119)	2% (11)	1% (6)	23% (99)	29% (128)	438
2020 Vote: Donald Trump	18% (64)	29% (101)	1% (4)	3% (9)	22% (76)	26% (92)	346
2020 Vote: Didn't Vote	11% (34)	18% (56)	3% (11)	2% (7)	31% (98)	35% (111)	316
2018 House Vote: Democrat	17% (61)	31% (110)	3% (9)	1% (4)	22% (80)	26% (92)	357
2018 House Vote: Republican	19% (56)	31% (94)	1% (4)	2% (7)	20% (61)	26% (79)	302
2018 House Vote: Didnt Vote	13% (59)	19% (87)	3% (12)	2% (9)	29% (136)	34% (160)	463

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**Table MCFE2\_17: Do you have a favorable or unfavorable view of the following brands?**  
 WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (178)	26% (293)	2% (26)	2% (21)	25% (283)	30% (347)	1148
4-Region: Northeast	16% (34)	31% (68)	3% (6)	1% (3)	21% (46)	28% (62)	218
4-Region: Midwest	19% (46)	25% (60)	2% (4)	2% (4)	29% (68)	24% (57)	240
4-Region: South	14% (59)	25% (106)	2% (9)	2% (9)	25% (103)	31% (130)	416
4-Region: West	14% (38)	22% (59)	2% (6)	2% (6)	24% (66)	36% (99)	274
Sports Fan	19% (155)	30% (244)	3% (22)	2% (13)	23% (186)	25% (202)	822
Avid Sports Fan	21% (72)	34% (113)	3% (11)	2% (8)	19% (64)	20% (68)	337
Casual Sports Fan	17% (83)	27% (131)	2% (11)	1% (5)	25% (122)	28% (134)	486
Football Fan	19% (149)	30% (231)	3% (21)	2% (14)	22% (169)	25% (199)	783
Avid Football Fan	24% (87)	33% (117)	3% (12)	1% (4)	19% (67)	20% (70)	357
NFL Fan	19% (147)	30% (234)	3% (21)	2% (14)	23% (176)	24% (185)	777
Avid NFL Fan	25% (90)	33% (119)	3% (13)	2% (8)	20% (72)	18% (64)	366
Rihanna Fan	20% (110)	25% (140)	3% (14)	2% (12)	19% (104)	31% (172)	553
Pro Football is Favorite	27% (86)	29% (94)	4% (12)	1% (4)	18% (57)	22% (70)	322
Like Pro Football but not Favorite	13% (67)	30% (152)	2% (8)	2% (11)	25% (126)	29% (149)	512
Watched SB LVI and Plan to Watch LVII	20% (117)	33% (195)	3% (18)	2% (10)	21% (123)	21% (122)	586
Likely to Watch SB LVII	19% (147)	31% (235)	3% (21)	2% (15)	20% (153)	25% (187)	758
Want Eagles to Win	18% (77)	30% (128)	4% (19)	1% (5)	21% (88)	26% (109)	427
Want Chiefs to Win	20% (68)	29% (100)	— (1)	4% (12)	22% (75)	25% (85)	342
Typically Host SB Party and Likely Host this Year	26% (57)	33% (71)	5% (10)	2% (5)	17% (37)	17% (38)	219
Likely Host SB Party this Year	21% (76)	33% (122)	4% (16)	3% (10)	19% (69)	21% (77)	371
Sports Bettors	22% (74)	31% (104)	3% (12)	3% (9)	21% (73)	20% (67)	339
Sports Bettors Weekly+	26% (33)	27% (34)	5% (7)	4% (5)	21% (26)	17% (21)	125
Non/Infrequent Bettor	14% (125)	25% (227)	2% (15)	1% (14)	26% (232)	33% (297)	910
Sports Bettors Monthly+	24% (51)	29% (62)	5% (11)	4% (8)	21% (44)	16% (34)	210
Non/Infrequent Bettor, Plan to Bet on SB LVII	25% (18)	33% (24)	— (0)	3% (2)	16% (12)	23% (17)	72
Plan to Bet on SB LVII	28% (63)	29% (66)	4% (10)	3% (7)	17% (39)	19% (43)	229

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

**Table MCFE2\_18: Do you have a favorable or unfavorable view of the following brands?**

Booking.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (127)	24% (281)	7% (78)	3% (35)	37% (435)	18% (208)	1165
Gender: Male	14% (80)	20% (109)	8% (43)	4% (21)	35% (195)	19% (106)	555
Gender: Female	8% (46)	28% (171)	6% (36)	2% (14)	39% (239)	17% (102)	608
Age: 18-34	12% (41)	28% (91)	7% (24)	5% (17)	27% (90)	20% (67)	330
Age: 35-44	14% (27)	31% (61)	10% (19)	3% (5)	32% (62)	11% (21)	196
Age: 45-64	13% (49)	21% (77)	5% (20)	2% (8)	37% (139)	21% (79)	371
Age: 65+	4% (10)	19% (52)	5% (15)	2% (5)	54% (145)	15% (41)	267
GenZers: 1997-2012	10% (14)	24% (33)	8% (10)	7% (9)	30% (42)	22% (30)	140
Millennials: 1981-1996	14% (48)	33% (113)	7% (25)	4% (13)	26% (90)	15% (51)	340
GenXers: 1965-1980	13% (39)	21% (64)	8% (25)	3% (8)	35% (105)	20% (59)	300
Baby Boomers: 1946-1964	7% (24)	18% (64)	4% (14)	1% (4)	53% (186)	17% (59)	352
PID: Dem (no lean)	13% (60)	26% (122)	6% (28)	3% (14)	37% (173)	15% (69)	466
PID: Ind (no lean)	9% (32)	20% (72)	9% (33)	3% (10)	40% (148)	19% (71)	365
PID: Rep (no lean)	11% (35)	26% (86)	5% (18)	4% (12)	34% (115)	20% (68)	333
PID/Gender: Dem Men	16% (34)	21% (45)	8% (18)	5% (10)	31% (68)	19% (41)	216
PID/Gender: Dem Women	10% (26)	31% (77)	4% (10)	2% (4)	42% (105)	11% (28)	249
PID/Gender: Ind Men	12% (22)	16% (30)	10% (17)	2% (4)	42% (77)	17% (31)	181
PID/Gender: Ind Women	5% (10)	23% (43)	9% (16)	3% (5)	39% (71)	22% (40)	184
PID/Gender: Rep Men	15% (24)	22% (35)	5% (7)	5% (7)	32% (51)	21% (34)	158
PID/Gender: Rep Women	6% (11)	29% (52)	6% (10)	3% (5)	36% (64)	20% (34)	175
Ideo: Liberal (1-3)	15% (49)	31% (102)	8% (25)	2% (8)	33% (111)	11% (37)	332
Ideo: Moderate (4)	11% (41)	19% (72)	8% (32)	2% (9)	42% (159)	18% (68)	381
Ideo: Conservative (5-7)	8% (30)	27% (96)	5% (17)	4% (15)	35% (125)	21% (76)	360
Educ: < College	9% (71)	22% (162)	7% (49)	3% (24)	38% (285)	21% (160)	751
Educ: Bachelors degree	13% (35)	30% (82)	7% (18)	2% (6)	37% (101)	12% (33)	276
Educ: Post-grad	15% (21)	27% (36)	8% (11)	4% (5)	36% (49)	11% (15)	137
Income: Under 50k	10% (63)	18% (118)	8% (51)	3% (18)	39% (253)	22% (143)	646
Income: 50k-100k	12% (39)	30% (102)	5% (18)	3% (12)	34% (116)	15% (50)	337
Income: 100k+	13% (24)	34% (61)	5% (10)	3% (6)	36% (66)	8% (15)	182
Ethnicity: White	10% (88)	24% (208)	7% (58)	3% (24)	39% (345)	18% (159)	881

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**Table MCFE2\_18:** Do you have a favorable or unfavorable view of the following brands?  
 Booking.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (127)	24% (281)	7% (78)	3% (35)	37% (435)	18% (208)	1165
Ethnicity: Hispanic	13% (24)	25% (46)	10% (19)	5% (9)	27% (50)	21% (40)	187
Ethnicity: Black	15% (24)	28% (46)	6% (9)	5% (8)	26% (43)	20% (32)	162
Ethnicity: Other	12% (15)	22% (27)	10% (12)	3% (3)	39% (47)	14% (17)	122
All Christian	14% (68)	23% (114)	5% (23)	3% (13)	39% (189)	17% (83)	488
All Non-Christian	19% (17)	18% (16)	5% (5)	4% (4)	31% (28)	24% (21)	90
Atheist	2% (1)	21% (11)	11% (6)	16% (9)	34% (18)	16% (8)	53
Agnostic/Nothing in particular	4% (16)	24% (86)	10% (35)	2% (7)	41% (146)	19% (67)	355
Something Else	15% (26)	31% (55)	6% (10)	2% (3)	31% (55)	16% (29)	178
Religious Non-Protestant/Catholic	18% (17)	17% (16)	5% (5)	4% (4)	31% (29)	25% (23)	92
Evangelical	19% (53)	25% (71)	5% (13)	4% (10)	33% (91)	15% (42)	280
Non-Evangelical	10% (39)	26% (97)	5% (18)	1% (5)	40% (150)	18% (67)	375
Community: Urban	15% (54)	21% (75)	10% (37)	5% (19)	30% (109)	19% (68)	363
Community: Suburban	10% (54)	25% (133)	5% (26)	3% (13)	41% (215)	16% (82)	524
Community: Rural	7% (19)	26% (72)	6% (16)	1% (2)	40% (111)	21% (58)	278
Employ: Private Sector	17% (63)	30% (115)	6% (21)	4% (14)	31% (119)	13% (51)	383
Employ: Government	10% (5)	35% (19)	6% (3)	3% (2)	26% (14)	21% (12)	56
Employ: Self-Employed	13% (14)	27% (29)	13% (15)	3% (4)	25% (28)	19% (20)	111
Employ: Homemaker	12% (11)	23% (20)	7% (6)	2% (2)	35% (31)	21% (18)	89
Employ: Retired	6% (18)	18% (55)	4% (13)	2% (8)	48% (147)	22% (66)	307
Employ: Unemployed	8% (10)	15% (18)	7% (9)	2% (3)	43% (54)	25% (31)	124
Employ: Other	6% (4)	29% (19)	7% (4)	3% (2)	42% (27)	13% (8)	64
Military HH: Yes	10% (16)	26% (44)	4% (6)	6% (10)	42% (70)	12% (21)	166
Military HH: No	11% (111)	24% (237)	7% (72)	3% (25)	37% (366)	19% (187)	998
RD/WT: Right Direction	16% (63)	27% (110)	4% (17)	3% (12)	33% (131)	17% (67)	402
RD/WT: Wrong Track	8% (63)	22% (171)	8% (61)	3% (23)	40% (304)	18% (140)	763
Biden Job Approve	14% (73)	26% (131)	7% (35)	4% (18)	35% (179)	15% (77)	513
Biden Job Disapprove	9% (50)	24% (140)	7% (40)	3% (17)	39% (232)	19% (110)	589

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**Table MCFE2\_18:** Do you have a favorable or unfavorable view of the following brands?

Booking.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (127)	24% (281)	7% (78)	3% (35)	37% (435)	18% (208)	1165
Biden Job Strongly Approve	20% (46)	25% (57)	6% (15)	4% (8)	30% (68)	15% (35)	228
Biden Job Somewhat Approve	10% (28)	26% (74)	7% (20)	3% (10)	39% (111)	15% (42)	285
Biden Job Somewhat Disapprove	10% (18)	18% (34)	9% (16)	3% (5)	41% (78)	20% (37)	188
Biden Job Strongly Disapprove	8% (32)	26% (106)	6% (24)	3% (11)	39% (155)	18% (73)	401
Favorable of Biden	14% (73)	27% (139)	7% (38)	3% (15)	34% (178)	14% (75)	518
Unfavorable of Biden	9% (50)	23% (133)	6% (37)	3% (19)	39% (228)	19% (112)	579
Very Favorable of Biden	20% (47)	25% (58)	5% (12)	3% (8)	33% (76)	14% (34)	235
Somewhat Favorable of Biden	9% (26)	29% (81)	10% (27)	2% (6)	36% (102)	14% (41)	283
Somewhat Unfavorable of Biden	8% (12)	20% (29)	3% (4)	4% (6)	44% (64)	21% (31)	147
Very Unfavorable of Biden	9% (38)	24% (104)	8% (33)	3% (13)	38% (164)	19% (81)	433
#1 Issue: Economy	8% (41)	28% (136)	7% (36)	4% (20)	32% (156)	19% (94)	482
#1 Issue: Security	11% (13)	27% (32)	4% (5)	3% (4)	35% (41)	20% (24)	118
#1 Issue: Health Care	15% (16)	26% (27)	7% (7)	1% (1)	41% (43)	10% (10)	105
#1 Issue: Medicare / Social Security	8% (12)	15% (23)	5% (8)	2% (3)	50% (76)	20% (30)	151
#1 Issue: Women's Issues	14% (17)	24% (29)	2% (3)	2% (3)	35% (42)	22% (26)	121
#1 Issue: Energy	17% (12)	23% (17)	11% (8)	2% (1)	37% (27)	10% (7)	73
#1 Issue: Other	14% (10)	12% (8)	9% (6)	3% (2)	49% (34)	13% (9)	70
2022 House Vote: Democrat	14% (60)	27% (118)	6% (25)	3% (13)	38% (165)	12% (52)	433
2022 House Vote: Republican	11% (37)	26% (88)	6% (19)	2% (8)	37% (126)	18% (62)	339
2022 House Vote: Didnt Vote	8% (29)	19% (73)	9% (33)	4% (15)	37% (139)	24% (91)	380
2020 Vote: Joe Biden	14% (66)	27% (127)	7% (32)	3% (13)	38% (178)	12% (57)	473
2020 Vote: Donald Trump	9% (30)	31% (104)	5% (16)	2% (6)	35% (120)	19% (63)	339
2020 Vote: Didn't Vote	8% (25)	14% (47)	8% (26)	5% (16)	39% (125)	26% (84)	322
2018 House Vote: Democrat	14% (55)	30% (117)	5% (21)	3% (12)	37% (143)	10% (40)	388
2018 House Vote: Republican	9% (27)	26% (78)	7% (20)	1% (4)	38% (117)	19% (59)	305
2018 House Vote: Didnt Vote	10% (44)	18% (83)	8% (34)	4% (19)	37% (169)	24% (108)	457

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**Table MCFE2\_18:** Do you have a favorable or unfavorable view of the following brands?  
Booking.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	11% (127)	24% (281)	7% (78)	3% (35)	37% (435)	18% (208)	1165
4-Region: Northeast	9% (17)	26% (49)	6% (12)	2% (3)	38% (71)	19% (36)	188
4-Region: Midwest	8% (18)	17% (39)	8% (20)	3% (7)	47% (111)	17% (39)	233
4-Region: South	12% (55)	27% (125)	4% (20)	4% (17)	35% (162)	18% (84)	463
4-Region: West	13% (38)	24% (68)	10% (27)	3% (7)	33% (91)	18% (49)	281
Sports Fan	13% (111)	26% (221)	7% (58)	3% (22)	36% (297)	15% (129)	837
Avid Sports Fan	17% (58)	29% (97)	4% (13)	3% (9)	35% (117)	11% (38)	333
Casual Sports Fan	10% (53)	24% (123)	9% (44)	3% (13)	36% (180)	18% (91)	504
Football Fan	14% (111)	26% (208)	6% (51)	3% (21)	35% (279)	16% (126)	796
Avid Football Fan	18% (65)	28% (103)	4% (15)	2% (9)	35% (128)	12% (45)	365
NFL Fan	14% (106)	27% (209)	6% (48)	3% (21)	35% (276)	16% (123)	783
Avid NFL Fan	18% (67)	28% (103)	5% (20)	2% (7)	34% (127)	13% (48)	372
Rihanna Fan	14% (79)	29% (165)	7% (41)	4% (23)	31% (176)	15% (83)	566
Pro Football is Favorite	17% (55)	29% (92)	5% (18)	3% (8)	32% (102)	15% (48)	322
Like Pro Football but not Favorite	11% (57)	26% (140)	7% (38)	3% (16)	35% (186)	18% (93)	529
Watched SB LVI and Plan to Watch LVII	14% (87)	29% (177)	6% (36)	2% (11)	35% (213)	14% (85)	609
Likely to Watch SB LVII	13% (102)	28% (217)	6% (50)	3% (22)	34% (262)	15% (116)	767
Want Eagles to Win	14% (53)	29% (111)	7% (26)	5% (19)	30% (116)	16% (63)	387
Want Chiefs to Win	13% (50)	27% (102)	6% (21)	3% (11)	37% (138)	15% (55)	377
Typically Host SB Party and Likely Host this Year	24% (56)	31% (72)	5% (13)	2% (4)	26% (62)	12% (28)	234
Likely Host SB Party this Year	19% (77)	32% (126)	8% (30)	3% (11)	26% (103)	13% (50)	398
Sports Bettors	20% (69)	29% (101)	7% (24)	4% (15)	24% (84)	15% (51)	343
Sports Bettors Weekly+	25% (33)	27% (35)	10% (13)	1% (1)	20% (26)	18% (23)	131
Non/Infrequent Bettor	9% (80)	23% (211)	6% (60)	2% (22)	41% (380)	18% (170)	923
Sports Bettors Monthly+	20% (43)	30% (65)	9% (18)	6% (13)	21% (45)	14% (29)	214
Non/Infrequent Bettor, Plan to Bet on SB LVII	17% (14)	27% (22)	10% (8)	2% (2)	37% (30)	6% (5)	82
Plan to Bet on SB LVII	22% (53)	29% (70)	7% (18)	4% (10)	28% (67)	9% (22)	239

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

**Table MCFE2\_19:** Do you have a favorable or unfavorable view of the following brands?

*The Botanist Gin*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (43)	6% (69)	3% (29)	4% (51)	15% (166)	69% (781)	1140
Gender: Male	6% (33)	9% (50)	4% (19)	5% (25)	16% (89)	61% (337)	553
Gender: Female	2% (10)	3% (20)	2% (10)	4% (26)	13% (77)	76% (443)	586
Age: 18-34	7% (21)	6% (18)	4% (13)	3% (9)	16% (49)	65% (200)	309
Age: 35-44	8% (17)	7% (14)	4% (9)	8% (16)	14% (29)	58% (120)	206
Age: 45-64	1% (3)	9% (33)	1% (4)	3% (13)	16% (60)	70% (262)	375
Age: 65+	1% (2)	2% (4)	1% (3)	5% (13)	11% (29)	80% (198)	249
GenZers: 1997-2012	4% (4)	5% (5)	3% (3)	3% (3)	23% (24)	63% (66)	106
Millennials: 1981-1996	8% (30)	7% (26)	5% (18)	5% (19)	13% (46)	62% (225)	364
GenXers: 1965-1980	2% (7)	8% (26)	1% (4)	4% (12)	17% (52)	67% (209)	310
Baby Boomers: 1946-1964	1% (2)	4% (12)	1% (4)	4% (14)	13% (43)	77% (254)	329
PID: Dem (no lean)	4% (18)	8% (32)	3% (15)	4% (18)	14% (61)	66% (284)	427
PID: Ind (no lean)	3% (10)	3% (12)	1% (5)	3% (11)	19% (71)	70% (258)	368
PID: Rep (no lean)	4% (15)	7% (24)	3% (9)	7% (23)	10% (35)	69% (240)	345
PID/Gender: Dem Men	8% (15)	12% (24)	6% (11)	5% (10)	12% (24)	57% (110)	194
PID/Gender: Dem Women	1% (3)	4% (9)	1% (3)	3% (8)	16% (37)	74% (172)	232
PID/Gender: Ind Men	3% (5)	5% (10)	2% (3)	4% (7)	20% (38)	67% (127)	190
PID/Gender: Ind Women	3% (5)	2% (3)	1% (3)	2% (4)	19% (33)	73% (130)	177
PID/Gender: Rep Men	7% (13)	10% (16)	3% (5)	5% (9)	16% (27)	59% (99)	169
PID/Gender: Rep Women	2% (3)	5% (8)	2% (4)	8% (14)	4% (7)	80% (140)	176
Ideo: Liberal (1-3)	5% (15)	9% (26)	3% (8)	4% (11)	13% (39)	67% (203)	302
Ideo: Moderate (4)	4% (16)	3% (12)	3% (11)	3% (12)	17% (62)	70% (264)	377
Ideo: Conservative (5-7)	3% (12)	8% (31)	2% (9)	7% (26)	13% (50)	66% (253)	380
Educ: < College	3% (20)	4% (30)	2% (16)	4% (32)	15% (108)	72% (528)	733
Educ: Bachelors degree	5% (13)	9% (25)	2% (6)	3% (9)	15% (39)	65% (169)	261
Educ: Post-grad	7% (11)	10% (15)	5% (7)	7% (10)	13% (19)	58% (84)	146
Income: Under 50k	3% (19)	5% (31)	3% (17)	4% (27)	14% (87)	71% (442)	623
Income: 50k-100k	5% (17)	6% (21)	1% (5)	4% (12)	13% (44)	70% (233)	332
Income: 100k+	4% (7)	9% (17)	4% (8)	6% (12)	19% (36)	57% (105)	184
Ethnicity: White	4% (36)	7% (60)	2% (21)	4% (36)	14% (129)	69% (620)	901

Continued on next page

**Table MCFE2\_19:** Do you have a favorable or unfavorable view of the following brands?  
 The Botanist Gin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (43)	6% (69)	3% (29)	4% (51)	15% (166)	69% (781)	1140
Ethnicity: Hispanic	5% (9)	6% (12)	2% (3)	3% (6)	19% (36)	66% (127)	193
Ethnicity: Black	2% (3)	4% (6)	5% (7)	6% (9)	15% (20)	67% (92)	136
Ethnicity: Other	4% (4)	4% (4)	1% (1)	7% (7)	17% (18)	67% (68)	102
All Christian	5% (22)	8% (37)	2% (12)	5% (24)	13% (63)	68% (329)	486
All Non-Christian	10% (8)	10% (9)	5% (4)	7% (6)	6% (5)	62% (52)	83
Agnostic/Nothing in particular	2% (8)	3% (9)	2% (8)	2% (5)	18% (61)	73% (245)	336
Something Else	3% (5)	5% (10)	2% (4)	6% (11)	17% (32)	66% (122)	185
Religious Non-Protestant/Catholic	10% (8)	10% (9)	5% (4)	7% (6)	6% (5)	63% (54)	85
Evangelical	6% (17)	10% (29)	3% (7)	7% (20)	13% (37)	62% (178)	289
Non-Evangelical	2% (9)	5% (17)	2% (7)	4% (15)	15% (57)	72% (265)	369
Community: Urban	5% (19)	8% (29)	4% (15)	4% (12)	14% (51)	64% (226)	352
Community: Suburban	4% (21)	6% (30)	2% (10)	5% (27)	15% (75)	68% (348)	511
Community: Rural	1% (3)	4% (10)	2% (4)	4% (12)	15% (41)	75% (207)	277
Employ: Private Sector	7% (24)	11% (40)	4% (15)	5% (17)	15% (55)	59% (214)	365
Employ: Government	2% (1)	4% (2)	8% (5)	7% (4)	14% (8)	65% (36)	55
Employ: Self-Employed	7% (8)	10% (13)	3% (3)	5% (6)	7% (9)	68% (84)	123
Employ: Homemaker	2% (2)	4% (4)	3% (2)	2% (2)	18% (17)	71% (65)	92
Employ: Retired	— (1)	2% (7)	1% (3)	6% (16)	11% (32)	79% (225)	284
Employ: Unemployed	2% (3)	2% (3)	1% (1)	3% (4)	22% (30)	71% (100)	141
Employ: Other	4% (2)	3% (1)	— (0)	4% (2)	15% (8)	74% (39)	53
Military HH: Yes	4% (6)	6% (10)	— (1)	7% (10)	11% (17)	72% (114)	158
Military HH: No	4% (37)	6% (59)	3% (28)	4% (41)	15% (149)	68% (667)	981
RD/WT: Right Direction	8% (27)	11% (37)	4% (13)	4% (13)	12% (42)	61% (208)	341
RD/WT: Wrong Track	2% (16)	4% (32)	2% (16)	5% (38)	16% (124)	72% (572)	798
Biden Job Approve	6% (29)	8% (39)	3% (16)	4% (19)	16% (73)	63% (292)	468
Biden Job Disapprove	2% (13)	5% (30)	2% (13)	5% (32)	14% (87)	72% (440)	615

Continued on next page

**Table MCFE2\_19:** Do you have a favorable or unfavorable view of the following brands?

The Botanist Gin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (43)	6% (69)	3% (29)	4% (51)	15% (166)	69% (781)	1140
Biden Job Strongly Approve	10% (20)	12% (25)	3% (7)	5% (11)	14% (29)	55% (110)	200
Biden Job Somewhat Approve	3% (8)	5% (14)	3% (9)	3% (9)	17% (44)	68% (183)	267
Biden Job Somewhat Disapprove	1% (3)	4% (8)	3% (6)	3% (6)	15% (28)	73% (138)	188
Biden Job Strongly Disapprove	2% (10)	5% (22)	2% (7)	6% (26)	14% (59)	71% (302)	427
Favorable of Biden	6% (27)	8% (36)	3% (15)	3% (16)	15% (71)	64% (298)	464
Unfavorable of Biden	2% (12)	5% (33)	2% (13)	6% (35)	14% (84)	71% (427)	603
Very Favorable of Biden	10% (20)	9% (19)	2% (4)	5% (9)	13% (25)	62% (123)	199
Somewhat Favorable of Biden	3% (8)	7% (18)	4% (12)	3% (7)	17% (46)	66% (175)	265
Somewhat Unfavorable of Biden	2% (3)	5% (8)	3% (4)	3% (4)	13% (19)	74% (111)	150
Very Unfavorable of Biden	2% (9)	6% (25)	2% (8)	7% (31)	14% (64)	70% (315)	453
#1 Issue: Economy	4% (19)	6% (30)	3% (15)	3% (13)	14% (66)	69% (323)	467
#1 Issue: Security	2% (2)	4% (5)	3% (3)	8% (10)	8% (10)	74% (92)	124
#1 Issue: Health Care	5% (5)	4% (4)	1% (1)	6% (6)	18% (18)	66% (67)	100
#1 Issue: Medicare / Social Security	2% (4)	5% (8)	2% (3)	5% (8)	17% (26)	69% (109)	158
#1 Issue: Women's Issues	5% (6)	8% (8)	1% (2)	6% (7)	23% (24)	56% (59)	105
#1 Issue: Energy	5% (3)	10% (7)	2% (1)	5% (3)	11% (8)	67% (46)	68
#1 Issue: Other	4% (3)	2% (2)	— (0)	4% (3)	13% (10)	76% (57)	75
2022 House Vote: Democrat	5% (20)	9% (37)	3% (11)	4% (15)	14% (57)	65% (261)	401
2022 House Vote: Republican	4% (15)	6% (22)	3% (11)	6% (22)	10% (36)	69% (241)	348
2022 House Vote: Didnt Vote	2% (9)	2% (9)	2% (7)	3% (12)	18% (67)	72% (266)	371
2020 Vote: Joe Biden	6% (25)	8% (33)	2% (10)	4% (15)	16% (70)	65% (279)	433
2020 Vote: Donald Trump	3% (9)	5% (18)	3% (11)	7% (23)	9% (33)	73% (255)	350
2020 Vote: Didn't Vote	3% (8)	5% (16)	2% (7)	4% (11)	18% (57)	69% (216)	315
2018 House Vote: Democrat	5% (17)	9% (32)	3% (9)	4% (13)	14% (50)	66% (233)	354
2018 House Vote: Republican	3% (9)	8% (25)	4% (12)	7% (23)	11% (36)	67% (213)	319
2018 House Vote: Didnt Vote	4% (17)	3% (11)	2% (8)	3% (15)	18% (78)	71% (314)	443

Continued on next page

**Table MCFE2\_19:** Do you have a favorable or unfavorable view of the following brands?  
 The Botanist Gin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (43)	6% (69)	3% (29)	4% (51)	15% (166)	69% (781)	1140
4-Region: Northeast	5% (9)	6% (12)	3% (6)	3% (6)	16% (32)	67% (133)	197
4-Region: Midwest	2% (4)	8% (18)	4% (9)	5% (13)	16% (39)	65% (152)	236
4-Region: South	4% (18)	7% (31)	2% (8)	4% (17)	15% (67)	68% (306)	448
4-Region: West	4% (12)	3% (8)	2% (6)	6% (15)	11% (29)	73% (189)	258
Sports Fan	5% (39)	8% (60)	3% (23)	5% (36)	15% (117)	65% (517)	792
Avid Sports Fan	11% (33)	10% (32)	4% (13)	5% (15)	15% (44)	55% (170)	306
Casual Sports Fan	1% (6)	6% (28)	2% (10)	4% (22)	15% (73)	71% (348)	487
Football Fan	5% (40)	8% (62)	3% (20)	4% (34)	15% (118)	65% (500)	773
Avid Football Fan	9% (30)	11% (34)	3% (10)	4% (13)	15% (49)	58% (186)	321
NFL Fan	5% (38)	8% (60)	3% (21)	5% (35)	15% (118)	65% (499)	770
Avid NFL Fan	9% (32)	11% (36)	3% (9)	5% (16)	15% (52)	57% (194)	338
Rihanna Fan	6% (34)	10% (52)	3% (15)	5% (25)	15% (81)	61% (329)	536
Pro Football is Favorite	7% (23)	11% (34)	3% (11)	5% (16)	13% (40)	60% (189)	313
Like Pro Football but not Favorite	4% (18)	5% (26)	2% (10)	4% (19)	17% (82)	68% (337)	493
Watched SB LVI and Plan to Watch LVII	6% (36)	8% (47)	3% (18)	4% (24)	16% (92)	63% (372)	590
Likely to Watch SB LVII	5% (39)	8% (60)	3% (23)	4% (31)	14% (107)	65% (482)	742
Want Eagles to Win	4% (16)	9% (33)	3% (10)	3% (12)	13% (49)	68% (253)	373
Want Chiefs to Win	6% (23)	7% (27)	3% (11)	5% (20)	15% (58)	64% (246)	385
Typically Host SB Party and Likely Host this Year	12% (25)	15% (33)	5% (10)	5% (11)	15% (31)	48% (104)	214
Likely Host SB Party this Year	11% (37)	13% (47)	4% (14)	4% (15)	16% (57)	51% (178)	347
Sports Bettors	11% (36)	13% (42)	6% (19)	5% (17)	16% (50)	49% (155)	317
Sports Bettors Weekly+	17% (21)	18% (23)	5% (7)	6% (8)	15% (20)	39% (50)	129
Non/Infrequent Bettor	2% (15)	4% (35)	2% (17)	4% (41)	15% (134)	74% (677)	919
Sports Bettors Monthly+	14% (28)	17% (34)	6% (12)	5% (11)	14% (29)	44% (90)	204
Non/Infrequent Bettor, Plan to Bet on SB LVII	8% (5)	12% (8)	3% (2)	7% (5)	18% (13)	51% (35)	68
Plan to Bet on SB LVII	13% (30)	18% (41)	6% (13)	6% (14)	14% (32)	42% (93)	222

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

**Table MCFE2\_20:** Do you have a favorable or unfavorable view of the following brands?

Cointreau

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (64)	10% (120)	3% (30)	3% (39)	19% (221)	58% (667)	1141
Gender: Male	8% (44)	11% (61)	3% (20)	4% (21)	19% (110)	55% (310)	565
Gender: Female	3% (20)	10% (59)	2% (10)	3% (18)	19% (111)	62% (357)	575
Age: 18-34	6% (18)	9% (27)	4% (14)	4% (12)	20% (62)	57% (175)	307
Age: 35-44	7% (16)	13% (28)	4% (8)	5% (11)	21% (45)	49% (102)	210
Age: 45-64	5% (17)	9% (34)	2% (7)	3% (12)	17% (60)	65% (236)	365
Age: 65+	5% (14)	12% (31)	— (1)	2% (4)	21% (54)	60% (155)	259
GenZers: 1997-2012	2% (2)	5% (5)	2% (3)	4% (5)	26% (31)	62% (73)	118
Millennials: 1981-1996	8% (30)	13% (46)	5% (18)	4% (13)	21% (73)	50% (178)	357
GenXers: 1965-1980	4% (12)	11% (32)	2% (6)	5% (15)	13% (37)	64% (182)	284
Baby Boomers: 1946-1964	5% (18)	8% (29)	1% (4)	2% (7)	21% (73)	63% (221)	352
PID: Dem (no lean)	8% (37)	10% (46)	3% (13)	5% (21)	18% (81)	57% (259)	459
PID: Ind (no lean)	4% (12)	9% (32)	2% (6)	2% (6)	22% (78)	62% (221)	356
PID: Rep (no lean)	4% (14)	13% (41)	3% (11)	4% (12)	19% (62)	57% (187)	327
PID/Gender: Dem Men	12% (27)	10% (23)	5% (10)	6% (14)	14% (33)	54% (123)	230
PID/Gender: Dem Women	5% (11)	10% (24)	1% (3)	3% (7)	21% (49)	60% (136)	229
PID/Gender: Ind Men	4% (7)	8% (14)	1% (2)	2% (4)	25% (44)	59% (106)	179
PID/Gender: Ind Women	3% (5)	10% (18)	2% (4)	1% (2)	19% (33)	65% (115)	177
PID/Gender: Rep Men	6% (10)	15% (24)	4% (7)	1% (2)	21% (33)	51% (80)	157
PID/Gender: Rep Women	2% (4)	10% (17)	2% (3)	6% (10)	17% (29)	63% (106)	170
Ideo: Liberal (1-3)	11% (38)	12% (42)	2% (8)	4% (16)	19% (68)	51% (179)	351
Ideo: Moderate (4)	4% (13)	7% (23)	2% (7)	3% (12)	20% (70)	65% (229)	354
Ideo: Conservative (5-7)	4% (13)	13% (47)	4% (13)	2% (9)	19% (68)	58% (204)	353
Educ: < College	5% (37)	7% (49)	2% (14)	4% (26)	19% (140)	64% (476)	741
Educ: Bachelors degree	5% (13)	16% (42)	3% (8)	3% (8)	24% (60)	48% (122)	252
Educ: Post-grad	10% (14)	20% (29)	6% (8)	4% (5)	14% (21)	47% (70)	148
Income: Under 50k	5% (30)	7% (46)	2% (11)	4% (28)	20% (126)	62% (394)	636
Income: 50k-100k	8% (24)	13% (40)	3% (8)	2% (7)	18% (56)	57% (177)	312
Income: 100k+	5% (10)	17% (34)	5% (11)	2% (4)	20% (39)	50% (96)	193
Ethnicity: White	6% (54)	12% (105)	2% (20)	4% (34)	20% (179)	56% (502)	895

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**Table MCFE2\_20:** Do you have a favorable or unfavorable view of the following brands?  
 Cointreau

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (64)	10% (120)	3% (30)	3% (39)	19% (221)	58% (667)	1141
Ethnicity: Hispanic	9% (17)	5% (9)	2% (4)	6% (13)	26% (52)	52% (104)	199
Ethnicity: Black	3% (5)	7% (9)	4% (5)	3% (4)	18% (24)	66% (90)	136
Ethnicity: Other	5% (5)	5% (5)	4% (4)	1% (1)	17% (18)	69% (76)	110
All Christian	7% (35)	13% (67)	2% (10)	4% (21)	17% (86)	57% (292)	511
All Non-Christian	14% (10)	13% (9)	8% (6)	— (0)	8% (6)	57% (40)	70
Agnostic/Nothing in particular	2% (7)	7% (25)	3% (10)	4% (14)	23% (80)	61% (214)	350
Something Else	6% (10)	10% (16)	1% (2)	2% (3)	28% (47)	54% (92)	170
Religious Non-Protestant/Catholic	13% (10)	14% (11)	8% (6)	— (0)	7% (6)	58% (45)	76
Evangelical	9% (26)	10% (29)	3% (7)	3% (9)	20% (56)	55% (154)	281
Non-Evangelical	5% (19)	13% (51)	1% (3)	4% (15)	20% (76)	57% (218)	382
Community: Urban	9% (34)	11% (41)	4% (14)	5% (19)	17% (66)	55% (212)	387
Community: Suburban	4% (18)	12% (58)	2% (11)	4% (18)	22% (107)	57% (280)	493
Community: Rural	5% (12)	8% (20)	2% (5)	1% (2)	18% (47)	67% (175)	261
Employ: Private Sector	6% (22)	12% (45)	4% (14)	4% (16)	19% (71)	54% (199)	367
Employ: Self-Employed	15% (17)	9% (10)	5% (6)	8% (9)	20% (23)	44% (50)	114
Employ: Homemaker	2% (2)	9% (7)	1% (1)	3% (2)	18% (13)	67% (49)	73
Employ: Retired	6% (19)	11% (34)	— (1)	2% (6)	20% (63)	60% (186)	309
Employ: Unemployed	1% (2)	6% (8)	2% (2)	1% (1)	16% (21)	73% (92)	126
Employ: Other	— (0)	16% (10)	— (0)	1% (1)	27% (16)	56% (34)	61
Military HH: Yes	6% (8)	17% (24)	2% (3)	3% (4)	18% (26)	55% (78)	143
Military HH: No	6% (55)	10% (96)	3% (27)	4% (35)	20% (196)	59% (589)	998
RD/WT: Right Direction	10% (39)	14% (51)	3% (11)	3% (13)	17% (63)	53% (201)	377
RD/WT: Wrong Track	3% (25)	9% (69)	2% (18)	3% (26)	21% (158)	61% (467)	764
Biden Job Approve	9% (43)	12% (60)	3% (14)	5% (23)	17% (84)	55% (275)	499
Biden Job Disapprove	3% (20)	10% (57)	3% (15)	3% (15)	21% (123)	60% (351)	581
Biden Job Strongly Approve	14% (33)	13% (31)	4% (9)	7% (15)	14% (33)	48% (111)	231
Biden Job Somewhat Approve	4% (10)	11% (29)	2% (5)	3% (8)	19% (51)	61% (164)	268
Biden Job Somewhat Disapprove	5% (8)	7% (12)	2% (3)	2% (3)	24% (41)	61% (102)	169
Biden Job Strongly Disapprove	3% (12)	11% (45)	3% (12)	3% (12)	20% (82)	60% (248)	412

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**Table MCFE2\_20:** Do you have a favorable or unfavorable view of the following brands?

Cointreau

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (64)	10% (120)	3% (30)	3% (39)	19% (221)	58% (667)	1141
Favorable of Biden	8% (39)	12% (58)	2% (11)	4% (22)	17% (86)	56% (277)	494
Unfavorable of Biden	4% (24)	10% (58)	3% (18)	3% (15)	19% (109)	61% (350)	574
Very Favorable of Biden	14% (32)	11% (26)	2% (5)	5% (12)	16% (38)	52% (120)	232
Somewhat Favorable of Biden	3% (7)	12% (33)	2% (6)	4% (11)	18% (49)	60% (157)	262
Somewhat Unfavorable of Biden	9% (15)	9% (13)	1% (2)	2% (3)	20% (31)	59% (92)	156
Very Unfavorable of Biden	2% (9)	11% (44)	4% (16)	3% (12)	19% (79)	62% (258)	418
#1 Issue: Economy	3% (15)	10% (46)	2% (8)	3% (16)	17% (76)	65% (296)	457
#1 Issue: Security	3% (4)	12% (15)	3% (4)	6% (7)	15% (19)	62% (81)	131
#1 Issue: Health Care	10% (11)	8% (9)	4% (4)	1% (1)	25% (28)	51% (57)	111
#1 Issue: Medicare / Social Security	4% (6)	9% (13)	2% (2)	2% (2)	20% (28)	63% (89)	141
#1 Issue: Women's Issues	5% (5)	11% (11)	2% (2)	2% (2)	23% (23)	56% (55)	99
#1 Issue: Energy	13% (10)	13% (10)	6% (4)	6% (4)	22% (16)	41% (32)	76
#1 Issue: Other	5% (4)	13% (11)	4% (3)	3% (2)	30% (24)	46% (36)	79
2022 House Vote: Democrat	10% (45)	11% (48)	3% (11)	4% (17)	18% (79)	55% (244)	444
2022 House Vote: Republican	3% (11)	14% (43)	4% (11)	3% (10)	21% (66)	56% (177)	318
2022 House Vote: Didnt Vote	2% (9)	7% (25)	1% (5)	3% (12)	21% (74)	65% (229)	354
2020 Vote: Joe Biden	10% (45)	11% (51)	2% (11)	4% (20)	18% (85)	54% (249)	461
2020 Vote: Donald Trump	3% (11)	12% (41)	3% (10)	3% (10)	19% (67)	59% (204)	344
2020 Vote: Didn't Vote	3% (8)	6% (19)	3% (8)	3% (8)	21% (64)	65% (195)	301
2018 House Vote: Democrat	9% (35)	13% (49)	3% (10)	4% (14)	18% (70)	53% (200)	377
2018 House Vote: Republican	5% (14)	14% (40)	4% (10)	3% (9)	18% (53)	56% (162)	288
2018 House Vote: Didnt Vote	3% (15)	5% (23)	2% (10)	3% (16)	21% (95)	65% (294)	452
4-Region: Northeast	5% (10)	11% (24)	2% (4)	3% (6)	16% (34)	63% (133)	210
4-Region: Midwest	5% (11)	10% (23)	3% (6)	4% (10)	21% (48)	58% (132)	230
4-Region: South	4% (15)	9% (40)	1% (6)	3% (14)	21% (88)	62% (261)	423
4-Region: West	10% (29)	12% (34)	5% (14)	3% (10)	19% (52)	51% (141)	278
Sports Fan	7% (61)	12% (97)	3% (27)	3% (24)	19% (155)	55% (452)	816
Avid Sports Fan	13% (45)	14% (48)	4% (13)	3% (10)	19% (65)	47% (160)	339
Casual Sports Fan	3% (16)	10% (49)	3% (14)	3% (15)	19% (91)	61% (292)	477

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**Table MCFE2\_20:** Do you have a favorable or unfavorable view of the following brands?  
Cointreau

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (64)	10% (120)	3% (30)	3% (39)	19% (221)	58% (667)	1141
Football Fan	8% (62)	12% (93)	3% (25)	4% (28)	18% (139)	56% (433)	779
Avid Football Fan	13% (49)	16% (57)	4% (13)	3% (13)	16% (59)	48% (177)	368
NFL Fan	8% (62)	13% (96)	3% (24)	3% (24)	18% (138)	55% (424)	769
Avid NFL Fan	14% (50)	14% (53)	3% (10)	4% (13)	16% (58)	50% (181)	365
Rihanna Fan	8% (48)	12% (69)	4% (22)	4% (21)	19% (108)	53% (306)	573
Pro Football is Favorite	11% (36)	16% (52)	3% (10)	3% (11)	13% (42)	54% (177)	328
Like Pro Football but not Favorite	5% (26)	9% (44)	3% (15)	3% (15)	23% (115)	57% (283)	497
Watched SB LVI and Plan to Watch LVII	9% (52)	12% (71)	4% (23)	4% (21)	17% (104)	55% (327)	598
Likely to Watch SB LVII	8% (62)	11% (86)	3% (25)	4% (26)	17% (132)	56% (423)	755
Want Eagles to Win	7% (29)	11% (47)	4% (18)	4% (15)	18% (76)	55% (228)	414
Want Chiefs to Win	10% (33)	13% (45)	2% (6)	3% (12)	19% (66)	54% (187)	349
Typically Host SB Party and Likely Host this Year	16% (32)	16% (32)	4% (8)	5% (10)	15% (29)	44% (86)	196
Likely Host SB Party this Year	13% (43)	14% (49)	5% (16)	5% (17)	18% (63)	45% (155)	342
Sports Bettors	14% (45)	13% (43)	5% (18)	3% (11)	21% (69)	44% (147)	332
Sports Bettors Weekly+	21% (23)	16% (18)	7% (8)	4% (5)	17% (18)	35% (39)	111
Non/Infrequent Bettor	4% (37)	10% (89)	2% (16)	3% (32)	19% (179)	62% (574)	927
Sports Bettors Monthly+	14% (27)	16% (31)	7% (14)	4% (8)	19% (36)	38% (71)	186
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (13)	14% (12)	1% (1)	4% (4)	14% (12)	51% (42)	83
Plan to Bet on SB LVII	17% (37)	18% (39)	5% (12)	4% (10)	14% (30)	42% (91)	218

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

**Table MCFE2\_21: Do you have a favorable or unfavorable view of the following brands?**

Crown Royal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (227)	28% (329)	7% (85)	8% (99)	27% (319)	11% (127)	1186
Gender: Male	24% (143)	29% (168)	6% (38)	7% (41)	22% (129)	11% (67)	586
Gender: Female	14% (84)	27% (161)	8% (47)	10% (57)	32% (191)	10% (59)	598
Age: 18-34	21% (76)	28% (99)	7% (23)	6% (22)	22% (78)	16% (56)	354
Age: 35-44	20% (39)	29% (57)	11% (22)	7% (14)	24% (47)	9% (18)	196
Age: 45-64	21% (81)	26% (100)	7% (28)	11% (42)	27% (103)	8% (29)	383
Age: 65+	12% (31)	29% (73)	5% (12)	8% (21)	36% (91)	10% (24)	252
GenZers: 1997-2012	22% (34)	21% (32)	6% (8)	8% (13)	23% (35)	19% (29)	151
Millennials: 1981-1996	20% (73)	32% (117)	8% (30)	6% (22)	21% (75)	12% (43)	360
GenXers: 1965-1980	23% (70)	23% (69)	10% (29)	9% (28)	28% (85)	7% (20)	301
Baby Boomers: 1946-1964	14% (47)	30% (104)	4% (15)	10% (34)	33% (112)	9% (32)	345
PID: Dem (no lean)	17% (77)	30% (137)	6% (30)	10% (44)	27% (124)	11% (51)	461
PID: Ind (no lean)	17% (62)	23% (85)	8% (29)	7% (25)	32% (121)	14% (52)	374
PID: Rep (no lean)	25% (88)	31% (108)	7% (26)	8% (30)	21% (75)	7% (24)	351
PID/Gender: Dem Men	21% (46)	30% (66)	6% (14)	10% (23)	20% (43)	13% (29)	221
PID/Gender: Dem Women	13% (31)	29% (70)	7% (16)	9% (21)	34% (81)	9% (21)	239
PID/Gender: Ind Men	21% (37)	24% (44)	5% (9)	5% (10)	30% (55)	14% (26)	181
PID/Gender: Ind Women	13% (24)	21% (41)	10% (20)	8% (15)	34% (66)	13% (26)	192
PID/Gender: Rep Men	32% (59)	31% (58)	8% (15)	5% (9)	17% (31)	6% (12)	184
PID/Gender: Rep Women	17% (29)	30% (50)	7% (11)	13% (21)	26% (44)	8% (13)	167
Ideo: Liberal (1-3)	19% (63)	30% (102)	9% (30)	10% (32)	22% (75)	10% (32)	333
Ideo: Moderate (4)	17% (67)	29% (114)	5% (18)	6% (25)	32% (127)	11% (43)	395
Ideo: Conservative (5-7)	23% (86)	27% (101)	8% (28)	10% (36)	25% (91)	8% (30)	372
Educ: < College	21% (163)	27% (211)	6% (47)	8% (63)	27% (215)	11% (84)	783
Educ: Bachelors degree	14% (38)	27% (72)	9% (23)	9% (23)	29% (75)	12% (31)	262
Educ: Post-grad	18% (26)	33% (47)	10% (14)	9% (13)	21% (29)	9% (12)	141
Income: Under 50k	19% (126)	26% (176)	7% (45)	8% (55)	27% (183)	13% (85)	670
Income: 50k-100k	21% (73)	30% (103)	6% (20)	10% (33)	26% (88)	8% (27)	345
Income: 100k+	16% (27)	29% (50)	11% (19)	6% (10)	28% (49)	9% (16)	171
Ethnicity: White	19% (167)	29% (264)	7% (65)	9% (82)	27% (244)	9% (82)	904

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**Table MCFE2\_21:** Do you have a favorable or unfavorable view of the following brands?  
 Crown Royal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (227)	28% (329)	7% (85)	8% (99)	27% (319)	11% (127)	1186
Ethnicity: Hispanic	29% (59)	28% (58)	4% (9)	7% (15)	25% (52)	6% (13)	207
Ethnicity: Black	27% (44)	27% (44)	6% (10)	6% (10)	22% (35)	12% (19)	163
Ethnicity: Other	13% (15)	18% (21)	8% (10)	6% (7)	34% (40)	22% (26)	118
All Christian	18% (92)	31% (158)	8% (41)	10% (50)	25% (129)	8% (43)	514
All Non-Christian	17% (14)	27% (22)	4% (4)	4% (3)	27% (22)	21% (17)	82
Atheist	21% (13)	15% (9)	5% (3)	13% (8)	31% (19)	14% (8)	61
Agnostic/Nothing in particular	16% (55)	26% (87)	7% (24)	7% (22)	32% (107)	12% (41)	335
Something Else	27% (53)	27% (53)	6% (12)	8% (16)	22% (42)	9% (18)	193
Religious Non-Protestant/Catholic	15% (14)	25% (23)	8% (7)	5% (5)	25% (23)	22% (20)	92
Evangelical	27% (79)	24% (71)	7% (21)	12% (36)	20% (60)	9% (27)	296
Non-Evangelical	16% (65)	35% (138)	7% (29)	7% (26)	27% (109)	7% (30)	396
Community: Urban	22% (81)	22% (79)	8% (29)	7% (24)	28% (103)	13% (47)	363
Community: Suburban	17% (88)	33% (172)	7% (36)	9% (47)	26% (136)	9% (50)	529
Community: Rural	20% (57)	27% (78)	7% (20)	9% (28)	28% (81)	10% (30)	293
Employ: Private Sector	24% (99)	30% (122)	9% (34)	9% (35)	20% (80)	8% (34)	404
Employ: Government	14% (8)	28% (15)	9% (5)	4% (2)	36% (20)	8% (4)	54
Employ: Self-Employed	20% (23)	22% (26)	8% (9)	9% (11)	28% (34)	13% (16)	119
Employ: Homemaker	22% (19)	18% (16)	8% (7)	8% (7)	28% (24)	16% (14)	87
Employ: Retired	14% (38)	28% (77)	4% (10)	9% (26)	37% (101)	8% (22)	276
Employ: Unemployed	14% (19)	32% (44)	7% (10)	4% (5)	24% (34)	19% (26)	139
Employ: Other	22% (15)	22% (14)	11% (7)	17% (11)	23% (15)	5% (3)	65
Military HH: Yes	18% (29)	30% (48)	7% (12)	11% (18)	27% (44)	7% (11)	162
Military HH: No	19% (197)	27% (281)	7% (73)	8% (81)	27% (276)	11% (116)	1024
RD/WT: Right Direction	18% (72)	31% (126)	6% (26)	9% (37)	23% (94)	12% (48)	403
RD/WT: Wrong Track	20% (154)	26% (203)	7% (59)	8% (62)	29% (226)	10% (79)	782
Biden Job Approve	19% (97)	30% (152)	7% (35)	9% (48)	24% (124)	12% (60)	514
Biden Job Disapprove	21% (127)	27% (170)	8% (47)	8% (50)	28% (172)	8% (51)	618

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**Table MCFE2\_21:** Do you have a favorable or unfavorable view of the following brands?

Crown Royal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (227)	28% (329)	7% (85)	8% (99)	27% (319)	11% (127)	1186
Biden Job Strongly Approve	25% (53)	28% (61)	7% (14)	9% (20)	19% (41)	12% (26)	216
Biden Job Somewhat Approve	15% (43)	30% (90)	7% (20)	9% (28)	28% (82)	11% (33)	298
Biden Job Somewhat Disapprove	12% (21)	34% (60)	9% (17)	3% (6)	31% (56)	10% (18)	177
Biden Job Strongly Disapprove	24% (106)	25% (109)	7% (31)	10% (45)	27% (117)	8% (33)	441
Favorable of Biden	18% (90)	30% (152)	6% (32)	9% (46)	25% (126)	12% (59)	507
Unfavorable of Biden	21% (127)	28% (168)	8% (48)	8% (51)	27% (164)	8% (48)	606
Very Favorable of Biden	23% (52)	29% (64)	6% (12)	9% (20)	20% (43)	13% (29)	220
Somewhat Favorable of Biden	14% (39)	31% (89)	7% (20)	9% (26)	29% (82)	11% (31)	287
Somewhat Unfavorable of Biden	13% (18)	35% (52)	8% (12)	2% (3)	31% (46)	11% (16)	147
Very Unfavorable of Biden	24% (109)	25% (117)	8% (36)	10% (48)	26% (118)	7% (32)	459
#1 Issue: Economy	21% (102)	30% (150)	7% (37)	8% (37)	26% (129)	8% (40)	494
#1 Issue: Security	20% (24)	25% (29)	6% (7)	9% (11)	27% (32)	13% (16)	120
#1 Issue: Health Care	20% (22)	34% (36)	7% (7)	8% (8)	21% (23)	10% (11)	106
#1 Issue: Medicare / Social Security	13% (21)	30% (47)	2% (4)	7% (12)	35% (57)	12% (20)	159
#1 Issue: Women's Issues	19% (21)	28% (32)	12% (13)	10% (11)	18% (20)	13% (15)	113
#1 Issue: Energy	28% (21)	16% (12)	4% (3)	8% (6)	30% (23)	14% (11)	76
#1 Issue: Other	14% (10)	17% (12)	6% (4)	14% (10)	38% (27)	12% (8)	72
2022 House Vote: Democrat	15% (66)	31% (132)	8% (35)	11% (46)	25% (109)	10% (42)	431
2022 House Vote: Republican	24% (82)	29% (99)	7% (25)	8% (28)	24% (81)	7% (24)	340
2022 House Vote: Didnt Vote	19% (75)	22% (88)	6% (23)	5% (21)	32% (125)	15% (60)	391
2020 Vote: Joe Biden	18% (86)	30% (140)	7% (33)	9% (43)	25% (120)	10% (49)	472
2020 Vote: Donald Trump	22% (79)	30% (106)	6% (22)	9% (32)	25% (90)	7% (26)	355
2020 Vote: Didn't Vote	16% (52)	24% (76)	8% (26)	5% (17)	31% (99)	15% (48)	318
2018 House Vote: Democrat	19% (74)	31% (122)	6% (25)	9% (35)	25% (99)	10% (38)	392
2018 House Vote: Republican	21% (63)	33% (98)	8% (23)	10% (31)	20% (59)	8% (25)	300
2018 House Vote: Didnt Vote	18% (85)	22% (106)	7% (34)	6% (28)	33% (158)	13% (62)	473

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**Table MCFE2\_21:** Do you have a favorable or unfavorable view of the following brands?  
Crown Royal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	19% (227)	28% (329)	7% (85)	8% (99)	27% (319)	11% (127)	1186
4-Region: Northeast	14% (29)	29% (62)	6% (13)	7% (15)	32% (68)	12% (25)	212
4-Region: Midwest	20% (46)	30% (71)	10% (24)	7% (16)	21% (49)	12% (28)	235
4-Region: South	22% (101)	27% (122)	6% (26)	9% (42)	29% (128)	7% (30)	449
4-Region: West	17% (51)	26% (74)	7% (21)	9% (26)	26% (75)	15% (43)	290
Sports Fan	22% (187)	30% (256)	7% (60)	8% (71)	24% (207)	8% (66)	847
Avid Sports Fan	32% (114)	31% (109)	6% (21)	7% (26)	16% (56)	9% (31)	356
Casual Sports Fan	15% (74)	30% (147)	8% (39)	9% (45)	31% (151)	7% (35)	491
Football Fan	23% (187)	30% (249)	7% (59)	9% (70)	24% (199)	7% (56)	818
Avid Football Fan	31% (115)	30% (111)	6% (23)	9% (31)	15% (56)	8% (29)	366
NFL Fan	23% (183)	31% (252)	7% (55)	9% (70)	24% (196)	6% (52)	808
Avid NFL Fan	30% (115)	32% (123)	7% (28)	9% (35)	15% (58)	6% (24)	383
Rihanna Fan	24% (142)	31% (184)	9% (57)	6% (38)	21% (130)	9% (53)	603
Pro Football is Favorite	27% (95)	32% (113)	8% (27)	11% (37)	15% (52)	8% (28)	351
Like Pro Football but not Favorite	19% (96)	29% (147)	6% (31)	7% (35)	31% (155)	8% (41)	506
Watched SB LVI and Plan to Watch LVII	23% (145)	33% (207)	9% (53)	7% (45)	22% (137)	6% (34)	623
Likely to Watch SB LVII	22% (174)	32% (252)	8% (61)	9% (67)	23% (184)	7% (53)	791
Want Eagles to Win	23% (99)	30% (127)	8% (36)	9% (40)	22% (93)	7% (29)	423
Want Chiefs to Win	24% (94)	31% (123)	6% (25)	7% (28)	25% (96)	6% (24)	392
Typically Host SB Party and Likely Host this Year	37% (89)	29% (70)	9% (21)	7% (16)	13% (33)	6% (14)	242
Likely Host SB Party this Year	31% (122)	34% (134)	7% (27)	7% (26)	15% (60)	7% (27)	397
Sports Bettors	32% (110)	30% (104)	9% (30)	6% (20)	12% (42)	11% (39)	346
Sports Bettors Weekly+	28% (35)	36% (46)	11% (14)	5% (7)	7% (9)	13% (17)	127
Non/Infrequent Bettor	17% (158)	28% (264)	6% (62)	9% (85)	31% (291)	10% (92)	952
Sports Bettors Monthly+	33% (68)	28% (58)	11% (23)	7% (14)	11% (23)	11% (22)	207
Non/Infrequent Bettor, Plan to Bet on SB LVII	36% (33)	29% (27)	4% (4)	5% (5)	17% (16)	8% (7)	92
Plan to Bet on SB LVII	33% (80)	28% (68)	10% (25)	5% (13)	13% (33)	11% (26)	245

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

**Table MCFE2\_22: Do you have a favorable or unfavorable view of the following brands?**

FanDuel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (113)	15% (170)	6% (69)	6% (64)	28% (316)	35% (395)	1127
Gender: Male	15% (83)	19% (107)	7% (42)	6% (33)	28% (160)	25% (140)	565
Gender: Female	5% (29)	11% (63)	5% (27)	5% (30)	28% (157)	45% (255)	562
Age: 18-34	12% (37)	13% (40)	7% (21)	5% (16)	25% (77)	37% (113)	303
Age: 35-44	15% (30)	19% (36)	5% (10)	3% (7)	30% (57)	27% (53)	193
Age: 45-64	9% (36)	17% (65)	7% (28)	5% (21)	27% (103)	34% (130)	383
Age: 65+	4% (10)	12% (30)	4% (10)	8% (21)	32% (79)	40% (99)	248
GenZers: 1997-2012	5% (6)	5% (6)	10% (12)	4% (5)	25% (32)	52% (65)	126
Millennials: 1981-1996	18% (59)	19% (60)	5% (15)	5% (18)	27% (89)	26% (85)	327
GenXers: 1965-1980	9% (26)	19% (56)	7% (22)	4% (12)	27% (82)	34% (103)	300
Baby Boomers: 1946-1964	6% (21)	14% (46)	6% (19)	8% (27)	32% (109)	35% (121)	343
PID: Dem (no lean)	12% (52)	17% (76)	6% (25)	6% (25)	28% (122)	32% (139)	439
PID: Ind (no lean)	8% (30)	8% (32)	6% (24)	5% (19)	32% (120)	40% (151)	377
PID: Rep (no lean)	10% (31)	20% (62)	6% (20)	6% (20)	24% (74)	34% (104)	311
PID/Gender: Dem Men	18% (39)	19% (41)	8% (17)	5% (11)	24% (51)	25% (53)	212
PID/Gender: Dem Women	6% (13)	16% (36)	3% (8)	6% (13)	31% (71)	38% (86)	227
PID/Gender: Ind Men	11% (23)	11% (22)	7% (14)	6% (11)	35% (71)	29% (58)	199
PID/Gender: Ind Women	4% (8)	6% (10)	6% (10)	4% (8)	28% (50)	52% (93)	178
PID/Gender: Rep Men	14% (22)	29% (45)	7% (11)	7% (11)	25% (38)	18% (28)	154
PID/Gender: Rep Women	6% (9)	11% (17)	6% (9)	6% (9)	23% (36)	49% (76)	157
Ideo: Liberal (1-3)	13% (42)	18% (58)	7% (22)	6% (20)	27% (87)	29% (93)	322
Ideo: Moderate (4)	10% (36)	12% (44)	7% (25)	6% (21)	31% (112)	34% (120)	359
Ideo: Conservative (5-7)	9% (33)	17% (62)	6% (20)	6% (21)	27% (95)	35% (125)	356
Educ: < College	11% (75)	13% (96)	6% (41)	4% (29)	29% (207)	37% (266)	714
Educ: Bachelors degree	7% (19)	18% (49)	6% (15)	7% (19)	29% (77)	33% (87)	267
Educ: Post-grad	13% (18)	17% (25)	9% (13)	11% (15)	22% (32)	28% (42)	146
Income: Under 50k	9% (54)	13% (82)	6% (35)	5% (32)	29% (178)	39% (243)	626
Income: 50k-100k	12% (37)	17% (55)	6% (19)	6% (18)	28% (91)	31% (100)	321
Income: 100k+	12% (21)	18% (33)	8% (14)	8% (14)	26% (47)	28% (51)	181
Ethnicity: White	9% (76)	15% (127)	6% (52)	7% (57)	29% (252)	35% (309)	872

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**Table MCFE2\_22:** Do you have a favorable or unfavorable view of the following brands?  
 FanDuel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (113)	15% (170)	6% (69)	6% (64)	28% (316)	35% (395)	1127
Ethnicity: Hispanic	8% (14)	16% (28)	9% (17)	4% (8)	28% (50)	35% (63)	180
Ethnicity: Black	19% (28)	19% (29)	8% (12)	2% (3)	27% (41)	25% (39)	152
Ethnicity: Other	9% (9)	14% (14)	5% (6)	4% (4)	23% (23)	46% (47)	103
All Christian	10% (48)	18% (83)	5% (24)	8% (35)	30% (140)	28% (132)	463
All Non-Christian	18% (16)	14% (12)	3% (3)	3% (3)	15% (13)	47% (42)	88
Atheist	3% (2)	8% (4)	15% (8)	5% (3)	19% (10)	50% (26)	52
Agnostic/Nothing in particular	8% (27)	12% (40)	7% (24)	5% (19)	31% (104)	37% (126)	340
Something Else	11% (21)	16% (30)	5% (10)	3% (5)	27% (49)	37% (69)	184
Religious Non-Protestant/Catholic	17% (16)	13% (12)	4% (3)	3% (3)	14% (13)	50% (46)	93
Evangelical	13% (36)	18% (49)	5% (14)	5% (13)	26% (73)	34% (94)	279
Non-Evangelical	9% (33)	17% (62)	5% (19)	7% (26)	32% (115)	29% (102)	356
Community: Urban	12% (43)	17% (61)	8% (29)	5% (17)	26% (94)	31% (112)	357
Community: Suburban	9% (46)	16% (80)	6% (31)	6% (28)	29% (143)	34% (170)	498
Community: Rural	9% (25)	11% (29)	3% (9)	7% (18)	29% (79)	41% (113)	272
Employ: Private Sector	16% (59)	22% (79)	8% (30)	4% (14)	24% (88)	26% (95)	365
Employ: Government	6% (3)	16% (9)	8% (4)	1% (0)	22% (11)	47% (25)	52
Employ: Self-Employed	13% (13)	10% (10)	5% (5)	10% (10)	30% (31)	32% (32)	102
Employ: Homemaker	7% (5)	14% (11)	6% (5)	5% (4)	30% (23)	38% (29)	76
Employ: Retired	6% (18)	11% (33)	4% (12)	8% (23)	30% (89)	42% (125)	299
Employ: Unemployed	4% (5)	16% (20)	7% (8)	4% (5)	32% (40)	38% (47)	125
Employ: Other	11% (7)	13% (8)	5% (3)	5% (3)	27% (17)	39% (25)	63
Military HH: Yes	9% (14)	17% (27)	5% (8)	6% (10)	34% (54)	29% (45)	158
Military HH: No	10% (99)	15% (144)	6% (61)	6% (54)	27% (262)	36% (349)	969
RD/WT: Right Direction	15% (56)	17% (64)	6% (21)	5% (18)	29% (107)	28% (103)	370
RD/WT: Wrong Track	8% (57)	14% (106)	6% (47)	6% (46)	28% (209)	39% (292)	757
Biden Job Approve	12% (57)	17% (80)	7% (31)	5% (24)	30% (141)	28% (131)	464
Biden Job Disapprove	9% (53)	14% (87)	6% (38)	6% (39)	25% (151)	39% (239)	607

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**Table MCFE2\_22: Do you have a favorable or unfavorable view of the following brands?**

FanDuel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (113)	15% (170)	6% (69)	6% (64)	28% (316)	35% (395)	1127
Biden Job Strongly Approve	20% (43)	16% (35)	6% (14)	6% (12)	29% (65)	23% (51)	221
Biden Job Somewhat Approve	5% (13)	19% (45)	7% (17)	5% (12)	31% (76)	33% (80)	242
Biden Job Somewhat Disapprove	7% (14)	12% (24)	6% (12)	5% (10)	30% (61)	41% (84)	205
Biden Job Strongly Disapprove	10% (39)	16% (63)	7% (26)	7% (29)	22% (90)	39% (155)	402
Favorable of Biden	12% (58)	17% (78)	6% (28)	6% (26)	30% (140)	28% (131)	461
Unfavorable of Biden	9% (52)	15% (88)	7% (40)	6% (36)	24% (141)	39% (228)	585
Very Favorable of Biden	19% (45)	12% (28)	6% (15)	5% (11)	29% (68)	28% (65)	232
Somewhat Favorable of Biden	6% (13)	22% (50)	6% (14)	6% (14)	32% (72)	29% (66)	229
Somewhat Unfavorable of Biden	5% (9)	15% (25)	6% (10)	5% (9)	30% (50)	38% (63)	166
Very Unfavorable of Biden	10% (43)	15% (63)	7% (31)	6% (27)	22% (90)	39% (165)	419
#1 Issue: Economy	10% (42)	15% (63)	8% (36)	6% (25)	26% (112)	35% (153)	432
#1 Issue: Security	10% (13)	18% (23)	3% (4)	4% (5)	29% (38)	35% (46)	129
#1 Issue: Health Care	13% (13)	17% (17)	7% (8)	4% (4)	23% (23)	35% (36)	101
#1 Issue: Medicare / Social Security	8% (11)	13% (18)	1% (2)	8% (12)	32% (46)	38% (55)	143
#1 Issue: Women's Issues	11% (14)	13% (18)	3% (4)	5% (6)	35% (45)	33% (43)	131
#1 Issue: Education	7% (4)	27% (13)	11% (5)	10% (5)	25% (12)	20% (10)	50
#1 Issue: Energy	14% (9)	19% (13)	4% (3)	3% (2)	25% (17)	35% (23)	67
#1 Issue: Other	9% (6)	6% (4)	8% (6)	6% (4)	31% (23)	40% (29)	73
2022 House Vote: Democrat	13% (50)	18% (73)	6% (26)	6% (25)	29% (116)	28% (112)	402
2022 House Vote: Republican	10% (33)	18% (61)	5% (17)	7% (24)	23% (78)	36% (120)	332
2022 House Vote: Didnt Vote	7% (27)	10% (37)	6% (24)	3% (12)	32% (119)	41% (153)	372
2020 Vote: Joe Biden	12% (53)	16% (68)	7% (28)	5% (22)	31% (130)	29% (124)	425
2020 Vote: Donald Trump	10% (33)	19% (65)	5% (18)	7% (25)	25% (86)	34% (115)	343
2020 Vote: Didn't Vote	7% (23)	10% (33)	7% (22)	5% (17)	29% (96)	43% (141)	331
2018 House Vote: Democrat	15% (54)	17% (62)	5% (18)	6% (21)	31% (113)	26% (96)	363
2018 House Vote: Republican	9% (27)	22% (65)	6% (18)	7% (21)	21% (64)	34% (102)	298
2018 House Vote: Didnt Vote	7% (32)	9% (40)	7% (31)	5% (21)	31% (137)	42% (187)	448

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**Table MCFE2\_22:** Do you have a favorable or unfavorable view of the following brands?  
FanDuel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (113)	15% (170)	6% (69)	6% (64)	28% (316)	35% (395)	1127
4-Region: Northeast	14% (27)	17% (33)	5% (10)	6% (12)	31% (59)	26% (49)	190
4-Region: Midwest	10% (25)	17% (42)	7% (19)	7% (17)	30% (76)	29% (74)	254
4-Region: South	8% (33)	15% (64)	6% (27)	4% (18)	27% (113)	40% (168)	424
4-Region: West	11% (28)	12% (31)	5% (13)	7% (17)	26% (68)	40% (103)	260
Sports Fan	13% (104)	20% (157)	7% (55)	6% (48)	29% (234)	26% (206)	803
Avid Sports Fan	24% (80)	27% (91)	6% (22)	4% (12)	26% (89)	13% (43)	336
Casual Sports Fan	5% (24)	14% (66)	7% (33)	8% (36)	31% (145)	35% (163)	467
Football Fan	14% (103)	20% (148)	7% (52)	6% (45)	29% (221)	25% (188)	756
Avid Football Fan	21% (76)	29% (101)	6% (23)	3% (12)	26% (93)	14% (49)	356
NFL Fan	13% (103)	20% (153)	7% (54)	6% (43)	29% (221)	25% (191)	766
Avid NFL Fan	22% (81)	28% (103)	7% (24)	4% (14)	27% (98)	13% (47)	366
Rihanna Fan	15% (85)	19% (106)	7% (37)	4% (22)	26% (147)	29% (158)	555
Pro Football is Favorite	21% (70)	25% (83)	5% (15)	3% (10)	23% (75)	23% (76)	329
Like Pro Football but not Favorite	7% (34)	15% (73)	8% (39)	8% (37)	32% (156)	30% (146)	484
Watched SB LVI and Plan to Watch LVII	16% (90)	23% (131)	7% (38)	6% (34)	29% (165)	20% (114)	573
Likely to Watch SB LVII	14% (106)	20% (148)	7% (49)	6% (41)	28% (211)	25% (189)	743
Want Eagles to Win	14% (57)	19% (78)	7% (28)	6% (26)	27% (113)	27% (112)	414
Want Chiefs to Win	12% (42)	21% (73)	7% (25)	6% (22)	30% (106)	24% (85)	354
Typically Host SB Party and Likely Host this Year	26% (51)	26% (52)	7% (14)	4% (8)	14% (28)	23% (46)	199
Likely Host SB Party this Year	20% (69)	24% (83)	9% (32)	4% (13)	18% (63)	25% (88)	348
Sports Bettors	24% (84)	29% (100)	7% (25)	4% (13)	16% (57)	20% (68)	347
Sports Bettors Weekly+	40% (50)	32% (41)	5% (6)	6% (7)	5% (6)	13% (16)	127
Non/Infrequent Bettor	5% (42)	12% (106)	6% (49)	6% (52)	32% (281)	39% (344)	875
Sports Bettors Monthly+	33% (71)	29% (62)	9% (19)	6% (12)	11% (24)	12% (25)	213
Non/Infrequent Bettor, Plan to Bet on SB LVII	17% (13)	36% (28)	4% (3)	3% (2)	22% (17)	18% (14)	77
Plan to Bet on SB LVII	32% (76)	33% (79)	7% (15)	4% (10)	11% (25)	14% (32)	237

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

**Table MCFE2\_23: Do you have a favorable or unfavorable view of the following brands?**

TurboTax

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (242)	32% (376)	5% (64)	5% (55)	32% (374)	6% (72)	1183
Gender: Male	23% (130)	31% (179)	6% (33)	5% (31)	29% (166)	6% (35)	575
Gender: Female	18% (112)	32% (196)	5% (31)	4% (24)	34% (207)	6% (37)	606
Age: 18-34	26% (90)	25% (86)	5% (19)	6% (21)	27% (95)	10% (35)	347
Age: 35-44	28% (58)	31% (64)	4% (9)	5% (10)	27% (57)	4% (8)	206
Age: 45-64	16% (60)	35% (129)	7% (26)	6% (21)	30% (113)	6% (23)	371
Age: 65+	13% (35)	37% (96)	4% (10)	2% (4)	42% (110)	2% (5)	260
GenZers: 1997-2012	16% (23)	14% (21)	7% (10)	6% (8)	47% (67)	10% (15)	143
Millennials: 1981-1996	31% (116)	32% (118)	4% (16)	6% (22)	19% (69)	8% (29)	370
GenXers: 1965-1980	17% (51)	35% (103)	8% (23)	5% (15)	29% (85)	6% (18)	295
Baby Boomers: 1946-1964	14% (47)	36% (123)	4% (13)	3% (10)	41% (143)	3% (9)	345
PID: Dem (no lean)	21% (94)	35% (160)	5% (24)	4% (16)	28% (126)	8% (36)	456
PID: Ind (no lean)	18% (67)	26% (95)	6% (22)	5% (17)	39% (145)	6% (22)	369
PID: Rep (no lean)	23% (81)	34% (121)	5% (17)	6% (22)	29% (103)	4% (14)	358
PID/Gender: Dem Men	22% (49)	33% (73)	5% (11)	5% (11)	26% (58)	8% (19)	220
PID/Gender: Dem Women	19% (45)	37% (87)	6% (13)	2% (5)	29% (68)	7% (17)	235
PID/Gender: Ind Men	18% (31)	27% (48)	8% (15)	4% (7)	37% (66)	5% (9)	176
PID/Gender: Ind Women	19% (36)	24% (47)	4% (8)	5% (10)	41% (79)	7% (13)	192
PID/Gender: Rep Men	28% (50)	33% (58)	4% (7)	7% (13)	24% (43)	4% (7)	179
PID/Gender: Rep Women	17% (31)	35% (62)	5% (10)	5% (9)	34% (60)	4% (7)	179
Ideo: Liberal (1-3)	22% (73)	37% (121)	6% (19)	6% (19)	24% (78)	5% (16)	326
Ideo: Moderate (4)	18% (71)	30% (118)	4% (15)	3% (14)	36% (140)	7% (28)	386
Ideo: Conservative (5-7)	22% (88)	33% (128)	6% (25)	5% (20)	30% (119)	4% (15)	395
Educ: < College	21% (168)	29% (222)	5% (37)	5% (35)	34% (267)	7% (51)	780
Educ: Bachelors degree	18% (46)	40% (103)	6% (15)	4% (11)	26% (67)	6% (15)	257
Educ: Post-grad	20% (29)	35% (51)	8% (12)	6% (8)	28% (40)	4% (6)	147
Income: Under 50k	18% (119)	29% (195)	5% (34)	5% (34)	36% (243)	6% (42)	667
Income: 50k-100k	26% (89)	33% (114)	5% (16)	3% (12)	26% (88)	7% (23)	342
Income: 100k+	20% (34)	38% (67)	8% (13)	5% (9)	25% (44)	4% (7)	174
Ethnicity: White	20% (188)	32% (297)	6% (54)	4% (41)	31% (282)	7% (61)	922

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**Table MCFE2\_23: Do you have a favorable or unfavorable view of the following brands?**  
 TurboTax

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (242)	32% (376)	5% (64)	5% (55)	32% (374)	6% (72)	1183
Ethnicity: Hispanic	24% (57)	31% (75)	3% (8)	4% (9)	27% (65)	11% (26)	239
Ethnicity: Black	25% (35)	28% (39)	5% (7)	6% (9)	32% (45)	4% (6)	141
Ethnicity: Other	16% (20)	33% (39)	3% (3)	5% (6)	39% (47)	4% (5)	120
All Christian	22% (110)	35% (178)	5% (24)	5% (28)	28% (143)	5% (24)	507
All Non-Christian	22% (17)	27% (20)	1% (1)	2% (2)	33% (26)	14% (11)	77
Atheist	12% (7)	32% (18)	8% (5)	4% (2)	39% (22)	5% (3)	57
Agnostic/Nothing in particular	18% (69)	28% (106)	6% (24)	4% (14)	39% (146)	5% (20)	379
Something Else	24% (40)	33% (53)	6% (10)	5% (9)	23% (37)	8% (14)	163
Religious Non-Protestant/Catholic	21% (17)	25% (20)	1% (1)	2% (2)	36% (29)	13% (11)	80
Evangelical	23% (66)	34% (96)	5% (14)	7% (20)	25% (72)	5% (14)	282
Non-Evangelical	22% (83)	36% (134)	5% (19)	4% (16)	27% (103)	6% (23)	378
Community: Urban	23% (81)	26% (94)	5% (19)	6% (23)	31% (109)	9% (31)	356
Community: Suburban	20% (106)	36% (194)	5% (28)	4% (22)	31% (164)	4% (22)	536
Community: Rural	19% (55)	30% (89)	6% (17)	4% (10)	35% (101)	7% (19)	291
Employ: Private Sector	26% (98)	38% (140)	5% (19)	4% (15)	20% (75)	7% (24)	372
Employ: Government	23% (14)	25% (14)	10% (6)	6% (3)	32% (19)	4% (3)	59
Employ: Self-Employed	23% (28)	40% (48)	6% (7)	7% (9)	21% (25)	4% (4)	121
Employ: Homemaker	24% (19)	29% (23)	2% (2)	3% (3)	37% (30)	5% (4)	80
Employ: Retired	16% (47)	30% (87)	4% (11)	3% (8)	42% (123)	5% (15)	291
Employ: Unemployed	14% (21)	24% (37)	7% (11)	8% (12)	39% (61)	8% (13)	155
Employ: Other	21% (14)	30% (19)	5% (3)	3% (2)	29% (18)	11% (7)	64
Military HH: Yes	21% (33)	37% (58)	5% (9)	4% (7)	30% (48)	2% (4)	159
Military HH: No	20% (209)	31% (317)	5% (55)	5% (48)	32% (326)	7% (68)	1024
RD/WT: Right Direction	25% (93)	34% (125)	5% (20)	3% (12)	24% (88)	8% (30)	368
RD/WT: Wrong Track	18% (149)	31% (251)	5% (44)	5% (43)	35% (286)	5% (42)	815
Biden Job Approve	22% (105)	36% (170)	5% (24)	4% (20)	27% (130)	5% (25)	473
Biden Job Disapprove	20% (128)	31% (197)	6% (37)	5% (34)	33% (209)	5% (35)	639

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**Table MCFE2\_23:** Do you have a favorable or unfavorable view of the following brands?

*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (242)	32% (376)	5% (64)	5% (55)	32% (374)	6% (72)	1183
Biden Job Strongly Approve	30% (66)	29% (64)	4% (10)	5% (10)	26% (57)	6% (13)	220
Biden Job Somewhat Approve	15% (39)	42% (106)	6% (15)	4% (9)	29% (73)	5% (12)	253
Biden Job Somewhat Disapprove	21% (37)	29% (51)	5% (8)	4% (6)	32% (56)	9% (16)	176
Biden Job Strongly Disapprove	19% (90)	32% (147)	6% (29)	6% (27)	33% (153)	4% (18)	464
Favorable of Biden	21% (102)	36% (170)	5% (26)	4% (18)	27% (130)	6% (30)	475
Unfavorable of Biden	21% (134)	32% (199)	6% (35)	6% (36)	31% (196)	5% (29)	630
Very Favorable of Biden	31% (67)	29% (61)	3% (6)	4% (9)	27% (57)	6% (13)	213
Somewhat Favorable of Biden	13% (35)	41% (108)	8% (20)	3% (9)	28% (73)	6% (17)	262
Somewhat Unfavorable of Biden	24% (35)	32% (47)	4% (6)	4% (6)	25% (36)	11% (16)	146
Very Unfavorable of Biden	21% (99)	31% (152)	6% (29)	6% (29)	33% (160)	3% (13)	484
#1 Issue: Economy	23% (121)	31% (161)	6% (29)	4% (22)	28% (145)	7% (38)	515
#1 Issue: Security	19% (24)	36% (46)	6% (8)	6% (8)	28% (36)	6% (7)	130
#1 Issue: Health Care	14% (12)	40% (34)	4% (3)	7% (6)	32% (27)	4% (3)	86
#1 Issue: Medicare / Social Security	12% (19)	33% (51)	4% (7)	3% (5)	43% (66)	5% (8)	155
#1 Issue: Women's Issues	24% (29)	30% (36)	6% (7)	3% (4)	27% (33)	9% (11)	119
#1 Issue: Energy	20% (14)	42% (29)	5% (3)	5% (4)	26% (18)	2% (1)	69
#1 Issue: Other	19% (11)	13% (8)	3% (2)	5% (3)	58% (35)	3% (2)	60
2022 House Vote: Democrat	23% (93)	36% (148)	6% (25)	4% (15)	26% (107)	5% (20)	407
2022 House Vote: Republican	21% (77)	33% (117)	6% (21)	5% (19)	30% (107)	5% (17)	358
2022 House Vote: Didnt Vote	17% (68)	27% (108)	4% (18)	5% (18)	38% (152)	9% (34)	399
2020 Vote: Joe Biden	24% (105)	33% (145)	5% (23)	4% (19)	29% (127)	5% (21)	440
2020 Vote: Donald Trump	22% (78)	35% (124)	6% (21)	5% (17)	28% (99)	4% (15)	355
2020 Vote: Didn't Vote	14% (48)	28% (97)	5% (17)	5% (17)	39% (138)	10% (34)	352
2018 House Vote: Democrat	25% (94)	35% (131)	6% (22)	4% (16)	26% (97)	4% (16)	376
2018 House Vote: Republican	21% (66)	35% (111)	6% (18)	5% (17)	28% (90)	4% (13)	314
2018 House Vote: Didnt Vote	17% (81)	27% (129)	5% (23)	4% (21)	38% (181)	9% (41)	476

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**Table MCFE2\_23:** Do you have a favorable or unfavorable view of the following brands?  
*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	20% (242)	32% (376)	5% (64)	5% (55)	32% (374)	6% (72)	1183
4-Region: Northeast	22% (48)	33% (70)	5% (12)	4% (9)	27% (58)	9% (19)	216
4-Region: Midwest	18% (42)	31% (74)	7% (16)	5% (13)	32% (76)	7% (18)	238
4-Region: South	22% (101)	31% (143)	5% (22)	5% (24)	31% (141)	5% (23)	454
4-Region: West	18% (51)	32% (89)	5% (14)	3% (9)	36% (100)	5% (13)	275
Sports Fan	23% (187)	35% (290)	6% (50)	5% (37)	27% (222)	5% (44)	830
Avid Sports Fan	30% (101)	31% (105)	5% (16)	5% (18)	25% (85)	5% (16)	340
Casual Sports Fan	18% (87)	38% (184)	7% (34)	4% (20)	28% (137)	6% (29)	490
Football Fan	24% (189)	35% (278)	6% (44)	5% (36)	26% (202)	5% (42)	792
Avid Football Fan	30% (105)	32% (110)	6% (20)	4% (14)	25% (84)	3% (11)	344
NFL Fan	23% (187)	35% (279)	5% (44)	5% (37)	26% (209)	5% (42)	796
Avid NFL Fan	31% (113)	32% (115)	5% (19)	4% (14)	24% (86)	3% (11)	359
Rihanna Fan	25% (141)	34% (194)	5% (30)	6% (35)	25% (144)	5% (30)	574
Pro Football is Favorite	26% (86)	35% (118)	5% (18)	5% (17)	25% (82)	3% (11)	333
Like Pro Football but not Favorite	21% (110)	34% (176)	6% (30)	5% (25)	27% (143)	7% (37)	521
Watched SB LVI and Plan to Watch LVII	25% (157)	35% (219)	6% (37)	4% (27)	25% (157)	4% (23)	620
Likely to Watch SB LVII	24% (189)	35% (272)	5% (42)	5% (40)	25% (193)	5% (41)	777
Want Eagles to Win	25% (99)	34% (139)	6% (25)	7% (28)	24% (97)	4% (15)	402
Want Chiefs to Win	23% (90)	36% (139)	4% (17)	4% (16)	28% (109)	5% (18)	390
Typically Host SB Party and Likely Host this Year	33% (80)	30% (72)	7% (16)	6% (15)	16% (38)	8% (19)	240
Likely Host SB Party this Year	31% (124)	33% (131)	5% (21)	6% (24)	19% (75)	6% (24)	398
Sports Bettors	32% (114)	28% (98)	7% (26)	6% (22)	20% (70)	7% (25)	354
Sports Bettors Weekly+	32% (45)	27% (38)	6% (9)	11% (16)	17% (24)	8% (11)	143
Non/Infrequent Bettor	18% (165)	34% (315)	5% (44)	4% (37)	34% (316)	5% (51)	928
Sports Bettors Monthly+	34% (77)	27% (61)	7% (15)	8% (17)	19% (41)	6% (12)	223
Non/Infrequent Bettor, Plan to Bet on SB LVII	29% (21)	45% (33)	7% (5)	5% (4)	14% (10)	— (0)	74
Plan to Bet on SB LVII	35% (85)	31% (75)	6% (16)	7% (18)	16% (40)	4% (10)	244

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

**Table MCFE2\_24:** Do you have a favorable or unfavorable view of the following brands?

DraftKings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (100)	17% (196)	6% (67)	8% (92)	34% (380)	26% (288)	1123
Gender: Male	13% (73)	24% (134)	8% (43)	9% (52)	30% (167)	16% (89)	558
Gender: Female	5% (27)	11% (62)	4% (24)	7% (41)	38% (213)	35% (198)	565
Age: 18-34	13% (42)	17% (53)	6% (18)	4% (14)	35% (111)	26% (82)	320
Age: 35-44	12% (25)	24% (50)	7% (14)	8% (17)	31% (65)	18% (37)	209
Age: 45-64	9% (28)	19% (63)	6% (21)	9% (32)	31% (102)	26% (85)	332
Age: 65+	2% (5)	11% (29)	5% (13)	11% (29)	39% (102)	32% (83)	263
GenZers: 1997-2012	8% (10)	11% (12)	5% (6)	3% (4)	43% (50)	30% (35)	116
Millennials: 1981-1996	14% (53)	21% (81)	6% (23)	7% (25)	31% (115)	21% (79)	377
GenXers: 1965-1980	8% (21)	20% (51)	8% (19)	10% (25)	34% (85)	20% (51)	252
Baby Boomers: 1946-1964	5% (16)	14% (49)	5% (17)	11% (38)	33% (113)	31% (106)	340
PID: Dem (no lean)	10% (46)	21% (93)	6% (26)	8% (36)	33% (148)	22% (96)	445
PID: Ind (no lean)	5% (18)	9% (29)	5% (17)	10% (35)	39% (134)	32% (107)	341
PID: Rep (no lean)	11% (37)	22% (73)	7% (24)	6% (22)	29% (98)	25% (84)	337
PID/Gender: Dem Men	16% (35)	27% (59)	8% (17)	8% (18)	28% (62)	13% (28)	220
PID/Gender: Dem Women	5% (11)	15% (34)	4% (9)	8% (18)	38% (85)	30% (68)	225
PID/Gender: Ind Men	8% (13)	12% (21)	6% (11)	14% (23)	35% (59)	25% (42)	169
PID/Gender: Ind Women	2% (4)	5% (9)	3% (6)	7% (12)	44% (75)	38% (65)	171
PID/Gender: Rep Men	15% (24)	32% (54)	9% (14)	6% (11)	27% (45)	12% (20)	169
PID/Gender: Rep Women	7% (12)	11% (19)	5% (9)	7% (11)	31% (53)	38% (65)	169
Ideo: Liberal (1-3)	11% (36)	23% (77)	5% (16)	9% (30)	27% (91)	25% (82)	332
Ideo: Moderate (4)	9% (31)	14% (48)	6% (20)	7% (24)	44% (155)	21% (71)	348
Ideo: Conservative (5-7)	9% (32)	18% (64)	8% (29)	10% (35)	30% (111)	26% (93)	365
Educ: < College	9% (63)	16% (119)	6% (41)	8% (56)	34% (250)	28% (204)	732
Educ: Bachelors degree	8% (19)	22% (52)	6% (15)	8% (19)	36% (87)	21% (51)	242
Educ: Post-grad	13% (19)	17% (25)	7% (11)	12% (17)	29% (43)	23% (34)	149
Income: Under 50k	8% (48)	14% (91)	5% (31)	8% (50)	35% (223)	31% (195)	638
Income: 50k-100k	9% (29)	23% (71)	8% (24)	8% (26)	32% (103)	20% (63)	316
Income: 100k+	14% (23)	20% (34)	7% (12)	9% (16)	32% (54)	18% (30)	169
Ethnicity: White	8% (71)	18% (153)	6% (53)	9% (76)	34% (297)	26% (225)	875

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**Table MCFE2\_24:** Do you have a favorable or unfavorable view of the following brands?  
 DraftKings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (100)	17% (196)	6% (67)	8% (92)	34% (380)	26% (288)	1123
Ethnicity: Hispanic	7% (15)	31% (64)	5% (10)	6% (12)	29% (61)	22% (46)	208
Ethnicity: Black	17% (25)	20% (30)	8% (11)	6% (9)	31% (46)	18% (26)	147
Ethnicity: Other	4% (4)	13% (13)	3% (3)	7% (8)	37% (37)	36% (36)	101
All Christian	8% (40)	20% (96)	6% (28)	9% (43)	34% (164)	24% (118)	489
All Non-Christian	21% (17)	19% (15)	11% (8)	4% (3)	22% (18)	23% (18)	79
Agnostic/Nothing in particular	6% (21)	15% (49)	5% (16)	9% (31)	38% (123)	27% (87)	327
Something Else	12% (22)	16% (29)	5% (10)	4% (8)	34% (61)	28% (51)	181
Religious Non-Protestant/Catholic	19% (17)	18% (15)	11% (9)	5% (4)	22% (19)	26% (22)	87
Evangelical	11% (30)	20% (55)	6% (17)	6% (17)	32% (87)	24% (66)	272
Non-Evangelical	8% (31)	18% (69)	5% (20)	8% (31)	36% (136)	25% (95)	383
Community: Urban	9% (29)	19% (65)	9% (29)	9% (30)	29% (100)	26% (89)	343
Community: Suburban	9% (45)	19% (100)	4% (21)	9% (48)	34% (174)	24% (126)	514
Community: Rural	10% (25)	12% (31)	6% (16)	6% (15)	40% (106)	27% (73)	266
Employ: Private Sector	16% (57)	28% (100)	7% (25)	9% (31)	25% (91)	15% (54)	358
Employ: Government	8% (4)	14% (7)	10% (5)	3% (1)	33% (17)	32% (16)	51
Employ: Self-Employed	15% (15)	20% (20)	5% (5)	3% (3)	33% (32)	23% (23)	98
Employ: Homemaker	6% (4)	13% (10)	5% (4)	5% (4)	32% (25)	39% (31)	79
Employ: Retired	3% (8)	14% (43)	6% (17)	11% (33)	37% (110)	30% (90)	302
Employ: Unemployed	4% (6)	7% (10)	5% (7)	10% (14)	43% (60)	31% (44)	142
Employ: Other	7% (5)	6% (4)	3% (2)	8% (5)	43% (28)	32% (21)	65
Military HH: Yes	7% (9)	11% (16)	5% (7)	13% (19)	36% (51)	28% (40)	144
Military HH: No	9% (91)	18% (180)	6% (60)	7% (73)	34% (329)	25% (248)	980
RD/WT: Right Direction	11% (40)	20% (73)	5% (20)	7% (25)	30% (109)	26% (95)	362
RD/WT: Wrong Track	8% (60)	16% (123)	6% (47)	9% (67)	36% (271)	25% (193)	761
Biden Job Approve	9% (42)	19% (90)	7% (32)	7% (34)	35% (167)	24% (114)	479
Biden Job Disapprove	9% (55)	18% (104)	6% (34)	10% (56)	32% (185)	25% (147)	580

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**Table MCFE2\_24:** Do you have a favorable or unfavorable view of the following brands?

DraftKings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (100)	17% (196)	6% (67)	8% (92)	34% (380)	26% (288)	1123
Biden Job Strongly Approve	14% (29)	25% (53)	6% (12)	7% (16)	27% (58)	21% (45)	212
Biden Job Somewhat Approve	5% (13)	14% (37)	7% (20)	7% (18)	41% (110)	26% (69)	267
Biden Job Somewhat Disapprove	10% (17)	21% (36)	7% (11)	8% (15)	33% (58)	21% (37)	174
Biden Job Strongly Disapprove	9% (38)	17% (68)	6% (23)	10% (41)	31% (127)	27% (110)	405
Favorable of Biden	11% (51)	18% (87)	6% (31)	7% (32)	35% (171)	23% (112)	485
Unfavorable of Biden	8% (45)	19% (106)	6% (34)	9% (48)	32% (177)	26% (141)	551
Very Favorable of Biden	16% (34)	18% (39)	6% (13)	7% (15)	32% (68)	20% (44)	214
Somewhat Favorable of Biden	6% (17)	18% (48)	7% (18)	6% (17)	38% (103)	25% (69)	271
Somewhat Unfavorable of Biden	7% (10)	25% (36)	5% (7)	6% (9)	36% (51)	20% (28)	140
Very Unfavorable of Biden	9% (35)	17% (70)	7% (27)	9% (39)	31% (126)	28% (114)	411
#1 Issue: Economy	10% (47)	19% (87)	5% (23)	8% (37)	35% (161)	24% (110)	466
#1 Issue: Security	8% (10)	17% (22)	3% (4)	8% (9)	35% (44)	30% (37)	125
#1 Issue: Health Care	7% (6)	24% (20)	11% (9)	7% (6)	21% (18)	29% (25)	85
#1 Issue: Medicare / Social Security	4% (6)	17% (25)	5% (8)	8% (12)	32% (48)	33% (49)	148
#1 Issue: Women's Issues	7% (7)	13% (14)	5% (6)	5% (5)	44% (45)	26% (27)	103
#1 Issue: Energy	9% (7)	18% (14)	8% (6)	10% (8)	36% (28)	18% (14)	77
#1 Issue: Other	12% (9)	6% (4)	6% (4)	15% (11)	34% (25)	27% (20)	74
2022 House Vote: Democrat	12% (47)	22% (89)	6% (25)	8% (32)	33% (134)	19% (78)	405
2022 House Vote: Republican	10% (31)	20% (62)	8% (24)	10% (31)	30% (95)	23% (74)	318
2022 House Vote: Didnt Vote	5% (19)	12% (44)	4% (15)	7% (27)	38% (142)	34% (130)	377
2020 Vote: Joe Biden	10% (45)	20% (88)	7% (32)	8% (35)	35% (153)	20% (88)	441
2020 Vote: Donald Trump	11% (37)	22% (73)	7% (22)	9% (32)	28% (96)	23% (77)	337
2020 Vote: Didn't Vote	4% (12)	10% (31)	4% (11)	8% (25)	37% (115)	37% (114)	309
2018 House Vote: Democrat	11% (41)	20% (74)	6% (22)	8% (30)	33% (122)	21% (79)	368
2018 House Vote: Republican	10% (29)	22% (63)	8% (22)	9% (26)	30% (87)	22% (64)	290
2018 House Vote: Didnt Vote	7% (30)	13% (56)	5% (22)	8% (35)	36% (161)	32% (141)	446

Continued on next page

**Table MCFE2\_24:** Do you have a favorable or unfavorable view of the following brands?  
DraftKings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (100)	17% (196)	6% (67)	8% (92)	34% (380)	26% (288)	1123
4-Region: Northeast	16% (32)	18% (36)	6% (13)	9% (18)	30% (60)	20% (40)	200
4-Region: Midwest	10% (21)	16% (35)	6% (13)	9% (18)	36% (78)	23% (50)	215
4-Region: South	8% (34)	17% (74)	6% (28)	6% (28)	32% (138)	30% (131)	431
4-Region: West	5% (13)	18% (51)	5% (13)	10% (29)	37% (103)	24% (68)	278
Sports Fan	11% (91)	23% (185)	7% (54)	7% (58)	36% (295)	17% (136)	820
Avid Sports Fan	19% (62)	34% (112)	6% (18)	6% (19)	27% (88)	7% (24)	324
Casual Sports Fan	6% (29)	15% (74)	7% (36)	8% (39)	42% (207)	22% (111)	496
Football Fan	12% (94)	23% (178)	7% (55)	8% (58)	34% (263)	16% (120)	767
Avid Football Fan	21% (70)	32% (107)	5% (16)	5% (18)	28% (95)	9% (29)	336
NFL Fan	12% (88)	23% (177)	6% (47)	8% (58)	35% (267)	16% (118)	756
Avid NFL Fan	21% (72)	32% (110)	5% (17)	6% (20)	28% (98)	8% (28)	346
Rihanna Fan	13% (71)	21% (114)	6% (31)	6% (31)	34% (185)	20% (110)	541
Pro Football is Favorite	21% (68)	24% (76)	5% (16)	6% (18)	30% (97)	14% (46)	321
Like Pro Football but not Favorite	5% (26)	20% (100)	8% (40)	8% (39)	39% (190)	20% (96)	491
Watched SB LVI and Plan to Watch LVII	13% (78)	26% (154)	6% (37)	7% (44)	35% (206)	12% (72)	590
Likely to Watch SB LVII	12% (93)	22% (168)	6% (48)	7% (53)	34% (256)	17% (127)	745
Want Eagles to Win	13% (52)	22% (88)	7% (27)	10% (38)	30% (116)	18% (70)	392
Want Chiefs to Win	11% (40)	24% (84)	6% (22)	8% (27)	38% (133)	13% (47)	352
Typically Host SB Party and Likely Host this Year	18% (39)	31% (69)	6% (14)	4% (10)	23% (50)	18% (39)	221
Likely Host SB Party this Year	16% (60)	30% (114)	5% (20)	5% (17)	25% (93)	20% (74)	377
Sports Bettors	22% (75)	33% (116)	4% (15)	5% (16)	24% (83)	12% (42)	346
Sports Bettors Weekly+	36% (42)	33% (39)	7% (8)	2% (2)	12% (14)	10% (12)	118
Non/Infrequent Bettor	4% (33)	14% (128)	6% (56)	9% (78)	39% (343)	28% (253)	891
Sports Bettors Monthly+	32% (67)	33% (69)	5% (11)	7% (14)	13% (26)	10% (20)	207
Non/Infrequent Bettor, Plan to Bet on SB LVII	11% (8)	38% (26)	3% (2)	4% (3)	27% (19)	16% (11)	68
Plan to Bet on SB LVII	32% (68)	33% (70)	6% (12)	4% (8)	14% (31)	11% (24)	213

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

**Table MCFE2\_25: Do you have a favorable or unfavorable view of the following brands?**  
Hellmann's Mayonnaise

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	33% (385)	34% (396)	6% (76)	6% (73)	13% (151)	8% (92)	1174
Gender: Male	30% (170)	37% (206)	6% (33)	7% (39)	13% (70)	7% (40)	558
Gender: Female	35% (215)	31% (190)	7% (43)	6% (35)	13% (81)	8% (52)	616
Age: 18-34	27% (90)	25% (85)	10% (32)	10% (32)	11% (37)	17% (58)	335
Age: 35-44	35% (71)	29% (59)	5% (10)	7% (15)	15% (30)	8% (17)	202
Age: 45-64	36% (137)	38% (145)	6% (24)	4% (15)	13% (48)	2% (9)	378
Age: 65+	34% (88)	41% (107)	4% (9)	4% (11)	14% (36)	3% (8)	259
GenZers: 1997-2012	18% (25)	24% (33)	3% (4)	13% (17)	15% (20)	27% (35)	133
Millennials: 1981-1996	33% (119)	26% (95)	10% (37)	8% (28)	12% (44)	10% (38)	361
GenXers: 1965-1980	37% (112)	37% (114)	7% (20)	5% (16)	11% (35)	2% (7)	304
Baby Boomers: 1946-1964	34% (115)	41% (141)	4% (13)	4% (13)	14% (47)	3% (12)	341
PID: Dem (no lean)	31% (140)	35% (159)	7% (30)	7% (33)	13% (61)	7% (34)	457
PID: Ind (no lean)	29% (109)	32% (120)	6% (22)	6% (22)	16% (58)	12% (44)	376
PID: Rep (no lean)	40% (137)	34% (117)	7% (23)	5% (18)	9% (32)	4% (14)	341
PID/Gender: Dem Men	27% (59)	44% (95)	6% (13)	7% (15)	10% (22)	6% (14)	218
PID/Gender: Dem Women	34% (80)	27% (64)	7% (17)	8% (19)	16% (39)	8% (20)	239
PID/Gender: Ind Men	29% (52)	30% (54)	5% (9)	8% (14)	19% (34)	9% (17)	178
PID/Gender: Ind Women	29% (58)	34% (66)	7% (13)	4% (9)	13% (25)	14% (27)	198
PID/Gender: Rep Men	37% (59)	35% (57)	7% (11)	7% (11)	9% (14)	6% (10)	161
PID/Gender: Rep Women	43% (78)	33% (60)	7% (13)	4% (7)	10% (18)	3% (4)	179
Ideo: Liberal (1-3)	29% (94)	39% (126)	8% (26)	7% (24)	13% (42)	4% (14)	325
Ideo: Moderate (4)	30% (121)	35% (139)	6% (25)	4% (17)	13% (52)	12% (46)	400
Ideo: Conservative (5-7)	38% (141)	32% (119)	6% (20)	7% (25)	11% (42)	6% (21)	369
Educ: < College	36% (279)	31% (240)	6% (47)	7% (51)	13% (102)	8% (65)	783
Educ: Bachelors degree	27% (64)	39% (94)	8% (20)	5% (12)	15% (35)	7% (17)	242
Educ: Post-grad	28% (42)	42% (62)	6% (10)	7% (10)	10% (15)	7% (10)	148
Income: Under 50k	33% (224)	33% (218)	5% (32)	6% (38)	14% (93)	10% (64)	669
Income: 50k-100k	34% (111)	34% (114)	9% (31)	6% (20)	11% (37)	6% (18)	330
Income: 100k+	29% (50)	37% (64)	8% (13)	9% (15)	12% (21)	5% (9)	174
Ethnicity: White	35% (315)	36% (322)	7% (68)	6% (50)	12% (107)	5% (45)	907

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**Table MCFE2\_25:** Do you have a favorable or unfavorable view of the following brands?  
 Hellmann's Mayonnaise

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	33% (385)	34% (396)	6% (76)	6% (73)	13% (151)	8% (92)	1174
Ethnicity: Hispanic	35% (80)	25% (56)	6% (15)	11% (26)	11% (24)	11% (26)	226
Ethnicity: Black	30% (47)	27% (43)	4% (7)	12% (19)	10% (16)	17% (26)	159
Ethnicity: Other	21% (23)	28% (30)	1% (1)	4% (5)	26% (28)	19% (21)	109
All Christian	35% (179)	37% (191)	6% (30)	6% (29)	12% (60)	5% (25)	514
All Non-Christian	40% (27)	33% (22)	6% (4)	1% (1)	3% (2)	17% (11)	67
Agnostic/Nothing in particular	31% (110)	28% (99)	8% (27)	4% (15)	16% (57)	12% (42)	351
Something Else	29% (56)	34% (67)	7% (13)	10% (19)	14% (27)	6% (11)	194
Religious Non-Protestant/Catholic	37% (27)	34% (25)	9% (6)	2% (1)	3% (2)	16% (11)	72
Evangelical	35% (98)	31% (87)	8% (21)	8% (23)	14% (39)	5% (15)	283
Non-Evangelical	33% (135)	40% (164)	5% (19)	6% (24)	12% (49)	5% (22)	413
Community: Urban	30% (111)	33% (125)	6% (24)	8% (31)	12% (46)	11% (40)	378
Community: Suburban	32% (166)	36% (183)	6% (29)	6% (29)	14% (70)	7% (35)	511
Community: Rural	38% (108)	31% (88)	8% (23)	5% (14)	12% (35)	6% (17)	285
Employ: Private Sector	32% (122)	35% (131)	10% (37)	5% (20)	10% (38)	8% (29)	378
Employ: Government	29% (19)	25% (16)	3% (2)	20% (12)	9% (6)	13% (8)	63
Employ: Self-Employed	32% (44)	37% (51)	7% (9)	4% (6)	9% (12)	13% (17)	140
Employ: Homemaker	47% (35)	28% (21)	8% (6)	3% (2)	11% (8)	3% (2)	74
Employ: Retired	33% (89)	42% (114)	3% (9)	5% (14)	15% (42)	2% (5)	273
Employ: Unemployed	30% (41)	28% (38)	4% (5)	5% (7)	23% (32)	10% (14)	138
Employ: Other	50% (33)	14% (9)	11% (7)	7% (4)	9% (6)	9% (6)	66
Military HH: Yes	35% (59)	37% (63)	3% (5)	8% (14)	10% (17)	7% (11)	170
Military HH: No	33% (327)	33% (332)	7% (70)	6% (59)	13% (135)	8% (81)	1004
RD/WT: Right Direction	33% (131)	37% (145)	6% (23)	7% (26)	12% (46)	6% (24)	396
RD/WT: Wrong Track	33% (254)	32% (250)	7% (53)	6% (48)	14% (105)	9% (68)	778
Biden Job Approve	31% (153)	38% (190)	7% (34)	5% (26)	13% (66)	5% (26)	495
Biden Job Disapprove	35% (214)	31% (192)	6% (39)	7% (45)	12% (73)	8% (47)	609

Continued on next page

**Table MCFE2\_25: Do you have a favorable or unfavorable view of the following brands?**  
Hellmann's Mayonnaise

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	33% (385)	34% (396)	6% (76)	6% (73)	13% (151)	8% (92)	1174
Biden Job Strongly Approve	36% (82)	32% (71)	6% (14)	7% (15)	13% (29)	7% (15)	226
Biden Job Somewhat Approve	26% (71)	44% (118)	7% (20)	4% (11)	14% (37)	4% (10)	269
Biden Job Somewhat Disapprove	27% (49)	32% (58)	6% (11)	10% (18)	13% (24)	11% (19)	178
Biden Job Strongly Disapprove	38% (165)	31% (134)	6% (28)	6% (28)	11% (49)	6% (27)	431
Favorable of Biden	32% (163)	38% (191)	6% (32)	4% (23)	14% (71)	5% (28)	508
Unfavorable of Biden	36% (212)	32% (190)	7% (39)	8% (48)	11% (65)	7% (39)	592
Very Favorable of Biden	39% (90)	30% (69)	6% (14)	6% (14)	14% (33)	6% (14)	235
Somewhat Favorable of Biden	27% (72)	45% (122)	7% (18)	3% (9)	14% (38)	5% (14)	273
Somewhat Unfavorable of Biden	25% (37)	37% (56)	5% (8)	12% (18)	11% (16)	9% (14)	150
Very Unfavorable of Biden	39% (175)	30% (134)	7% (31)	7% (29)	11% (49)	6% (25)	443
#1 Issue: Economy	35% (181)	34% (174)	8% (40)	4% (19)	11% (56)	9% (46)	516
#1 Issue: Security	38% (46)	30% (37)	7% (8)	10% (12)	10% (12)	6% (7)	121
#1 Issue: Health Care	30% (26)	41% (36)	4% (4)	8% (7)	13% (11)	3% (3)	87
#1 Issue: Medicare / Social Security	27% (41)	41% (63)	4% (6)	5% (8)	17% (26)	6% (9)	152
#1 Issue: Women's Issues	31% (36)	27% (32)	4% (5)	9% (10)	17% (20)	12% (14)	117
#1 Issue: Energy	31% (22)	32% (22)	10% (7)	11% (8)	13% (9)	3% (2)	70
#1 Issue: Other	31% (21)	33% (22)	2% (1)	2% (2)	25% (16)	7% (5)	67
2022 House Vote: Democrat	29% (125)	38% (162)	8% (33)	7% (31)	15% (63)	4% (19)	432
2022 House Vote: Republican	40% (129)	35% (113)	7% (24)	5% (16)	9% (30)	5% (15)	327
2022 House Vote: Didnt Vote	32% (126)	28% (108)	5% (19)	6% (25)	14% (55)	15% (56)	389
2020 Vote: Joe Biden	31% (143)	37% (171)	7% (34)	5% (23)	14% (67)	5% (22)	460
2020 Vote: Donald Trump	37% (127)	38% (129)	6% (20)	6% (21)	9% (32)	4% (14)	344
2020 Vote: Didn't Vote	30% (98)	25% (82)	6% (21)	8% (25)	15% (49)	17% (55)	330
2018 House Vote: Democrat	33% (130)	36% (141)	8% (32)	6% (24)	12% (48)	4% (17)	391
2018 House Vote: Republican	36% (106)	39% (115)	6% (19)	6% (18)	9% (28)	4% (12)	298
2018 House Vote: Didnt Vote	30% (140)	29% (134)	5% (25)	7% (31)	15% (71)	14% (63)	463

Continued on next page

**Table MCFE2\_25: Do you have a favorable or unfavorable view of the following brands?  
 Hellmann's Mayonnaise**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	33% (385)	34% (396)	6% (76)	6% (73)	13% (151)	8% (92)	1174
4-Region: Northeast	40% (85)	35% (74)	3% (6)	5% (10)	12% (26)	5% (11)	212
4-Region: Midwest	29% (69)	38% (92)	9% (21)	6% (14)	12% (29)	6% (14)	239
4-Region: South	38% (174)	31% (143)	5% (25)	8% (35)	13% (59)	5% (21)	456
4-Region: West	22% (58)	33% (87)	9% (23)	5% (14)	14% (38)	17% (46)	267
Sports Fan	34% (290)	35% (299)	6% (55)	6% (53)	11% (97)	8% (65)	860
Avid Sports Fan	42% (150)	29% (103)	6% (22)	8% (30)	11% (37)	3% (11)	353
Casual Sports Fan	28% (141)	39% (196)	7% (33)	5% (24)	12% (60)	11% (54)	507
Football Fan	35% (287)	35% (290)	6% (51)	6% (53)	11% (94)	6% (51)	825
Avid Football Fan	40% (149)	33% (124)	7% (26)	7% (26)	10% (36)	3% (12)	373
NFL Fan	35% (283)	35% (286)	7% (53)	6% (52)	11% (92)	6% (47)	812
Avid NFL Fan	40% (154)	32% (124)	6% (24)	8% (32)	9% (36)	3% (13)	382
Rihanna Fan	36% (210)	31% (180)	7% (39)	6% (37)	11% (63)	10% (56)	586
Pro Football is Favorite	40% (137)	34% (117)	5% (18)	6% (19)	11% (38)	5% (16)	345
Like Pro Football but not Favorite	31% (162)	34% (177)	7% (37)	7% (37)	13% (66)	8% (43)	522
Watched SB LVI and Plan to Watch LVII	36% (219)	37% (223)	6% (35)	6% (35)	12% (71)	4% (23)	606
Likely to Watch SB LVII	35% (278)	35% (273)	6% (51)	6% (49)	11% (89)	6% (48)	787
Want Eagles to Win	39% (159)	33% (132)	6% (26)	8% (32)	10% (41)	3% (14)	403
Want Chiefs to Win	31% (116)	37% (139)	7% (27)	6% (23)	11% (40)	7% (28)	372
Typically Host SB Party and Likely Host this Year	36% (87)	32% (77)	6% (14)	11% (28)	8% (20)	7% (16)	242
Likely Host SB Party this Year	35% (139)	33% (129)	7% (28)	8% (31)	9% (36)	7% (29)	391
Sports Bettors	35% (118)	29% (98)	9% (32)	10% (33)	8% (27)	10% (35)	341
Sports Bettors Weekly+	38% (49)	29% (37)	8% (11)	9% (12)	8% (10)	8% (10)	128
Non/Infrequent Bettor	33% (308)	35% (330)	6% (56)	6% (56)	14% (135)	6% (60)	946
Sports Bettors Monthly+	35% (71)	30% (61)	10% (19)	9% (17)	7% (14)	9% (18)	201
Non/Infrequent Bettor, Plan to Bet on SB LVII	40% (32)	30% (24)	5% (4)	11% (9)	8% (6)	7% (5)	80
Plan to Bet on SB LVII	38% (90)	30% (71)	8% (18)	9% (23)	7% (17)	8% (19)	237

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

**Table MCFE2\_26:** Do you have a favorable or unfavorable view of the following brands?

Downy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	32% (368)	40% (454)	3% (34)	2% (22)	16% (181)	7% (74)	1133
Gender: Male	28% (151)	42% (225)	3% (18)	2% (9)	17% (94)	8% (45)	540
Gender: Female	37% (217)	39% (229)	3% (17)	2% (13)	15% (86)	5% (30)	591
Age: 18-34	32% (101)	31% (96)	3% (9)	3% (10)	17% (52)	14% (45)	312
Age: 35-44	36% (74)	44% (91)	3% (7)	2% (5)	12% (24)	3% (5)	205
Age: 45-64	37% (132)	38% (136)	3% (12)	1% (5)	16% (59)	4% (16)	361
Age: 65+	24% (60)	52% (131)	2% (6)	1% (2)	18% (46)	3% (8)	254
GenZers: 1997-2012	21% (27)	30% (39)	1% (1)	4% (5)	22% (28)	21% (27)	128
Millennials: 1981-1996	37% (130)	39% (134)	4% (14)	2% (7)	12% (41)	6% (22)	348
GenXers: 1965-1980	38% (108)	38% (107)	3% (8)	2% (5)	15% (43)	4% (12)	283
Baby Boomers: 1946-1964	28% (96)	47% (159)	3% (10)	1% (4)	17% (59)	4% (12)	340
PID: Dem (no lean)	34% (152)	42% (186)	3% (12)	2% (9)	13% (57)	6% (27)	442
PID: Ind (no lean)	29% (109)	35% (133)	3% (12)	2% (7)	23% (87)	8% (30)	377
PID: Rep (no lean)	34% (107)	43% (135)	3% (11)	2% (6)	12% (37)	6% (17)	313
PID/Gender: Dem Men	31% (63)	41% (84)	3% (6)	2% (4)	15% (30)	8% (16)	204
PID/Gender: Dem Women	37% (89)	43% (101)	2% (5)	2% (5)	11% (26)	5% (11)	238
PID/Gender: Ind Men	22% (42)	40% (77)	4% (7)	2% (3)	25% (47)	8% (15)	191
PID/Gender: Ind Women	36% (68)	30% (56)	3% (5)	2% (4)	21% (39)	8% (14)	186
PID/Gender: Rep Men	31% (46)	44% (65)	3% (5)	1% (2)	11% (16)	9% (13)	146
PID/Gender: Rep Women	37% (61)	42% (71)	4% (6)	3% (4)	12% (20)	3% (4)	167
Ideo: Liberal (1-3)	35% (117)	42% (139)	3% (11)	3% (9)	13% (44)	3% (11)	331
Ideo: Moderate (4)	32% (119)	37% (138)	2% (9)	1% (5)	21% (78)	5% (20)	368
Ideo: Conservative (5-7)	32% (111)	44% (151)	3% (12)	2% (6)	11% (38)	7% (25)	343
Educ: < College	35% (253)	37% (269)	2% (15)	1% (9)	17% (126)	7% (51)	724
Educ: Bachelors degree	25% (66)	48% (123)	3% (9)	2% (5)	16% (40)	6% (15)	258
Educ: Post-grad	33% (49)	41% (62)	7% (10)	5% (7)	10% (15)	5% (8)	151
Income: Under 50k	31% (196)	37% (232)	3% (16)	2% (10)	19% (119)	8% (53)	626
Income: 50k-100k	36% (115)	44% (140)	4% (11)	2% (5)	12% (37)	4% (13)	322
Income: 100k+	31% (57)	44% (82)	4% (7)	4% (7)	13% (24)	5% (8)	185
Ethnicity: White	32% (276)	42% (365)	3% (28)	2% (16)	16% (142)	6% (49)	877

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**Table MCFE2\_26:** Do you have a favorable or unfavorable view of the following brands?  
 Downy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	32% (368)	40% (454)	3% (34)	2% (22)	16% (181)	7% (74)	1133
Ethnicity: Hispanic	41% (79)	39% (75)	1% (1)	2% (4)	8% (16)	9% (17)	192
Ethnicity: Black	45% (68)	30% (45)	4% (5)	1% (2)	11% (17)	9% (14)	151
Ethnicity: Other	23% (24)	41% (44)	1% (1)	3% (4)	20% (21)	11% (12)	105
All Christian	34% (155)	44% (201)	3% (13)	1% (5)	14% (65)	4% (18)	457
All Non-Christian	27% (23)	44% (38)	2% (2)	3% (3)	13% (11)	11% (10)	87
Agnostic/Nothing in particular	28% (97)	36% (128)	4% (14)	1% (4)	21% (75)	9% (33)	351
Something Else	45% (87)	34% (65)	1% (1)	4% (7)	10% (18)	6% (12)	191
Religious Non-Protestant/Catholic	24% (23)	48% (45)	3% (3)	3% (3)	13% (12)	10% (10)	96
Evangelical	44% (115)	37% (98)	3% (8)	1% (3)	11% (29)	4% (11)	264
Non-Evangelical	34% (125)	42% (156)	2% (6)	2% (9)	14% (52)	5% (19)	367
Community: Urban	34% (122)	38% (136)	4% (13)	2% (8)	15% (55)	7% (25)	359
Community: Suburban	30% (154)	42% (215)	3% (14)	2% (9)	17% (88)	7% (36)	516
Community: Rural	36% (92)	40% (103)	3% (7)	2% (5)	14% (37)	5% (13)	258
Employ: Private Sector	39% (129)	38% (125)	4% (13)	2% (7)	13% (42)	4% (15)	331
Employ: Government	48% (29)	25% (15)	2% (1)	6% (4)	10% (6)	8% (5)	60
Employ: Self-Employed	35% (42)	38% (46)	7% (8)	2% (3)	11% (13)	8% (9)	122
Employ: Homemaker	33% (27)	44% (36)	1% (1)	2% (2)	11% (9)	9% (8)	82
Employ: Retired	26% (75)	49% (143)	2% (7)	1% (2)	19% (56)	4% (12)	293
Employ: Unemployed	28% (37)	36% (47)	3% (3)	1% (2)	24% (31)	7% (10)	130
Employ: Other	36% (24)	41% (28)	1% (1)	4% (3)	10% (6)	8% (6)	67
Military HH: Yes	29% (40)	44% (61)	3% (4)	2% (3)	20% (27)	3% (4)	139
Military HH: No	33% (328)	40% (393)	3% (31)	2% (18)	15% (153)	7% (71)	993
RD/WT: Right Direction	34% (129)	36% (137)	3% (12)	2% (7)	15% (56)	10% (40)	380
RD/WT: Wrong Track	32% (239)	42% (317)	3% (23)	2% (14)	17% (125)	5% (34)	752
Biden Job Approve	32% (160)	41% (208)	3% (15)	2% (10)	15% (76)	7% (36)	504
Biden Job Disapprove	35% (194)	42% (234)	4% (20)	2% (11)	14% (76)	4% (20)	555

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**Table MCFE2\_26:** Do you have a favorable or unfavorable view of the following brands?

Downy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	32% (368)	40% (454)	3% (34)	2% (22)	16% (181)	7% (74)	1133
Biden Job Strongly Approve	39% (86)	33% (73)	3% (6)	2% (5)	14% (31)	10% (21)	221
Biden Job Somewhat Approve	26% (74)	48% (136)	3% (9)	2% (5)	16% (45)	5% (14)	283
Biden Job Somewhat Disapprove	30% (46)	48% (74)	4% (6)	2% (3)	12% (19)	5% (8)	155
Biden Job Strongly Disapprove	37% (149)	40% (161)	3% (13)	2% (8)	14% (57)	3% (12)	400
Favorable of Biden	32% (159)	42% (208)	3% (13)	2% (9)	15% (73)	7% (36)	498
Unfavorable of Biden	34% (192)	42% (233)	4% (20)	2% (12)	14% (77)	4% (24)	559
Very Favorable of Biden	41% (87)	33% (71)	2% (3)	2% (5)	14% (31)	8% (17)	214
Somewhat Favorable of Biden	25% (72)	48% (138)	3% (9)	1% (4)	15% (42)	7% (19)	284
Somewhat Unfavorable of Biden	30% (41)	46% (64)	2% (3)	1% (2)	14% (20)	6% (9)	139
Very Unfavorable of Biden	36% (151)	40% (169)	4% (17)	2% (10)	14% (57)	4% (16)	420
#1 Issue: Economy	34% (160)	39% (183)	2% (9)	2% (9)	16% (75)	6% (29)	466
#1 Issue: Security	32% (37)	44% (51)	3% (4)	1% (2)	15% (18)	4% (5)	116
#1 Issue: Health Care	31% (31)	42% (43)	7% (7)	3% (3)	12% (12)	5% (6)	102
#1 Issue: Medicare / Social Security	33% (53)	40% (65)	1% (2)	— (0)	18% (29)	7% (12)	162
#1 Issue: Women's Issues	37% (38)	32% (32)	2% (2)	3% (3)	18% (18)	9% (9)	101
#1 Issue: Energy	33% (19)	35% (20)	7% (4)	4% (2)	17% (10)	6% (3)	59
#1 Issue: Other	17% (14)	48% (39)	5% (4)	2% (2)	18% (15)	10% (8)	81
2022 House Vote: Democrat	33% (135)	43% (178)	3% (13)	2% (9)	14% (57)	5% (20)	413
2022 House Vote: Republican	32% (103)	43% (137)	5% (15)	2% (5)	14% (43)	4% (14)	318
2022 House Vote: Didnt Vote	32% (120)	34% (128)	1% (5)	2% (7)	21% (77)	10% (39)	376
2020 Vote: Joe Biden	33% (153)	42% (197)	2% (11)	2% (8)	15% (71)	6% (27)	467
2020 Vote: Donald Trump	33% (106)	46% (149)	5% (15)	2% (6)	12% (37)	3% (9)	321
2020 Vote: Didn't Vote	30% (91)	32% (96)	2% (7)	2% (7)	22% (65)	12% (35)	302
2018 House Vote: Democrat	38% (144)	39% (148)	3% (12)	2% (7)	13% (50)	5% (19)	379
2018 House Vote: Republican	31% (90)	47% (139)	5% (14)	2% (5)	13% (37)	3% (8)	294
2018 House Vote: Didnt Vote	29% (126)	35% (152)	2% (8)	2% (9)	21% (93)	11% (47)	435

Continued on next page

**Table MCFE2\_26:** Do you have a favorable or unfavorable view of the following brands?  
Downy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	32% (368)	40% (454)	3% (34)	2% (22)	16% (181)	7% (74)	1133
4-Region: Northeast	32% (69)	40% (87)	3% (6)	— (1)	19% (41)	6% (14)	217
4-Region: Midwest	33% (84)	41% (104)	4% (11)	2% (5)	14% (36)	5% (12)	252
4-Region: South	33% (144)	39% (166)	3% (12)	2% (10)	15% (64)	8% (34)	430
4-Region: West	31% (72)	41% (96)	2% (5)	2% (6)	17% (39)	6% (15)	233
Sports Fan	34% (276)	41% (336)	3% (24)	2% (14)	14% (116)	6% (50)	815
Avid Sports Fan	41% (118)	37% (107)	2% (6)	2% (4)	11% (32)	7% (20)	287
Casual Sports Fan	30% (158)	43% (229)	4% (19)	2% (10)	16% (83)	6% (30)	529
Football Fan	34% (263)	42% (319)	3% (23)	2% (14)	14% (105)	5% (39)	762
Avid Football Fan	43% (144)	36% (119)	3% (9)	1% (4)	11% (38)	6% (20)	334
NFL Fan	34% (259)	42% (315)	3% (22)	2% (14)	14% (104)	5% (37)	751
Avid NFL Fan	43% (146)	36% (122)	2% (8)	1% (3)	12% (40)	5% (18)	338
Rihanna Fan	39% (225)	39% (223)	3% (17)	2% (9)	12% (71)	6% (35)	580
Pro Football is Favorite	39% (125)	41% (131)	3% (8)	1% (4)	12% (37)	4% (13)	318
Like Pro Football but not Favorite	32% (157)	42% (206)	3% (14)	2% (12)	15% (76)	6% (32)	496
Watched SB LVI and Plan to Watch LVII	36% (212)	44% (256)	2% (14)	1% (8)	12% (72)	4% (23)	585
Likely to Watch SB LVII	36% (267)	42% (306)	3% (20)	1% (10)	13% (96)	5% (38)	737
Want Eagles to Win	36% (137)	44% (165)	2% (8)	1% (4)	11% (43)	6% (22)	379
Want Chiefs to Win	39% (132)	37% (125)	3% (10)	2% (6)	13% (44)	6% (20)	338
Typically Host SB Party and Likely Host this Year	48% (104)	34% (73)	2% (4)	2% (5)	7% (16)	6% (13)	215
Likely Host SB Party this Year	41% (147)	36% (129)	3% (12)	2% (7)	9% (34)	9% (31)	360
Sports Bettors	38% (128)	36% (121)	3% (10)	2% (7)	10% (35)	11% (36)	337
Sports Bettors Weekly+	44% (48)	36% (40)	3% (4)	3% (3)	7% (7)	7% (8)	110
Non/Infrequent Bettor	32% (289)	41% (379)	3% (27)	2% (17)	17% (156)	5% (46)	914
Sports Bettors Monthly+	41% (74)	36% (65)	4% (7)	2% (4)	9% (16)	8% (14)	181
Non/Infrequent Bettor, Plan to Bet on SB LVII	42% (30)	45% (32)	— (0)	3% (2)	9% (7)	— (0)	71
Plan to Bet on SB LVII	46% (98)	37% (80)	2% (4)	3% (6)	8% (18)	4% (9)	216

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

**Table MCFE2\_27: Do you have a favorable or unfavorable view of the following brands?**  
*Avocados from Mexico*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (248)	34% (392)	6% (68)	4% (46)	21% (241)	14% (166)	1161
Gender: Male	19% (113)	38% (223)	6% (37)	4% (24)	19% (114)	14% (81)	592
Gender: Female	24% (135)	30% (168)	5% (31)	4% (22)	22% (127)	15% (85)	568
Age: 18-34	22% (76)	29% (103)	6% (23)	2% (8)	19% (68)	21% (74)	352
Age: 35-44	27% (52)	36% (68)	5% (10)	4% (8)	15% (30)	12% (23)	191
Age: 45-64	21% (78)	32% (121)	5% (19)	5% (19)	24% (88)	13% (48)	373
Age: 65+	17% (42)	41% (100)	7% (17)	4% (10)	23% (55)	8% (20)	244
GenZers: 1997-2012	19% (27)	24% (36)	5% (7)	2% (2)	17% (26)	34% (50)	148
Millennials: 1981-1996	27% (95)	33% (119)	7% (25)	4% (13)	17% (62)	12% (42)	356
GenXers: 1965-1980	18% (51)	36% (101)	6% (16)	6% (18)	21% (59)	13% (35)	280
Baby Boomers: 1946-1964	19% (67)	35% (123)	6% (19)	4% (13)	26% (90)	10% (34)	346
PID: Dem (no lean)	27% (121)	33% (147)	7% (30)	3% (13)	19% (84)	12% (56)	452
PID: Ind (no lean)	18% (69)	32% (124)	5% (20)	4% (15)	21% (80)	20% (75)	383
PID: Rep (no lean)	18% (57)	37% (121)	6% (19)	6% (19)	23% (77)	11% (35)	327
PID/Gender: Dem Men	23% (53)	36% (82)	8% (18)	2% (4)	19% (44)	12% (28)	229
PID/Gender: Dem Women	31% (68)	29% (64)	5% (12)	4% (9)	18% (41)	13% (28)	222
PID/Gender: Ind Men	19% (39)	35% (73)	4% (8)	4% (9)	18% (37)	19% (39)	206
PID/Gender: Ind Women	17% (30)	29% (51)	7% (12)	3% (6)	24% (42)	20% (35)	176
PID/Gender: Rep Men	13% (20)	43% (68)	7% (11)	7% (11)	21% (33)	8% (13)	157
PID/Gender: Rep Women	22% (37)	31% (53)	4% (8)	4% (7)	26% (44)	12% (21)	170
Ideo: Liberal (1-3)	28% (90)	36% (117)	5% (17)	4% (12)	18% (59)	10% (32)	327
Ideo: Moderate (4)	23% (84)	31% (113)	6% (23)	3% (11)	20% (72)	17% (60)	362
Ideo: Conservative (5-7)	17% (62)	38% (144)	6% (22)	5% (20)	21% (80)	13% (49)	377
Educ: < College	22% (176)	30% (234)	6% (47)	4% (35)	21% (162)	17% (130)	783
Educ: Bachelors degree	20% (48)	44% (106)	4% (10)	3% (7)	23% (55)	7% (16)	242
Educ: Post-grad	18% (25)	38% (51)	9% (12)	3% (4)	17% (24)	15% (20)	136
Income: Under 50k	23% (146)	27% (175)	7% (44)	3% (22)	23% (146)	18% (115)	650
Income: 50k-100k	20% (68)	43% (145)	4% (13)	5% (16)	20% (66)	8% (28)	336
Income: 100k+	19% (33)	41% (72)	6% (11)	5% (8)	16% (28)	13% (22)	175
Ethnicity: White	21% (190)	36% (321)	6% (57)	4% (32)	21% (185)	12% (110)	895

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**Table MCFE2\_27: Do you have a favorable or unfavorable view of the following brands?**  
*Avocados from Mexico*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (248)	34% (392)	6% (68)	4% (46)	21% (241)	14% (166)	1161
Ethnicity: Hispanic	29% (57)	48% (94)	3% (6)	— (1)	10% (19)	10% (20)	195
Ethnicity: Black	20% (28)	22% (31)	7% (10)	7% (11)	23% (32)	21% (30)	142
Ethnicity: Other	24% (30)	33% (41)	1% (1)	3% (3)	19% (24)	21% (26)	124
All Christian	22% (108)	36% (182)	6% (32)	5% (24)	18% (89)	13% (65)	499
All Non-Christian	30% (27)	32% (29)	2% (2)	1% (1)	13% (12)	22% (20)	89
Agnostic/Nothing in particular	18% (59)	30% (99)	7% (24)	3% (9)	28% (94)	15% (49)	335
Something Else	24% (46)	30% (57)	5% (10)	6% (11)	20% (37)	15% (29)	191
Religious Non-Protestant/Catholic	30% (29)	31% (30)	2% (2)	1% (1)	14% (14)	23% (22)	97
Evangelical	23% (67)	31% (88)	7% (21)	6% (16)	21% (61)	12% (34)	288
Non-Evangelical	21% (83)	38% (149)	6% (22)	5% (18)	16% (62)	15% (57)	390
Community: Urban	19% (69)	35% (127)	5% (18)	4% (14)	20% (72)	18% (64)	365
Community: Suburban	25% (129)	35% (184)	6% (30)	3% (16)	19% (100)	12% (65)	523
Community: Rural	18% (50)	30% (81)	8% (21)	6% (15)	25% (69)	14% (37)	273
Employ: Private Sector	25% (88)	35% (124)	8% (27)	4% (15)	17% (62)	12% (41)	358
Employ: Government	19% (11)	43% (26)	4% (2)	2% (1)	16% (9)	17% (10)	60
Employ: Self-Employed	24% (27)	39% (44)	5% (5)	4% (5)	17% (20)	11% (13)	115
Employ: Homemaker	26% (21)	25% (20)	3% (3)	6% (5)	21% (18)	19% (16)	82
Employ: Retired	18% (55)	34% (104)	6% (19)	4% (12)	25% (75)	13% (39)	304
Employ: Unemployed	12% (16)	32% (43)	5% (7)	5% (7)	29% (39)	17% (24)	137
Employ: Other	27% (19)	35% (24)	2% (1)	2% (2)	15% (10)	19% (13)	69
Military HH: Yes	16% (26)	41% (69)	8% (13)	4% (7)	22% (36)	10% (16)	167
Military HH: No	22% (222)	33% (323)	6% (56)	4% (39)	21% (205)	15% (150)	994
RD/WT: Right Direction	26% (93)	31% (113)	5% (19)	3% (11)	19% (69)	15% (54)	359
RD/WT: Wrong Track	19% (155)	35% (279)	6% (49)	4% (35)	21% (172)	14% (112)	802
Biden Job Approve	24% (113)	34% (163)	6% (31)	3% (13)	18% (88)	15% (73)	480
Biden Job Disapprove	21% (130)	34% (213)	6% (35)	5% (33)	21% (133)	13% (81)	624

Continued on next page

**Table MCFE2\_27: Do you have a favorable or unfavorable view of the following brands?**  
*Avocados from Mexico*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (248)	34% (392)	6% (68)	4% (46)	21% (241)	14% (166)	1161
Biden Job Strongly Approve	27% (60)	29% (64)	5% (12)	3% (6)	17% (37)	18% (40)	218
Biden Job Somewhat Approve	20% (53)	38% (99)	7% (19)	3% (7)	20% (51)	13% (33)	262
Biden Job Somewhat Disapprove	22% (40)	28% (51)	7% (13)	5% (10)	23% (42)	15% (28)	183
Biden Job Strongly Disapprove	20% (90)	37% (163)	5% (22)	5% (23)	21% (91)	12% (53)	441
Favorable of Biden	25% (122)	34% (166)	6% (28)	3% (13)	18% (86)	15% (71)	486
Unfavorable of Biden	20% (120)	35% (214)	6% (35)	5% (28)	22% (132)	13% (79)	607
Very Favorable of Biden	31% (70)	26% (57)	5% (12)	2% (5)	17% (38)	18% (40)	221
Somewhat Favorable of Biden	20% (53)	41% (109)	6% (16)	3% (8)	18% (48)	12% (31)	265
Somewhat Unfavorable of Biden	20% (32)	34% (54)	7% (11)	2% (3)	23% (36)	14% (23)	160
Very Unfavorable of Biden	20% (87)	36% (160)	5% (24)	6% (25)	21% (95)	12% (55)	448
#1 Issue: Economy	21% (104)	39% (188)	6% (28)	3% (15)	16% (80)	15% (74)	489
#1 Issue: Security	17% (22)	33% (43)	6% (8)	6% (8)	24% (31)	13% (16)	127
#1 Issue: Health Care	23% (24)	29% (30)	2% (2)	5% (5)	23% (24)	18% (19)	104
#1 Issue: Medicare / Social Security	19% (26)	28% (37)	8% (10)	5% (6)	27% (36)	13% (18)	135
#1 Issue: Women's Issues	29% (32)	25% (28)	5% (5)	2% (2)	22% (24)	17% (19)	111
#1 Issue: Energy	11% (9)	48% (38)	10% (8)	4% (3)	17% (13)	10% (8)	79
#1 Issue: Other	25% (19)	24% (18)	3% (2)	4% (3)	32% (23)	12% (9)	73
2022 House Vote: Democrat	28% (113)	32% (130)	7% (30)	3% (10)	18% (72)	12% (48)	403
2022 House Vote: Republican	17% (58)	37% (123)	7% (24)	6% (19)	24% (82)	9% (31)	336
2022 House Vote: Didnt Vote	19% (74)	31% (123)	3% (13)	4% (17)	21% (85)	21% (84)	396
2020 Vote: Joe Biden	26% (115)	33% (148)	6% (26)	2% (9)	20% (87)	13% (59)	444
2020 Vote: Donald Trump	16% (55)	38% (129)	6% (22)	6% (20)	24% (81)	10% (36)	343
2020 Vote: Didn't Vote	21% (72)	29% (97)	5% (18)	4% (14)	20% (67)	20% (69)	337
2018 House Vote: Democrat	27% (98)	35% (125)	6% (20)	3% (11)	18% (66)	11% (41)	361
2018 House Vote: Republican	18% (53)	37% (112)	8% (25)	6% (18)	23% (70)	8% (24)	303
2018 House Vote: Didnt Vote	20% (93)	30% (140)	5% (23)	4% (17)	21% (100)	21% (99)	472

Continued on next page

**Table MCFE2\_27: Do you have a favorable or unfavorable view of the following brands?**  
*Avocados from Mexico*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (248)	34% (392)	6% (68)	4% (46)	21% (241)	14% (166)	1161
4-Region: Northeast	17% (34)	33% (67)	8% (15)	5% (10)	26% (52)	11% (22)	201
4-Region: Midwest	23% (56)	30% (71)	8% (20)	3% (7)	20% (47)	16% (37)	238
4-Region: South	19% (86)	34% (157)	5% (22)	4% (19)	21% (96)	16% (74)	454
4-Region: West	27% (72)	36% (98)	4% (11)	4% (10)	17% (46)	12% (32)	268
Sports Fan	23% (187)	36% (301)	6% (51)	4% (30)	19% (157)	12% (102)	827
Avid Sports Fan	22% (73)	41% (133)	6% (19)	4% (14)	17% (56)	10% (32)	328
Casual Sports Fan	23% (113)	34% (168)	6% (31)	3% (16)	20% (101)	14% (70)	499
Football Fan	23% (180)	36% (287)	6% (49)	4% (31)	19% (148)	13% (100)	795
Avid Football Fan	26% (90)	37% (131)	6% (22)	4% (14)	18% (62)	10% (35)	353
NFL Fan	23% (181)	35% (273)	6% (49)	4% (35)	19% (152)	12% (98)	787
Avid NFL Fan	26% (95)	36% (129)	5% (18)	5% (18)	18% (65)	11% (38)	364
Rihanna Fan	25% (146)	33% (190)	7% (42)	4% (23)	15% (88)	15% (86)	575
Pro Football is Favorite	26% (91)	34% (121)	6% (21)	3% (10)	18% (64)	13% (44)	351
Like Pro Football but not Favorite	21% (103)	36% (176)	5% (26)	5% (25)	21% (101)	13% (62)	493
Watched SB LVI and Plan to Watch LVII	25% (152)	34% (210)	6% (39)	4% (26)	20% (122)	10% (62)	611
Likely to Watch SB LVII	24% (185)	36% (275)	6% (46)	4% (33)	18% (142)	12% (91)	771
Want Eagles to Win	24% (94)	36% (141)	7% (26)	5% (20)	19% (75)	10% (41)	397
Want Chiefs to Win	26% (95)	36% (133)	5% (20)	3% (11)	18% (66)	11% (40)	366
Typically Host SB Party and Likely Host this Year	34% (77)	32% (72)	8% (19)	6% (13)	8% (18)	11% (25)	225
Likely Host SB Party this Year	30% (109)	35% (124)	6% (22)	5% (19)	11% (41)	12% (43)	357
Sports Bettors	27% (85)	36% (117)	7% (21)	5% (15)	11% (36)	15% (47)	321
Sports Bettors Weekly+	27% (34)	30% (39)	10% (13)	7% (9)	10% (12)	16% (20)	128
Non/Infrequent Bettor	21% (198)	33% (315)	5% (51)	3% (32)	23% (217)	14% (129)	941
Sports Bettors Monthly+	25% (47)	36% (67)	9% (17)	7% (14)	10% (18)	13% (24)	188
Non/Infrequent Bettor, Plan to Bet on SB LVII	42% (32)	32% (25)	5% (4)	2% (1)	11% (8)	9% (7)	77
Plan to Bet on SB LVII	32% (75)	32% (76)	8% (19)	6% (14)	9% (22)	12% (27)	233

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

**Table MCFE2\_28:** Do you have a favorable or unfavorable view of the following brands?

Rakuten

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	13% (142)	17% (198)	5% (56)	3% (38)	32% (358)	30% (344)	1136
Gender: Male	15% (81)	18% (94)	7% (38)	3% (17)	28% (148)	29% (151)	529
Gender: Female	10% (61)	17% (104)	3% (17)	3% (20)	35% (210)	32% (193)	606
Age: 18-34	15% (51)	13% (42)	5% (16)	5% (17)	25% (85)	37% (124)	336
Age: 35-44	16% (28)	19% (34)	6% (12)	3% (5)	30% (55)	27% (49)	183
Age: 45-64	9% (32)	22% (79)	7% (26)	3% (9)	32% (115)	27% (99)	360
Age: 65+	12% (31)	17% (43)	1% (2)	2% (6)	40% (104)	28% (72)	257
GenZers: 1997-2012	10% (13)	9% (11)	3% (4)	6% (7)	31% (37)	41% (50)	121
Millennials: 1981-1996	17% (60)	17% (61)	7% (23)	4% (14)	23% (81)	32% (113)	352
GenXers: 1965-1980	10% (28)	20% (58)	6% (16)	4% (10)	34% (95)	26% (75)	283
Baby Boomers: 1946-1964	11% (37)	19% (67)	3% (12)	2% (6)	38% (130)	27% (91)	342
PID: Dem (no lean)	15% (67)	19% (84)	4% (18)	3% (14)	29% (129)	30% (137)	448
PID: Ind (no lean)	9% (32)	14% (48)	6% (19)	4% (12)	35% (119)	32% (110)	340
PID: Rep (no lean)	13% (43)	19% (66)	5% (19)	3% (11)	32% (110)	28% (97)	347
PID/Gender: Dem Men	20% (44)	20% (44)	5% (11)	2% (5)	24% (52)	28% (61)	217
PID/Gender: Dem Women	10% (23)	17% (40)	3% (7)	4% (9)	33% (76)	33% (75)	230
PID/Gender: Ind Men	10% (16)	14% (21)	10% (14)	6% (9)	30% (45)	31% (46)	151
PID/Gender: Ind Women	8% (16)	15% (28)	3% (5)	2% (4)	39% (74)	34% (64)	190
PID/Gender: Rep Men	13% (21)	18% (29)	8% (13)	2% (4)	31% (50)	27% (44)	161
PID/Gender: Rep Women	12% (22)	20% (37)	3% (6)	4% (8)	33% (61)	29% (53)	186
Ideo: Liberal (1-3)	16% (52)	19% (60)	5% (16)	2% (7)	31% (98)	27% (86)	318
Ideo: Moderate (4)	13% (48)	17% (62)	4% (13)	4% (17)	33% (124)	29% (107)	371
Ideo: Conservative (5-7)	10% (36)	19% (71)	6% (22)	4% (13)	30% (110)	31% (113)	366
Educ: < College	11% (77)	15% (108)	4% (31)	4% (29)	33% (240)	33% (234)	720
Educ: Bachelors degree	15% (40)	21% (55)	5% (14)	— (1)	30% (77)	28% (73)	259
Educ: Post-grad	16% (25)	23% (36)	7% (11)	5% (7)	26% (41)	23% (37)	157
Income: Under 50k	10% (62)	16% (101)	5% (28)	4% (23)	34% (211)	32% (201)	627
Income: 50k-100k	12% (38)	18% (57)	5% (18)	3% (9)	29% (94)	33% (107)	323
Income: 100k+	23% (42)	22% (40)	5% (10)	3% (5)	28% (53)	19% (36)	186
Ethnicity: White	12% (103)	18% (155)	5% (42)	3% (31)	32% (278)	31% (271)	879

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**Table MCFE2\_28:** Do you have a favorable or unfavorable view of the following brands?  
 Rakuten

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	13% (142)	17% (198)	5% (56)	3% (38)	32% (358)	30% (344)	1136
Ethnicity: Hispanic	10% (17)	14% (26)	8% (14)	6% (10)	23% (41)	40% (71)	179
Ethnicity: Black	15% (20)	16% (22)	8% (11)	4% (5)	30% (41)	27% (37)	135
Ethnicity: Other	16% (19)	18% (22)	2% (3)	2% (2)	32% (39)	30% (37)	122
All Christian	19% (92)	17% (85)	6% (28)	3% (16)	29% (142)	27% (134)	497
All Non-Christian	14% (11)	21% (17)	5% (4)	2% (2)	18% (15)	40% (33)	82
Agnostic/Nothing in particular	6% (22)	18% (62)	4% (12)	2% (7)	39% (131)	31% (106)	340
Something Else	10% (16)	16% (28)	5% (8)	2% (4)	31% (53)	36% (60)	170
Religious Non-Protestant/Catholic	12% (11)	21% (19)	5% (4)	2% (2)	18% (17)	42% (38)	91
Evangelical	16% (43)	15% (42)	8% (20)	4% (11)	28% (75)	30% (80)	272
Non-Evangelical	17% (64)	18% (66)	4% (15)	2% (9)	30% (115)	29% (108)	378
Community: Urban	14% (50)	16% (55)	5% (19)	4% (14)	30% (103)	30% (103)	345
Community: Suburban	14% (72)	19% (98)	6% (30)	4% (20)	30% (160)	28% (148)	527
Community: Rural	8% (21)	17% (45)	3% (7)	1% (4)	36% (95)	35% (93)	264
Employ: Private Sector	18% (61)	21% (73)	4% (15)	1% (5)	24% (86)	31% (110)	351
Employ: Government	14% (9)	24% (14)	8% (5)	15% (9)	12% (7)	26% (16)	59
Employ: Self-Employed	13% (15)	19% (21)	11% (12)	5% (5)	29% (32)	23% (25)	110
Employ: Homemaker	8% (5)	20% (14)	3% (2)	4% (3)	32% (23)	35% (25)	73
Employ: Retired	11% (33)	15% (46)	3% (8)	2% (5)	39% (116)	30% (89)	296
Employ: Unemployed	10% (14)	11% (16)	6% (9)	6% (8)	34% (49)	33% (48)	144
Employ: Other	7% (4)	15% (10)	6% (4)	4% (3)	43% (28)	25% (16)	65
Military HH: Yes	13% (22)	21% (35)	3% (6)	3% (6)	30% (49)	30% (50)	167
Military HH: No	12% (120)	17% (164)	5% (50)	3% (32)	32% (309)	30% (294)	968
RD/WT: Right Direction	17% (62)	17% (62)	5% (18)	4% (13)	27% (97)	31% (111)	363
RD/WT: Wrong Track	10% (81)	18% (136)	5% (38)	3% (24)	34% (261)	30% (233)	773
Biden Job Approve	15% (73)	18% (86)	5% (24)	3% (15)	27% (132)	32% (153)	485
Biden Job Disapprove	10% (61)	18% (107)	5% (31)	4% (22)	33% (198)	29% (174)	594

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**Table MCFE2\_28:** Do you have a favorable or unfavorable view of the following brands?

Rakuten

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	13% (142)	17% (198)	5% (56)	3% (38)	32% (358)	30% (344)	1136
Biden Job Strongly Approve	19% (41)	17% (38)	7% (14)	4% (9)	26% (56)	28% (61)	219
Biden Job Somewhat Approve	12% (33)	18% (49)	4% (10)	2% (7)	29% (76)	34% (92)	266
Biden Job Somewhat Disapprove	12% (22)	18% (34)	3% (6)	2% (4)	36% (67)	29% (55)	188
Biden Job Strongly Disapprove	10% (39)	18% (74)	6% (25)	4% (18)	32% (131)	29% (119)	406
Favorable of Biden	17% (81)	18% (88)	5% (22)	3% (14)	28% (136)	31% (150)	491
Unfavorable of Biden	10% (56)	19% (108)	5% (30)	4% (23)	33% (193)	29% (171)	582
Very Favorable of Biden	21% (46)	16% (34)	3% (6)	5% (10)	28% (62)	28% (60)	218
Somewhat Favorable of Biden	13% (36)	20% (54)	6% (16)	1% (4)	27% (74)	33% (89)	273
Somewhat Unfavorable of Biden	11% (17)	20% (31)	3% (4)	3% (5)	31% (48)	32% (50)	154
Very Unfavorable of Biden	9% (39)	18% (78)	6% (26)	4% (19)	34% (145)	28% (121)	428
#1 Issue: Economy	15% (72)	17% (81)	4% (18)	2% (9)	30% (138)	31% (146)	463
#1 Issue: Security	12% (14)	16% (20)	6% (7)	4% (5)	31% (39)	31% (38)	123
#1 Issue: Health Care	9% (8)	21% (18)	12% (10)	4% (3)	21% (18)	33% (28)	86
#1 Issue: Medicare / Social Security	8% (13)	17% (27)	5% (8)	4% (5)	39% (59)	27% (41)	154
#1 Issue: Women's Issues	12% (14)	13% (15)	4% (4)	3% (4)	38% (44)	30% (35)	116
#1 Issue: Education	15% (8)	21% (12)	4% (2)	3% (2)	25% (14)	32% (18)	58
#1 Issue: Energy	12% (8)	21% (15)	6% (4)	12% (8)	28% (19)	21% (15)	68
#1 Issue: Other	8% (6)	16% (11)	2% (1)	1% (1)	39% (27)	34% (23)	68
2022 House Vote: Democrat	17% (68)	20% (83)	4% (15)	3% (11)	28% (116)	28% (115)	408
2022 House Vote: Republican	12% (41)	18% (60)	6% (22)	4% (15)	32% (108)	28% (95)	341
2022 House Vote: Didnt Vote	9% (32)	14% (53)	5% (17)	3% (11)	36% (131)	33% (120)	363
2020 Vote: Joe Biden	18% (82)	18% (82)	4% (18)	3% (11)	30% (134)	26% (117)	443
2020 Vote: Donald Trump	11% (38)	20% (69)	5% (17)	3% (12)	32% (112)	29% (103)	350
2020 Vote: Didn't Vote	6% (19)	14% (44)	6% (20)	4% (13)	33% (104)	35% (110)	310
2018 House Vote: Democrat	16% (59)	21% (77)	4% (14)	3% (12)	28% (101)	27% (98)	361
2018 House Vote: Republican	11% (34)	20% (64)	6% (19)	3% (10)	31% (98)	29% (91)	316
2018 House Vote: Didnt Vote	10% (44)	13% (56)	5% (22)	3% (15)	36% (156)	33% (142)	436

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**Table MCFE2\_28:** Do you have a favorable or unfavorable view of the following brands?  
 Rakuten

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	13% (142)	17% (198)	5% (56)	3% (38)	32% (358)	30% (344)	1136
4-Region: Northeast	14% (26)	26% (50)	6% (11)	3% (6)	28% (53)	24% (46)	192
4-Region: Midwest	12% (27)	13% (29)	7% (15)	5% (10)	30% (66)	34% (75)	222
4-Region: South	11% (48)	18% (80)	5% (21)	3% (12)	33% (144)	31% (136)	441
4-Region: West	15% (41)	14% (39)	3% (9)	3% (9)	34% (95)	31% (88)	281
Sports Fan	14% (118)	18% (150)	5% (43)	3% (26)	31% (257)	29% (243)	837
Avid Sports Fan	22% (64)	20% (60)	7% (20)	2% (7)	26% (78)	23% (70)	299
Casual Sports Fan	10% (54)	17% (90)	4% (23)	4% (20)	33% (179)	32% (173)	539
Football Fan	14% (109)	19% (146)	5% (42)	3% (26)	29% (233)	30% (234)	790
Avid Football Fan	19% (65)	20% (69)	5% (17)	2% (8)	30% (101)	23% (80)	340
NFL Fan	14% (109)	19% (148)	5% (40)	3% (27)	30% (232)	28% (221)	777
Avid NFL Fan	21% (70)	19% (65)	5% (18)	2% (5)	31% (106)	22% (73)	337
Rihanna Fan	17% (93)	16% (92)	6% (33)	3% (18)	30% (170)	28% (156)	563
Pro Football is Favorite	21% (67)	20% (65)	7% (22)	4% (13)	27% (87)	22% (71)	325
Like Pro Football but not Favorite	10% (52)	18% (89)	4% (21)	2% (11)	32% (163)	33% (168)	504
Watched SB LVI and Plan to Watch LVII	17% (98)	19% (111)	5% (30)	3% (17)	32% (184)	24% (140)	580
Likely to Watch SB LVII	15% (113)	19% (140)	6% (46)	3% (24)	30% (225)	27% (202)	750
Want Eagles to Win	14% (55)	20% (77)	6% (22)	4% (15)	28% (108)	28% (110)	388
Want Chiefs to Win	15% (55)	19% (70)	4% (16)	3% (12)	31% (115)	28% (104)	372
Typically Host SB Party and Likely Host this Year	24% (50)	24% (50)	7% (15)	5% (10)	16% (34)	24% (49)	208
Likely Host SB Party this Year	21% (74)	20% (71)	8% (30)	4% (14)	22% (77)	24% (84)	350
Sports Bettors	19% (60)	21% (65)	9% (29)	4% (13)	21% (65)	26% (83)	316
Sports Bettors Weekly+	25% (32)	13% (17)	12% (16)	7% (9)	17% (22)	27% (35)	130
Non/Infrequent Bettor	11% (101)	17% (158)	4% (33)	3% (26)	34% (316)	31% (283)	916
Sports Bettors Monthly+	21% (41)	20% (38)	12% (23)	6% (12)	17% (32)	24% (45)	190
Non/Infrequent Bettor, Plan to Bet on SB LVII	22% (18)	29% (24)	10% (8)	2% (2)	24% (19)	13% (11)	81
Plan to Bet on SB LVII	24% (57)	23% (55)	11% (27)	6% (13)	17% (41)	19% (44)	238

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

**Table MCFE2\_29: Do you have a favorable or unfavorable view of the following brands?**

Binance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (67)	8% (96)	4% (48)	5% (53)	15% (173)	62% (712)	1149
Gender: Male	10% (58)	12% (69)	5% (29)	6% (36)	18% (100)	48% (269)	560
Gender: Female	2% (9)	4% (26)	3% (19)	3% (17)	13% (74)	75% (442)	588
Age: 18-34	11% (37)	10% (35)	4% (15)	4% (12)	15% (50)	56% (191)	340
Age: 35-44	8% (15)	12% (22)	7% (13)	10% (19)	17% (31)	46% (86)	186
Age: 45-64	4% (13)	8% (30)	4% (15)	4% (14)	16% (57)	64% (233)	363
Age: 65+	1% (2)	3% (8)	2% (5)	3% (8)	13% (35)	78% (203)	260
GenZers: 1997-2012	5% (7)	4% (5)	8% (11)	3% (4)	11% (16)	69% (93)	136
Millennials: 1981-1996	11% (40)	14% (52)	4% (14)	8% (27)	16% (59)	47% (167)	358
GenXers: 1965-1980	6% (16)	9% (25)	6% (17)	3% (8)	15% (40)	60% (160)	265
Baby Boomers: 1946-1964	1% (3)	4% (14)	2% (7)	4% (13)	14% (52)	76% (272)	360
PID: Dem (no lean)	7% (31)	10% (44)	3% (15)	4% (18)	13% (55)	62% (266)	429
PID: Ind (no lean)	2% (9)	5% (21)	5% (18)	5% (20)	17% (64)	65% (246)	377
PID: Rep (no lean)	8% (27)	9% (31)	4% (15)	5% (16)	16% (54)	58% (200)	344
PID/Gender: Dem Men	14% (28)	16% (33)	4% (8)	5% (11)	15% (31)	46% (96)	208
PID/Gender: Dem Women	1% (3)	5% (11)	3% (6)	3% (6)	11% (24)	77% (169)	220
PID/Gender: Ind Men	4% (8)	9% (16)	6% (10)	9% (16)	20% (35)	52% (94)	179
PID/Gender: Ind Women	— (1)	2% (5)	4% (7)	2% (4)	15% (29)	77% (152)	197
PID/Gender: Rep Men	12% (22)	12% (21)	6% (10)	5% (9)	19% (33)	46% (79)	173
PID/Gender: Rep Women	3% (6)	6% (10)	3% (5)	4% (7)	12% (21)	71% (121)	170
Ideo: Liberal (1-3)	7% (24)	11% (36)	3% (11)	2% (6)	13% (40)	63% (202)	319
Ideo: Moderate (4)	6% (21)	8% (28)	4% (15)	3% (12)	19% (68)	60% (212)	356
Ideo: Conservative (5-7)	5% (18)	8% (30)	5% (20)	9% (32)	13% (48)	60% (225)	373
Educ: < College	4% (30)	7% (54)	4% (32)	6% (42)	14% (105)	64% (474)	736
Educ: Bachelors degree	7% (17)	9% (22)	4% (12)	1% (2)	21% (55)	59% (153)	261
Educ: Post-grad	13% (20)	13% (20)	3% (4)	6% (10)	9% (13)	56% (85)	151
Income: Under 50k	5% (30)	6% (39)	4% (27)	4% (27)	16% (99)	65% (417)	639
Income: 50k-100k	6% (20)	11% (37)	5% (17)	5% (15)	13% (43)	60% (202)	334
Income: 100k+	10% (18)	11% (20)	2% (3)	6% (11)	17% (31)	53% (94)	176
Ethnicity: White	6% (58)	8% (71)	5% (41)	4% (37)	14% (128)	63% (566)	899

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**Table MCFE2\_29: Do you have a favorable or unfavorable view of the following brands?**  
 Binance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (67)	8% (96)	4% (48)	5% (53)	15% (173)	62% (712)	1149
Ethnicity: Hispanic	8% (16)	8% (15)	8% (16)	9% (18)	14% (27)	53% (101)	193
Ethnicity: Black	4% (6)	11% (14)	4% (5)	7% (9)	20% (26)	55% (73)	133
Ethnicity: Other	3% (4)	9% (11)	2% (2)	6% (7)	16% (19)	63% (73)	116
All Christian	9% (44)	8% (42)	3% (15)	4% (18)	13% (68)	63% (315)	501
All Non-Christian	17% (13)	19% (15)	1% (0)	5% (4)	8% (6)	51% (40)	80
Atheist	— (0)	2% (1)	15% (9)	7% (4)	16% (9)	61% (35)	58
Agnostic/Nothing in particular	1% (5)	5% (17)	5% (16)	5% (17)	20% (65)	63% (202)	321
Something Else	3% (5)	11% (21)	4% (8)	6% (11)	13% (24)	63% (120)	189
Religious Non-Protestant/Catholic	16% (13)	18% (15)	1% (0)	5% (4)	8% (6)	53% (45)	84
Evangelical	10% (31)	10% (31)	6% (17)	4% (13)	14% (44)	56% (169)	304
Non-Evangelical	5% (18)	8% (31)	2% (6)	4% (16)	13% (47)	69% (259)	377
Community: Urban	10% (38)	11% (42)	4% (16)	7% (27)	12% (46)	56% (211)	380
Community: Suburban	4% (20)	8% (38)	5% (23)	4% (19)	17% (86)	63% (314)	500
Community: Rural	4% (10)	6% (15)	3% (8)	3% (7)	15% (41)	69% (187)	269
Employ: Private Sector	11% (41)	13% (50)	3% (10)	3% (10)	15% (58)	55% (208)	376
Employ: Government	7% (5)	12% (8)	12% (8)	6% (4)	15% (10)	48% (32)	67
Employ: Self-Employed	10% (11)	12% (13)	3% (3)	6% (7)	15% (16)	53% (55)	104
Employ: Homemaker	3% (2)	6% (5)	6% (5)	4% (3)	12% (10)	70% (57)	82
Employ: Retired	2% (6)	4% (11)	3% (10)	4% (11)	13% (39)	75% (223)	299
Employ: Unemployed	— (0)	5% (6)	4% (5)	11% (14)	19% (23)	62% (76)	122
Employ: Other	— (0)	5% (3)	4% (2)	8% (5)	23% (15)	60% (38)	63
Military HH: Yes	8% (13)	7% (12)	5% (8)	2% (4)	12% (21)	66% (113)	171
Military HH: No	6% (54)	9% (84)	4% (40)	5% (49)	16% (152)	61% (599)	978
RD/WT: Right Direction	13% (51)	9% (34)	4% (16)	4% (16)	14% (54)	55% (210)	381
RD/WT: Wrong Track	2% (17)	8% (62)	4% (32)	5% (37)	15% (119)	65% (502)	768
Biden Job Approve	10% (48)	10% (49)	3% (17)	4% (20)	14% (68)	59% (291)	493
Biden Job Disapprove	3% (18)	8% (47)	5% (31)	6% (32)	16% (91)	63% (364)	583

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**Table MCFE2\_29:** Do you have a favorable or unfavorable view of the following brands?

Binance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (67)	8% (96)	4% (48)	5% (53)	15% (173)	62% (712)	1149
Biden Job Strongly Approve	15% (36)	10% (24)	3% (6)	5% (13)	11% (26)	55% (128)	232
Biden Job Somewhat Approve	5% (12)	10% (25)	4% (11)	3% (7)	16% (42)	62% (163)	261
Biden Job Somewhat Disapprove	2% (4)	10% (18)	5% (10)	7% (13)	13% (24)	63% (117)	185
Biden Job Strongly Disapprove	4% (14)	7% (28)	5% (21)	5% (20)	17% (67)	62% (248)	398
Favorable of Biden	10% (47)	9% (46)	3% (17)	4% (17)	13% (61)	61% (298)	486
Unfavorable of Biden	3% (18)	9% (49)	5% (30)	5% (26)	16% (91)	62% (356)	570
Very Favorable of Biden	14% (31)	9% (21)	1% (2)	5% (12)	11% (26)	60% (136)	227
Somewhat Favorable of Biden	6% (16)	10% (25)	6% (15)	2% (5)	14% (35)	63% (162)	259
Somewhat Unfavorable of Biden	3% (5)	12% (18)	2% (4)	4% (6)	17% (26)	62% (96)	155
Very Unfavorable of Biden	3% (13)	7% (31)	6% (27)	5% (20)	15% (64)	63% (260)	415
#1 Issue: Economy	7% (34)	8% (37)	3% (14)	6% (27)	13% (58)	63% (287)	456
#1 Issue: Security	5% (5)	6% (7)	5% (6)	5% (6)	13% (16)	67% (80)	120
#1 Issue: Health Care	8% (8)	9% (9)	3% (3)	4% (4)	14% (13)	62% (59)	95
#1 Issue: Medicare / Social Security	1% (2)	5% (8)	5% (7)	5% (8)	18% (28)	66% (102)	154
#1 Issue: Women's Issues	1% (1)	7% (9)	4% (4)	1% (1)	13% (15)	74% (86)	116
#1 Issue: Education	8% (4)	19% (10)	2% (1)	4% (2)	32% (17)	34% (18)	53
#1 Issue: Energy	18% (13)	7% (5)	18% (13)	1% (1)	14% (10)	42% (31)	73
#1 Issue: Other	— (0)	14% (11)	— (0)	7% (6)	19% (16)	60% (49)	81
2022 House Vote: Democrat	7% (28)	10% (42)	2% (10)	5% (21)	14% (60)	61% (256)	418
2022 House Vote: Republican	7% (24)	9% (28)	7% (22)	4% (14)	13% (41)	60% (194)	322
2022 House Vote: Didnt Vote	4% (14)	7% (26)	3% (14)	5% (18)	17% (66)	64% (250)	388
2020 Vote: Joe Biden	8% (35)	11% (47)	2% (10)	4% (17)	14% (63)	62% (274)	445
2020 Vote: Donald Trump	6% (19)	11% (34)	5% (15)	5% (17)	14% (47)	59% (194)	326
2020 Vote: Didn't Vote	4% (14)	4% (14)	6% (22)	5% (17)	17% (58)	64% (222)	348
2018 House Vote: Democrat	8% (27)	10% (36)	3% (10)	5% (19)	13% (49)	61% (221)	361
2018 House Vote: Republican	6% (18)	8% (24)	5% (15)	4% (12)	15% (42)	62% (180)	291
2018 House Vote: Didnt Vote	5% (22)	8% (36)	5% (23)	5% (22)	16% (78)	62% (296)	477

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**Table MCFE2\_29:** Do you have a favorable or unfavorable view of the following brands?

*Binance*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (67)	8% (96)	4% (48)	5% (53)	15% (173)	62% (712)	1149
4-Region: Northeast	5% (9)	8% (15)	2% (4)	7% (13)	16% (30)	63% (120)	191
4-Region: Midwest	7% (16)	7% (18)	4% (9)	3% (7)	17% (42)	63% (158)	250
4-Region: South	6% (25)	10% (42)	6% (27)	4% (19)	13% (58)	61% (268)	440
4-Region: West	6% (17)	8% (21)	3% (7)	5% (14)	16% (43)	62% (166)	268
Sports Fan	8% (62)	11% (85)	5% (38)	4% (35)	14% (117)	59% (475)	812
Avid Sports Fan	14% (45)	14% (46)	5% (15)	7% (21)	16% (50)	45% (145)	322
Casual Sports Fan	3% (16)	8% (40)	5% (23)	3% (14)	14% (67)	67% (330)	490
Football Fan	8% (58)	12% (89)	5% (38)	4% (29)	14% (108)	58% (442)	763
Avid Football Fan	11% (39)	13% (45)	5% (17)	6% (19)	15% (52)	50% (169)	340
NFL Fan	7% (54)	11% (79)	5% (38)	4% (29)	14% (109)	59% (443)	753
Avid NFL Fan	11% (40)	14% (49)	5% (16)	4% (14)	16% (56)	49% (169)	345
Rihanna Fan	8% (47)	11% (63)	4% (23)	4% (22)	13% (72)	60% (338)	565
Pro Football is Favorite	13% (42)	14% (47)	6% (20)	5% (17)	11% (37)	51% (169)	331
Like Pro Football but not Favorite	4% (19)	9% (41)	4% (19)	3% (14)	19% (92)	61% (293)	478
Watched SB LVI and Plan to Watch LVII	8% (45)	11% (65)	4% (26)	4% (26)	15% (87)	58% (342)	590
Likely to Watch SB LVII	8% (59)	11% (79)	5% (41)	4% (27)	14% (105)	58% (430)	739
Want Eagles to Win	7% (29)	12% (48)	5% (20)	7% (27)	13% (51)	57% (227)	402
Want Chiefs to Win	8% (27)	11% (37)	4% (13)	3% (11)	15% (52)	59% (200)	340
Typically Host SB Party and Likely Host this Year	17% (36)	19% (39)	9% (19)	6% (14)	13% (26)	36% (77)	211
Likely Host SB Party this Year	13% (48)	15% (53)	7% (24)	5% (17)	14% (49)	47% (167)	359
Sports Bettors	14% (50)	15% (53)	6% (21)	7% (23)	14% (49)	43% (150)	346
Sports Bettors Weekly+	25% (30)	21% (25)	11% (13)	2% (3)	13% (16)	29% (35)	122
Non/Infrequent Bettor	3% (23)	7% (59)	3% (30)	4% (37)	16% (142)	68% (622)	913
Sports Bettors Monthly+	19% (38)	18% (36)	9% (18)	8% (16)	14% (29)	33% (69)	207
Non/Infrequent Bettor, Plan to Bet on SB LVII	5% (4)	17% (14)	1% (1)	10% (9)	24% (20)	42% (35)	83
Plan to Bet on SB LVII	18% (41)	20% (47)	8% (17)	7% (16)	18% (42)	29% (67)	229

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

**Table MCFE2\_30:** Do you have a favorable or unfavorable view of the following brands?

Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (110)	14% (164)	6% (71)	8% (90)	28% (335)	35% (411)	1180
Gender: Male	14% (82)	18% (106)	7% (40)	9% (50)	26% (148)	25% (146)	571
Gender: Female	5% (28)	10% (58)	5% (30)	7% (40)	31% (188)	43% (264)	608
Age: 18-34	15% (54)	15% (53)	8% (28)	6% (21)	21% (75)	35% (125)	357
Age: 35-44	15% (29)	17% (33)	6% (12)	4% (8)	32% (62)	24% (46)	191
Age: 45-64	6% (24)	16% (61)	4% (17)	10% (38)	32% (123)	32% (121)	382
Age: 65+	1% (3)	7% (17)	5% (13)	9% (22)	30% (75)	47% (118)	250
GenZers: 1997-2012	12% (17)	16% (23)	9% (13)	6% (9)	17% (25)	39% (56)	143
Millennials: 1981-1996	17% (62)	17% (61)	7% (24)	6% (20)	26% (97)	28% (105)	369
GenXers: 1965-1980	7% (21)	18% (52)	4% (13)	10% (29)	31% (92)	30% (88)	295
Baby Boomers: 1946-1964	3% (9)	7% (25)	6% (19)	8% (29)	35% (119)	41% (141)	343
PID: Dem (no lean)	13% (60)	13% (64)	5% (26)	8% (37)	28% (134)	33% (155)	476
PID: Ind (no lean)	7% (28)	14% (54)	8% (30)	7% (26)	24% (95)	40% (156)	390
PID: Rep (no lean)	7% (22)	15% (46)	5% (14)	8% (26)	34% (106)	32% (100)	314
PID/Gender: Dem Men	20% (47)	14% (32)	6% (13)	6% (14)	24% (56)	31% (71)	234
PID/Gender: Dem Women	6% (13)	13% (32)	5% (12)	9% (23)	32% (78)	34% (83)	241
PID/Gender: Ind Men	10% (19)	22% (42)	10% (18)	10% (18)	23% (43)	26% (48)	188
PID/Gender: Ind Women	5% (9)	6% (13)	6% (12)	4% (8)	26% (52)	53% (107)	202
PID/Gender: Rep Men	11% (17)	21% (32)	6% (9)	12% (17)	32% (48)	17% (26)	150
PID/Gender: Rep Women	3% (5)	8% (14)	3% (5)	5% (9)	35% (58)	45% (73)	164
Ideo: Liberal (1-3)	10% (33)	14% (47)	7% (24)	9% (32)	27% (92)	33% (114)	341
Ideo: Moderate (4)	11% (46)	13% (52)	6% (24)	6% (25)	28% (116)	36% (145)	408
Ideo: Conservative (5-7)	7% (25)	17% (57)	5% (19)	9% (30)	30% (105)	32% (111)	348
Educ: < College	9% (65)	13% (100)	5% (36)	7% (54)	30% (226)	37% (283)	764
Educ: Bachelors degree	9% (25)	17% (47)	10% (27)	6% (18)	30% (83)	29% (81)	280
Educ: Post-grad	14% (20)	12% (17)	6% (8)	13% (18)	19% (27)	34% (47)	136
Income: Under 50k	8% (52)	14% (92)	6% (37)	7% (48)	29% (193)	37% (247)	670
Income: 50k-100k	9% (29)	14% (49)	6% (19)	7% (23)	28% (96)	36% (123)	339
Income: 100k+	17% (29)	13% (23)	8% (14)	10% (18)	27% (46)	24% (41)	171
Ethnicity: White	8% (74)	14% (123)	5% (47)	7% (67)	28% (253)	37% (335)	900

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**Table MCFE2\_30:** Do you have a favorable or unfavorable view of the following brands?  
 Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (110)	14% (164)	6% (71)	8% (90)	28% (335)	35% (411)	1180
Ethnicity: Hispanic	14% (27)	18% (36)	5% (10)	3% (6)	20% (39)	41% (81)	200
Ethnicity: Black	14% (23)	18% (29)	11% (18)	9% (14)	24% (38)	24% (39)	161
Ethnicity: Other	11% (13)	10% (12)	4% (5)	7% (8)	37% (44)	31% (37)	119
All Christian	11% (54)	14% (67)	6% (27)	9% (42)	29% (144)	33% (161)	496
All Non-Christian	12% (9)	16% (12)	7% (5)	6% (4)	22% (16)	38% (28)	74
Agnostic/Nothing in particular	5% (16)	13% (48)	7% (24)	6% (21)	31% (113)	39% (143)	365
Something Else	14% (29)	15% (31)	5% (10)	6% (12)	26% (52)	34% (68)	202
Religious Non-Protestant/Catholic	11% (9)	14% (12)	7% (6)	6% (5)	24% (20)	38% (31)	82
Evangelical	13% (37)	16% (45)	5% (15)	7% (21)	27% (75)	32% (91)	284
Non-Evangelical	11% (46)	13% (52)	5% (20)	7% (30)	29% (116)	34% (135)	398
Community: Urban	18% (68)	13% (47)	8% (29)	7% (25)	23% (84)	32% (117)	370
Community: Suburban	5% (26)	15% (76)	6% (32)	10% (50)	31% (163)	34% (175)	521
Community: Rural	6% (16)	14% (41)	3% (9)	5% (14)	31% (89)	41% (119)	289
Employ: Private Sector	14% (52)	18% (65)	7% (26)	7% (27)	24% (89)	30% (109)	368
Employ: Government	16% (9)	14% (8)	5% (3)	10% (6)	21% (11)	32% (17)	53
Employ: Self-Employed	19% (24)	17% (22)	7% (9)	8% (10)	22% (29)	27% (35)	129
Employ: Homemaker	5% (3)	13% (10)	4% (3)	5% (3)	37% (27)	37% (27)	74
Employ: Retired	2% (5)	8% (25)	4% (12)	8% (25)	34% (104)	44% (135)	306
Employ: Unemployed	6% (10)	17% (26)	5% (7)	8% (13)	30% (46)	35% (54)	155
Employ: Other	6% (4)	15% (9)	4% (2)	7% (4)	37% (21)	31% (17)	57
Military HH: Yes	11% (18)	11% (17)	6% (9)	9% (14)	24% (38)	39% (62)	158
Military HH: No	9% (92)	14% (147)	6% (62)	7% (76)	29% (297)	34% (348)	1022
RD/WT: Right Direction	13% (50)	16% (60)	9% (33)	6% (24)	24% (88)	32% (118)	373
RD/WT: Wrong Track	7% (60)	13% (104)	5% (37)	8% (66)	31% (247)	36% (292)	807
Biden Job Approve	12% (58)	15% (73)	7% (37)	8% (40)	26% (132)	32% (160)	500
Biden Job Disapprove	7% (46)	15% (89)	5% (32)	8% (48)	31% (187)	34% (211)	613

Continued on next page

**Table MCFE2\_30:** Do you have a favorable or unfavorable view of the following brands?

Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (110)	14% (164)	6% (71)	8% (90)	28% (335)	35% (411)	1180
Biden Job Strongly Approve	17% (38)	15% (33)	7% (15)	9% (19)	26% (57)	26% (57)	218
Biden Job Somewhat Approve	7% (21)	14% (40)	8% (22)	8% (22)	26% (75)	37% (103)	282
Biden Job Somewhat Disapprove	11% (21)	14% (26)	6% (10)	6% (11)	27% (50)	37% (68)	187
Biden Job Strongly Disapprove	6% (25)	15% (63)	5% (22)	9% (37)	32% (137)	33% (143)	426
Favorable of Biden	11% (57)	15% (74)	7% (35)	8% (42)	25% (130)	34% (171)	509
Unfavorable of Biden	8% (48)	15% (87)	6% (35)	8% (46)	29% (175)	34% (204)	594
Very Favorable of Biden	17% (34)	15% (32)	7% (15)	7% (14)	27% (55)	27% (57)	207
Somewhat Favorable of Biden	8% (23)	14% (43)	6% (19)	9% (27)	25% (74)	38% (114)	301
Somewhat Unfavorable of Biden	16% (25)	12% (19)	7% (11)	6% (9)	24% (37)	35% (55)	156
Very Unfavorable of Biden	5% (22)	16% (68)	5% (24)	8% (36)	32% (138)	34% (149)	438
#1 Issue: Economy	10% (52)	16% (85)	4% (22)	8% (41)	29% (152)	33% (174)	526
#1 Issue: Security	6% (7)	6% (7)	5% (6)	13% (15)	30% (34)	40% (45)	114
#1 Issue: Health Care	11% (10)	15% (13)	10% (9)	5% (5)	22% (19)	36% (32)	87
#1 Issue: Medicare / Social Security	7% (11)	16% (24)	5% (8)	7% (10)	29% (44)	36% (54)	150
#1 Issue: Women's Issues	5% (6)	13% (15)	8% (10)	4% (5)	30% (35)	40% (47)	118
#1 Issue: Energy	15% (11)	14% (10)	13% (9)	6% (4)	21% (14)	30% (21)	69
#1 Issue: Other	16% (12)	4% (3)	— (0)	6% (4)	36% (27)	38% (29)	74
2022 House Vote: Democrat	13% (54)	15% (64)	7% (29)	8% (36)	27% (116)	30% (128)	426
2022 House Vote: Republican	7% (21)	12% (40)	5% (17)	9% (29)	31% (100)	35% (112)	320
2022 House Vote: Didnt Vote	8% (33)	14% (60)	5% (20)	6% (25)	28% (116)	39% (163)	416
2020 Vote: Joe Biden	11% (52)	13% (61)	8% (36)	9% (41)	27% (125)	33% (152)	467
2020 Vote: Donald Trump	8% (26)	15% (52)	4% (15)	9% (31)	33% (111)	31% (103)	339
2020 Vote: Didn't Vote	9% (30)	14% (47)	5% (17)	4% (15)	26% (88)	42% (141)	338
2018 House Vote: Democrat	13% (49)	16% (60)	6% (22)	9% (33)	26% (97)	31% (118)	378
2018 House Vote: Republican	7% (18)	15% (43)	6% (16)	9% (25)	28% (79)	36% (102)	283
2018 House Vote: Didnt Vote	8% (41)	12% (60)	6% (32)	6% (31)	30% (149)	37% (184)	496

Continued on next page

**Table MCFE2\_30:** Do you have a favorable or unfavorable view of the following brands?  
 Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (110)	14% (164)	6% (71)	8% (90)	28% (335)	35% (411)	1180
4-Region: Northeast	7% (14)	19% (40)	6% (13)	5% (11)	27% (58)	35% (74)	210
4-Region: Midwest	9% (22)	11% (28)	7% (17)	11% (28)	26% (65)	36% (90)	250
4-Region: South	10% (44)	13% (58)	5% (22)	7% (31)	30% (130)	35% (153)	438
4-Region: West	11% (30)	13% (38)	7% (18)	7% (20)	29% (83)	33% (94)	282
Sports Fan	12% (98)	17% (137)	7% (54)	8% (69)	27% (223)	30% (247)	829
Avid Sports Fan	20% (65)	21% (67)	6% (21)	9% (28)	23% (73)	22% (70)	324
Casual Sports Fan	7% (34)	14% (70)	7% (33)	8% (41)	30% (150)	35% (177)	505
Football Fan	12% (98)	16% (133)	6% (50)	8% (66)	27% (219)	30% (238)	804
Avid Football Fan	17% (56)	19% (64)	8% (29)	9% (30)	24% (81)	23% (77)	336
NFL Fan	12% (94)	16% (130)	7% (53)	8% (65)	27% (218)	30% (235)	795
Avid NFL Fan	15% (51)	18% (60)	10% (32)	8% (28)	25% (86)	25% (83)	340
Rihanna Fan	14% (80)	18% (106)	8% (46)	6% (36)	24% (141)	31% (180)	589
Pro Football is Favorite	16% (53)	18% (60)	8% (27)	10% (32)	23% (77)	24% (81)	329
Like Pro Football but not Favorite	9% (47)	14% (75)	6% (29)	7% (36)	30% (156)	34% (175)	518
Watched SB LVI and Plan to Watch LVII	11% (68)	16% (99)	7% (42)	9% (57)	28% (170)	29% (174)	610
Likely to Watch SB LVII	12% (93)	15% (114)	7% (51)	9% (68)	28% (215)	30% (232)	773
Want Eagles to Win	10% (41)	19% (76)	7% (28)	9% (34)	26% (105)	29% (114)	397
Want Chiefs to Win	14% (52)	14% (53)	7% (27)	8% (29)	29% (108)	27% (101)	371
Typically Host SB Party and Likely Host this Year	21% (47)	24% (53)	9% (21)	5% (11)	15% (34)	26% (57)	222
Likely Host SB Party this Year	18% (68)	21% (78)	8% (31)	5% (20)	20% (72)	27% (99)	368
Sports Bettors	20% (66)	21% (67)	10% (33)	6% (20)	19% (60)	23% (76)	322
Sports Bettors Weekly+	30% (37)	22% (27)	8% (10)	7% (9)	18% (22)	14% (17)	122
Non/Infrequent Bettor	6% (56)	12% (115)	6% (55)	8% (74)	31% (300)	37% (358)	958
Sports Bettors Monthly+	26% (51)	25% (48)	8% (16)	8% (15)	17% (32)	16% (31)	194
Non/Infrequent Bettor, Plan to Bet on SB LVII	8% (6)	23% (18)	16% (13)	11% (8)	22% (17)	21% (16)	78
Plan to Bet on SB LVII	24% (53)	22% (49)	11% (26)	8% (18)	20% (44)	15% (33)	224

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

**Table MCFE2\_31: Do you have a favorable or unfavorable view of the following brands?**

Gemini

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (69)	9% (100)	3% (35)	4% (42)	24% (277)	54% (613)	1136
Gender: Male	7% (35)	11% (55)	3% (17)	4% (18)	25% (128)	51% (260)	514
Gender: Female	5% (34)	7% (45)	3% (18)	4% (23)	24% (149)	57% (353)	622
Age: 18-34	9% (29)	8% (28)	6% (21)	7% (24)	25% (84)	45% (152)	337
Age: 35-44	11% (23)	12% (24)	4% (8)	2% (5)	20% (41)	51% (107)	208
Age: 45-64	4% (13)	11% (40)	2% (7)	3% (12)	24% (89)	57% (212)	372
Age: 65+	2% (4)	4% (9)	— (0)	— (1)	29% (63)	65% (143)	219
GenZers: 1997-2012	5% (7)	6% (8)	6% (9)	11% (16)	26% (39)	46% (67)	146
Millennials: 1981-1996	12% (42)	11% (40)	4% (15)	4% (13)	21% (76)	48% (169)	355
GenXers: 1965-1980	4% (12)	12% (34)	4% (10)	3% (9)	24% (67)	54% (153)	284
Baby Boomers: 1946-1964	2% (7)	5% (17)	— (1)	1% (4)	26% (82)	65% (209)	320
PID: Dem (no lean)	6% (26)	11% (50)	4% (19)	3% (14)	25% (116)	50% (229)	454
PID: Ind (no lean)	6% (20)	4% (15)	1% (5)	4% (15)	24% (85)	61% (217)	358
PID: Rep (no lean)	7% (23)	11% (35)	3% (10)	4% (12)	23% (76)	52% (167)	324
PID/Gender: Dem Men	8% (17)	15% (33)	5% (10)	5% (10)	22% (48)	45% (95)	213
PID/Gender: Dem Women	4% (9)	7% (17)	4% (9)	2% (5)	28% (68)	55% (133)	241
PID/Gender: Ind Men	6% (10)	4% (7)	1% (2)	2% (3)	26% (42)	61% (97)	160
PID/Gender: Ind Women	5% (11)	4% (8)	2% (4)	6% (12)	22% (43)	61% (120)	198
PID/Gender: Rep Men	6% (8)	11% (15)	4% (5)	4% (6)	27% (38)	48% (68)	140
PID/Gender: Rep Women	8% (14)	11% (20)	3% (5)	3% (6)	21% (38)	54% (100)	183
Ideo: Liberal (1-3)	7% (25)	13% (46)	4% (15)	1% (5)	21% (76)	54% (195)	362
Ideo: Moderate (4)	5% (18)	5% (17)	2% (8)	5% (16)	29% (99)	53% (180)	338
Ideo: Conservative (5-7)	6% (20)	10% (35)	3% (11)	5% (19)	23% (83)	53% (189)	357
Educ: < College	6% (46)	8% (60)	3% (20)	4% (33)	27% (201)	52% (386)	745
Educ: Bachelors degree	4% (10)	5% (13)	5% (13)	3% (6)	18% (44)	64% (157)	243
Educ: Post-grad	9% (14)	18% (27)	1% (2)	2% (2)	21% (31)	48% (70)	147
Income: Under 50k	6% (39)	8% (50)	2% (15)	5% (29)	28% (174)	50% (313)	620
Income: 50k-100k	4% (15)	10% (34)	5% (16)	2% (7)	19% (66)	60% (209)	346
Income: 100k+	9% (15)	10% (17)	2% (4)	3% (5)	22% (37)	54% (92)	170
Ethnicity: White	6% (50)	9% (81)	3% (29)	3% (24)	23% (201)	56% (494)	880

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**Table MCFE2\_31: Do you have a favorable or unfavorable view of the following brands?**  
 Gemini

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (69)	9% (100)	3% (35)	4% (42)	24% (277)	54% (613)	1136
Ethnicity: Hispanic	13% (27)	10% (21)	6% (12)	7% (15)	24% (52)	40% (86)	213
Ethnicity: Black	7% (10)	9% (13)	2% (3)	10% (15)	34% (48)	38% (54)	143
Ethnicity: Other	8% (9)	5% (6)	2% (3)	3% (3)	24% (27)	57% (64)	112
All Christian	6% (26)	11% (49)	2% (10)	3% (13)	26% (119)	53% (246)	463
All Non-Christian	18% (15)	11% (9)	5% (4)	9% (7)	10% (8)	46% (37)	80
Atheist	— (0)	1% (1)	— (0)	— (0)	18% (10)	80% (45)	56
Agnostic/Nothing in particular	3% (9)	8% (26)	3% (11)	4% (12)	24% (83)	59% (199)	340
Something Else	10% (19)	8% (16)	5% (9)	5% (9)	29% (57)	44% (86)	196
Religious Non-Protestant/Catholic	17% (15)	12% (11)	5% (4)	8% (7)	10% (8)	47% (41)	86
Evangelical	10% (28)	12% (34)	3% (9)	4% (11)	25% (70)	46% (127)	279
Non-Evangelical	5% (18)	8% (29)	2% (8)	3% (10)	28% (102)	54% (197)	364
Community: Urban	8% (32)	11% (40)	4% (17)	4% (16)	20% (75)	52% (193)	373
Community: Suburban	5% (28)	9% (44)	2% (10)	4% (18)	27% (134)	54% (271)	506
Community: Rural	4% (10)	6% (16)	3% (8)	3% (7)	26% (67)	58% (149)	257
Employ: Private Sector	8% (29)	10% (35)	4% (14)	3% (10)	24% (88)	52% (189)	365
Employ: Government	11% (5)	15% (8)	2% (1)	6% (3)	27% (14)	39% (20)	51
Employ: Self-Employed	6% (6)	24% (28)	10% (12)	8% (9)	10% (11)	42% (47)	113
Employ: Homemaker	10% (8)	5% (4)	2% (2)	— (0)	19% (14)	64% (48)	75
Employ: Retired	3% (8)	6% (15)	1% (2)	1% (3)	26% (68)	64% (169)	264
Employ: Unemployed	3% (4)	3% (4)	2% (3)	3% (4)	35% (52)	54% (81)	149
Employ: Other	10% (7)	10% (7)	1% (1)	7% (5)	28% (21)	44% (33)	75
Military HH: Yes	5% (8)	7% (11)	1% (1)	4% (6)	22% (33)	60% (91)	151
Military HH: No	6% (61)	9% (89)	3% (34)	4% (36)	25% (243)	53% (522)	985
RD/WT: Right Direction	10% (39)	11% (44)	3% (11)	3% (11)	22% (84)	51% (199)	388
RD/WT: Wrong Track	4% (30)	8% (57)	3% (24)	4% (31)	26% (193)	55% (414)	748
Biden Job Approve	8% (40)	9% (46)	4% (19)	2% (12)	24% (119)	52% (260)	496
Biden Job Disapprove	3% (19)	9% (51)	3% (15)	4% (23)	25% (143)	55% (312)	563

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**Table MCFE2\_31:** Do you have a favorable or unfavorable view of the following brands?

Gemini

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (69)	9% (100)	3% (35)	4% (42)	24% (277)	54% (613)	1136
Biden Job Strongly Approve	11% (25)	13% (30)	6% (13)	4% (9)	21% (48)	46% (105)	230
Biden Job Somewhat Approve	6% (15)	6% (16)	2% (6)	1% (3)	27% (71)	58% (155)	266
Biden Job Somewhat Disapprove	— (1)	9% (15)	3% (5)	3% (4)	27% (45)	58% (96)	166
Biden Job Strongly Disapprove	5% (18)	9% (37)	2% (9)	5% (19)	25% (98)	54% (216)	397
Favorable of Biden	8% (42)	10% (51)	3% (17)	2% (12)	23% (119)	53% (268)	509
Unfavorable of Biden	4% (23)	9% (46)	3% (15)	4% (20)	25% (135)	56% (299)	538
Very Favorable of Biden	11% (26)	12% (29)	1% (2)	4% (9)	21% (50)	51% (120)	236
Somewhat Favorable of Biden	6% (16)	8% (22)	5% (14)	1% (3)	26% (69)	54% (148)	272
Somewhat Unfavorable of Biden	4% (6)	7% (10)	3% (4)	2% (3)	26% (34)	58% (77)	134
Very Unfavorable of Biden	4% (17)	9% (36)	3% (12)	4% (18)	25% (100)	55% (221)	404
#1 Issue: Economy	7% (31)	8% (38)	3% (15)	4% (19)	22% (106)	56% (266)	476
#1 Issue: Security	3% (3)	9% (11)	2% (3)	— (0)	29% (35)	56% (66)	118
#1 Issue: Health Care	12% (13)	10% (11)	3% (4)	2% (2)	29% (31)	43% (48)	110
#1 Issue: Medicare / Social Security	4% (6)	11% (16)	2% (3)	2% (3)	29% (41)	53% (76)	144
#1 Issue: Women's Issues	5% (6)	6% (7)	4% (5)	7% (9)	24% (29)	54% (67)	123
#1 Issue: Energy	10% (6)	12% (7)	8% (5)	6% (4)	27% (16)	37% (23)	61
#1 Issue: Other	4% (2)	4% (2)	— (0)	— (0)	18% (10)	74% (43)	58
2022 House Vote: Democrat	6% (26)	11% (47)	3% (14)	3% (12)	22% (94)	55% (232)	425
2022 House Vote: Republican	6% (18)	10% (29)	3% (8)	4% (11)	22% (66)	55% (164)	296
2022 House Vote: Didnt Vote	6% (25)	6% (23)	3% (13)	5% (19)	28% (112)	52% (205)	397
2020 Vote: Joe Biden	7% (31)	11% (49)	4% (16)	3% (12)	23% (104)	54% (247)	459
2020 Vote: Donald Trump	5% (14)	10% (29)	3% (9)	3% (10)	23% (71)	56% (171)	302
2020 Vote: Didn't Vote	7% (24)	6% (22)	2% (8)	5% (18)	28% (95)	51% (177)	344
2018 House Vote: Democrat	6% (24)	12% (47)	4% (14)	3% (11)	24% (93)	51% (195)	385
2018 House Vote: Republican	4% (11)	10% (27)	3% (8)	2% (5)	21% (57)	60% (163)	272
2018 House Vote: Didnt Vote	7% (34)	5% (25)	3% (12)	5% (25)	26% (122)	53% (245)	463

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**Table MCFE2\_31: Do you have a favorable or unfavorable view of the following brands?**  
*Gemini*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	6% (69)	9% (100)	3% (35)	4% (42)	24% (277)	54% (613)	1136
4-Region: Northeast	5% (10)	11% (21)	3% (6)	2% (4)	23% (46)	56% (110)	198
4-Region: Midwest	3% (7)	8% (19)	1% (2)	2% (4)	25% (55)	61% (136)	223
4-Region: South	8% (34)	9% (41)	5% (20)	2% (10)	29% (126)	47% (202)	433
4-Region: West	6% (18)	7% (20)	2% (6)	8% (24)	17% (49)	59% (165)	282
Sports Fan	8% (62)	11% (86)	3% (23)	3% (28)	25% (198)	50% (394)	791
Avid Sports Fan	17% (51)	13% (41)	2% (5)	5% (14)	23% (70)	41% (127)	308
Casual Sports Fan	2% (11)	9% (46)	4% (18)	3% (13)	27% (128)	55% (267)	483
Football Fan	8% (63)	11% (83)	3% (25)	3% (22)	26% (193)	49% (367)	753
Avid Football Fan	13% (43)	13% (43)	2% (6)	5% (15)	23% (77)	45% (153)	337
NFL Fan	8% (58)	11% (84)	3% (22)	3% (23)	25% (186)	50% (371)	743
Avid NFL Fan	14% (45)	14% (46)	1% (4)	3% (11)	21% (71)	46% (153)	331
Rihanna Fan	9% (52)	10% (60)	4% (26)	5% (31)	27% (158)	44% (253)	580
Pro Football is Favorite	11% (36)	14% (44)	2% (5)	4% (13)	23% (74)	46% (149)	321
Like Pro Football but not Favorite	6% (26)	9% (42)	4% (17)	2% (11)	27% (127)	52% (242)	465
Watched SB LVI and Plan to Watch LVII	9% (50)	11% (66)	3% (15)	3% (17)	25% (145)	49% (286)	579
Likely to Watch SB LVII	8% (58)	11% (81)	3% (23)	3% (23)	25% (183)	50% (362)	730
Want Eagles to Win	9% (33)	9% (35)	3% (12)	4% (14)	21% (81)	54% (206)	382
Want Chiefs to Win	7% (23)	14% (48)	3% (9)	3% (11)	25% (87)	49% (173)	352
Typically Host SB Party and Likely Host this Year	19% (40)	16% (34)	3% (7)	3% (7)	20% (44)	39% (84)	216
Likely Host SB Party this Year	14% (49)	13% (45)	4% (15)	3% (12)	22% (77)	43% (146)	344
Sports Bettors	15% (49)	15% (50)	6% (19)	6% (21)	19% (62)	40% (136)	336
Sports Bettors Weekly+	24% (31)	19% (24)	3% (4)	7% (9)	20% (25)	27% (35)	127
Non/Infrequent Bettor	3% (28)	7% (62)	2% (22)	3% (24)	26% (232)	59% (527)	894
Sports Bettors Monthly+	18% (36)	18% (36)	6% (12)	5% (11)	21% (42)	33% (66)	202
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (8)	8% (6)	8% (5)	4% (3)	24% (17)	44% (32)	72
Plan to Bet on SB LVII	19% (43)	18% (39)	5% (11)	5% (12)	21% (46)	32% (71)	222

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

**Table MCFE2\_32: Do you have a favorable or unfavorable view of the following brands?**

*Kraken*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (89)	11% (132)	2% (28)	4% (42)	22% (256)	54% (629)	1175
Gender: Male	11% (65)	14% (78)	4% (21)	4% (21)	24% (137)	43% (246)	568
Gender: Female	4% (24)	9% (54)	1% (7)	3% (21)	20% (119)	63% (382)	607
Age: 18-34	12% (42)	14% (48)	3% (10)	3% (10)	22% (75)	45% (153)	339
Age: 35-44	15% (31)	15% (30)	2% (4)	5% (10)	23% (48)	41% (85)	209
Age: 45-64	3% (13)	11% (42)	3% (12)	4% (16)	21% (80)	57% (219)	382
Age: 65+	1% (3)	4% (11)	1% (1)	2% (5)	22% (54)	70% (171)	245
GenZers: 1997-2012	11% (16)	14% (21)	2% (4)	1% (1)	21% (32)	51% (77)	150
Millennials: 1981-1996	15% (53)	14% (50)	3% (9)	6% (20)	22% (78)	40% (141)	352
GenXers: 1965-1980	5% (14)	14% (41)	4% (12)	4% (13)	20% (61)	53% (160)	302
Baby Boomers: 1946-1964	2% (6)	6% (19)	— (1)	2% (7)	24% (79)	66% (219)	332
PID: Dem (no lean)	9% (44)	13% (60)	2% (8)	4% (18)	21% (101)	51% (240)	472
PID: Ind (no lean)	6% (20)	10% (34)	3% (9)	2% (6)	23% (80)	56% (192)	342
PID: Rep (no lean)	7% (25)	10% (37)	3% (10)	5% (17)	21% (75)	54% (196)	361
PID/Gender: Dem Men	16% (37)	15% (34)	3% (6)	3% (6)	21% (48)	43% (98)	230
PID/Gender: Dem Women	3% (7)	11% (26)	1% (2)	5% (12)	22% (53)	59% (143)	243
PID/Gender: Ind Men	6% (10)	14% (22)	4% (6)	2% (3)	26% (42)	48% (77)	161
PID/Gender: Ind Women	5% (10)	7% (12)	2% (3)	2% (3)	21% (38)	64% (115)	181
PID/Gender: Rep Men	10% (17)	12% (22)	5% (9)	7% (12)	26% (47)	40% (72)	178
PID/Gender: Rep Women	4% (7)	9% (16)	1% (2)	3% (6)	15% (28)	68% (124)	183
Ideo: Liberal (1-3)	11% (36)	15% (52)	2% (8)	4% (12)	21% (70)	47% (160)	337
Ideo: Moderate (4)	8% (31)	9% (34)	2% (7)	1% (6)	26% (96)	53% (199)	373
Ideo: Conservative (5-7)	5% (20)	10% (39)	3% (13)	6% (22)	20% (77)	56% (212)	383
Educ: < College	8% (61)	10% (73)	2% (19)	4% (28)	22% (168)	54% (414)	763
Educ: Bachelors degree	3% (7)	15% (39)	3% (7)	2% (6)	24% (60)	54% (137)	255
Educ: Post-grad	13% (21)	13% (20)	1% (2)	5% (8)	18% (28)	49% (78)	158
Income: Under 50k	7% (46)	9% (55)	2% (11)	2% (13)	21% (130)	60% (377)	632
Income: 50k-100k	8% (27)	15% (52)	2% (8)	6% (22)	23% (81)	46% (160)	349
Income: 100k+	8% (16)	13% (25)	4% (8)	4% (7)	24% (46)	47% (92)	194
Ethnicity: White	8% (68)	12% (108)	2% (22)	3% (29)	21% (184)	54% (481)	892

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**Table MCFE2\_32:** Do you have a favorable or unfavorable view of the following brands?  
 Kraken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (89)	11% (132)	2% (28)	4% (42)	22% (256)	54% (629)	1175
Ethnicity: Hispanic	9% (18)	16% (30)	4% (7)	6% (12)	24% (46)	40% (77)	190
Ethnicity: Black	6% (10)	10% (16)	3% (5)	6% (10)	22% (34)	52% (82)	158
Ethnicity: Other	8% (10)	6% (7)	1% (1)	2% (3)	30% (38)	52% (66)	125
All Christian	8% (41)	10% (47)	3% (13)	2% (11)	20% (98)	58% (286)	497
All Non-Christian	22% (15)	13% (9)	5% (3)	2% (1)	20% (14)	39% (28)	71
Atheist	3% (1)	20% (10)	— (0)	8% (4)	22% (11)	48% (25)	51
Agnostic/Nothing in particular	5% (19)	12% (45)	2% (6)	3% (9)	25% (92)	53% (197)	368
Something Else	6% (12)	11% (20)	3% (5)	9% (16)	22% (41)	50% (93)	187
Religious Non-Protestant/Catholic	20% (15)	13% (10)	4% (3)	1% (1)	23% (18)	39% (31)	78
Evangelical	8% (26)	11% (34)	3% (11)	6% (20)	19% (59)	52% (164)	313
Non-Evangelical	7% (26)	9% (31)	2% (7)	2% (8)	21% (74)	59% (210)	355
Community: Urban	11% (41)	13% (49)	3% (12)	5% (20)	22% (82)	45% (169)	373
Community: Suburban	7% (34)	10% (50)	2% (11)	3% (16)	22% (109)	57% (286)	505
Community: Rural	5% (14)	11% (33)	2% (5)	2% (6)	22% (65)	58% (173)	297
Employ: Private Sector	12% (47)	15% (61)	3% (13)	4% (15)	22% (88)	44% (175)	399
Employ: Self-Employed	13% (17)	16% (20)	7% (8)	6% (7)	23% (29)	35% (44)	125
Employ: Homemaker	10% (8)	9% (7)	1% (1)	1% (1)	20% (16)	59% (49)	83
Employ: Retired	— (1)	5% (13)	1% (3)	2% (6)	20% (56)	72% (207)	286
Employ: Unemployed	5% (7)	7% (9)	1% (1)	4% (6)	28% (37)	55% (74)	135
Employ: Other	5% (3)	17% (11)	— (0)	6% (4)	18% (12)	54% (35)	65
Military HH: Yes	8% (13)	10% (17)	2% (3)	4% (7)	23% (36)	53% (84)	160
Military HH: No	8% (76)	11% (115)	2% (25)	3% (35)	22% (220)	54% (544)	1015
RD/WT: Right Direction	10% (39)	17% (69)	2% (9)	3% (11)	20% (80)	49% (199)	406
RD/WT: Wrong Track	6% (50)	8% (63)	2% (19)	4% (31)	23% (176)	56% (430)	769
Biden Job Approve	9% (47)	16% (79)	2% (10)	4% (18)	21% (107)	48% (240)	502
Biden Job Disapprove	7% (40)	8% (51)	3% (17)	4% (23)	22% (138)	56% (348)	617

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**Table MCFE2\_32:** Do you have a favorable or unfavorable view of the following brands?

Kraken

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (89)	11% (132)	2% (28)	4% (42)	22% (256)	54% (629)	1175
Biden Job Strongly Approve	12% (26)	19% (44)	3% (6)	5% (12)	21% (47)	40% (92)	227
Biden Job Somewhat Approve	8% (21)	13% (34)	1% (4)	2% (6)	22% (61)	54% (149)	275
Biden Job Somewhat Disapprove	6% (12)	6% (13)	2% (4)	4% (8)	24% (48)	58% (118)	202
Biden Job Strongly Disapprove	7% (28)	9% (38)	3% (14)	4% (15)	22% (89)	55% (230)	415
Favorable of Biden	9% (48)	15% (77)	2% (9)	3% (18)	21% (105)	50% (252)	508
Unfavorable of Biden	6% (38)	9% (53)	3% (16)	4% (23)	21% (126)	57% (333)	589
Very Favorable of Biden	13% (30)	14% (31)	2% (5)	5% (12)	22% (50)	44% (100)	227
Somewhat Favorable of Biden	6% (18)	16% (46)	1% (4)	2% (6)	20% (55)	54% (153)	281
Somewhat Unfavorable of Biden	8% (12)	11% (16)	3% (4)	2% (3)	22% (34)	55% (86)	156
Very Unfavorable of Biden	6% (26)	8% (37)	3% (12)	5% (20)	21% (91)	57% (247)	434
#1 Issue: Economy	9% (45)	14% (68)	2% (9)	4% (18)	25% (122)	47% (233)	495
#1 Issue: Security	5% (6)	8% (11)	4% (5)	4% (5)	17% (22)	63% (82)	130
#1 Issue: Health Care	10% (9)	7% (7)	4% (4)	1% (1)	27% (25)	51% (48)	93
#1 Issue: Medicare / Social Security	3% (4)	7% (10)	4% (7)	7% (10)	15% (23)	64% (96)	150
#1 Issue: Women's Issues	7% (8)	6% (7)	2% (3)	4% (5)	21% (24)	61% (72)	118
#1 Issue: Energy	11% (8)	20% (16)	— (0)	1% (0)	18% (14)	50% (39)	78
#1 Issue: Other	6% (4)	9% (6)	— (0)	2% (1)	18% (11)	64% (40)	63
2022 House Vote: Democrat	10% (42)	13% (57)	2% (9)	4% (19)	22% (94)	49% (212)	432
2022 House Vote: Republican	9% (30)	9% (30)	3% (11)	5% (16)	20% (70)	54% (186)	343
2022 House Vote: Didnt Vote	4% (16)	11% (43)	1% (4)	2% (6)	22% (85)	59% (225)	379
2020 Vote: Joe Biden	11% (53)	14% (64)	2% (9)	3% (16)	22% (105)	48% (224)	472
2020 Vote: Donald Trump	5% (19)	10% (36)	1% (4)	5% (19)	22% (79)	56% (202)	360
2020 Vote: Didn't Vote	5% (15)	10% (31)	3% (9)	2% (6)	20% (62)	59% (181)	304
2018 House Vote: Democrat	11% (43)	14% (54)	2% (7)	4% (16)	22% (87)	47% (185)	393
2018 House Vote: Republican	5% (15)	11% (33)	4% (14)	5% (17)	19% (61)	55% (173)	314
2018 House Vote: Didnt Vote	7% (29)	10% (43)	1% (6)	2% (7)	22% (96)	59% (265)	446

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**Table MCFE2\_32:** Do you have a favorable or unfavorable view of the following brands?  
*Kraken*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (89)	11% (132)	2% (28)	4% (42)	22% (256)	54% (629)	1175
4-Region: Northeast	7% (14)	10% (21)	1% (3)	3% (6)	21% (45)	59% (126)	215
4-Region: Midwest	5% (12)	10% (25)	3% (8)	3% (8)	18% (44)	60% (144)	240
4-Region: South	6% (26)	12% (53)	3% (14)	2% (11)	22% (98)	55% (246)	448
4-Region: West	13% (37)	12% (34)	1% (2)	6% (17)	25% (69)	42% (113)	272
Sports Fan	9% (82)	13% (116)	3% (25)	4% (32)	21% (180)	49% (424)	859
Avid Sports Fan	16% (53)	17% (58)	4% (13)	5% (17)	21% (72)	37% (125)	337
Casual Sports Fan	5% (28)	11% (58)	2% (12)	3% (15)	21% (109)	57% (300)	521
Football Fan	10% (81)	13% (109)	3% (25)	4% (33)	22% (179)	49% (405)	833
Avid Football Fan	14% (50)	19% (68)	3% (11)	4% (15)	21% (74)	40% (144)	362
NFL Fan	10% (85)	14% (112)	3% (24)	4% (30)	22% (178)	48% (395)	824
Avid NFL Fan	14% (52)	18% (69)	3% (12)	4% (16)	20% (76)	41% (153)	378
Rihanna Fan	12% (71)	17% (97)	3% (20)	4% (21)	19% (110)	45% (264)	583
Pro Football is Favorite	12% (39)	20% (65)	2% (7)	5% (15)	18% (59)	44% (146)	331
Like Pro Football but not Favorite	9% (48)	10% (52)	3% (17)	4% (20)	24% (127)	51% (277)	540
Watched SB LVI and Plan to Watch LVII	11% (71)	14% (90)	3% (16)	5% (30)	23% (148)	44% (285)	640
Likely to Watch SB LVII	10% (84)	14% (114)	3% (24)	4% (34)	21% (174)	47% (387)	816
Want Eagles to Win	8% (35)	15% (62)	3% (14)	4% (15)	22% (93)	48% (204)	423
Want Chiefs to Win	13% (50)	12% (47)	2% (9)	4% (16)	21% (83)	47% (181)	386
Typically Host SB Party and Likely Host this Year	17% (40)	22% (52)	5% (11)	7% (16)	18% (42)	31% (72)	234
Likely Host SB Party this Year	15% (61)	21% (85)	5% (22)	5% (19)	20% (81)	34% (139)	406
Sports Bettors	17% (62)	19% (73)	6% (21)	4% (14)	21% (80)	33% (124)	374
Sports Bettors Weekly+	26% (34)	19% (25)	7% (9)	5% (7)	22% (29)	20% (27)	132
Non/Infrequent Bettor	5% (44)	8% (75)	1% (11)	4% (34)	22% (197)	60% (551)	913
Sports Bettors Monthly+	19% (44)	23% (52)	7% (16)	3% (8)	24% (56)	23% (52)	229
Non/Infrequent Bettor, Plan to Bet on SB LVII	17% (14)	3% (3)	3% (3)	7% (6)	19% (16)	50% (41)	82
Plan to Bet on SB LVII	22% (55)	17% (43)	8% (19)	5% (13)	19% (48)	28% (71)	249

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

**Table MCFE2\_33: Do you have a favorable or unfavorable view of the following brands?**

Crypto.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	10% (119)	9% (105)	15% (178)	34% (389)	24% (272)	1156
Gender: Male	14% (78)	13% (71)	9% (49)	15% (82)	30% (166)	20% (114)	560
Gender: Female	3% (17)	8% (48)	9% (56)	16% (95)	37% (223)	27% (158)	597
Age: 18-34	12% (40)	14% (47)	10% (34)	8% (25)	33% (109)	23% (77)	334
Age: 35-44	15% (31)	14% (27)	9% (19)	16% (31)	32% (64)	14% (28)	200
Age: 45-64	6% (21)	9% (32)	11% (38)	16% (55)	33% (113)	26% (90)	348
Age: 65+	1% (2)	5% (13)	5% (14)	24% (66)	37% (102)	28% (77)	274
GenZers: 1997-2012	6% (9)	16% (22)	10% (15)	10% (15)	33% (48)	24% (34)	143
Millennials: 1981-1996	17% (59)	14% (47)	10% (36)	11% (37)	30% (105)	18% (64)	348
GenXers: 1965-1980	8% (21)	11% (30)	9% (25)	14% (38)	34% (91)	23% (63)	268
Baby Boomers: 1946-1964	1% (5)	5% (17)	7% (27)	22% (80)	37% (131)	27% (98)	358
PID: Dem (no lean)	9% (39)	12% (52)	8% (37)	19% (85)	30% (134)	23% (102)	449
PID: Ind (no lean)	7% (28)	7% (26)	10% (40)	14% (54)	36% (137)	25% (96)	381
PID: Rep (no lean)	8% (26)	12% (41)	8% (27)	12% (39)	36% (118)	23% (74)	326
PID/Gender: Dem Men	16% (34)	13% (27)	7% (15)	18% (38)	25% (52)	21% (43)	209
PID/Gender: Dem Women	2% (5)	10% (24)	9% (23)	19% (47)	34% (82)	25% (59)	240
PID/Gender: Ind Men	13% (25)	9% (17)	10% (19)	13% (24)	34% (64)	21% (40)	189
PID/Gender: Ind Women	2% (3)	5% (10)	11% (21)	15% (29)	38% (74)	29% (56)	193
PID/Gender: Rep Men	11% (18)	16% (27)	9% (15)	13% (20)	31% (50)	19% (31)	162
PID/Gender: Rep Women	5% (8)	9% (14)	8% (12)	12% (19)	41% (67)	26% (43)	164
Ideo: Liberal (1-3)	11% (36)	10% (34)	12% (39)	20% (68)	28% (93)	20% (66)	335
Ideo: Moderate (4)	10% (36)	8% (30)	9% (33)	16% (57)	37% (133)	21% (76)	364
Ideo: Conservative (5-7)	6% (21)	14% (51)	8% (29)	13% (47)	35% (131)	25% (93)	372
Educ: < College	7% (57)	10% (74)	7% (56)	13% (103)	36% (277)	26% (196)	763
Educ: Bachelors degree	7% (17)	12% (28)	13% (30)	19% (45)	32% (78)	18% (42)	240
Educ: Post-grad	13% (20)	11% (17)	12% (18)	20% (30)	22% (34)	22% (34)	153
Income: Under 50k	7% (46)	11% (71)	6% (41)	13% (84)	39% (254)	24% (157)	653
Income: 50k-100k	6% (21)	9% (31)	12% (39)	20% (65)	26% (86)	27% (88)	330
Income: 100k+	16% (28)	10% (17)	14% (25)	17% (29)	28% (49)	15% (27)	173
Ethnicity: White	8% (71)	9% (84)	9% (84)	16% (145)	34% (308)	23% (213)	905

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**Table MCFE2\_33:** Do you have a favorable or unfavorable view of the following brands?  
 Crypto.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	10% (119)	9% (105)	15% (178)	34% (389)	24% (272)	1156
Ethnicity: Hispanic	11% (23)	10% (21)	12% (25)	9% (18)	38% (78)	20% (40)	206
Ethnicity: Black	12% (17)	15% (22)	7% (11)	14% (21)	33% (48)	18% (27)	145
Ethnicity: Other	6% (6)	12% (13)	9% (10)	12% (12)	30% (33)	31% (33)	107
All Christian	7% (36)	11% (56)	9% (43)	16% (81)	32% (158)	25% (123)	498
All Non-Christian	17% (16)	9% (8)	11% (10)	8% (8)	24% (22)	31% (28)	92
Agnostic/Nothing in particular	5% (16)	9% (31)	8% (26)	16% (52)	40% (134)	22% (75)	334
Something Else	14% (25)	10% (19)	9% (17)	12% (22)	35% (64)	20% (37)	183
Religious Non-Protestant/Catholic	17% (16)	10% (9)	10% (10)	9% (8)	25% (24)	30% (29)	96
Evangelical	11% (31)	12% (35)	9% (27)	10% (29)	35% (98)	22% (61)	281
Non-Evangelical	8% (29)	10% (37)	9% (33)	19% (72)	31% (121)	25% (96)	389
Community: Urban	15% (51)	9% (31)	9% (29)	13% (43)	29% (96)	25% (84)	334
Community: Suburban	5% (24)	11% (58)	10% (52)	18% (94)	35% (188)	22% (117)	533
Community: Rural	7% (19)	10% (30)	8% (23)	14% (40)	36% (105)	25% (71)	289
Employ: Private Sector	13% (47)	15% (55)	12% (44)	16% (59)	23% (83)	21% (76)	364
Employ: Government	6% (4)	15% (9)	11% (6)	11% (6)	27% (16)	30% (18)	59
Employ: Self-Employed	17% (18)	10% (11)	13% (14)	12% (13)	28% (31)	19% (20)	108
Employ: Homemaker	4% (3)	8% (6)	14% (10)	5% (4)	38% (28)	31% (23)	73
Employ: Retired	1% (4)	6% (19)	4% (14)	21% (67)	38% (122)	29% (91)	317
Employ: Unemployed	10% (13)	8% (10)	3% (4)	12% (16)	44% (58)	22% (29)	130
Employ: Other	4% (3)	5% (3)	14% (10)	12% (8)	52% (36)	13% (9)	69
Military HH: Yes	12% (19)	8% (14)	8% (13)	16% (27)	28% (46)	28% (47)	167
Military HH: No	8% (75)	11% (105)	9% (92)	15% (150)	35% (342)	23% (225)	989
RD/WT: Right Direction	12% (48)	12% (48)	11% (42)	15% (59)	26% (102)	25% (98)	396
RD/WT: Wrong Track	6% (47)	9% (71)	8% (63)	16% (119)	38% (286)	23% (175)	760
Biden Job Approve	10% (50)	11% (54)	10% (49)	17% (87)	29% (142)	23% (115)	497
Biden Job Disapprove	7% (42)	11% (65)	9% (51)	15% (88)	36% (214)	23% (134)	595

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**Table MCFE2\_33:** Do you have a favorable or unfavorable view of the following brands?

Crypto.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	10% (119)	9% (105)	15% (178)	34% (389)	24% (272)	1156
Biden Job Strongly Approve	16% (40)	10% (24)	10% (25)	22% (53)	20% (49)	21% (52)	243
Biden Job Somewhat Approve	4% (11)	12% (29)	9% (23)	13% (34)	37% (93)	25% (63)	253
Biden Job Somewhat Disapprove	8% (14)	11% (20)	7% (13)	12% (21)	41% (71)	20% (35)	174
Biden Job Strongly Disapprove	7% (28)	11% (45)	9% (39)	16% (67)	34% (143)	23% (98)	421
Favorable of Biden	10% (48)	11% (54)	10% (51)	18% (88)	29% (147)	22% (112)	501
Unfavorable of Biden	7% (43)	11% (64)	8% (49)	15% (87)	35% (201)	24% (138)	582
Very Favorable of Biden	15% (39)	7% (17)	10% (25)	24% (60)	22% (55)	22% (55)	251
Somewhat Favorable of Biden	4% (9)	15% (37)	11% (26)	11% (28)	37% (92)	23% (57)	250
Somewhat Unfavorable of Biden	8% (12)	9% (12)	9% (13)	14% (20)	36% (51)	24% (34)	142
Very Unfavorable of Biden	7% (31)	12% (51)	8% (36)	15% (67)	34% (150)	24% (104)	440
#1 Issue: Economy	9% (43)	12% (55)	11% (49)	15% (68)	30% (137)	24% (110)	463
#1 Issue: Security	4% (4)	10% (11)	5% (6)	18% (21)	37% (43)	25% (29)	116
#1 Issue: Health Care	10% (10)	7% (8)	8% (8)	16% (16)	32% (33)	27% (28)	103
#1 Issue: Medicare / Social Security	5% (7)	9% (14)	6% (9)	18% (28)	35% (54)	27% (41)	154
#1 Issue: Women's Issues	6% (7)	10% (12)	11% (14)	11% (14)	36% (43)	25% (30)	120
#1 Issue: Education	10% (6)	15% (8)	7% (4)	11% (6)	38% (21)	19% (10)	56
#1 Issue: Energy	13% (8)	14% (9)	16% (10)	4% (3)	42% (27)	12% (8)	65
#1 Issue: Other	10% (8)	1% (1)	5% (4)	27% (21)	38% (31)	19% (15)	80
2022 House Vote: Democrat	9% (38)	9% (39)	11% (47)	21% (90)	28% (121)	22% (94)	429
2022 House Vote: Republican	8% (25)	11% (35)	10% (34)	16% (50)	31% (101)	24% (78)	324
2022 House Vote: Didnt Vote	7% (29)	11% (42)	6% (24)	9% (33)	41% (158)	25% (98)	384
2020 Vote: Joe Biden	8% (37)	10% (47)	10% (49)	20% (92)	29% (137)	23% (109)	471
2020 Vote: Donald Trump	9% (28)	11% (36)	6% (20)	16% (51)	35% (115)	24% (77)	326
2020 Vote: Didn't Vote	8% (26)	10% (33)	10% (32)	9% (29)	40% (131)	24% (80)	330
2018 House Vote: Democrat	9% (35)	10% (39)	13% (47)	19% (71)	27% (102)	21% (78)	372
2018 House Vote: Republican	7% (23)	11% (34)	9% (27)	16% (48)	33% (101)	24% (72)	304
2018 House Vote: Didnt Vote	8% (36)	10% (44)	7% (31)	12% (56)	38% (173)	26% (118)	459

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**Table MCFE2\_33:** Do you have a favorable or unfavorable view of the following brands?  
 Crypto.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	8% (94)	10% (119)	9% (105)	15% (178)	34% (389)	24% (272)	1156
4-Region: Northeast	11% (24)	13% (28)	6% (14)	14% (32)	32% (71)	25% (55)	224
4-Region: Midwest	8% (18)	10% (24)	5% (11)	17% (40)	33% (76)	27% (61)	230
4-Region: South	7% (32)	10% (43)	8% (38)	17% (75)	35% (154)	23% (104)	446
4-Region: West	8% (21)	9% (24)	16% (42)	12% (30)	34% (88)	20% (52)	257
Sports Fan	10% (89)	12% (105)	10% (85)	15% (126)	31% (263)	21% (181)	850
Avid Sports Fan	17% (55)	16% (51)	11% (35)	14% (47)	28% (91)	15% (50)	328
Casual Sports Fan	7% (34)	10% (54)	10% (51)	15% (79)	33% (172)	25% (131)	522
Football Fan	11% (90)	12% (101)	10% (81)	15% (124)	30% (241)	21% (173)	812
Avid Football Fan	15% (50)	14% (47)	11% (37)	16% (56)	30% (103)	15% (54)	347
NFL Fan	11% (86)	12% (99)	10% (80)	16% (129)	30% (244)	21% (169)	805
Avid NFL Fan	15% (53)	13% (46)	11% (38)	16% (58)	30% (106)	15% (53)	354
Rihanna Fan	12% (67)	12% (72)	12% (68)	15% (86)	32% (186)	18% (103)	582
Pro Football is Favorite	14% (47)	15% (48)	10% (35)	15% (50)	27% (89)	18% (61)	330
Like Pro Football but not Favorite	8% (41)	11% (56)	10% (50)	15% (79)	33% (172)	24% (123)	521
Watched SB LVI and Plan to Watch LVII	11% (65)	13% (76)	10% (58)	17% (98)	31% (182)	19% (114)	594
Likely to Watch SB LVII	11% (83)	12% (96)	10% (81)	16% (123)	31% (240)	19% (148)	771
Want Eagles to Win	11% (46)	12% (53)	12% (53)	16% (68)	28% (119)	21% (89)	429
Want Chiefs to Win	10% (34)	11% (39)	9% (32)	15% (53)	35% (122)	19% (66)	345
Typically Host SB Party and Likely Host this Year	22% (48)	19% (41)	12% (26)	8% (17)	23% (51)	15% (33)	215
Likely Host SB Party this Year	18% (66)	17% (63)	12% (46)	10% (37)	25% (94)	18% (68)	373
Sports Bettors	17% (60)	19% (66)	14% (47)	9% (33)	28% (97)	14% (48)	351
Sports Bettors Weekly+	27% (36)	16% (22)	16% (21)	7% (9)	23% (31)	10% (14)	134
Non/Infrequent Bettor	5% (45)	8% (73)	8% (75)	17% (156)	35% (323)	26% (239)	912
Sports Bettors Monthly+	24% (49)	20% (42)	12% (26)	9% (20)	24% (51)	10% (22)	209
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (10)	12% (10)	6% (5)	14% (12)	44% (36)	11% (9)	81
Plan to Bet on SB LVII	24% (58)	15% (37)	12% (30)	10% (25)	30% (74)	10% (24)	248

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

**Table MCFE2\_34:** Do you have a favorable or unfavorable view of the following brands?

eToro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (47)	7% (77)	3% (35)	3% (29)	20% (222)	64% (717)	1127
Gender: Male	6% (33)	10% (57)	5% (26)	3% (18)	23% (126)	52% (286)	546
Gender: Female	2% (14)	3% (19)	2% (9)	2% (11)	17% (96)	74% (431)	580
Age: 18-34	7% (24)	4% (15)	6% (19)	4% (15)	19% (63)	60% (199)	334
Age: 35-44	7% (12)	11% (20)	4% (7)	3% (5)	20% (35)	56% (101)	179
Age: 45-64	3% (10)	9% (31)	2% (7)	2% (8)	20% (73)	64% (228)	356
Age: 65+	— (1)	4% (11)	1% (3)	— (1)	20% (51)	74% (189)	257
GenZers: 1997-2012	2% (3)	3% (4)	9% (13)	6% (9)	16% (23)	63% (88)	138
Millennials: 1981-1996	9% (32)	8% (28)	3% (11)	3% (9)	21% (72)	56% (195)	348
GenXers: 1965-1980	3% (8)	11% (29)	3% (8)	3% (9)	16% (43)	63% (169)	267
Baby Boomers: 1946-1964	1% (3)	5% (16)	1% (3)	— (2)	24% (81)	70% (239)	343
PID: Dem (no lean)	4% (18)	9% (40)	3% (11)	3% (12)	20% (82)	61% (257)	420
PID: Ind (no lean)	3% (11)	4% (16)	3% (11)	3% (10)	22% (77)	64% (227)	353
PID: Rep (no lean)	5% (18)	6% (21)	4% (13)	2% (7)	18% (63)	66% (233)	354
PID/Gender: Dem Men	8% (16)	14% (29)	4% (8)	4% (7)	21% (41)	49% (98)	200
PID/Gender: Dem Women	1% (2)	5% (11)	1% (3)	2% (5)	18% (41)	73% (159)	220
PID/Gender: Ind Men	3% (5)	7% (12)	5% (8)	4% (8)	29% (50)	53% (93)	176
PID/Gender: Ind Women	4% (6)	2% (4)	2% (3)	1% (2)	15% (27)	76% (134)	177
PID/Gender: Rep Men	7% (12)	10% (17)	5% (9)	2% (3)	20% (35)	55% (95)	171
PID/Gender: Rep Women	3% (6)	2% (4)	2% (4)	2% (4)	15% (28)	75% (138)	184
Ideo: Liberal (1-3)	7% (22)	11% (33)	2% (6)	2% (5)	20% (61)	59% (182)	307
Ideo: Moderate (4)	4% (13)	5% (18)	3% (10)	2% (7)	22% (77)	64% (220)	345
Ideo: Conservative (5-7)	3% (10)	7% (26)	4% (15)	4% (16)	18% (71)	65% (253)	393
Educ: < College	3% (21)	6% (44)	4% (28)	3% (24)	22% (161)	63% (469)	746
Educ: Bachelors degree	5% (11)	7% (15)	1% (3)	1% (2)	18% (42)	69% (163)	237
Educ: Post-grad	10% (15)	12% (17)	3% (4)	2% (3)	13% (19)	59% (86)	145
Income: Under 50k	3% (21)	6% (36)	4% (26)	1% (8)	20% (123)	65% (402)	617
Income: 50k-100k	3% (12)	7% (22)	1% (4)	4% (15)	20% (69)	64% (217)	339
Income: 100k+	8% (14)	10% (18)	3% (5)	4% (6)	18% (30)	57% (98)	171
Ethnicity: White	4% (33)	7% (62)	3% (23)	2% (21)	20% (173)	63% (542)	855

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**Table MCFE2\_34:** Do you have a favorable or unfavorable view of the following brands?  
 eToro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (47)	7% (77)	3% (35)	3% (29)	20% (222)	64% (717)	1127
Ethnicity: Hispanic	9% (15)	4% (7)	4% (7)	5% (9)	28% (48)	50% (87)	172
Ethnicity: Black	7% (11)	7% (10)	7% (10)	4% (5)	17% (24)	59% (85)	145
Ethnicity: Other	2% (3)	3% (4)	2% (2)	2% (3)	19% (24)	71% (90)	127
All Christian	6% (28)	9% (41)	2% (9)	1% (5)	17% (82)	66% (318)	484
All Non-Christian	8% (6)	13% (10)	6% (5)	4% (3)	18% (14)	50% (38)	76
Atheist	— (0)	— (0)	1% (1)	17% (9)	10% (6)	72% (39)	54
Agnostic/Nothing in particular	3% (10)	3% (10)	5% (15)	2% (6)	23% (74)	64% (206)	322
Something Else	2% (3)	8% (16)	3% (5)	3% (5)	24% (46)	61% (116)	191
Religious Non-Protestant/Catholic	8% (6)	13% (10)	6% (5)	3% (3)	18% (14)	52% (41)	79
Evangelical	7% (21)	9% (25)	3% (9)	2% (5)	18% (53)	61% (173)	286
Non-Evangelical	2% (9)	8% (31)	1% (5)	1% (5)	20% (74)	67% (255)	379
Community: Urban	8% (28)	8% (28)	5% (15)	2% (6)	21% (69)	56% (185)	332
Community: Suburban	3% (15)	8% (41)	2% (10)	3% (17)	18% (90)	65% (326)	499
Community: Rural	1% (4)	3% (8)	3% (10)	2% (5)	21% (63)	70% (206)	296
Employ: Private Sector	8% (29)	9% (33)	4% (16)	1% (5)	22% (80)	55% (200)	364
Employ: Government	3% (2)	3% (2)	4% (2)	14% (7)	13% (7)	63% (33)	52
Employ: Self-Employed	8% (8)	18% (20)	5% (5)	5% (5)	15% (17)	50% (54)	109
Employ: Homemaker	1% (1)	5% (4)	3% (2)	5% (4)	13% (11)	74% (62)	84
Employ: Retired	1% (2)	4% (12)	2% (5)	1% (3)	19% (55)	74% (219)	296
Employ: Unemployed	— (1)	2% (2)	4% (5)	3% (3)	22% (26)	68% (81)	118
Employ: Other	2% (1)	7% (4)	— (0)	— (0)	27% (16)	64% (39)	60
Military HH: Yes	5% (9)	4% (6)	1% (2)	3% (6)	16% (27)	71% (121)	170
Military HH: No	4% (38)	7% (71)	3% (33)	2% (23)	20% (195)	62% (597)	957
RD/WT: Right Direction	9% (34)	10% (34)	3% (11)	2% (6)	20% (73)	56% (202)	360
RD/WT: Wrong Track	2% (13)	6% (42)	3% (24)	3% (23)	19% (149)	67% (515)	767
Biden Job Approve	7% (33)	9% (41)	3% (15)	2% (9)	19% (86)	60% (279)	463
Biden Job Disapprove	2% (14)	6% (35)	3% (20)	3% (20)	20% (124)	65% (394)	607

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**Table MCFE2\_34:** Do you have a favorable or unfavorable view of the following brands?

eToro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (47)	7% (77)	3% (35)	3% (29)	20% (222)	64% (717)	1127
Biden Job Strongly Approve	10% (20)	13% (26)	2% (4)	3% (6)	21% (41)	52% (103)	199
Biden Job Somewhat Approve	5% (13)	6% (15)	4% (11)	1% (3)	17% (45)	67% (176)	263
Biden Job Somewhat Disapprove	2% (3)	5% (8)	2% (3)	2% (3)	22% (37)	68% (117)	171
Biden Job Strongly Disapprove	3% (11)	6% (27)	4% (17)	4% (16)	20% (87)	64% (277)	436
Favorable of Biden	6% (30)	8% (39)	3% (13)	2% (9)	19% (87)	62% (286)	464
Unfavorable of Biden	3% (17)	6% (36)	4% (22)	3% (19)	20% (118)	65% (385)	597
Very Favorable of Biden	9% (20)	10% (22)	1% (2)	2% (5)	19% (39)	58% (124)	213
Somewhat Favorable of Biden	4% (10)	7% (17)	4% (11)	2% (5)	19% (48)	64% (162)	252
Somewhat Unfavorable of Biden	3% (5)	7% (11)	2% (3)	3% (4)	19% (27)	65% (94)	144
Very Unfavorable of Biden	3% (12)	6% (25)	4% (19)	3% (15)	20% (91)	64% (291)	453
#1 Issue: Economy	4% (19)	7% (32)	3% (13)	2% (9)	20% (93)	64% (291)	459
#1 Issue: Security	4% (6)	5% (7)	4% (5)	1% (1)	21% (27)	65% (85)	131
#1 Issue: Health Care	7% (7)	6% (6)	5% (5)	5% (5)	25% (25)	51% (50)	97
#1 Issue: Medicare / Social Security	1% (2)	9% (15)	2% (4)	4% (6)	17% (27)	67% (107)	160
#1 Issue: Women's Issues	3% (3)	4% (4)	4% (4)	1% (2)	9% (10)	78% (85)	108
#1 Issue: Energy	8% (6)	10% (7)	3% (2)	9% (7)	26% (19)	44% (33)	73
#1 Issue: Other	3% (2)	2% (1)	— (0)	— (0)	21% (14)	74% (49)	66
2022 House Vote: Democrat	4% (17)	11% (44)	2% (9)	2% (8)	18% (73)	63% (262)	412
2022 House Vote: Republican	6% (22)	6% (22)	3% (9)	4% (13)	18% (61)	63% (218)	345
2022 House Vote: Didnt Vote	2% (8)	3% (11)	5% (16)	2% (7)	24% (83)	64% (220)	346
2020 Vote: Joe Biden	5% (23)	11% (48)	3% (12)	2% (7)	18% (78)	62% (274)	441
2020 Vote: Donald Trump	5% (17)	5% (18)	4% (13)	3% (10)	18% (61)	65% (225)	344
2020 Vote: Didn't Vote	2% (8)	4% (11)	3% (10)	4% (11)	23% (70)	64% (197)	307
2018 House Vote: Democrat	5% (17)	10% (39)	2% (9)	2% (7)	18% (66)	63% (234)	372
2018 House Vote: Republican	5% (16)	7% (22)	3% (8)	2% (7)	17% (53)	65% (200)	305
2018 House Vote: Didnt Vote	3% (14)	3% (15)	4% (17)	3% (14)	23% (101)	63% (271)	432

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**Table MCFE2\_34:** Do you have a favorable or unfavorable view of the following brands?  
 eToro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (47)	7% (77)	3% (35)	3% (29)	20% (222)	64% (717)	1127
4-Region: Northeast	5% (10)	8% (17)	5% (10)	2% (5)	20% (40)	59% (119)	201
4-Region: Midwest	3% (8)	6% (14)	4% (11)	2% (4)	18% (45)	67% (162)	244
4-Region: South	4% (16)	7% (28)	2% (8)	2% (9)	21% (86)	65% (269)	415
4-Region: West	5% (13)	7% (18)	2% (7)	4% (10)	20% (52)	63% (167)	267
Sports Fan	6% (44)	8% (68)	4% (32)	3% (21)	20% (158)	60% (484)	807
Avid Sports Fan	10% (34)	10% (33)	6% (19)	2% (7)	21% (70)	50% (165)	328
Casual Sports Fan	2% (11)	7% (35)	3% (14)	3% (13)	18% (87)	67% (319)	479
Football Fan	5% (42)	8% (66)	4% (32)	2% (19)	19% (149)	60% (472)	780
Avid Football Fan	9% (31)	11% (40)	3% (12)	1% (5)	21% (76)	54% (193)	358
NFL Fan	6% (43)	8% (65)	4% (32)	2% (18)	19% (150)	60% (466)	775
Avid NFL Fan	9% (31)	11% (40)	3% (10)	2% (6)	22% (80)	53% (189)	355
Rihanna Fan	7% (39)	9% (51)	4% (24)	2% (10)	15% (83)	62% (336)	542
Pro Football is Favorite	8% (26)	10% (35)	4% (15)	3% (9)	18% (60)	57% (194)	339
Like Pro Football but not Favorite	4% (18)	7% (31)	3% (16)	2% (11)	22% (105)	62% (292)	473
Watched SB LVI and Plan to Watch LVII	6% (32)	9% (52)	4% (23)	2% (12)	21% (120)	58% (334)	573
Likely to Watch SB LVII	6% (43)	9% (65)	4% (27)	3% (20)	20% (149)	60% (458)	762
Want Eagles to Win	6% (22)	10% (38)	3% (12)	5% (18)	18% (73)	59% (231)	393
Want Chiefs to Win	6% (22)	9% (30)	5% (17)	1% (4)	17% (58)	63% (221)	353
Typically Host SB Party and Likely Host this Year	11% (26)	10% (24)	5% (11)	5% (11)	21% (49)	48% (110)	231
Likely Host SB Party this Year	10% (39)	10% (38)	7% (26)	3% (13)	20% (78)	50% (197)	392
Sports Bettors	11% (36)	14% (47)	6% (22)	4% (14)	18% (60)	47% (160)	339
Sports Bettors Weekly+	13% (16)	23% (28)	8% (9)	8% (10)	12% (15)	36% (45)	123
Non/Infrequent Bettor	2% (22)	4% (38)	2% (16)	2% (15)	21% (189)	69% (615)	895
Sports Bettors Monthly+	13% (25)	19% (38)	9% (19)	7% (14)	14% (29)	38% (76)	201
Non/Infrequent Bettor, Plan to Bet on SB LVII	8% (6)	5% (4)	3% (2)	1% (1)	20% (16)	63% (49)	78
Plan to Bet on SB LVII	12% (28)	16% (38)	7% (15)	6% (14)	17% (40)	42% (97)	233

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

**Table MCFE2\_35: Do you have a favorable or unfavorable view of the following brands?**

WeBull

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (56)	9% (103)	3% (31)	4% (50)	16% (197)	63% (757)	1194
Gender: Male	7% (39)	14% (81)	5% (27)	6% (35)	18% (102)	51% (293)	577
Gender: Female	3% (16)	3% (22)	1% (5)	2% (15)	15% (95)	75% (464)	617
Age: 18-34	8% (27)	13% (45)	4% (15)	6% (21)	17% (59)	53% (185)	351
Age: 35-44	9% (18)	10% (20)	3% (5)	7% (14)	18% (36)	53% (106)	198
Age: 45-64	2% (8)	9% (34)	1% (5)	3% (10)	19% (74)	66% (251)	383
Age: 65+	1% (2)	1% (4)	2% (6)	2% (6)	11% (28)	83% (216)	261
GenZers: 1997-2012	5% (7)	12% (18)	5% (7)	7% (11)	19% (28)	53% (80)	152
Millennials: 1981-1996	10% (35)	13% (46)	3% (11)	6% (21)	16% (58)	52% (185)	356
GenXers: 1965-1980	4% (11)	11% (32)	1% (4)	3% (9)	20% (60)	61% (183)	299
Baby Boomers: 1946-1964	— (1)	2% (7)	3% (9)	2% (8)	11% (41)	82% (291)	357
PID: Dem (no lean)	6% (25)	8% (37)	2% (11)	5% (21)	17% (77)	62% (285)	457
PID: Ind (no lean)	4% (15)	8% (30)	2% (9)	4% (15)	16% (62)	65% (250)	382
PID: Rep (no lean)	4% (15)	10% (36)	3% (12)	4% (14)	16% (57)	62% (222)	355
PID/Gender: Dem Men	8% (17)	13% (27)	4% (8)	6% (13)	19% (41)	50% (109)	217
PID/Gender: Dem Women	3% (8)	4% (9)	1% (3)	3% (8)	15% (36)	74% (177)	240
PID/Gender: Ind Men	6% (11)	13% (24)	4% (8)	7% (13)	20% (37)	50% (93)	187
PID/Gender: Ind Women	2% (4)	3% (6)	1% (1)	1% (2)	13% (25)	80% (157)	195
PID/Gender: Rep Men	6% (10)	17% (30)	6% (11)	5% (8)	14% (24)	52% (91)	174
PID/Gender: Rep Women	2% (4)	3% (6)	1% (1)	3% (6)	18% (34)	72% (131)	182
Ideo: Liberal (1-3)	5% (18)	12% (41)	2% (6)	5% (15)	12% (41)	64% (213)	335
Ideo: Moderate (4)	6% (21)	6% (23)	3% (11)	2% (6)	19% (74)	64% (246)	382
Ideo: Conservative (5-7)	4% (15)	9% (37)	4% (14)	7% (28)	16% (62)	60% (234)	390
Educ: < College	4% (33)	8% (62)	2% (18)	5% (39)	19% (147)	62% (488)	786
Educ: Bachelors degree	6% (16)	9% (23)	3% (8)	3% (7)	14% (37)	66% (172)	262
Educ: Post-grad	4% (6)	13% (18)	4% (6)	3% (4)	9% (13)	67% (97)	145
Income: Under 50k	4% (30)	6% (41)	2% (17)	5% (33)	18% (122)	64% (430)	672
Income: 50k-100k	5% (18)	14% (48)	2% (6)	3% (9)	14% (47)	62% (211)	339
Income: 100k+	5% (8)	8% (15)	5% (9)	5% (8)	15% (27)	63% (116)	183
Ethnicity: White	4% (40)	9% (83)	2% (22)	4% (37)	16% (147)	65% (617)	945

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**Table MCFE2\_35:** Do you have a favorable or unfavorable view of the following brands?  
 WeBull

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Head of, no opinion		Never heard of, no opinion		Total N
Adults	5%	(56)	9%	(103)	3%	(31)	4%	(50)	16%	(197)	63%	(757)	1194
Ethnicity: Hispanic	4%	(9)	14%	(31)	2%	(5)	10%	(21)	15%	(33)	55%	(122)	221
Ethnicity: Black	8%	(10)	10%	(13)	6%	(7)	7%	(9)	19%	(24)	51%	(63)	125
Ethnicity: Other	5%	(6)	6%	(7)	2%	(3)	4%	(5)	21%	(26)	62%	(77)	123
All Christian	4%	(19)	11%	(54)	3%	(16)	3%	(16)	15%	(78)	64%	(329)	511
All Non-Christian	12%	(10)	7%	(5)	6%	(5)	2%	(2)	12%	(10)	62%	(51)	82
Atheist	3%	(2)	12%	(7)	2%	(1)	4%	(2)	13%	(7)	66%	(36)	54
Agnostic/Nothing in particular	4%	(15)	5%	(17)	1%	(5)	6%	(23)	19%	(69)	65%	(242)	371
Something Else	6%	(11)	11%	(20)	2%	(4)	4%	(7)	19%	(33)	57%	(100)	175
Religious Non-Protestant/Catholic	11%	(10)	6%	(5)	6%	(5)	2%	(2)	12%	(11)	64%	(57)	89
Evangelical	6%	(17)	15%	(43)	4%	(11)	5%	(13)	18%	(51)	53%	(152)	287
Non-Evangelical	3%	(12)	8%	(30)	2%	(9)	2%	(9)	15%	(58)	70%	(268)	385
Community: Urban	9%	(35)	11%	(40)	6%	(23)	5%	(20)	16%	(59)	52%	(195)	372
Community: Suburban	3%	(15)	8%	(40)	1%	(8)	3%	(16)	16%	(85)	69%	(363)	527
Community: Rural	2%	(6)	8%	(23)	—	(1)	5%	(14)	18%	(53)	68%	(199)	295
Employ: Private Sector	5%	(20)	14%	(55)	3%	(13)	5%	(19)	18%	(73)	55%	(217)	397
Employ: Self-Employed	12%	(15)	14%	(17)	3%	(4)	4%	(5)	11%	(14)	56%	(69)	124
Employ: Homemaker	4%	(4)	4%	(3)	1%	(1)	2%	(1)	15%	(13)	74%	(62)	84
Employ: Retired	2%	(5)	3%	(10)	2%	(6)	2%	(7)	13%	(39)	78%	(233)	300
Employ: Unemployed	4%	(6)	4%	(6)	2%	(3)	8%	(11)	25%	(35)	57%	(81)	142
Employ: Other	3%	(2)	7%	(5)	—	(0)	1%	(1)	28%	(19)	61%	(41)	68
Military HH: Yes	7%	(11)	7%	(12)	2%	(4)	3%	(6)	13%	(22)	67%	(110)	164
Military HH: No	4%	(45)	9%	(91)	3%	(28)	4%	(45)	17%	(175)	63%	(647)	1030
RD/WT: Right Direction	9%	(33)	9%	(35)	3%	(10)	4%	(16)	14%	(50)	61%	(222)	365
RD/WT: Wrong Track	3%	(22)	8%	(68)	3%	(22)	4%	(34)	18%	(147)	65%	(535)	829
Biden Job Approve	7%	(31)	8%	(38)	2%	(11)	5%	(21)	15%	(71)	63%	(293)	465
Biden Job Disapprove	4%	(24)	10%	(64)	3%	(21)	4%	(29)	17%	(110)	63%	(417)	664

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**Table MCFE2\_35:** Do you have a favorable or unfavorable view of the following brands?

WeBull

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Head of, no opinion		Never heard of, no opinion		Total N
Adults	5%	(56)	9%	(103)	3%	(31)	4%	(50)	16%	(197)	63%	(757)	1194
Biden Job Strongly Approve	10%	(22)	10%	(22)	2%	(4)	6%	(13)	13%	(28)	59%	(128)	217
Biden Job Somewhat Approve	4%	(9)	7%	(16)	3%	(7)	3%	(8)	17%	(43)	66%	(165)	248
Biden Job Somewhat Disapprove	4%	(8)	9%	(18)	4%	(9)	5%	(11)	17%	(36)	60%	(123)	205
Biden Job Strongly Disapprove	3%	(16)	10%	(45)	3%	(12)	4%	(18)	16%	(75)	64%	(294)	459
Favorable of Biden	6%	(29)	8%	(39)	3%	(12)	4%	(21)	15%	(73)	63%	(298)	471
Unfavorable of Biden	4%	(26)	10%	(62)	3%	(19)	3%	(19)	16%	(105)	64%	(414)	646
Very Favorable of Biden	9%	(21)	10%	(22)	2%	(4)	6%	(13)	14%	(31)	60%	(134)	224
Somewhat Favorable of Biden	3%	(8)	7%	(17)	3%	(8)	3%	(8)	17%	(42)	66%	(164)	248
Somewhat Unfavorable of Biden	6%	(10)	9%	(15)	4%	(7)	1%	(2)	11%	(18)	69%	(118)	170
Very Unfavorable of Biden	3%	(16)	10%	(47)	3%	(12)	4%	(18)	18%	(87)	62%	(296)	475
#1 Issue: Economy	4%	(21)	10%	(49)	2%	(11)	5%	(25)	17%	(84)	62%	(312)	503
#1 Issue: Security	5%	(6)	8%	(9)	3%	(3)	6%	(7)	11%	(13)	68%	(81)	120
#1 Issue: Health Care	4%	(4)	8%	(7)	4%	(4)	4%	(4)	14%	(14)	66%	(63)	96
#1 Issue: Medicare / Social Security	3%	(5)	10%	(15)	1%	(1)	3%	(4)	16%	(24)	67%	(101)	150
#1 Issue: Women's Issues	3%	(3)	4%	(4)	2%	(2)	3%	(4)	19%	(22)	69%	(78)	114
#1 Issue: Energy	10%	(8)	9%	(7)	5%	(4)	4%	(3)	19%	(15)	53%	(43)	80
#1 Issue: Other	8%	(6)	4%	(4)	—	(0)	1%	(1)	19%	(16)	67%	(55)	82
2022 House Vote: Democrat	5%	(23)	10%	(42)	4%	(16)	5%	(20)	14%	(60)	62%	(261)	423
2022 House Vote: Republican	4%	(15)	12%	(41)	2%	(8)	2%	(8)	16%	(57)	63%	(222)	351
2022 House Vote: Didnt Vote	5%	(18)	4%	(17)	1%	(6)	5%	(21)	19%	(75)	65%	(257)	394
2020 Vote: Joe Biden	6%	(25)	10%	(46)	3%	(14)	4%	(16)	15%	(66)	63%	(279)	446
2020 Vote: Donald Trump	6%	(22)	8%	(30)	3%	(12)	4%	(15)	17%	(63)	61%	(222)	363
2020 Vote: Didn't Vote	2%	(7)	7%	(23)	1%	(5)	5%	(19)	19%	(65)	66%	(227)	344
2018 House Vote: Democrat	6%	(23)	9%	(34)	3%	(10)	4%	(15)	15%	(57)	63%	(236)	374
2018 House Vote: Republican	4%	(13)	13%	(41)	4%	(13)	3%	(8)	17%	(55)	60%	(193)	323
2018 House Vote: Didnt Vote	4%	(20)	6%	(27)	2%	(9)	6%	(27)	17%	(80)	65%	(309)	473

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**Table MCFE2\_35: Do you have a favorable or unfavorable view of the following brands?**  
 WeBull

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (56)	9% (103)	3% (31)	4% (50)	16% (197)	63% (757)	1194
4-Region: Northeast	3% (7)	5% (10)	2% (5)	5% (11)	17% (36)	67% (138)	207
4-Region: Midwest	3% (7)	6% (15)	3% (6)	2% (5)	18% (43)	68% (159)	234
4-Region: South	6% (26)	10% (48)	2% (11)	4% (17)	18% (85)	60% (275)	463
4-Region: West	5% (16)	10% (30)	3% (10)	6% (17)	11% (33)	64% (185)	290
Sports Fan	6% (52)	10% (91)	3% (27)	4% (32)	15% (135)	62% (541)	878
Avid Sports Fan	9% (30)	15% (47)	6% (20)	5% (16)	12% (38)	53% (168)	320
Casual Sports Fan	4% (22)	8% (44)	1% (7)	3% (16)	17% (96)	67% (373)	558
Football Fan	6% (51)	11% (89)	3% (26)	4% (30)	16% (129)	61% (502)	828
Avid Football Fan	10% (32)	13% (44)	6% (19)	3% (11)	13% (43)	55% (186)	335
NFL Fan	6% (51)	10% (83)	3% (24)	4% (29)	16% (130)	61% (498)	816
Avid NFL Fan	9% (31)	13% (45)	5% (16)	4% (12)	14% (47)	56% (194)	346
Rihanna Fan	8% (48)	11% (63)	4% (21)	4% (21)	15% (84)	58% (332)	570
Pro Football is Favorite	10% (33)	12% (41)	3% (10)	4% (14)	14% (48)	57% (191)	337
Like Pro Football but not Favorite	4% (22)	8% (44)	3% (17)	4% (19)	18% (97)	63% (333)	533
Watched SB LVI and Plan to Watch LVII	6% (35)	10% (61)	4% (21)	2% (15)	17% (103)	61% (370)	606
Likely to Watch SB LVII	7% (53)	10% (82)	3% (24)	3% (23)	16% (129)	61% (480)	791
Want Eagles to Win	7% (30)	12% (52)	3% (14)	5% (19)	14% (58)	58% (243)	416
Want Chiefs to Win	6% (23)	9% (32)	4% (14)	6% (23)	17% (66)	58% (220)	379
Typically Host SB Party and Likely Host this Year	13% (27)	18% (38)	7% (15)	4% (8)	16% (35)	42% (89)	211
Likely Host SB Party this Year	11% (40)	15% (56)	6% (21)	4% (16)	16% (60)	48% (175)	368
Sports Bettors	11% (38)	17% (58)	6% (23)	7% (25)	14% (48)	45% (157)	349
Sports Bettors Weekly+	14% (17)	28% (34)	6% (8)	3% (4)	15% (19)	33% (41)	123
Non/Infrequent Bettor	3% (27)	6% (56)	2% (18)	3% (28)	17% (162)	70% (670)	962
Sports Bettors Monthly+	14% (29)	22% (46)	7% (13)	11% (22)	15% (32)	31% (64)	206
Non/Infrequent Bettor, Plan to Bet on SB LVII	6% (5)	9% (7)	10% (9)	4% (4)	13% (10)	59% (49)	83
Plan to Bet on SB LVII	14% (32)	21% (46)	8% (19)	4% (9)	15% (34)	37% (83)	223

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

**Table MCFE2\_36:** Do you have a favorable or unfavorable view of the following brands?

Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	21% (238)	7% (80)	5% (62)	34% (399)	23% (262)	1158
Gender: Male	13% (75)	24% (134)	8% (48)	7% (37)	31% (172)	17% (95)	561
Gender: Female	7% (43)	17% (104)	5% (32)	4% (25)	38% (227)	28% (166)	597
Age: 18-34	14% (50)	19% (65)	8% (28)	7% (24)	27% (95)	25% (86)	347
Age: 35-44	20% (34)	24% (41)	11% (18)	4% (7)	27% (47)	15% (26)	172
Age: 45-64	6% (26)	25% (99)	5% (20)	6% (24)	37% (149)	21% (82)	399
Age: 65+	3% (7)	14% (33)	6% (14)	3% (8)	45% (108)	28% (68)	239
GenZers: 1997-2012	12% (18)	12% (18)	7% (11)	4% (6)	26% (39)	39% (57)	148
Millennials: 1981-1996	18% (61)	25% (85)	9% (32)	7% (25)	25% (83)	15% (51)	335
GenXers: 1965-1980	8% (23)	24% (70)	6% (17)	6% (17)	37% (107)	20% (57)	291
Baby Boomers: 1946-1964	4% (15)	17% (60)	6% (19)	4% (15)	44% (156)	25% (87)	353
PID: Dem (no lean)	13% (54)	24% (100)	7% (30)	6% (28)	31% (132)	19% (83)	426
PID: Ind (no lean)	7% (25)	16% (61)	8% (30)	6% (21)	38% (143)	26% (100)	379
PID: Rep (no lean)	11% (38)	22% (77)	6% (20)	4% (14)	35% (124)	23% (80)	353
PID/Gender: Dem Men	18% (39)	26% (57)	6% (13)	7% (15)	26% (56)	16% (36)	216
PID/Gender: Dem Women	7% (14)	21% (43)	8% (17)	6% (12)	36% (76)	23% (47)	210
PID/Gender: Ind Men	7% (12)	18% (31)	12% (20)	9% (15)	37% (65)	18% (31)	174
PID/Gender: Ind Women	7% (14)	14% (29)	5% (9)	3% (6)	38% (78)	34% (68)	204
PID/Gender: Rep Men	14% (24)	27% (46)	8% (14)	4% (7)	30% (51)	17% (29)	171
PID/Gender: Rep Women	8% (15)	17% (31)	4% (7)	4% (7)	40% (73)	28% (50)	183
Ideo: Liberal (1-3)	15% (46)	26% (79)	7% (23)	6% (19)	29% (89)	16% (49)	305
Ideo: Moderate (4)	8% (32)	18% (75)	7% (29)	4% (18)	39% (159)	23% (92)	406
Ideo: Conservative (5-7)	9% (34)	20% (71)	7% (25)	6% (22)	35% (125)	23% (84)	360
Educ: < College	9% (67)	18% (136)	5% (35)	4% (33)	36% (270)	28% (205)	746
Educ: Bachelors degree	11% (30)	24% (65)	11% (29)	6% (18)	33% (90)	15% (41)	274
Educ: Post-grad	15% (20)	27% (37)	11% (15)	8% (11)	28% (39)	11% (16)	138
Income: Under 50k	7% (47)	16% (105)	6% (40)	5% (29)	36% (231)	29% (185)	635
Income: 50k-100k	14% (46)	25% (85)	7% (23)	4% (14)	35% (115)	15% (51)	334
Income: 100k+	13% (24)	26% (49)	9% (17)	10% (19)	28% (53)	14% (27)	189
Ethnicity: White	9% (80)	20% (176)	8% (66)	5% (44)	35% (309)	23% (200)	875

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**Table MCFE2\_36:** Do you have a favorable or unfavorable view of the following brands?  
 Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	21% (238)	7% (80)	5% (62)	34% (399)	23% (262)	1158
Ethnicity: Hispanic	12% (23)	23% (43)	5% (9)	3% (5)	32% (60)	25% (46)	185
Ethnicity: Black	12% (18)	27% (42)	5% (8)	6% (9)	27% (42)	23% (35)	154
Ethnicity: Other	15% (19)	16% (20)	4% (6)	7% (9)	37% (47)	21% (27)	129
All Christian	10% (49)	19% (91)	8% (37)	5% (25)	36% (175)	23% (110)	489
All Non-Christian	19% (15)	29% (23)	3% (3)	2% (2)	35% (28)	11% (9)	79
Atheist	13% (7)	9% (5)	17% (9)	9% (5)	31% (16)	20% (10)	51
Agnostic/Nothing in particular	9% (29)	17% (58)	7% (22)	6% (19)	37% (125)	25% (84)	336
Something Else	9% (17)	30% (61)	5% (9)	6% (12)	27% (55)	24% (49)	204
Religious Non-Protestant/Catholic	19% (16)	29% (24)	3% (3)	2% (2)	35% (29)	11% (9)	83
Evangelical	10% (28)	25% (71)	7% (20)	4% (10)	34% (96)	20% (57)	282
Non-Evangelical	9% (38)	20% (79)	6% (24)	7% (27)	33% (130)	25% (102)	400
Community: Urban	12% (41)	20% (70)	7% (26)	6% (22)	36% (129)	19% (69)	357
Community: Suburban	9% (47)	21% (111)	8% (41)	6% (30)	33% (174)	23% (121)	523
Community: Rural	10% (29)	21% (57)	5% (13)	4% (10)	35% (97)	26% (72)	278
Employ: Private Sector	14% (52)	26% (97)	9% (34)	7% (27)	30% (113)	14% (55)	378
Employ: Government	13% (7)	20% (11)	1% (1)	3% (2)	31% (17)	32% (17)	54
Employ: Self-Employed	18% (22)	29% (35)	10% (12)	4% (4)	27% (32)	12% (14)	119
Employ: Homemaker	8% (7)	17% (14)	5% (4)	4% (3)	42% (35)	24% (20)	83
Employ: Retired	5% (15)	14% (41)	4% (13)	5% (15)	43% (126)	29% (84)	295
Employ: Unemployed	8% (10)	14% (18)	9% (12)	8% (10)	36% (47)	26% (34)	131
Employ: Other	2% (1)	23% (14)	6% (3)	1% (0)	36% (21)	32% (19)	58
Military HH: Yes	12% (19)	17% (28)	4% (7)	5% (7)	40% (64)	22% (35)	162
Military HH: No	10% (98)	21% (210)	7% (73)	5% (55)	34% (335)	23% (227)	996
RD/WT: Right Direction	14% (50)	27% (95)	7% (24)	6% (21)	26% (94)	21% (74)	357
RD/WT: Wrong Track	8% (67)	18% (143)	7% (56)	5% (41)	38% (305)	24% (188)	801
Biden Job Approve	11% (53)	25% (117)	8% (39)	6% (30)	28% (133)	21% (102)	475
Biden Job Disapprove	10% (59)	19% (117)	7% (40)	5% (28)	39% (238)	21% (125)	606

Continued on next page

**Table MCFE2\_36:** Do you have a favorable or unfavorable view of the following brands?

Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	21% (238)	7% (80)	5% (62)	34% (399)	23% (262)	1158
Biden Job Strongly Approve	17% (36)	25% (51)	6% (13)	7% (15)	23% (48)	21% (44)	206
Biden Job Somewhat Approve	6% (17)	25% (66)	10% (26)	6% (15)	32% (86)	22% (58)	269
Biden Job Somewhat Disapprove	9% (15)	21% (34)	4% (7)	4% (7)	40% (66)	22% (35)	164
Biden Job Strongly Disapprove	10% (43)	19% (83)	8% (34)	5% (21)	39% (172)	20% (89)	443
Favorable of Biden	13% (61)	25% (117)	8% (36)	6% (26)	28% (132)	21% (99)	470
Unfavorable of Biden	8% (48)	19% (117)	7% (41)	5% (33)	39% (237)	21% (129)	604
Very Favorable of Biden	21% (42)	22% (44)	5% (9)	8% (17)	24% (49)	21% (42)	203
Somewhat Favorable of Biden	7% (18)	27% (73)	10% (27)	3% (9)	31% (83)	21% (57)	268
Somewhat Unfavorable of Biden	5% (7)	22% (31)	4% (5)	7% (10)	38% (55)	25% (37)	146
Very Unfavorable of Biden	9% (41)	19% (85)	8% (35)	5% (23)	40% (182)	20% (92)	459
#1 Issue: Economy	12% (63)	20% (100)	7% (37)	5% (28)	34% (173)	21% (110)	510
#1 Issue: Security	7% (8)	23% (27)	8% (9)	4% (5)	35% (41)	23% (26)	117
#1 Issue: Health Care	8% (7)	28% (25)	12% (11)	4% (3)	33% (29)	15% (13)	89
#1 Issue: Medicare / Social Security	2% (3)	19% (29)	4% (7)	6% (9)	45% (66)	23% (34)	148
#1 Issue: Women's Issues	11% (13)	19% (22)	6% (7)	6% (7)	25% (29)	33% (39)	118
#1 Issue: Energy	15% (10)	24% (17)	7% (5)	2% (2)	33% (24)	19% (13)	71
#1 Issue: Other	12% (9)	14% (11)	3% (2)	8% (6)	37% (28)	26% (20)	77
2022 House Vote: Democrat	15% (58)	23% (91)	8% (33)	7% (29)	29% (115)	18% (71)	398
2022 House Vote: Republican	8% (26)	24% (82)	7% (23)	5% (16)	37% (123)	20% (68)	338
2022 House Vote: Didnt Vote	8% (33)	15% (60)	5% (22)	3% (11)	38% (152)	30% (117)	395
2020 Vote: Joe Biden	14% (58)	24% (103)	7% (32)	8% (33)	29% (126)	18% (77)	429
2020 Vote: Donald Trump	8% (26)	24% (82)	6% (22)	4% (14)	38% (130)	20% (69)	343
2020 Vote: Didn't Vote	9% (31)	14% (47)	6% (21)	3% (10)	36% (124)	32% (110)	343
2018 House Vote: Democrat	14% (51)	26% (93)	8% (27)	7% (25)	27% (94)	18% (64)	354
2018 House Vote: Republican	7% (22)	24% (74)	6% (20)	5% (16)	37% (114)	21% (65)	310
2018 House Vote: Didnt Vote	9% (44)	14% (67)	7% (32)	4% (18)	38% (177)	28% (132)	471

Continued on next page

**Table MCFE2\_36:** Do you have a favorable or unfavorable view of the following brands?  
Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	10% (117)	21% (238)	7% (80)	5% (62)	34% (399)	23% (262)	1158
4-Region: Northeast	12% (22)	22% (42)	8% (16)	4% (8)	28% (53)	25% (47)	188
4-Region: Midwest	9% (21)	17% (41)	7% (15)	5% (12)	37% (86)	26% (61)	236
4-Region: South	10% (45)	24% (103)	5% (21)	5% (22)	34% (147)	23% (99)	438
4-Region: West	10% (30)	18% (52)	9% (27)	7% (20)	38% (112)	19% (56)	297
Sports Fan	13% (105)	23% (190)	7% (57)	5% (44)	33% (266)	19% (152)	814
Avid Sports Fan	17% (54)	26% (84)	6% (21)	8% (25)	28% (90)	16% (51)	324
Casual Sports Fan	10% (51)	22% (106)	7% (36)	4% (19)	36% (177)	21% (101)	490
Football Fan	13% (103)	23% (177)	7% (56)	5% (42)	33% (256)	18% (135)	770
Avid Football Fan	16% (55)	26% (88)	6% (21)	8% (26)	28% (93)	15% (50)	333
NFL Fan	13% (101)	23% (179)	7% (56)	6% (43)	33% (253)	18% (138)	771
Avid NFL Fan	18% (61)	24% (82)	7% (23)	7% (25)	28% (99)	16% (57)	347
Rihanna Fan	16% (94)	25% (147)	8% (47)	5% (30)	25% (147)	21% (126)	591
Pro Football is Favorite	19% (60)	26% (82)	8% (26)	4% (12)	27% (86)	16% (50)	315
Like Pro Football but not Favorite	9% (42)	21% (103)	6% (30)	6% (31)	37% (185)	21% (103)	494
Watched SB LVI and Plan to Watch LVII	14% (83)	23% (140)	7% (40)	6% (34)	33% (199)	17% (100)	597
Likely to Watch SB LVII	13% (100)	24% (179)	8% (59)	5% (38)	32% (239)	19% (141)	756
Want Eagles to Win	15% (62)	25% (104)	7% (28)	7% (30)	30% (123)	17% (70)	416
Want Chiefs to Win	12% (43)	24% (86)	8% (29)	3% (12)	31% (109)	22% (76)	355
Typically Host SB Party and Likely Host this Year	23% (46)	27% (54)	8% (16)	8% (17)	20% (41)	14% (28)	202
Likely Host SB Party this Year	20% (73)	29% (103)	6% (23)	6% (23)	22% (79)	15% (55)	355
Sports Bettors	22% (72)	26% (85)	7% (22)	6% (19)	21% (70)	19% (61)	329
Sports Bettors Weekly+	29% (34)	26% (30)	6% (8)	5% (5)	17% (20)	17% (20)	117
Non/Infrequent Bettor	6% (58)	19% (179)	7% (66)	6% (52)	38% (355)	23% (213)	923
Sports Bettors Monthly+	29% (59)	27% (53)	7% (14)	5% (10)	18% (36)	14% (28)	200
Non/Infrequent Bettor, Plan to Bet on SB LVII	17% (11)	21% (14)	11% (7)	7% (5)	34% (23)	11% (7)	68
Plan to Bet on SB LVII	26% (57)	27% (59)	7% (15)	6% (13)	23% (50)	10% (22)	216

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

**Table MCFE2\_37: Do you have a favorable or unfavorable view of the following brands?**

Bitcoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (104)	14% (167)	10% (122)	22% (263)	36% (426)	9% (106)	1189
Gender: Male	13% (77)	16% (91)	12% (71)	22% (129)	28% (165)	8% (47)	579
Gender: Female	4% (27)	13% (76)	8% (50)	22% (135)	43% (261)	10% (60)	608
Age: 18-34	14% (47)	18% (60)	12% (41)	13% (43)	31% (103)	12% (41)	335
Age: 35-44	16% (31)	16% (30)	7% (13)	19% (36)	33% (64)	9% (18)	192
Age: 45-64	6% (23)	16% (63)	9% (35)	23% (94)	39% (158)	8% (31)	403
Age: 65+	1% (3)	6% (14)	13% (33)	35% (90)	40% (102)	6% (16)	258
GenZers: 1997-2012	10% (12)	16% (19)	12% (15)	14% (17)	33% (40)	14% (16)	119
Millennials: 1981-1996	17% (62)	18% (68)	10% (38)	15% (54)	29% (107)	11% (41)	371
GenXers: 1965-1980	7% (23)	17% (53)	7% (24)	22% (69)	40% (128)	7% (22)	318
Baby Boomers: 1946-1964	2% (7)	7% (24)	11% (39)	32% (109)	40% (137)	7% (25)	342
PID: Dem (no lean)	9% (42)	18% (80)	11% (51)	23% (103)	31% (140)	9% (40)	457
PID: Ind (no lean)	8% (30)	11% (38)	8% (28)	21% (74)	43% (152)	9% (30)	352
PID: Rep (no lean)	8% (32)	13% (49)	11% (43)	23% (86)	35% (134)	9% (36)	379
PID/Gender: Dem Men	12% (28)	17% (39)	14% (33)	24% (55)	21% (46)	11% (24)	226
PID/Gender: Dem Women	6% (14)	18% (41)	8% (19)	21% (48)	40% (93)	7% (16)	231
PID/Gender: Ind Men	13% (23)	11% (20)	10% (17)	21% (37)	40% (70)	5% (9)	176
PID/Gender: Ind Women	4% (6)	10% (18)	6% (11)	21% (37)	47% (82)	12% (21)	176
PID/Gender: Rep Men	14% (25)	18% (32)	12% (22)	21% (37)	27% (48)	8% (13)	177
PID/Gender: Rep Women	3% (7)	8% (17)	10% (21)	24% (49)	42% (86)	11% (22)	202
Ideo: Liberal (1-3)	9% (28)	17% (54)	13% (41)	29% (93)	25% (80)	7% (23)	320
Ideo: Moderate (4)	11% (41)	13% (48)	8% (28)	20% (76)	41% (153)	7% (25)	373
Ideo: Conservative (5-7)	7% (27)	14% (57)	12% (46)	22% (91)	35% (143)	10% (40)	404
Educ: < College	8% (61)	13% (101)	10% (75)	18% (143)	40% (316)	11% (87)	783
Educ: Bachelors degree	9% (22)	16% (39)	13% (33)	27% (68)	30% (74)	5% (12)	249
Educ: Post-grad	13% (21)	17% (27)	9% (14)	33% (52)	23% (36)	5% (7)	157
Income: Under 50k	8% (53)	11% (74)	9% (57)	19% (125)	40% (264)	13% (83)	655
Income: 50k-100k	8% (28)	19% (63)	12% (39)	24% (79)	31% (104)	6% (19)	332
Income: 100k+	12% (24)	15% (30)	13% (26)	29% (59)	29% (59)	2% (4)	202
Ethnicity: White	8% (71)	13% (116)	10% (89)	24% (222)	37% (339)	9% (87)	924

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**Table MCFE2\_37: Do you have a favorable or unfavorable view of the following brands?**  
 Bitcoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (104)	14% (167)	10% (122)	22% (263)	36% (426)	9% (106)	1189
Ethnicity: Hispanic	13% (26)	18% (36)	9% (19)	11% (23)	38% (76)	10% (20)	199
Ethnicity: Black	14% (22)	17% (26)	12% (19)	17% (27)	31% (49)	8% (13)	156
Ethnicity: Other	9% (10)	23% (25)	13% (14)	14% (15)	35% (38)	6% (7)	109
All Christian	9% (46)	16% (82)	9% (49)	24% (123)	36% (184)	6% (32)	515
All Non-Christian	16% (11)	33% (23)	14% (9)	16% (11)	15% (10)	7% (5)	69
Atheist	3% (1)	6% (3)	15% (8)	46% (24)	26% (14)	4% (2)	52
Agnostic/Nothing in particular	6% (24)	8% (31)	11% (39)	21% (78)	40% (147)	13% (46)	364
Something Else	12% (22)	15% (29)	9% (17)	15% (28)	38% (71)	11% (21)	189
Religious Non-Protestant/Catholic	14% (11)	30% (24)	12% (9)	16% (12)	16% (13)	12% (9)	78
Evangelical	13% (40)	19% (57)	8% (25)	18% (53)	33% (97)	9% (27)	298
Non-Evangelical	7% (27)	13% (51)	11% (41)	24% (95)	39% (154)	6% (22)	390
Community: Urban	14% (50)	14% (50)	13% (46)	19% (67)	30% (106)	11% (39)	359
Community: Suburban	7% (38)	17% (91)	10% (54)	25% (135)	35% (185)	6% (32)	534
Community: Rural	5% (16)	9% (27)	7% (22)	21% (61)	46% (135)	12% (35)	296
Employ: Private Sector	12% (48)	20% (77)	12% (46)	23% (89)	28% (106)	5% (20)	386
Employ: Government	16% (9)	20% (11)	9% (5)	21% (12)	25% (14)	9% (5)	57
Employ: Self-Employed	15% (19)	14% (18)	10% (12)	17% (21)	36% (44)	7% (9)	122
Employ: Homemaker	5% (4)	10% (8)	6% (5)	13% (11)	48% (38)	17% (14)	79
Employ: Retired	2% (5)	6% (18)	12% (36)	30% (90)	42% (125)	9% (26)	299
Employ: Unemployed	8% (12)	14% (21)	5% (7)	20% (31)	37% (55)	15% (23)	149
Employ: Other	8% (5)	14% (9)	8% (6)	14% (10)	47% (31)	9% (6)	67
Military HH: Yes	9% (15)	17% (27)	10% (16)	26% (42)	35% (56)	4% (6)	161
Military HH: No	9% (89)	14% (140)	10% (106)	22% (222)	36% (370)	10% (100)	1027
RD/WT: Right Direction	15% (55)	15% (56)	10% (37)	20% (73)	28% (103)	12% (43)	367
RD/WT: Wrong Track	6% (49)	14% (111)	10% (85)	23% (190)	39% (324)	8% (63)	822
Biden Job Approve	11% (54)	16% (74)	10% (49)	24% (112)	29% (139)	10% (47)	475
Biden Job Disapprove	7% (47)	14% (90)	11% (72)	22% (147)	38% (251)	8% (50)	658

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**Table MCFE2\_37: Do you have a favorable or unfavorable view of the following brands?**

Bitcoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (104)	14% (167)	10% (122)	22% (263)	36% (426)	9% (106)	1189
Biden Job Strongly Approve	16% (32)	11% (23)	8% (16)	27% (55)	26% (53)	12% (25)	205
Biden Job Somewhat Approve	8% (22)	19% (51)	12% (33)	21% (57)	32% (86)	8% (22)	271
Biden Job Somewhat Disapprove	9% (17)	14% (26)	14% (27)	17% (32)	42% (81)	6% (11)	194
Biden Job Strongly Disapprove	7% (30)	14% (64)	10% (46)	25% (115)	37% (170)	8% (39)	464
Favorable of Biden	12% (56)	16% (79)	10% (50)	24% (115)	29% (140)	8% (41)	481
Unfavorable of Biden	7% (42)	14% (86)	11% (69)	23% (147)	37% (237)	8% (51)	631
Very Favorable of Biden	16% (35)	12% (26)	8% (18)	28% (60)	25% (53)	10% (22)	214
Somewhat Favorable of Biden	8% (21)	20% (53)	12% (32)	21% (55)	33% (88)	7% (18)	267
Somewhat Unfavorable of Biden	10% (15)	12% (18)	14% (22)	22% (34)	38% (58)	4% (7)	153
Very Unfavorable of Biden	6% (28)	14% (68)	10% (47)	24% (113)	37% (178)	9% (44)	478
#1 Issue: Economy	10% (50)	17% (82)	11% (55)	20% (99)	34% (170)	8% (42)	498
#1 Issue: Security	9% (12)	12% (16)	10% (13)	27% (37)	34% (46)	8% (11)	135
#1 Issue: Health Care	7% (6)	14% (12)	8% (7)	15% (13)	45% (39)	11% (10)	86
#1 Issue: Medicare / Social Security	10% (15)	9% (14)	8% (13)	23% (34)	40% (61)	11% (16)	153
#1 Issue: Women's Issues	8% (9)	12% (13)	5% (6)	25% (28)	37% (42)	14% (16)	113
#1 Issue: Education	7% (5)	23% (14)	19% (11)	16% (10)	27% (17)	8% (5)	62
#1 Issue: Energy	6% (5)	16% (13)	13% (10)	25% (19)	36% (28)	3% (3)	76
#1 Issue: Other	6% (4)	6% (4)	11% (7)	35% (23)	37% (25)	6% (4)	67
2022 House Vote: Democrat	10% (45)	16% (72)	12% (54)	27% (117)	28% (121)	7% (29)	437
2022 House Vote: Republican	10% (35)	14% (49)	10% (37)	26% (93)	33% (119)	8% (27)	361
2022 House Vote: Didnt Vote	6% (22)	12% (43)	7% (27)	13% (48)	49% (179)	13% (47)	366
2020 Vote: Joe Biden	12% (53)	16% (72)	10% (44)	25% (118)	30% (141)	7% (34)	463
2020 Vote: Donald Trump	7% (24)	14% (50)	12% (43)	26% (96)	33% (122)	8% (30)	364
2020 Vote: Didn't Vote	7% (24)	12% (40)	9% (28)	13% (42)	46% (149)	12% (40)	323
2018 House Vote: Democrat	11% (44)	16% (63)	10% (38)	26% (99)	30% (118)	7% (27)	388
2018 House Vote: Republican	8% (26)	14% (44)	14% (43)	28% (86)	30% (93)	7% (22)	314
2018 House Vote: Didnt Vote	7% (32)	11% (53)	9% (40)	16% (74)	45% (207)	12% (57)	462

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**Table MCFE2\_37: Do you have a favorable or unfavorable view of the following brands?**  
 Bitcoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (104)	14% (167)	10% (122)	22% (263)	36% (426)	9% (106)	1189
4-Region: Northeast	11% (24)	12% (27)	10% (21)	20% (43)	37% (82)	11% (24)	220
4-Region: Midwest	8% (19)	10% (26)	14% (35)	25% (64)	33% (83)	11% (28)	256
4-Region: South	9% (40)	15% (67)	10% (42)	19% (83)	39% (171)	8% (37)	441
4-Region: West	8% (21)	17% (47)	9% (24)	27% (73)	33% (90)	6% (17)	272
Sports Fan	11% (90)	18% (149)	11% (89)	22% (184)	32% (269)	7% (58)	838
Avid Sports Fan	19% (61)	17% (57)	11% (36)	21% (68)	25% (81)	7% (22)	324
Casual Sports Fan	5% (28)	18% (92)	10% (53)	23% (116)	37% (188)	7% (36)	514
Football Fan	11% (92)	17% (138)	11% (91)	21% (177)	32% (267)	7% (60)	825
Avid Football Fan	16% (57)	17% (59)	12% (43)	23% (81)	24% (86)	7% (26)	351
NFL Fan	11% (89)	16% (133)	11% (87)	22% (180)	32% (260)	8% (62)	811
Avid NFL Fan	16% (60)	18% (66)	11% (42)	23% (87)	24% (90)	7% (27)	372
Rihanna Fan	13% (73)	18% (105)	9% (54)	19% (109)	32% (183)	8% (47)	571
Pro Football is Favorite	15% (49)	19% (64)	9% (30)	25% (85)	26% (88)	7% (23)	339
Like Pro Football but not Favorite	8% (44)	15% (78)	11% (59)	19% (101)	38% (200)	8% (42)	524
Watched SB LVI and Plan to Watch LVII	11% (69)	17% (109)	13% (81)	25% (158)	28% (179)	7% (42)	638
Likely to Watch SB LVII	11% (87)	17% (131)	11% (86)	23% (183)	32% (250)	7% (54)	790
Want Eagles to Win	12% (48)	20% (82)	11% (46)	22% (93)	28% (117)	7% (28)	414
Want Chiefs to Win	9% (36)	13% (52)	11% (43)	21% (82)	38% (145)	7% (27)	386
Typically Host SB Party and Likely Host this Year	22% (50)	21% (47)	13% (29)	12% (26)	26% (60)	6% (15)	228
Likely Host SB Party this Year	18% (69)	21% (78)	12% (45)	13% (50)	27% (100)	8% (31)	374
Sports Bettors	19% (62)	20% (65)	14% (47)	15% (50)	25% (82)	8% (26)	332
Sports Bettors Weekly+	24% (29)	26% (31)	10% (13)	16% (19)	17% (21)	8% (9)	122
Non/Infrequent Bettor	6% (56)	13% (122)	10% (96)	25% (237)	38% (364)	9% (88)	963
Sports Bettors Monthly+	23% (47)	20% (42)	12% (25)	12% (26)	26% (53)	6% (13)	206
Non/Infrequent Bettor, Plan to Bet on SB LVII	13% (10)	21% (17)	16% (13)	22% (17)	27% (22)	1% (1)	80
Plan to Bet on SB LVII	24% (58)	21% (50)	13% (31)	17% (39)	21% (49)	4% (10)	237

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

**Table MCFE2\_38:** Do you have a favorable or unfavorable view of the following brands?

SoFi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (101)	18% (196)	4% (43)	3% (33)	39% (434)	28% (312)	1119
Gender: Male	11% (61)	23% (124)	4% (24)	4% (24)	36% (195)	21% (112)	540
Gender: Female	7% (40)	13% (73)	3% (19)	2% (9)	41% (238)	34% (198)	577
Age: 18-34	12% (38)	15% (48)	6% (19)	3% (10)	34% (109)	31% (99)	324
Age: 35-44	16% (28)	19% (34)	4% (6)	8% (13)	34% (60)	20% (35)	177
Age: 45-64	8% (31)	21% (76)	2% (9)	2% (6)	36% (134)	30% (112)	367
Age: 65+	1% (3)	15% (38)	4% (9)	1% (4)	52% (131)	26% (66)	251
GenZers: 1997-2012	7% (9)	13% (15)	8% (9)	3% (3)	32% (38)	38% (44)	118
Millennials: 1981-1996	16% (55)	17% (61)	5% (16)	5% (19)	33% (118)	24% (84)	354
GenXers: 1965-1980	10% (27)	21% (58)	2% (7)	1% (4)	35% (97)	30% (83)	276
Baby Boomers: 1946-1964	2% (8)	18% (60)	3% (9)	2% (6)	49% (166)	26% (87)	335
PID: Dem (no lean)	12% (49)	19% (82)	5% (21)	3% (11)	34% (148)	28% (119)	430
PID: Ind (no lean)	8% (29)	17% (65)	3% (11)	5% (18)	39% (146)	28% (106)	374
PID: Rep (no lean)	7% (22)	16% (49)	4% (12)	1% (4)	44% (140)	28% (87)	315
PID/Gender: Dem Men	15% (32)	23% (50)	5% (11)	3% (7)	30% (63)	23% (50)	215
PID/Gender: Dem Women	8% (17)	15% (32)	4% (9)	2% (4)	39% (84)	32% (68)	214
PID/Gender: Ind Men	7% (13)	23% (42)	2% (4)	8% (14)	37% (68)	22% (39)	181
PID/Gender: Ind Women	8% (16)	12% (22)	3% (6)	2% (4)	41% (78)	34% (66)	193
PID/Gender: Rep Men	10% (15)	21% (31)	6% (8)	2% (3)	45% (64)	16% (23)	144
PID/Gender: Rep Women	4% (7)	11% (19)	2% (4)	1% (1)	44% (76)	37% (64)	171
Ideo: Liberal (1-3)	12% (40)	23% (75)	5% (16)	2% (5)	32% (105)	26% (83)	323
Ideo: Moderate (4)	9% (30)	18% (61)	2% (8)	2% (6)	43% (148)	27% (92)	345
Ideo: Conservative (5-7)	8% (27)	15% (52)	5% (19)	5% (16)	44% (156)	24% (85)	356
Educ: < College	9% (64)	17% (121)	3% (23)	3% (24)	37% (273)	31% (226)	732
Educ: Bachelors degree	8% (19)	20% (49)	6% (14)	2% (6)	41% (102)	24% (59)	249
Educ: Post-grad	12% (17)	19% (26)	4% (6)	2% (3)	42% (58)	20% (27)	138
Income: Under 50k	8% (50)	16% (96)	3% (19)	4% (23)	36% (221)	33% (199)	608
Income: 50k-100k	10% (36)	19% (65)	5% (19)	1% (4)	41% (140)	23% (79)	342
Income: 100k+	9% (15)	21% (35)	3% (5)	3% (6)	43% (73)	21% (35)	168
Ethnicity: White	9% (74)	17% (148)	4% (34)	2% (20)	40% (347)	28% (241)	863

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**Table MCFE2\_38:** Do you have a favorable or unfavorable view of the following brands?  
 SoFi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (101)	18% (196)	4% (43)	3% (33)	39% (434)	28% (312)	1119
Ethnicity: Hispanic	12% (23)	19% (35)	5% (9)	4% (8)	36% (66)	24% (44)	184
Ethnicity: Black	12% (18)	24% (34)	4% (5)	5% (7)	29% (43)	26% (38)	145
Ethnicity: Other	8% (9)	13% (15)	4% (4)	5% (6)	40% (44)	30% (32)	110
All Christian	10% (44)	20% (93)	4% (18)	1% (4)	40% (181)	26% (117)	456
All Non-Christian	15% (14)	18% (17)	4% (4)	3% (3)	37% (36)	24% (23)	97
Agnostic/Nothing in particular	8% (28)	13% (43)	3% (9)	5% (17)	42% (143)	29% (97)	337
Something Else	8% (14)	22% (41)	4% (7)	5% (9)	31% (58)	31% (59)	188
Religious Non-Protestant/Catholic	14% (14)	18% (19)	4% (4)	3% (3)	38% (40)	24% (25)	105
Evangelical	14% (38)	18% (49)	3% (8)	2% (4)	38% (102)	25% (67)	268
Non-Evangelical	5% (19)	23% (82)	4% (16)	2% (7)	37% (132)	29% (106)	361
Community: Urban	16% (54)	18% (62)	4% (14)	5% (17)	31% (108)	26% (89)	344
Community: Suburban	7% (35)	20% (103)	4% (21)	3% (14)	42% (216)	25% (128)	517
Community: Rural	5% (12)	12% (31)	3% (9)	1% (2)	43% (110)	37% (94)	257
Employ: Private Sector	11% (39)	22% (80)	5% (17)	2% (9)	34% (125)	26% (94)	363
Employ: Self-Employed	14% (16)	18% (20)	7% (8)	4% (5)	28% (31)	28% (31)	110
Employ: Homemaker	7% (6)	14% (13)	1% (1)	2% (1)	51% (45)	25% (22)	88
Employ: Retired	2% (7)	14% (39)	4% (10)	1% (3)	50% (139)	29% (81)	279
Employ: Unemployed	11% (16)	16% (22)	1% (2)	10% (14)	33% (46)	28% (39)	139
Employ: Other	2% (1)	16% (11)	5% (3)	1% (1)	37% (24)	38% (25)	65
Military HH: Yes	6% (9)	18% (27)	3% (5)	2% (3)	40% (59)	30% (45)	147
Military HH: No	9% (91)	17% (170)	4% (38)	3% (30)	39% (375)	27% (267)	971
RD/WT: Right Direction	14% (51)	24% (85)	4% (16)	3% (9)	31% (111)	24% (87)	359
RD/WT: Wrong Track	6% (49)	15% (112)	4% (28)	3% (24)	42% (323)	30% (225)	760
Biden Job Approve	12% (58)	21% (100)	4% (21)	3% (15)	36% (167)	23% (106)	466
Biden Job Disapprove	6% (37)	16% (92)	4% (23)	3% (16)	41% (241)	30% (173)	582
Biden Job Strongly Approve	18% (40)	23% (50)	6% (13)	3% (6)	31% (69)	19% (41)	219
Biden Job Somewhat Approve	7% (18)	20% (50)	3% (8)	3% (8)	40% (98)	26% (65)	247
Biden Job Somewhat Disapprove	6% (11)	16% (28)	3% (5)	7% (12)	30% (55)	39% (70)	181
Biden Job Strongly Disapprove	6% (26)	16% (64)	4% (18)	1% (4)	46% (185)	26% (103)	401

Continued on next page

**Table MCFE2\_38:** Do you have a favorable or unfavorable view of the following brands?

SoFi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (101)	18% (196)	4% (43)	3% (33)	39% (434)	28% (312)	1119
Favorable of Biden	13% (63)	21% (98)	4% (19)	2% (10)	35% (165)	25% (119)	475
Unfavorable of Biden	6% (36)	17% (93)	4% (23)	2% (12)	42% (240)	28% (161)	566
Very Favorable of Biden	19% (42)	21% (49)	3% (8)	3% (6)	32% (73)	21% (48)	227
Somewhat Favorable of Biden	8% (20)	20% (49)	5% (11)	2% (4)	37% (92)	29% (71)	248
Somewhat Unfavorable of Biden	5% (8)	21% (31)	2% (3)	4% (6)	32% (47)	36% (53)	147
Very Unfavorable of Biden	7% (28)	15% (63)	5% (21)	2% (7)	46% (193)	26% (108)	420
#1 Issue: Economy	10% (46)	18% (83)	3% (17)	4% (19)	37% (174)	28% (134)	474
#1 Issue: Security	6% (7)	18% (21)	6% (7)	1% (1)	44% (52)	25% (30)	118
#1 Issue: Health Care	12% (11)	24% (22)	2% (2)	6% (6)	28% (25)	29% (26)	91
#1 Issue: Medicare / Social Security	3% (5)	19% (29)	4% (6)	3% (5)	42% (63)	29% (45)	152
#1 Issue: Women's Issues	12% (14)	12% (13)	4% (4)	1% (1)	41% (47)	30% (34)	113
#1 Issue: Energy	17% (9)	24% (14)	8% (4)	— (0)	33% (19)	18% (10)	56
#1 Issue: Other	6% (4)	14% (10)	— (0)	— (0)	46% (33)	33% (24)	73
2022 House Vote: Democrat	12% (51)	21% (86)	5% (20)	3% (11)	35% (146)	24% (101)	414
2022 House Vote: Republican	7% (23)	17% (53)	5% (15)	1% (3)	46% (142)	24% (74)	310
2022 House Vote: Didnt Vote	7% (27)	14% (50)	2% (7)	5% (17)	38% (138)	35% (128)	367
2020 Vote: Joe Biden	12% (56)	21% (93)	4% (19)	2% (10)	37% (165)	24% (108)	451
2020 Vote: Donald Trump	6% (19)	16% (51)	5% (16)	1% (3)	47% (146)	26% (80)	314
2020 Vote: Didn't Vote	8% (25)	14% (46)	3% (9)	5% (18)	35% (114)	36% (117)	327
2018 House Vote: Democrat	14% (51)	19% (72)	5% (17)	3% (11)	35% (129)	24% (89)	368
2018 House Vote: Republican	7% (20)	18% (55)	4% (12)	— (1)	46% (139)	25% (74)	301
2018 House Vote: Didnt Vote	7% (30)	15% (64)	3% (14)	4% (19)	38% (160)	33% (139)	426
4-Region: Northeast	5% (10)	19% (37)	6% (13)	1% (1)	34% (67)	36% (71)	198
4-Region: Midwest	8% (19)	16% (40)	4% (10)	2% (5)	45% (109)	24% (58)	241
4-Region: South	11% (45)	17% (67)	3% (13)	2% (9)	40% (161)	26% (103)	399
4-Region: West	9% (27)	19% (53)	3% (7)	6% (18)	34% (97)	28% (79)	280
Sports Fan	11% (88)	21% (165)	4% (31)	2% (19)	39% (305)	23% (182)	790
Avid Sports Fan	17% (53)	23% (71)	5% (15)	4% (11)	36% (109)	14% (43)	302
Casual Sports Fan	7% (35)	19% (94)	3% (17)	2% (8)	40% (196)	28% (139)	489

Continued on next page

**Table MCFE2\_38:** Do you have a favorable or unfavorable view of the following brands?  
 SoFi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	9% (101)	18% (196)	4% (43)	3% (33)	39% (434)	28% (312)	1119
Football Fan	11% (83)	21% (156)	5% (35)	2% (16)	38% (284)	23% (170)	745
Avid Football Fan	17% (57)	23% (80)	6% (19)	2% (8)	37% (128)	15% (52)	346
NFL Fan	11% (83)	22% (161)	4% (32)	2% (17)	38% (283)	23% (171)	747
Avid NFL Fan	16% (55)	24% (83)	5% (16)	3% (9)	38% (129)	15% (51)	343
Rihanna Fan	13% (72)	23% (126)	5% (28)	3% (17)	31% (172)	25% (136)	551
Pro Football is Favorite	20% (62)	20% (63)	5% (17)	2% (6)	34% (107)	20% (62)	318
Like Pro Football but not Favorite	6% (27)	21% (100)	3% (14)	2% (12)	43% (208)	26% (124)	484
Watched SB LVI and Plan to Watch LVII	12% (66)	23% (130)	5% (27)	3% (14)	39% (220)	19% (108)	566
Likely to Watch SB LVII	11% (80)	21% (154)	4% (30)	2% (18)	38% (274)	23% (169)	725
Want Eagles to Win	11% (44)	22% (87)	5% (19)	5% (18)	37% (146)	21% (82)	396
Want Chiefs to Win	11% (36)	21% (70)	5% (16)	1% (5)	36% (120)	26% (86)	333
Typically Host SB Party and Likely Host this Year	22% (43)	21% (41)	7% (14)	1% (3)	27% (52)	22% (43)	195
Likely Host SB Party this Year	16% (57)	25% (89)	5% (18)	3% (9)	28% (97)	23% (83)	353
Sports Bettors	19% (61)	25% (81)	6% (19)	4% (14)	28% (91)	19% (62)	327
Sports Bettors Weekly+	26% (31)	23% (27)	5% (6)	1% (2)	27% (32)	17% (20)	118
Non/Infrequent Bettor	6% (54)	16% (145)	3% (31)	2% (20)	43% (384)	29% (264)	898
Sports Bettors Monthly+	24% (46)	25% (47)	7% (12)	7% (13)	25% (47)	13% (25)	191
Non/Infrequent Bettor, Plan to Bet on SB LVII	14% (11)	23% (17)	6% (4)	1% (1)	34% (25)	23% (17)	76
Plan to Bet on SB LVII	24% (52)	24% (53)	7% (14)	1% (2)	29% (62)	15% (33)	217

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

**Table MCFE3\_1: In general, do you believe it is appropriate for brands or corporations to do the following?**  
*Make political statements*

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	13%	(281)	23%	(503)	20%	(440)	26%	(564)	19%	(417)	2205
Gender: Male	15%	(164)	24%	(260)	21%	(221)	25%	(269)	15%	(158)	1072
Gender: Female	10%	(116)	21%	(243)	19%	(218)	26%	(295)	23%	(258)	1132
Age: 18-34	17%	(109)	30%	(189)	18%	(115)	15%	(92)	20%	(128)	632
Age: 35-44	16%	(59)	28%	(104)	16%	(59)	22%	(81)	19%	(71)	372
Age: 45-64	12%	(86)	19%	(133)	21%	(148)	29%	(204)	20%	(141)	712
Age: 65+	6%	(27)	16%	(78)	24%	(118)	38%	(187)	16%	(78)	488
GenZers: 1997-2012	16%	(41)	26%	(67)	26%	(66)	10%	(25)	22%	(57)	256
Millennials: 1981-1996	17%	(117)	31%	(209)	15%	(102)	19%	(125)	18%	(120)	673
GenXers: 1965-1980	13%	(72)	21%	(119)	18%	(99)	29%	(160)	19%	(104)	553
Baby Boomers: 1946-1964	7%	(48)	15%	(102)	24%	(160)	34%	(224)	19%	(126)	660
PID: Dem (no lean)	20%	(172)	30%	(259)	16%	(138)	17%	(149)	16%	(139)	856
PID: Ind (no lean)	8%	(59)	18%	(124)	23%	(159)	26%	(186)	25%	(172)	700
PID: Rep (no lean)	8%	(50)	19%	(120)	22%	(143)	35%	(230)	16%	(106)	649
PID/Gender: Dem Men	24%	(98)	32%	(132)	15%	(61)	18%	(76)	11%	(47)	413
PID/Gender: Dem Women	17%	(74)	29%	(127)	17%	(76)	16%	(73)	21%	(91)	442
PID/Gender: Ind Men	11%	(37)	21%	(73)	25%	(86)	24%	(84)	19%	(65)	345
PID/Gender: Ind Women	6%	(22)	14%	(50)	21%	(73)	29%	(102)	30%	(108)	355
PID/Gender: Rep Men	9%	(30)	17%	(54)	24%	(74)	35%	(109)	15%	(46)	313
PID/Gender: Rep Women	6%	(20)	20%	(66)	21%	(69)	36%	(121)	18%	(60)	335
Ideo: Liberal (1-3)	22%	(135)	35%	(221)	16%	(100)	15%	(96)	12%	(75)	628
Ideo: Moderate (4)	12%	(84)	19%	(136)	22%	(157)	25%	(175)	22%	(156)	708
Ideo: Conservative (5-7)	8%	(55)	18%	(127)	22%	(155)	38%	(265)	15%	(103)	706
Educ: < College	11%	(158)	22%	(310)	19%	(271)	25%	(367)	23%	(334)	1441
Educ: Bachelors degree	14%	(67)	27%	(131)	23%	(110)	25%	(120)	12%	(57)	485
Educ: Post-grad	20%	(56)	22%	(62)	21%	(58)	28%	(77)	9%	(26)	279
Income: Under 50k	12%	(151)	21%	(255)	18%	(224)	23%	(287)	25%	(312)	1228
Income: 50k-100k	11%	(71)	27%	(172)	22%	(142)	28%	(177)	12%	(77)	640
Income: 100k+	17%	(59)	23%	(76)	22%	(74)	30%	(100)	8%	(28)	337
Ethnicity: White	10%	(176)	22%	(380)	21%	(362)	29%	(485)	18%	(298)	1702

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**Table MCFE3\_1:** In general, do you believe it is appropriate for brands or corporations to do the following?  
 Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	13%	(281)	23%	(503)	20%	(440)	26%	(564)	19%	(417)	2205
Ethnicity: Hispanic	10%	(39)	33%	(124)	18%	(69)	18%	(69)	21%	(78)	380
Ethnicity: Black	26%	(74)	28%	(80)	12%	(35)	10%	(28)	23%	(66)	283
Ethnicity: Other	14%	(30)	20%	(43)	19%	(42)	23%	(50)	24%	(54)	220
All Christian	10%	(97)	19%	(178)	23%	(218)	34%	(316)	14%	(130)	941
All Non-Christian	24%	(37)	20%	(31)	16%	(24)	22%	(34)	19%	(29)	156
Atheist	17%	(16)	33%	(32)	18%	(17)	22%	(21)	10%	(9)	95
Agnostic/Nothing in particular	11%	(72)	25%	(161)	18%	(117)	20%	(129)	27%	(179)	658
Something Else	16%	(58)	28%	(101)	18%	(63)	18%	(64)	20%	(70)	355
Religious Non-Protestant/Catholic	23%	(38)	21%	(35)	16%	(26)	22%	(37)	19%	(32)	168
Evangelical	15%	(82)	20%	(107)	21%	(117)	27%	(147)	18%	(96)	549
Non-Evangelical	10%	(72)	23%	(166)	22%	(158)	31%	(225)	14%	(99)	721
Community: Urban	19%	(130)	24%	(162)	18%	(125)	18%	(126)	21%	(145)	688
Community: Suburban	11%	(108)	24%	(238)	21%	(204)	29%	(281)	16%	(153)	984
Community: Rural	8%	(43)	19%	(103)	21%	(111)	29%	(157)	22%	(120)	533
Employ: Private Sector	16%	(112)	27%	(191)	22%	(156)	24%	(171)	11%	(77)	708
Employ: Government	13%	(13)	29%	(30)	13%	(13)	23%	(23)	22%	(22)	102
Employ: Self-Employed	17%	(37)	25%	(56)	19%	(42)	25%	(56)	14%	(31)	222
Employ: Homemaker	9%	(13)	25%	(38)	18%	(27)	22%	(34)	26%	(40)	153
Employ: Student	8%	(5)	32%	(22)	26%	(18)	9%	(6)	26%	(18)	69
Employ: Retired	7%	(38)	15%	(84)	22%	(122)	36%	(201)	21%	(121)	565
Employ: Unemployed	18%	(48)	23%	(60)	13%	(33)	17%	(44)	29%	(77)	262
Employ: Other	11%	(14)	18%	(22)	23%	(29)	23%	(28)	25%	(31)	124
Military HH: Yes	17%	(51)	20%	(61)	19%	(58)	34%	(103)	11%	(33)	306
Military HH: No	12%	(230)	23%	(442)	20%	(381)	24%	(461)	20%	(384)	1899
RD/WT: Right Direction	23%	(166)	28%	(201)	20%	(143)	13%	(90)	17%	(120)	721
RD/WT: Wrong Track	8%	(115)	20%	(302)	20%	(296)	32%	(474)	20%	(298)	1484
Biden Job Approve	20%	(188)	31%	(284)	18%	(171)	16%	(148)	15%	(139)	930
Biden Job Disapprove	7%	(86)	18%	(208)	22%	(256)	34%	(398)	18%	(207)	1155

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**Table MCFE3\_1: In general, do you believe it is appropriate for brands or corporations to do the following?**  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (281)	23% (503)	20% (440)	26% (564)	19% (417)	2205
Biden Job Strongly Approve	30% (126)	28% (118)	15% (64)	12% (52)	14% (58)	418
Biden Job Somewhat Approve	12% (61)	32% (166)	21% (107)	19% (96)	16% (82)	512
Biden Job Somewhat Disapprove	10% (34)	27% (92)	22% (76)	23% (79)	19% (67)	347
Biden Job Strongly Disapprove	6% (52)	14% (116)	22% (181)	40% (319)	17% (140)	808
Favorable of Biden	21% (194)	30% (277)	18% (168)	16% (153)	16% (145)	936
Unfavorable of Biden	7% (77)	17% (195)	23% (257)	35% (393)	18% (204)	1125
Very Favorable of Biden	30% (125)	26% (111)	14% (58)	15% (65)	15% (64)	424
Somewhat Favorable of Biden	13% (68)	32% (166)	21% (110)	17% (87)	16% (81)	512
Somewhat Unfavorable of Biden	10% (29)	21% (61)	25% (73)	24% (70)	20% (57)	290
Very Unfavorable of Biden	6% (48)	16% (133)	22% (184)	39% (323)	18% (146)	835
#1 Issue: Economy	10% (96)	23% (211)	22% (200)	28% (257)	17% (152)	917
#1 Issue: Security	9% (22)	16% (37)	24% (56)	36% (86)	15% (36)	237
#1 Issue: Health Care	15% (28)	30% (55)	14% (26)	19% (35)	21% (38)	183
#1 Issue: Medicare / Social Security	9% (26)	19% (57)	18% (51)	27% (78)	28% (81)	293
#1 Issue: Women's Issues	24% (51)	27% (60)	18% (39)	13% (29)	18% (38)	217
#1 Issue: Education	16% (14)	21% (19)	24% (21)	21% (19)	17% (15)	88
#1 Issue: Energy	17% (22)	31% (41)	18% (23)	21% (28)	13% (18)	132
#1 Issue: Other	15% (21)	17% (24)	17% (23)	23% (32)	28% (39)	139
2022 House Vote: Democrat	21% (166)	31% (251)	18% (144)	18% (143)	12% (95)	799
2022 House Vote: Republican	8% (52)	15% (97)	23% (144)	42% (270)	12% (75)	638
2022 House Vote: Didnt Vote	8% (60)	20% (145)	20% (144)	19% (139)	33% (239)	727
2020 Vote: Joe Biden	21% (178)	30% (257)	17% (147)	19% (160)	14% (121)	864
2020 Vote: Donald Trump	7% (48)	16% (106)	23% (151)	41% (266)	13% (85)	655
2020 Vote: Other	14% (9)	13% (9)	20% (14)	37% (25)	15% (10)	68
2020 Vote: Didn't Vote	7% (45)	21% (131)	21% (128)	18% (112)	33% (201)	618
2018 House Vote: Democrat	22% (155)	32% (229)	17% (119)	18% (132)	11% (82)	718
2018 House Vote: Republican	7% (43)	16% (94)	24% (139)	41% (236)	11% (65)	577
2018 House Vote: Didnt Vote	9% (80)	20% (177)	20% (177)	20% (172)	30% (264)	870

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**Table MCFE3\_1:** In general, do you believe it is appropriate for brands or corporations to do the following?  
Make political statements

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (281)	23% (503)	20% (440)	26% (564)	19% (417)	2205
4-Region: Northeast	14% (54)	22% (84)	21% (80)	27% (105)	16% (62)	386
4-Region: Midwest	10% (45)	20% (92)	25% (113)	24% (110)	21% (95)	456
4-Region: South	15% (124)	23% (195)	18% (153)	24% (200)	20% (168)	841
4-Region: West	11% (57)	25% (132)	18% (93)	28% (148)	18% (91)	522
Sports Fan	15% (232)	25% (397)	20% (314)	25% (388)	15% (242)	1573
Avid Sports Fan	21% (129)	27% (166)	21% (133)	21% (131)	11% (66)	625
Casual Sports Fan	11% (103)	24% (231)	19% (181)	27% (257)	19% (176)	948
Football Fan	15% (232)	25% (374)	20% (298)	25% (376)	15% (224)	1504
Avid Football Fan	21% (142)	26% (173)	21% (137)	22% (144)	11% (73)	670
NFL Fan	16% (231)	25% (375)	20% (296)	25% (365)	15% (222)	1488
Avid NFL Fan	22% (148)	26% (180)	19% (127)	23% (155)	11% (72)	682
Rihanna Fan	20% (214)	30% (328)	18% (197)	16% (173)	16% (175)	1086
Pro Football is Favorite	21% (132)	25% (157)	21% (135)	20% (127)	13% (79)	630
Like Pro Football but not Favorite	11% (110)	25% (235)	20% (190)	27% (256)	17% (167)	958
Watched SB LVI and Plan to Watch LVII	16% (185)	26% (294)	21% (241)	25% (289)	12% (131)	1141
Likely to Watch SB LVII	16% (238)	25% (361)	20% (294)	25% (366)	13% (193)	1452
Want Eagles to Win	16% (126)	28% (212)	21% (164)	26% (196)	9% (71)	770
Want Chiefs to Win	16% (112)	23% (160)	22% (149)	27% (186)	12% (85)	692
Typically Host SB Party and Likely Host this Year	25% (106)	30% (124)	21% (85)	19% (78)	5% (23)	416
Likely Host SB Party this Year	22% (153)	30% (210)	22% (153)	18% (130)	9% (60)	707
Sports Bettors	21% (132)	31% (201)	20% (132)	17% (111)	11% (68)	644
Sports Bettors Weekly+	34% (82)	31% (73)	14% (34)	16% (38)	5% (12)	239
Non/Infrequent Bettor	10% (176)	20% (359)	21% (362)	28% (501)	21% (366)	1764
Sports Bettors Monthly+	26% (102)	35% (133)	17% (66)	15% (59)	6% (25)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	19% (29)	25% (38)	27% (40)	23% (35)	5% (8)	149
Plan to Bet on SB LVII	29% (126)	29% (129)	19% (84)	18% (79)	5% (23)	440

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

**Table MCFE3\_2: In general, do you believe it is appropriate for brands or corporations to do the following?**

Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	27%	(600)	28%	(619)	10%	(229)	15%	(322)	20%	(435)	2205
Gender: Male	28%	(300)	29%	(314)	12%	(128)	16%	(167)	15%	(164)	1072
Gender: Female	26%	(299)	27%	(305)	9%	(101)	14%	(156)	24%	(271)	1132
Age: 18-34	34%	(212)	29%	(181)	7%	(43)	8%	(49)	23%	(147)	632
Age: 35-44	29%	(110)	33%	(123)	8%	(30)	11%	(41)	18%	(68)	372
Age: 45-64	24%	(174)	26%	(185)	13%	(92)	17%	(123)	19%	(138)	712
Age: 65+	21%	(104)	27%	(130)	13%	(63)	22%	(110)	17%	(81)	488
GenZers: 1997-2012	33%	(86)	28%	(71)	10%	(25)	4%	(9)	26%	(66)	256
Millennials: 1981-1996	32%	(217)	31%	(211)	7%	(46)	10%	(68)	19%	(130)	673
GenXers: 1965-1980	25%	(140)	28%	(154)	11%	(63)	17%	(92)	19%	(104)	553
Baby Boomers: 1946-1964	22%	(145)	25%	(166)	13%	(86)	21%	(139)	19%	(124)	660
PID: Dem (no lean)	41%	(354)	32%	(271)	6%	(50)	7%	(60)	14%	(122)	856
PID: Ind (no lean)	21%	(145)	26%	(179)	11%	(80)	14%	(101)	28%	(195)	700
PID: Rep (no lean)	16%	(101)	26%	(170)	15%	(99)	25%	(161)	18%	(118)	649
PID/Gender: Dem Men	43%	(177)	34%	(139)	8%	(31)	7%	(31)	9%	(36)	413
PID/Gender: Dem Women	40%	(176)	30%	(132)	4%	(19)	7%	(29)	19%	(86)	442
PID/Gender: Ind Men	21%	(72)	28%	(98)	13%	(46)	15%	(51)	23%	(78)	345
PID/Gender: Ind Women	21%	(73)	23%	(81)	10%	(34)	14%	(50)	33%	(117)	355
PID/Gender: Rep Men	16%	(52)	25%	(77)	16%	(50)	27%	(85)	16%	(49)	313
PID/Gender: Rep Women	15%	(49)	28%	(93)	15%	(49)	23%	(76)	20%	(69)	335
Ideo: Liberal (1-3)	48%	(300)	31%	(193)	5%	(34)	6%	(37)	10%	(64)	628
Ideo: Moderate (4)	22%	(158)	29%	(208)	11%	(76)	12%	(88)	25%	(177)	708
Ideo: Conservative (5-7)	16%	(116)	26%	(186)	15%	(107)	27%	(188)	15%	(108)	706
Educ: < College	24%	(344)	27%	(383)	10%	(149)	14%	(206)	25%	(358)	1441
Educ: Bachelors degree	33%	(161)	31%	(149)	10%	(48)	15%	(75)	11%	(53)	485
Educ: Post-grad	34%	(95)	31%	(87)	11%	(32)	15%	(41)	9%	(24)	279
Income: Under 50k	25%	(310)	26%	(323)	10%	(121)	13%	(161)	25%	(313)	1228
Income: 50k-100k	30%	(189)	28%	(180)	12%	(76)	16%	(103)	14%	(91)	640
Income: 100k+	30%	(101)	34%	(116)	9%	(31)	17%	(58)	9%	(31)	337
Ethnicity: White	25%	(433)	27%	(462)	12%	(200)	16%	(279)	19%	(328)	1702

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**Table MCFE3\_2: In general, do you believe it is appropriate for brands or corporations to do the following?**  
 Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	27% (600)	28% (619)	10% (229)	15% (322)	20% (435)	2205
Ethnicity: Hispanic	25% (96)	29% (110)	10% (37)	8% (29)	28% (107)	380
Ethnicity: Black	39% (109)	33% (93)	6% (16)	4% (10)	19% (55)	283
Ethnicity: Other	26% (57)	29% (64)	6% (13)	15% (33)	24% (53)	220
All Christian	25% (233)	28% (259)	13% (125)	19% (179)	15% (143)	941
All Non-Christian	45% (70)	23% (36)	10% (16)	9% (14)	13% (20)	156
Atheist	36% (35)	33% (32)	5% (5)	12% (11)	13% (12)	95
Agnostic/Nothing in particular	26% (169)	27% (177)	9% (57)	12% (77)	27% (178)	658
Something Else	26% (93)	32% (114)	7% (26)	11% (40)	23% (82)	355
Religious Non-Protestant/Catholic	42% (72)	25% (42)	10% (18)	9% (15)	13% (23)	168
Evangelical	24% (134)	28% (153)	12% (66)	18% (97)	18% (99)	549
Non-Evangelical	26% (190)	29% (210)	11% (81)	17% (119)	17% (121)	721
Community: Urban	34% (234)	28% (190)	8% (53)	10% (67)	21% (144)	688
Community: Suburban	27% (266)	29% (288)	10% (102)	17% (170)	16% (157)	984
Community: Rural	19% (100)	26% (141)	14% (74)	16% (86)	25% (133)	533
Employ: Private Sector	31% (222)	30% (209)	12% (82)	14% (98)	14% (97)	708
Employ: Government	25% (25)	37% (38)	7% (7)	12% (12)	20% (20)	102
Employ: Self-Employed	35% (78)	24% (53)	10% (23)	14% (31)	16% (37)	222
Employ: Homemaker	21% (32)	35% (53)	6% (10)	10% (15)	28% (43)	153
Employ: Student	43% (30)	23% (16)	3% (2)	6% (4)	25% (17)	69
Employ: Retired	20% (113)	25% (142)	13% (75)	21% (121)	20% (114)	565
Employ: Unemployed	28% (73)	30% (78)	6% (16)	9% (24)	28% (72)	262
Employ: Other	21% (26)	25% (31)	12% (14)	14% (18)	28% (35)	124
Military HH: Yes	27% (82)	28% (87)	11% (34)	18% (54)	16% (49)	306
Military HH: No	27% (518)	28% (532)	10% (195)	14% (268)	20% (386)	1899
RD/WT: Right Direction	41% (297)	30% (217)	7% (53)	5% (38)	16% (115)	721
RD/WT: Wrong Track	20% (303)	27% (401)	12% (176)	19% (284)	22% (320)	1484
Biden Job Approve	42% (391)	33% (305)	7% (64)	5% (49)	13% (121)	930
Biden Job Disapprove	16% (190)	26% (300)	14% (160)	23% (263)	21% (243)	1155

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**Table MCFE3\_2: In general, do you believe it is appropriate for brands or corporations to do the following?**  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	27% (600)	28% (619)	10% (229)	15% (322)	20% (435)	2205
Biden Job Strongly Approve	48% (202)	29% (119)	6% (23)	5% (21)	13% (53)	418
Biden Job Somewhat Approve	37% (190)	36% (186)	8% (40)	6% (28)	13% (68)	512
Biden Job Somewhat Disapprove	22% (77)	36% (124)	12% (42)	9% (32)	21% (73)	347
Biden Job Strongly Disapprove	14% (113)	22% (177)	15% (117)	29% (231)	21% (170)	808
Favorable of Biden	43% (398)	32% (295)	6% (60)	6% (55)	14% (128)	936
Unfavorable of Biden	16% (178)	26% (292)	14% (159)	23% (256)	21% (240)	1125
Very Favorable of Biden	50% (211)	27% (117)	4% (19)	5% (22)	13% (56)	424
Somewhat Favorable of Biden	37% (187)	35% (179)	8% (41)	6% (33)	14% (72)	512
Somewhat Unfavorable of Biden	22% (63)	33% (96)	13% (39)	9% (27)	22% (65)	290
Very Unfavorable of Biden	14% (115)	23% (196)	14% (120)	27% (229)	21% (175)	835
#1 Issue: Economy	24% (217)	28% (257)	11% (101)	17% (157)	20% (185)	917
#1 Issue: Security	18% (43)	24% (58)	18% (43)	22% (53)	17% (40)	237
#1 Issue: Health Care	35% (63)	31% (57)	7% (13)	8% (14)	20% (36)	183
#1 Issue: Medicare / Social Security	23% (67)	25% (74)	11% (31)	17% (50)	24% (72)	293
#1 Issue: Women's Issues	44% (96)	28% (61)	7% (15)	6% (12)	15% (33)	217
#1 Issue: Education	35% (30)	35% (31)	9% (8)	5% (4)	16% (14)	88
#1 Issue: Energy	33% (44)	40% (53)	4% (6)	10% (13)	12% (16)	132
#1 Issue: Other	29% (40)	21% (29)	9% (13)	14% (19)	28% (38)	139
2022 House Vote: Democrat	44% (354)	33% (262)	7% (52)	7% (56)	10% (76)	799
2022 House Vote: Republican	15% (95)	25% (157)	17% (110)	29% (186)	14% (91)	638
2022 House Vote: Didnt Vote	20% (148)	26% (187)	9% (62)	10% (70)	36% (260)	727
2020 Vote: Joe Biden	43% (370)	32% (277)	7% (58)	7% (60)	11% (99)	864
2020 Vote: Donald Trump	14% (93)	25% (167)	16% (108)	29% (190)	15% (98)	655
2020 Vote: Other	23% (16)	14% (9)	11% (7)	25% (17)	27% (19)	68
2020 Vote: Didn't Vote	20% (121)	27% (166)	9% (56)	9% (55)	35% (219)	618
2018 House Vote: Democrat	44% (315)	32% (230)	6% (42)	8% (55)	10% (75)	718
2018 House Vote: Republican	15% (85)	28% (160)	17% (99)	28% (162)	12% (71)	577
2018 House Vote: Didnt Vote	22% (194)	25% (218)	10% (84)	10% (90)	33% (284)	870

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**Table MCFE3\_2: In general, do you believe it is appropriate for brands or corporations to do the following?**  
 Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	27% (600)	28% (619)	10% (229)	15% (322)	20% (435)	2205
4-Region: Northeast	28% (109)	28% (107)	14% (53)	15% (59)	15% (58)	386
4-Region: Midwest	23% (104)	34% (153)	10% (44)	16% (74)	18% (81)	456
4-Region: South	28% (237)	25% (214)	10% (87)	13% (110)	23% (193)	841
4-Region: West	29% (150)	28% (145)	9% (45)	15% (79)	20% (103)	522
Sports Fan	30% (469)	30% (479)	10% (163)	13% (210)	16% (252)	1573
Avid Sports Fan	36% (225)	30% (184)	12% (75)	12% (77)	10% (64)	625
Casual Sports Fan	26% (244)	31% (295)	9% (88)	14% (133)	20% (188)	948
Football Fan	30% (447)	31% (460)	11% (160)	13% (199)	16% (239)	1504
Avid Football Fan	35% (233)	30% (203)	10% (67)	14% (92)	11% (74)	670
NFL Fan	30% (441)	31% (461)	10% (156)	13% (197)	16% (234)	1488
Avid NFL Fan	36% (243)	30% (206)	10% (70)	13% (92)	10% (71)	682
Rihanna Fan	36% (390)	32% (351)	7% (80)	8% (85)	17% (180)	1086
Pro Football is Favorite	35% (220)	30% (189)	11% (71)	12% (78)	11% (71)	630
Like Pro Football but not Favorite	26% (253)	31% (298)	9% (91)	13% (122)	20% (194)	958
Watched SB LVI and Plan to Watch LVII	30% (347)	31% (357)	11% (125)	14% (165)	13% (147)	1141
Likely to Watch SB LVII	30% (442)	31% (444)	11% (153)	14% (199)	15% (214)	1452
Want Eagles to Win	32% (244)	34% (262)	10% (80)	14% (109)	10% (75)	770
Want Chiefs to Win	29% (201)	30% (208)	11% (79)	15% (103)	15% (102)	692
Typically Host SB Party and Likely Host this Year	37% (155)	36% (149)	7% (31)	9% (36)	11% (45)	416
Likely Host SB Party this Year	35% (245)	34% (243)	9% (67)	10% (72)	11% (81)	707
Sports Bettors	33% (212)	34% (222)	10% (65)	10% (67)	12% (77)	644
Sports Bettors Weekly+	42% (100)	33% (80)	9% (21)	10% (24)	6% (14)	239
Non/Infrequent Bettor	25% (448)	27% (481)	10% (181)	16% (279)	21% (376)	1764
Sports Bettors Monthly+	36% (138)	33% (126)	12% (47)	11% (41)	8% (32)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	31% (47)	44% (65)	10% (14)	9% (13)	6% (10)	149
Plan to Bet on SB LVII	40% (175)	36% (158)	10% (43)	9% (42)	5% (22)	440

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

**Table MCFE4:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport	I like professional football, but it is not my favorite sport	I don't like professional football	Total N
Adults	29% (630)	43% (958)	28% (617)	2205
Gender: Male	34% (364)	48% (510)	18% (197)	1072
Gender: Female	23% (265)	40% (448)	37% (418)	1132
Age: 18-34	28% (175)	45% (284)	27% (173)	632
Age: 35-44	32% (119)	39% (144)	29% (109)	372
Age: 45-64	31% (223)	43% (307)	26% (183)	712
Age: 65+	23% (113)	46% (223)	31% (152)	488
GenZers: 1997-2012	23% (59)	47% (121)	30% (76)	256
Millennials: 1981-1996	32% (214)	42% (282)	26% (177)	673
GenXers: 1965-1980	31% (174)	42% (233)	26% (146)	553
Baby Boomers: 1946-1964	26% (170)	45% (295)	29% (195)	660
PID: Dem (no lean)	33% (282)	44% (375)	23% (199)	856
PID: Ind (no lean)	23% (159)	41% (288)	36% (254)	700
PID: Rep (no lean)	29% (189)	45% (295)	25% (164)	649
PID/Gender: Dem Men	40% (165)	46% (189)	15% (60)	413
PID/Gender: Dem Women	26% (116)	42% (187)	31% (138)	442
PID/Gender: Ind Men	29% (98)	46% (160)	25% (87)	345
PID/Gender: Ind Women	17% (61)	36% (128)	47% (166)	355
PID/Gender: Rep Men	32% (101)	52% (162)	16% (50)	313
PID/Gender: Rep Women	26% (88)	40% (133)	34% (114)	335
Ideo: Liberal (1-3)	33% (205)	39% (247)	28% (177)	628
Ideo: Moderate (4)	26% (184)	46% (327)	28% (197)	708
Ideo: Conservative (5-7)	30% (213)	45% (317)	25% (175)	706
Educ: < College	27% (383)	43% (627)	30% (432)	1441
Educ: Bachelors degree	31% (152)	43% (211)	25% (122)	485
Educ: Post-grad	34% (95)	43% (121)	23% (63)	279
Income: Under 50k	25% (306)	42% (516)	33% (406)	1228
Income: 50k-100k	32% (203)	44% (284)	24% (153)	640
Income: 100k+	36% (121)	47% (158)	17% (58)	337
Ethnicity: White	27% (463)	43% (735)	30% (504)	1702
Ethnicity: Hispanic	23% (88)	53% (200)	24% (92)	380

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**Table MCFE4:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport	I like professional football, but it is not my favorite sport	I don't like professional football	Total N
Adults	29% (630)	43% (958)	28% (617)	2205
Ethnicity: Black	39% (112)	45% (128)	16% (44)	283
Ethnicity: Other	25% (55)	43% (96)	31% (69)	220
All Christian	33% (309)	45% (423)	22% (208)	941
All Non-Christian	34% (53)	42% (66)	23% (36)	156
Atheist	24% (23)	34% (32)	42% (40)	95
Agnostic/Nothing in particular	22% (144)	43% (281)	35% (233)	658
Something Else	28% (100)	44% (156)	28% (99)	355
Religious Non-Protestant/Catholic	32% (55)	43% (72)	25% (41)	168
Evangelical	34% (185)	40% (221)	26% (144)	549
Non-Evangelical	30% (218)	48% (347)	22% (156)	721
Community: Urban	32% (217)	44% (305)	24% (166)	688
Community: Suburban	27% (268)	45% (441)	28% (274)	984
Community: Rural	27% (144)	40% (212)	33% (177)	533
Employ: Private Sector	35% (248)	44% (309)	21% (151)	708
Employ: Government	35% (36)	42% (42)	23% (24)	102
Employ: Self-Employed	29% (64)	46% (103)	25% (56)	222
Employ: Homemaker	21% (32)	40% (62)	38% (59)	153
Employ: Student	22% (15)	40% (28)	38% (26)	69
Employ: Retired	25% (143)	45% (253)	30% (169)	565
Employ: Unemployed	21% (56)	39% (102)	40% (104)	262
Employ: Other	29% (36)	48% (59)	23% (29)	124
Military HH: Yes	36% (110)	42% (130)	22% (67)	306
Military HH: No	27% (520)	44% (829)	29% (550)	1899
RD/WT: Right Direction	34% (246)	40% (292)	25% (183)	721
RD/WT: Wrong Track	26% (384)	45% (666)	29% (434)	1484
Biden Job Approve	34% (316)	42% (390)	24% (224)	930
Biden Job Disapprove	26% (296)	45% (517)	30% (342)	1155

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**Table MCFE4:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport	I like professional football, but it is not my favorite sport	I don't like professional football	Total N
Adults	29% (630)	43% (958)	28% (617)	2205
Biden Job Strongly Approve	40% (168)	36% (151)	24% (99)	418
Biden Job Somewhat Approve	29% (147)	47% (239)	24% (125)	512
Biden Job Somewhat Disapprove	22% (77)	49% (169)	29% (102)	347
Biden Job Strongly Disapprove	27% (219)	43% (349)	30% (240)	808
Favorable of Biden	35% (328)	41% (388)	24% (221)	936
Unfavorable of Biden	24% (270)	46% (516)	30% (339)	1125
Very Favorable of Biden	41% (173)	37% (159)	22% (92)	424
Somewhat Favorable of Biden	30% (154)	45% (229)	25% (129)	512
Somewhat Unfavorable of Biden	21% (62)	52% (150)	27% (79)	290
Very Unfavorable of Biden	25% (209)	44% (366)	31% (260)	835
#1 Issue: Economy	30% (271)	44% (405)	26% (240)	917
#1 Issue: Security	33% (78)	36% (85)	31% (73)	237
#1 Issue: Health Care	28% (51)	41% (75)	31% (56)	183
#1 Issue: Medicare / Social Security	25% (72)	46% (135)	29% (86)	293
#1 Issue: Women's Issues	28% (60)	42% (90)	31% (66)	217
#1 Issue: Education	30% (26)	45% (39)	25% (22)	88
#1 Issue: Energy	30% (39)	47% (62)	23% (30)	132
#1 Issue: Other	22% (31)	47% (65)	31% (43)	139
2022 House Vote: Democrat	35% (278)	44% (350)	21% (171)	799
2022 House Vote: Republican	30% (195)	45% (288)	24% (155)	638
2022 House Vote: Didnt Vote	21% (152)	41% (295)	38% (279)	727
2020 Vote: Joe Biden	35% (301)	43% (367)	23% (195)	864
2020 Vote: Donald Trump	29% (188)	47% (306)	25% (162)	655
2020 Vote: Other	13% (9)	53% (36)	33% (23)	68
2020 Vote: Didn't Vote	21% (132)	40% (249)	38% (237)	618
2018 House Vote: Democrat	35% (252)	42% (302)	23% (164)	718
2018 House Vote: Republican	30% (172)	46% (264)	24% (141)	577
2018 House Vote: Didnt Vote	23% (201)	43% (372)	34% (298)	870

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**Table MCFE4:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport	I like professional football, but it is not my favorite sport	I don't like professional football	Total N
Adults	29% (630)	43% (958)	28% (617)	2205
4-Region: Northeast	34% (130)	39% (150)	28% (107)	386
4-Region: Midwest	27% (123)	48% (218)	25% (115)	456
4-Region: South	27% (227)	45% (375)	28% (239)	841
4-Region: West	29% (150)	41% (216)	30% (157)	522
Sports Fan	38% (603)	54% (846)	8% (125)	1573
Avid Sports Fan	53% (334)	43% (266)	4% (24)	625
Casual Sports Fan	28% (269)	61% (579)	11% (100)	948
Football Fan	40% (605)	56% (839)	4% (60)	1504
Avid Football Fan	63% (419)	36% (242)	1% (9)	670
NFL Fan	41% (614)	56% (835)	3% (40)	1488
Avid NFL Fan	64% (439)	35% (239)	1% (4)	682
Rihanna Fan	37% (397)	43% (464)	21% (225)	1086
Pro Football is Favorite	100% (630)	— (0)	— (0)	630
Like Pro Football but not Favorite	— (0)	100% (958)	— (0)	958
Watched SB LVI and Plan to Watch LVII	46% (523)	50% (566)	4% (51)	1141
Likely to Watch SB LVII	42% (604)	53% (771)	5% (78)	1452
Want Eagles to Win	38% (290)	48% (373)	14% (107)	770
Want Chiefs to Win	38% (265)	49% (342)	12% (85)	692
Typically Host SB Party and Likely Host this Year	51% (213)	44% (182)	5% (21)	416
Likely Host SB Party this Year	42% (300)	50% (354)	8% (53)	707
Sports Bettors	45% (291)	45% (289)	10% (64)	644
Sports Bettors Weekly+	60% (144)	37% (89)	2% (6)	239
Non/Infrequent Bettor	24% (418)	44% (773)	32% (572)	1764
Sports Bettors Monthly+	51% (196)	43% (164)	6% (25)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	46% (69)	45% (67)	9% (13)	149
Plan to Bet on SB LVII	55% (242)	41% (179)	4% (19)	440

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

**Table MCFE5: How likely are you to watch Super Bowl LVII between the Philadelphia Eagles and the Kansas City Chiefs on February 12, 2023?**

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	47%	(1038)	19%	(414)	8%	(185)	20%	(433)	6%	(135)	2205
Gender: Male	58%	(619)	16%	(175)	8%	(82)	13%	(145)	5%	(51)	1072
Gender: Female	37%	(419)	21%	(239)	9%	(103)	25%	(287)	7%	(84)	1132
Age: 18-34	45%	(283)	21%	(133)	10%	(61)	16%	(99)	9%	(57)	632
Age: 35-44	51%	(189)	17%	(64)	6%	(24)	17%	(62)	9%	(34)	372
Age: 45-64	50%	(358)	19%	(134)	6%	(46)	21%	(147)	4%	(28)	712
Age: 65+	43%	(208)	17%	(83)	11%	(54)	26%	(126)	4%	(17)	488
GenZers: 1997-2012	35%	(89)	26%	(66)	10%	(24)	16%	(41)	14%	(36)	256
Millennials: 1981-1996	51%	(343)	18%	(121)	9%	(59)	15%	(102)	7%	(48)	673
GenXers: 1965-1980	50%	(278)	19%	(108)	6%	(33)	19%	(104)	5%	(30)	553
Baby Boomers: 1946-1964	46%	(305)	17%	(110)	10%	(63)	25%	(163)	3%	(19)	660
PID: Dem (no lean)	53%	(453)	18%	(155)	9%	(74)	17%	(141)	4%	(33)	856
PID: Ind (no lean)	36%	(249)	21%	(146)	8%	(53)	23%	(165)	13%	(88)	700
PID: Rep (no lean)	52%	(336)	18%	(114)	9%	(58)	20%	(127)	2%	(14)	649
PID/Gender: Dem Men	64%	(263)	15%	(63)	8%	(33)	11%	(44)	2%	(10)	413
PID/Gender: Dem Women	43%	(189)	21%	(92)	9%	(41)	22%	(97)	5%	(23)	442
PID/Gender: Ind Men	46%	(157)	20%	(70)	8%	(26)	16%	(55)	11%	(37)	345
PID/Gender: Ind Women	26%	(92)	21%	(76)	7%	(26)	31%	(109)	15%	(52)	355
PID/Gender: Rep Men	63%	(198)	14%	(43)	7%	(22)	14%	(45)	1%	(5)	313
PID/Gender: Rep Women	41%	(138)	21%	(71)	11%	(35)	24%	(82)	3%	(10)	335
Ideo: Liberal (1-3)	51%	(321)	18%	(111)	8%	(48)	19%	(122)	4%	(26)	628
Ideo: Moderate (4)	44%	(309)	21%	(151)	9%	(64)	20%	(139)	6%	(46)	708
Ideo: Conservative (5-7)	52%	(370)	17%	(122)	8%	(59)	18%	(130)	4%	(25)	706
Educ: < College	43%	(619)	20%	(293)	8%	(119)	21%	(300)	8%	(110)	1441
Educ: Bachelors degree	52%	(251)	16%	(79)	10%	(48)	18%	(88)	4%	(19)	485
Educ: Post-grad	60%	(168)	15%	(42)	7%	(18)	16%	(45)	2%	(6)	279
Income: Under 50k	40%	(485)	20%	(241)	9%	(107)	23%	(288)	9%	(108)	1228
Income: 50k-100k	52%	(330)	19%	(122)	9%	(57)	17%	(107)	4%	(24)	640
Income: 100k+	66%	(223)	15%	(51)	6%	(21)	11%	(38)	1%	(4)	337
Ethnicity: White	47%	(797)	18%	(310)	8%	(139)	22%	(370)	5%	(85)	1702
Ethnicity: Hispanic	48%	(184)	21%	(79)	7%	(28)	15%	(55)	9%	(33)	380
Ethnicity: Black	55%	(156)	20%	(58)	7%	(19)	9%	(24)	9%	(26)	283

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**Table MCFE5: How likely are you to watch Super Bowl LVII between the Philadelphia Eagles and the Kansas City Chiefs on February 12, 2023?**

Demographic	Somewhat					Don't know /		Total N
	Very likely	likely	Not very likely	Not likely at all	No opinion			
Adults	47% (1038)	19% (414)	8% (185)	20% (433)	6% (135)		2205	
Ethnicity: Other	38% (84)	21% (46)	12% (26)	18% (39)	11% (24)		220	
All Christian	55% (514)	18% (167)	8% (71)	17% (163)	3% (26)		941	
All Non-Christian	44% (68)	20% (31)	12% (18)	14% (22)	11% (17)		156	
Atheist	38% (36)	19% (18)	6% (6)	36% (34)	1% (1)		95	
Agnostic/Nothing in particular	41% (267)	17% (113)	9% (62)	23% (148)	10% (67)		658	
Something Else	43% (152)	24% (85)	8% (28)	19% (66)	7% (24)		355	
Religious Non-Protestant/Catholic	42% (71)	21% (36)	11% (19)	14% (23)	12% (20)		168	
Evangelical	50% (272)	20% (110)	9% (48)	18% (101)	3% (18)		549	
Non-Evangelical	54% (388)	18% (132)	7% (49)	17% (125)	4% (28)		721	
Community: Urban	48% (332)	19% (131)	8% (55)	17% (114)	8% (55)		688	
Community: Suburban	49% (480)	18% (180)	9% (87)	20% (192)	4% (44)		984	
Community: Rural	42% (226)	19% (102)	8% (42)	24% (127)	7% (37)		533	
Employ: Private Sector	58% (410)	17% (120)	8% (58)	14% (99)	3% (20)		708	
Employ: Government	49% (50)	22% (22)	6% (6)	16% (16)	8% (8)		102	
Employ: Self-Employed	51% (114)	19% (43)	9% (19)	14% (30)	7% (16)		222	
Employ: Homemaker	39% (60)	20% (31)	5% (8)	25% (39)	10% (15)		153	
Employ: Student	33% (23)	24% (17)	14% (10)	10% (7)	18% (13)		69	
Employ: Retired	43% (246)	19% (108)	9% (48)	25% (141)	4% (23)		565	
Employ: Unemployed	33% (86)	17% (45)	10% (26)	29% (77)	11% (28)		262	
Employ: Other	40% (49)	23% (29)	8% (10)	19% (24)	10% (13)		124	
Military HH: Yes	54% (166)	20% (61)	6% (18)	17% (52)	3% (9)		306	
Military HH: No	46% (872)	19% (353)	9% (166)	20% (381)	7% (127)		1899	
RD/WT: Right Direction	50% (361)	18% (131)	7% (51)	18% (133)	6% (44)		721	
RD/WT: Wrong Track	46% (677)	19% (283)	9% (134)	20% (300)	6% (91)		1484	
Biden Job Approve	53% (492)	18% (171)	6% (59)	17% (161)	5% (46)		930	
Biden Job Disapprove	45% (516)	19% (223)	10% (111)	22% (254)	4% (52)		1155	
Biden Job Strongly Approve	58% (241)	16% (67)	5% (22)	17% (72)	4% (15)		418	
Biden Job Somewhat Approve	49% (251)	20% (104)	7% (37)	17% (88)	6% (31)		512	
Biden Job Somewhat Disapprove	40% (139)	27% (93)	9% (31)	18% (61)	7% (23)		347	
Biden Job Strongly Disapprove	47% (377)	16% (130)	10% (80)	24% (193)	4% (29)		808	

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**Table MCFE5: How likely are you to watch Super Bowl LVII between the Philadelphia Eagles and the Kansas City Chiefs on February 12, 2023?**

Demographic	Somewhat					Don't know /		Total N
	Very likely	likely	Not very likely	Not likely at all	No opinion			
Adults	47% (1038)	19% (414)	8% (185)	20% (433)	6% (135)		2205	
Favorable of Biden	52% (491)	19% (175)	7% (62)	17% (162)	5% (46)		936	
Unfavorable of Biden	45% (503)	19% (217)	9% (106)	22% (252)	4% (46)		1125	
Very Favorable of Biden	57% (244)	16% (67)	5% (23)	17% (73)	4% (17)		424	
Somewhat Favorable of Biden	48% (248)	21% (108)	8% (39)	17% (88)	6% (29)		512	
Somewhat Unfavorable of Biden	44% (128)	25% (72)	10% (29)	16% (47)	5% (15)		290	
Very Unfavorable of Biden	45% (375)	17% (145)	9% (78)	25% (206)	4% (31)		835	
#1 Issue: Economy	48% (440)	21% (191)	8% (77)	17% (156)	6% (53)		917	
#1 Issue: Security	43% (103)	20% (47)	10% (24)	22% (51)	5% (12)		237	
#1 Issue: Health Care	45% (82)	17% (31)	8% (14)	23% (42)	8% (14)		183	
#1 Issue: Medicare / Social Security	48% (141)	16% (48)	9% (26)	19% (57)	7% (21)		293	
#1 Issue: Women's Issues	44% (96)	20% (43)	7% (15)	23% (49)	7% (14)		217	
#1 Issue: Education	54% (47)	12% (11)	9% (8)	18% (15)	7% (6)		88	
#1 Issue: Energy	55% (73)	18% (23)	9% (12)	15% (19)	4% (5)		132	
#1 Issue: Other	40% (56)	15% (21)	7% (9)	31% (43)	7% (10)		139	
2022 House Vote: Democrat	57% (458)	16% (130)	7% (60)	16% (125)	3% (26)		799	
2022 House Vote: Republican	55% (351)	16% (105)	8% (50)	19% (122)	2% (11)		638	
2022 House Vote: Didn't Vote	30% (220)	22% (161)	10% (71)	25% (179)	13% (95)		727	
2020 Vote: Joe Biden	57% (489)	16% (136)	7% (56)	16% (140)	5% (42)		864	
2020 Vote: Donald Trump	51% (336)	18% (120)	8% (54)	20% (130)	2% (16)		655	
2020 Vote: Other	38% (26)	25% (17)	1% (0)	24% (16)	12% (8)		68	
2020 Vote: Didn't Vote	30% (188)	23% (141)	12% (74)	24% (146)	11% (69)		618	
2018 House Vote: Democrat	56% (399)	17% (124)	6% (45)	17% (119)	4% (30)		718	
2018 House Vote: Republican	53% (308)	16% (92)	9% (51)	19% (111)	3% (15)		577	
2018 House Vote: Didn't Vote	36% (317)	21% (185)	10% (87)	22% (192)	10% (90)		870	
4-Region: Northeast	53% (203)	15% (56)	10% (37)	19% (72)	5% (18)		386	
4-Region: Midwest	47% (212)	19% (88)	9% (40)	20% (91)	5% (24)		456	
4-Region: South	43% (364)	23% (193)	8% (69)	20% (171)	5% (44)		841	
4-Region: West	50% (259)	15% (77)	7% (38)	19% (99)	9% (50)		522	
Sports Fan	63% (987)	21% (328)	6% (102)	6% (98)	4% (58)		1573	
Avid Sports Fan	82% (515)	10% (60)	3% (18)	3% (19)	2% (13)		625	
Casual Sports Fan	50% (471)	28% (268)	9% (85)	8% (79)	5% (45)		948	

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**Table MCFE5:** How likely are you to watch Super Bowl LVII between the Philadelphia Eagles and the Kansas City Chiefs on February 12, 2023?

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	47% (1038)	19% (414)	8% (185)	20% (433)	6% (135)	2205
Football Fan	65% (980)	22% (328)	6% (83)	4% (61)	3% (52)	1504
Avid Football Fan	88% (587)	8% (51)	1% (9)	1% (10)	2% (12)	670
NFL Fan	67% (994)	21% (319)	5% (74)	4% (53)	3% (49)	1488
Avid NFL Fan	89% (605)	7% (51)	1% (9)	1% (5)	2% (11)	682
Rihanna Fan	55% (594)	20% (222)	8% (86)	11% (124)	6% (61)	1086
Pro Football is Favorite	83% (526)	12% (78)	1% (7)	1% (8)	2% (11)	630
Like Pro Football but not Favorite	51% (486)	30% (285)	9% (84)	6% (57)	5% (46)	958
Watched SB LVI and Plan to Watch LVII	81% (919)	19% (222)	— (0)	— (0)	— (0)	1141
Likely to Watch SB LVII	71% (1038)	29% (414)	— (0)	— (0)	— (0)	1452
Want Eagles to Win	62% (478)	20% (151)	8% (64)	7% (57)	3% (20)	770
Want Chiefs to Win	65% (451)	19% (131)	5% (37)	8% (56)	2% (17)	692
Typically Host SB Party and Likely Host this Year	79% (328)	17% (70)	2% (7)	3% (11)	— (0)	416
Likely Host SB Party this Year	71% (503)	21% (150)	3% (23)	3% (24)	1% (6)	707
Sports Bettors	67% (431)	18% (114)	4% (27)	5% (35)	6% (37)	644
Sports Bettors Weekly+	82% (195)	14% (32)	1% (1)	1% (3)	3% (7)	239
Non/Infrequent Bettor	42% (745)	19% (337)	9% (161)	24% (419)	6% (102)	1764
Sports Bettors Monthly+	73% (281)	15% (60)	4% (17)	3% (11)	4% (17)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	73% (109)	20% (31)	1% (2)	4% (6)	1% (2)	149
Plan to Bet on SB LVII	81% (354)	15% (66)	2% (7)	2% (10)	1% (3)	440

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

**Table MCFE6:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (446)	13% (291)	45% (1001)	5% (103)	10% (226)	6% (139)	2205
Gender: Male	25% (272)	15% (157)	44% (473)	4% (44)	8% (83)	4% (42)	1072
Gender: Female	15% (173)	12% (134)	47% (526)	5% (59)	13% (143)	9% (97)	1132
Age: 18-34	24% (154)	15% (93)	35% (219)	6% (37)	11% (67)	10% (64)	632
Age: 35-44	24% (89)	14% (52)	43% (161)	4% (15)	8% (30)	7% (26)	372
Age: 45-64	21% (149)	11% (80)	47% (337)	5% (35)	11% (80)	5% (32)	712
Age: 65+	11% (54)	14% (67)	58% (285)	3% (17)	10% (49)	4% (17)	488
GenZers: 1997-2012	19% (49)	19% (48)	30% (76)	5% (13)	14% (35)	14% (35)	256
Millennials: 1981-1996	26% (176)	13% (90)	40% (268)	6% (38)	8% (51)	7% (50)	673
GenXers: 1965-1980	23% (128)	11% (64)	46% (252)	5% (25)	10% (55)	5% (29)	553
Baby Boomers: 1946-1964	13% (88)	12% (79)	56% (371)	4% (24)	12% (76)	3% (21)	660
PID: Dem (no lean)	25% (217)	13% (107)	46% (396)	4% (30)	9% (75)	4% (31)	856
PID: Ind (no lean)	15% (102)	13% (94)	43% (301)	5% (38)	12% (86)	11% (79)	700
PID: Rep (no lean)	20% (127)	14% (89)	47% (304)	5% (34)	10% (65)	4% (28)	649
PID/Gender: Dem Men	34% (142)	14% (59)	39% (161)	3% (14)	7% (28)	3% (11)	413
PID/Gender: Dem Women	17% (74)	11% (48)	53% (234)	4% (17)	11% (47)	5% (20)	442
PID/Gender: Ind Men	18% (61)	16% (55)	44% (153)	6% (21)	9% (32)	7% (23)	345
PID/Gender: Ind Women	12% (41)	11% (39)	41% (147)	5% (18)	15% (54)	16% (57)	355
PID/Gender: Rep Men	22% (69)	14% (43)	51% (159)	3% (10)	7% (23)	3% (9)	313
PID/Gender: Rep Women	17% (58)	14% (46)	43% (145)	7% (24)	12% (41)	6% (20)	335
Ideo: Liberal (1-3)	20% (124)	14% (90)	49% (306)	4% (24)	10% (60)	4% (24)	628
Ideo: Moderate (4)	22% (157)	13% (89)	42% (300)	5% (33)	11% (75)	8% (55)	708
Ideo: Conservative (5-7)	21% (148)	14% (102)	48% (336)	6% (39)	8% (58)	3% (22)	706
Educ: < College	19% (273)	13% (193)	43% (627)	5% (65)	12% (172)	8% (111)	1441
Educ: Bachelors degree	21% (101)	13% (61)	51% (245)	5% (24)	8% (38)	3% (16)	485
Educ: Post-grad	26% (72)	13% (36)	46% (129)	5% (14)	6% (16)	4% (12)	279
Income: Under 50k	19% (232)	13% (161)	42% (519)	5% (57)	13% (154)	9% (106)	1228
Income: 50k-100k	19% (124)	14% (87)	50% (317)	5% (34)	9% (55)	4% (24)	640
Income: 100k+	27% (90)	13% (43)	49% (165)	4% (13)	5% (17)	3% (8)	337
Ethnicity: White	18% (308)	12% (208)	49% (833)	5% (78)	11% (185)	5% (88)	1702
Ethnicity: Hispanic	22% (83)	16% (62)	39% (150)	4% (14)	10% (39)	8% (31)	380
Ethnicity: Black	34% (97)	16% (46)	30% (86)	4% (10)	8% (22)	8% (22)	283

Continued on next page

**Table MCFE6:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (446)	13% (291)	45% (1001)	5% (103)	10% (226)	6% (139)	2205
Ethnicity: Other	18% (40)	17% (37)	37% (82)	6% (14)	9% (19)	13% (29)	220
All Christian	23% (216)	14% (135)	47% (439)	4% (38)	9% (85)	3% (29)	941
All Non-Christian	29% (46)	15% (23)	29% (46)	4% (6)	12% (19)	10% (16)	156
Atheist	13% (12)	18% (17)	52% (49)	8% (8)	8% (8)	2% (2)	95
Agnostic/Nothing in particular	15% (99)	10% (68)	49% (323)	5% (32)	11% (72)	10% (64)	658
Something Else	20% (73)	13% (47)	40% (144)	5% (19)	12% (44)	8% (29)	355
Religious Non-Protestant/Catholic	28% (48)	16% (27)	29% (48)	5% (8)	11% (19)	11% (19)	168
Evangelical	27% (147)	12% (65)	42% (230)	5% (28)	10% (55)	4% (25)	549
Non-Evangelical	19% (136)	16% (112)	48% (345)	4% (27)	10% (72)	4% (29)	721
Community: Urban	27% (187)	15% (105)	38% (258)	4% (29)	9% (62)	7% (46)	688
Community: Suburban	17% (164)	13% (125)	51% (497)	5% (47)	10% (97)	6% (54)	984
Community: Rural	18% (95)	11% (61)	46% (245)	5% (27)	13% (67)	7% (38)	533
Employ: Private Sector	25% (177)	13% (94)	45% (316)	6% (42)	8% (54)	3% (24)	708
Employ: Government	16% (16)	21% (21)	41% (42)	3% (3)	8% (9)	11% (11)	102
Employ: Self-Employed	29% (65)	15% (32)	37% (82)	3% (7)	10% (23)	6% (13)	222
Employ: Homemaker	21% (33)	10% (15)	43% (66)	3% (4)	13% (20)	10% (15)	153
Employ: Student	24% (16)	14% (10)	32% (22)	8% (5)	5% (3)	17% (12)	69
Employ: Retired	13% (75)	12% (70)	55% (314)	3% (18)	11% (64)	4% (24)	565
Employ: Unemployed	14% (37)	13% (34)	41% (107)	7% (19)	14% (38)	10% (26)	262
Employ: Other	20% (25)	11% (14)	42% (52)	3% (4)	12% (15)	11% (14)	124
Military HH: Yes	19% (58)	17% (51)	48% (147)	6% (17)	7% (22)	3% (11)	306
Military HH: No	20% (387)	13% (240)	45% (853)	5% (86)	11% (204)	7% (129)	1899
RD/WT: Right Direction	27% (193)	12% (90)	41% (298)	3% (25)	10% (73)	6% (42)	721
RD/WT: Wrong Track	17% (253)	14% (201)	47% (702)	5% (78)	10% (153)	7% (97)	1484
Biden Job Approve	27% (249)	13% (122)	44% (409)	3% (32)	9% (83)	4% (34)	930
Biden Job Disapprove	16% (188)	14% (161)	47% (544)	6% (67)	12% (134)	5% (62)	1155
Biden Job Strongly Approve	32% (136)	10% (43)	39% (164)	3% (11)	12% (50)	4% (15)	418
Biden Job Somewhat Approve	22% (114)	16% (80)	48% (245)	4% (21)	7% (34)	4% (19)	512
Biden Job Somewhat Disapprove	15% (51)	15% (53)	48% (165)	6% (22)	10% (36)	6% (20)	347
Biden Job Strongly Disapprove	17% (137)	13% (108)	47% (379)	6% (45)	12% (97)	5% (42)	808

Continued on next page

**Table MCFE6:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (446)	13% (291)	45% (1001)	5% (103)	10% (226)	6% (139)	2205
Favorable of Biden	26% (245)	13% (118)	45% (417)	4% (35)	9% (81)	4% (40)	936
Unfavorable of Biden	16% (185)	14% (160)	47% (524)	5% (60)	12% (139)	5% (58)	1125
Very Favorable of Biden	31% (133)	10% (43)	40% (170)	4% (17)	12% (49)	3% (12)	424
Somewhat Favorable of Biden	22% (112)	15% (75)	48% (247)	4% (19)	6% (32)	5% (27)	512
Somewhat Unfavorable of Biden	16% (45)	17% (50)	47% (135)	6% (16)	10% (29)	5% (14)	290
Very Unfavorable of Biden	17% (139)	13% (110)	47% (388)	5% (43)	13% (109)	5% (44)	835
#1 Issue: Economy	20% (182)	13% (121)	46% (419)	6% (52)	9% (80)	7% (62)	917
#1 Issue: Security	19% (44)	12% (29)	48% (114)	7% (18)	10% (23)	4% (9)	237
#1 Issue: Health Care	25% (45)	16% (29)	35% (64)	3% (6)	18% (32)	3% (6)	183
#1 Issue: Medicare / Social Security	21% (61)	12% (35)	48% (141)	2% (5)	10% (28)	8% (24)	293
#1 Issue: Women's Issues	18% (39)	13% (29)	46% (99)	3% (6)	12% (27)	8% (17)	217
#1 Issue: Education	30% (26)	9% (8)	31% (27)	5% (5)	12% (10)	13% (12)	88
#1 Issue: Energy	21% (28)	16% (21)	51% (68)	5% (7)	4% (5)	2% (2)	132
#1 Issue: Other	14% (19)	13% (18)	50% (69)	3% (4)	15% (21)	6% (8)	139
2022 House Vote: Democrat	28% (220)	14% (111)	45% (356)	4% (28)	7% (59)	3% (25)	799
2022 House Vote: Republican	19% (123)	13% (84)	49% (312)	6% (37)	10% (65)	2% (16)	638
2022 House Vote: Didn't Vote	14% (98)	12% (85)	44% (319)	5% (34)	13% (97)	13% (94)	727
2020 Vote: Joe Biden	27% (232)	13% (114)	44% (382)	3% (30)	8% (71)	4% (34)	864
2020 Vote: Donald Trump	18% (115)	15% (96)	49% (320)	6% (38)	10% (67)	3% (19)	655
2020 Vote: Other	9% (6)	12% (8)	50% (34)	5% (4)	8% (5)	16% (11)	68
2020 Vote: Didn't Vote	15% (93)	12% (73)	43% (264)	5% (31)	13% (83)	12% (75)	618
2018 House Vote: Democrat	26% (188)	14% (103)	45% (320)	3% (24)	8% (56)	4% (27)	718
2018 House Vote: Republican	19% (110)	12% (67)	50% (290)	6% (37)	10% (57)	3% (16)	577
2018 House Vote: Didn't Vote	16% (143)	13% (114)	43% (373)	5% (40)	12% (107)	11% (94)	870
4-Region: Northeast	24% (95)	14% (53)	43% (167)	4% (14)	8% (32)	7% (25)	386
4-Region: Midwest	18% (84)	11% (52)	47% (216)	8% (35)	9% (42)	6% (27)	456
4-Region: South	20% (170)	16% (133)	43% (358)	4% (35)	12% (99)	5% (45)	841
4-Region: West	19% (97)	10% (52)	50% (259)	4% (19)	10% (54)	8% (41)	522
Sports Fan	27% (420)	16% (255)	45% (707)	4% (67)	5% (71)	3% (54)	1573
Avid Sports Fan	40% (253)	11% (68)	41% (256)	3% (19)	3% (18)	2% (11)	625
Casual Sports Fan	18% (167)	20% (186)	48% (451)	5% (48)	6% (53)	4% (43)	948

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**Table MCFE6:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (446)	13% (291)	45% (1001)	5% (103)	10% (226)	6% (139)	2205
Football Fan	28% (420)	17% (253)	44% (662)	5% (74)	3% (49)	3% (46)	1504
Avid Football Fan	41% (273)	12% (80)	40% (270)	3% (22)	3% (18)	1% (7)	670
NFL Fan	28% (417)	17% (252)	45% (666)	5% (68)	3% (46)	3% (39)	1488
Avid NFL Fan	42% (286)	11% (77)	41% (277)	3% (18)	2% (15)	1% (8)	682
Rihanna Fan	28% (306)	15% (166)	38% (418)	5% (50)	7% (78)	6% (67)	1086
Pro Football is Favorite	41% (259)	14% (90)	38% (238)	3% (17)	3% (19)	1% (7)	630
Like Pro Football but not Favorite	18% (174)	19% (184)	48% (459)	6% (54)	5% (45)	4% (41)	958
Watched SB LVI and Plan to Watch LVII	32% (365)	14% (157)	49% (557)	3% (35)	2% (19)	1% (8)	1141
Likely to Watch SB LVII	30% (439)	19% (275)	45% (653)	3% (47)	2% (24)	1% (14)	1452
Want Eagles to Win	30% (228)	16% (121)	43% (329)	5% (38)	5% (40)	2% (13)	770
Want Chiefs to Win	28% (196)	16% (112)	43% (300)	4% (28)	6% (41)	2% (15)	692
Typically Host SB Party and Likely Host this Year	41% (170)	14% (60)	38% (157)	3% (13)	4% (16)	— (0)	416
Likely Host SB Party this Year	37% (260)	19% (136)	37% (262)	3% (23)	3% (21)	1% (6)	707
Sports Bettors	35% (223)	17% (109)	34% (219)	5% (33)	5% (35)	4% (24)	644
Sports Bettors Weekly+	53% (126)	16% (39)	24% (58)	2% (5)	3% (8)	1% (3)	239
Non/Infrequent Bettor	16% (276)	12% (218)	49% (868)	4% (77)	12% (208)	7% (117)	1764
Sports Bettors Monthly+	43% (164)	17% (66)	30% (115)	6% (22)	3% (11)	2% (6)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	34% (51)	16% (24)	40% (59)	4% (5)	5% (8)	1% (2)	149
Plan to Bet on SB LVII	46% (204)	16% (72)	28% (125)	5% (20)	3% (14)	1% (4)	440

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

**Table MCFE7:** As you may know, the two teams facing off in this year's Super Bowl are the Philadelphia Eagles and the Kansas City Chiefs. Who do you think will win the Super Bowl this year?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
Adults	36%	(797)	31%	(691)	33%	(717)	2205
Gender: Male	42%	(449)	33%	(354)	25%	(268)	1072
Gender: Female	31%	(348)	30%	(336)	40%	(447)	1132
Age: 18-34	35%	(220)	36%	(227)	29%	(185)	632
Age: 35-44	39%	(146)	30%	(112)	31%	(114)	372
Age: 45-64	37%	(267)	31%	(218)	32%	(227)	712
Age: 65+	34%	(164)	27%	(133)	39%	(190)	488
GenZers: 1997-2012	31%	(79)	32%	(82)	37%	(96)	256
Millennials: 1981-1996	39%	(261)	36%	(239)	26%	(172)	673
GenXers: 1965-1980	35%	(194)	31%	(173)	34%	(185)	553
Baby Boomers: 1946-1964	37%	(246)	27%	(178)	36%	(236)	660
PID: Dem (no lean)	41%	(355)	32%	(278)	26%	(223)	856
PID: Ind (no lean)	29%	(200)	26%	(185)	45%	(316)	700
PID: Rep (no lean)	37%	(242)	35%	(228)	27%	(178)	649
PID/Gender: Dem Men	49%	(202)	33%	(135)	18%	(76)	413
PID/Gender: Dem Women	35%	(153)	32%	(143)	33%	(146)	442
PID/Gender: Ind Men	32%	(109)	29%	(100)	39%	(136)	345
PID/Gender: Ind Women	26%	(91)	24%	(85)	50%	(179)	355
PID/Gender: Rep Men	44%	(138)	38%	(119)	18%	(56)	313
PID/Gender: Rep Women	31%	(104)	32%	(109)	36%	(122)	335
Ideo: Liberal (1-3)	38%	(237)	32%	(203)	30%	(189)	628
Ideo: Moderate (4)	35%	(246)	32%	(224)	34%	(238)	708
Ideo: Conservative (5-7)	40%	(283)	32%	(228)	28%	(195)	706
Educ: < College	34%	(489)	30%	(439)	36%	(512)	1441
Educ: Bachelors degree	40%	(192)	33%	(161)	27%	(132)	485
Educ: Post-grad	42%	(116)	32%	(90)	26%	(72)	279
Income: Under 50k	32%	(389)	29%	(359)	39%	(480)	1228
Income: 50k-100k	39%	(248)	33%	(214)	28%	(178)	640
Income: 100k+	48%	(161)	35%	(117)	18%	(59)	337
Ethnicity: White	35%	(603)	32%	(549)	32%	(550)	1702
Ethnicity: Hispanic	34%	(130)	35%	(132)	31%	(118)	380

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**Table MCFE7:** As you may know, the two teams facing off in this year's Super Bowl are the Philadelphia Eagles and the Kansas City Chiefs. Who do you think will win the Super Bowl this year?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	36%	(797)	31%	(691)	33%	(717)	2205
Ethnicity: Black	44%	(124)	29%	(83)	27%	(77)	283
Ethnicity: Other	32%	(71)	27%	(59)	41%	(91)	220
All Christian	39%	(362)	35%	(326)	27%	(252)	941
All Non-Christian	38%	(59)	24%	(38)	38%	(59)	156
Atheist	33%	(32)	28%	(26)	39%	(37)	95
Agnostic/Nothing in particular	33%	(218)	29%	(192)	38%	(248)	658
Something Else	35%	(126)	30%	(108)	34%	(121)	355
Religious Non-Protestant/Catholic	37%	(62)	25%	(43)	38%	(63)	168
Evangelical	38%	(210)	33%	(183)	28%	(156)	549
Non-Evangelical	37%	(268)	34%	(245)	29%	(208)	721
Community: Urban	36%	(245)	32%	(218)	33%	(225)	688
Community: Suburban	38%	(370)	31%	(305)	31%	(308)	984
Community: Rural	34%	(182)	31%	(167)	35%	(185)	533
Employ: Private Sector	44%	(313)	36%	(253)	20%	(142)	708
Employ: Government	38%	(38)	29%	(30)	33%	(34)	102
Employ: Self-Employed	30%	(67)	40%	(89)	30%	(67)	222
Employ: Homemaker	32%	(49)	26%	(39)	42%	(65)	153
Employ: Student	23%	(16)	35%	(24)	42%	(29)	69
Employ: Retired	35%	(198)	26%	(149)	39%	(219)	565
Employ: Unemployed	29%	(77)	26%	(69)	44%	(116)	262
Employ: Other	32%	(40)	31%	(39)	37%	(45)	124
Military HH: Yes	40%	(124)	35%	(106)	25%	(76)	306
Military HH: No	35%	(673)	31%	(584)	34%	(641)	1899
RD/WT: Right Direction	41%	(295)	29%	(207)	30%	(219)	721
RD/WT: Wrong Track	34%	(503)	33%	(483)	34%	(499)	1484
Biden Job Approve	39%	(367)	30%	(282)	30%	(281)	930
Biden Job Disapprove	35%	(405)	34%	(390)	31%	(360)	1155

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**Table MCFE7:** As you may know, the two teams facing off in this year's Super Bowl are the Philadelphia Eagles and the Kansas City Chiefs. Who do you think will win the Super Bowl this year?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
Adults	36%	(797)	31%	(691)	33%	(717)	2205
Biden Job Strongly Approve	42%	(177)	30%	(125)	28%	(116)	418
Biden Job Somewhat Approve	37%	(190)	31%	(157)	32%	(165)	512
Biden Job Somewhat Disapprove	32%	(110)	40%	(139)	28%	(98)	347
Biden Job Strongly Disapprove	36%	(294)	31%	(251)	32%	(262)	808
Favorable of Biden	39%	(366)	31%	(292)	30%	(278)	936
Unfavorable of Biden	36%	(399)	32%	(358)	33%	(368)	1125
Very Favorable of Biden	42%	(177)	30%	(129)	28%	(118)	424
Somewhat Favorable of Biden	37%	(189)	32%	(163)	31%	(160)	512
Somewhat Unfavorable of Biden	33%	(96)	37%	(107)	30%	(86)	290
Very Unfavorable of Biden	36%	(303)	30%	(250)	34%	(282)	835
#1 Issue: Economy	36%	(328)	35%	(317)	30%	(271)	917
#1 Issue: Security	35%	(84)	31%	(73)	34%	(80)	237
#1 Issue: Health Care	41%	(75)	23%	(41)	36%	(66)	183
#1 Issue: Medicare / Social Security	32%	(95)	29%	(85)	39%	(114)	293
#1 Issue: Women's Issues	35%	(77)	32%	(70)	32%	(70)	217
#1 Issue: Education	50%	(44)	30%	(26)	20%	(18)	88
#1 Issue: Energy	45%	(60)	30%	(40)	25%	(32)	132
#1 Issue: Other	25%	(34)	28%	(39)	47%	(66)	139
2022 House Vote: Democrat	42%	(339)	33%	(264)	25%	(197)	799
2022 House Vote: Republican	37%	(236)	34%	(217)	29%	(185)	638
2022 House Vote: Didn't Vote	28%	(205)	28%	(206)	44%	(316)	727
2020 Vote: Joe Biden	41%	(357)	32%	(276)	27%	(231)	864
2020 Vote: Donald Trump	36%	(235)	34%	(222)	30%	(198)	655
2020 Vote: Other	48%	(32)	13%	(9)	39%	(27)	68
2020 Vote: Didn't Vote	28%	(173)	30%	(183)	42%	(261)	618
2018 House Vote: Democrat	42%	(303)	32%	(229)	26%	(186)	718
2018 House Vote: Republican	39%	(223)	33%	(189)	29%	(166)	577
2018 House Vote: Didn't Vote	30%	(262)	30%	(264)	40%	(345)	870

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**Table MCFE7:** As you may know, the two teams facing off in this year's Super Bowl are the Philadelphia Eagles and the Kansas City Chiefs. Who do you think will win the Super Bowl this year?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
Adults	36%	(797)	31%	(691)	33%	(717)	2205
4-Region: Northeast	50%	(192)	23%	(88)	27%	(106)	386
4-Region: Midwest	32%	(145)	36%	(163)	33%	(148)	456
4-Region: South	35%	(297)	30%	(249)	35%	(295)	841
4-Region: West	31%	(163)	37%	(191)	32%	(168)	522
Sports Fan	43%	(672)	38%	(591)	20%	(310)	1573
Avid Sports Fan	50%	(314)	40%	(251)	10%	(60)	625
Casual Sports Fan	38%	(358)	36%	(340)	26%	(250)	948
Football Fan	44%	(661)	39%	(584)	17%	(260)	1504
Avid Football Fan	51%	(340)	42%	(279)	8%	(52)	670
NFL Fan	44%	(655)	39%	(583)	17%	(251)	1488
Avid NFL Fan	52%	(351)	41%	(283)	7%	(48)	682
Rihanna Fan	41%	(445)	34%	(369)	25%	(273)	1086
Pro Football is Favorite	47%	(298)	43%	(270)	10%	(62)	630
Like Pro Football but not Favorite	41%	(394)	34%	(330)	24%	(234)	958
Watched SB LVI and Plan to Watch LVII	47%	(541)	42%	(476)	11%	(124)	1141
Likely to Watch SB LVII	46%	(666)	40%	(576)	15%	(211)	1452
Want Eagles to Win	80%	(617)	12%	(90)	8%	(62)	770
Want Chiefs to Win	15%	(105)	78%	(541)	7%	(47)	692
Typically Host SB Party and Likely Host this Year	50%	(206)	43%	(180)	7%	(29)	416
Likely Host SB Party this Year	48%	(340)	39%	(274)	13%	(92)	707
Sports Bettors	46%	(295)	40%	(259)	14%	(90)	644
Sports Bettors Weekly+	47%	(111)	48%	(116)	5%	(12)	239
Non/Infrequent Bettor	35%	(609)	28%	(496)	37%	(658)	1764
Sports Bettors Monthly+	47%	(181)	46%	(177)	7%	(27)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	53%	(78)	34%	(51)	13%	(20)	149
Plan to Bet on SB LVII	52%	(228)	41%	(180)	7%	(32)	440

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

**Table MCFE8:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between the Philadelphia Eagles and the Kansas City Chiefs?*

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
Adults	35%	(770)	31%	(692)	34%	(743)	2205
Gender: Male	40%	(426)	33%	(359)	27%	(287)	1072
Gender: Female	30%	(344)	29%	(333)	40%	(454)	1132
Age: 18-34	35%	(222)	32%	(204)	33%	(206)	632
Age: 35-44	41%	(154)	28%	(104)	31%	(114)	372
Age: 45-64	35%	(250)	32%	(230)	33%	(232)	712
Age: 65+	29%	(143)	32%	(155)	39%	(190)	488
GenZers: 1997-2012	29%	(74)	32%	(82)	39%	(100)	256
Millennials: 1981-1996	41%	(279)	30%	(203)	28%	(191)	673
GenXers: 1965-1980	34%	(191)	33%	(184)	32%	(178)	553
Baby Boomers: 1946-1964	33%	(217)	30%	(197)	37%	(246)	660
PID: Dem (no lean)	39%	(335)	33%	(284)	28%	(237)	856
PID: Ind (no lean)	30%	(207)	25%	(174)	46%	(319)	700
PID: Rep (no lean)	35%	(228)	36%	(234)	29%	(186)	649
PID/Gender: Dem Men	45%	(186)	35%	(145)	20%	(82)	413
PID/Gender: Dem Women	34%	(148)	31%	(139)	35%	(154)	442
PID/Gender: Ind Men	33%	(114)	27%	(92)	40%	(140)	345
PID/Gender: Ind Women	26%	(93)	23%	(83)	51%	(179)	355
PID/Gender: Rep Men	40%	(126)	39%	(122)	21%	(66)	313
PID/Gender: Rep Women	31%	(103)	33%	(112)	36%	(121)	335
Ideo: Liberal (1-3)	37%	(233)	32%	(199)	31%	(197)	628
Ideo: Moderate (4)	33%	(233)	32%	(225)	35%	(250)	708
Ideo: Conservative (5-7)	40%	(281)	33%	(231)	27%	(194)	706
Educ: < College	33%	(472)	30%	(438)	37%	(530)	1441
Educ: Bachelors degree	39%	(187)	32%	(157)	29%	(141)	485
Educ: Post-grad	40%	(111)	35%	(97)	26%	(71)	279
Income: Under 50k	30%	(373)	29%	(357)	41%	(498)	1228
Income: 50k-100k	41%	(260)	33%	(209)	27%	(171)	640
Income: 100k+	41%	(138)	37%	(126)	22%	(74)	337
Ethnicity: White	34%	(584)	32%	(546)	34%	(571)	1702
Ethnicity: Hispanic	36%	(138)	33%	(126)	30%	(115)	380

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**Table MCFE8:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between the Philadelphia Eagles and the Kansas City Chiefs?*

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
Adults	35%	(770)	31%	(692)	34%	(743)	2205
Ethnicity: Black	43%	(121)	32%	(90)	26%	(72)	283
Ethnicity: Other	29%	(65)	25%	(56)	45%	(99)	220
All Christian	38%	(362)	35%	(330)	26%	(248)	941
All Non-Christian	37%	(57)	25%	(38)	39%	(60)	156
Atheist	34%	(32)	26%	(25)	40%	(38)	95
Agnostic/Nothing in particular	31%	(206)	28%	(185)	41%	(268)	658
Something Else	32%	(112)	32%	(114)	36%	(129)	355
Religious Non-Protestant/Catholic	35%	(59)	26%	(44)	39%	(65)	168
Evangelical	37%	(201)	35%	(192)	28%	(156)	549
Non-Evangelical	37%	(264)	34%	(244)	30%	(213)	721
Community: Urban	39%	(266)	29%	(202)	32%	(220)	688
Community: Suburban	35%	(346)	31%	(308)	34%	(330)	984
Community: Rural	30%	(157)	34%	(183)	36%	(193)	533
Employ: Private Sector	43%	(306)	34%	(242)	23%	(160)	708
Employ: Government	39%	(40)	31%	(32)	30%	(30)	102
Employ: Self-Employed	30%	(66)	40%	(89)	30%	(68)	222
Employ: Homemaker	34%	(52)	24%	(37)	41%	(63)	153
Employ: Student	25%	(17)	31%	(21)	45%	(31)	69
Employ: Retired	30%	(170)	31%	(175)	39%	(220)	565
Employ: Unemployed	32%	(83)	22%	(59)	46%	(120)	262
Employ: Other	29%	(36)	29%	(37)	41%	(51)	124
Military HH: Yes	35%	(108)	36%	(110)	29%	(88)	306
Military HH: No	35%	(662)	31%	(582)	34%	(655)	1899
RD/WT: Right Direction	40%	(287)	30%	(218)	30%	(215)	721
RD/WT: Wrong Track	33%	(483)	32%	(474)	36%	(528)	1484
Biden Job Approve	39%	(361)	31%	(286)	30%	(283)	930
Biden Job Disapprove	34%	(387)	34%	(390)	33%	(377)	1155

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**Table MCFE8:** Regardless of who you think will win, who would you personally like to see win in the Super Bowl between the Philadelphia Eagles and the Kansas City Chiefs?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	35%	(770)	31%	(692)	34%	(743)	2205
Biden Job Strongly Approve	42%	(176)	30%	(125)	28%	(117)	418
Biden Job Somewhat Approve	36%	(185)	31%	(160)	32%	(166)	512
Biden Job Somewhat Disapprove	30%	(104)	38%	(133)	32%	(110)	347
Biden Job Strongly Disapprove	35%	(283)	32%	(258)	33%	(267)	808
Favorable of Biden	37%	(351)	33%	(307)	30%	(278)	936
Unfavorable of Biden	34%	(387)	31%	(353)	34%	(385)	1125
Very Favorable of Biden	41%	(174)	32%	(137)	27%	(114)	424
Somewhat Favorable of Biden	35%	(177)	33%	(170)	32%	(164)	512
Somewhat Unfavorable of Biden	34%	(99)	33%	(97)	33%	(95)	290
Very Unfavorable of Biden	35%	(288)	31%	(256)	35%	(290)	835
#1 Issue: Economy	37%	(343)	32%	(294)	31%	(280)	917
#1 Issue: Security	31%	(73)	35%	(82)	35%	(82)	237
#1 Issue: Health Care	37%	(67)	25%	(46)	38%	(70)	183
#1 Issue: Medicare / Social Security	29%	(85)	31%	(90)	41%	(119)	293
#1 Issue: Women's Issues	36%	(79)	32%	(69)	32%	(69)	217
#1 Issue: Education	44%	(38)	32%	(28)	24%	(21)	88
#1 Issue: Energy	41%	(54)	30%	(40)	29%	(38)	132
#1 Issue: Other	22%	(31)	32%	(44)	46%	(64)	139
2022 House Vote: Democrat	41%	(329)	34%	(270)	25%	(200)	799
2022 House Vote: Republican	37%	(237)	35%	(221)	28%	(180)	638
2022 House Vote: Didn't Vote	26%	(190)	27%	(195)	47%	(342)	727
2020 Vote: Joe Biden	41%	(355)	32%	(279)	27%	(230)	864
2020 Vote: Donald Trump	35%	(227)	36%	(236)	29%	(192)	655
2020 Vote: Other	35%	(24)	20%	(14)	45%	(31)	68
2020 Vote: Didn't Vote	27%	(165)	27%	(164)	47%	(289)	618
2018 House Vote: Democrat	41%	(294)	33%	(236)	26%	(189)	718
2018 House Vote: Republican	37%	(213)	33%	(192)	30%	(172)	577
2018 House Vote: Didn't Vote	30%	(257)	29%	(252)	41%	(361)	870

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**Table MCFE8:** Regardless of who you think will win, who would you personally like to see win in the Super Bowl between the Philadelphia Eagles and the Kansas City Chiefs?

Demographic	The Philadelphia Eagles		The Kansas City Chiefs		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	35%	(770)	31%	(692)	34%	(743)	2205
4-Region: Northeast	47%	(180)	26%	(102)	27%	(104)	386
4-Region: Midwest	28%	(129)	36%	(166)	35%	(160)	456
4-Region: South	33%	(277)	32%	(267)	35%	(298)	841
4-Region: West	35%	(184)	30%	(158)	35%	(181)	522
Sports Fan	41%	(640)	38%	(592)	22%	(342)	1573
Avid Sports Fan	48%	(303)	40%	(253)	11%	(69)	625
Casual Sports Fan	36%	(337)	36%	(339)	29%	(272)	948
Football Fan	42%	(630)	39%	(593)	19%	(281)	1504
Avid Football Fan	48%	(320)	43%	(288)	9%	(62)	670
NFL Fan	42%	(631)	40%	(591)	18%	(266)	1488
Avid NFL Fan	49%	(335)	43%	(293)	8%	(54)	682
Rihanna Fan	41%	(443)	34%	(367)	25%	(276)	1086
Pro Football is Favorite	46%	(290)	42%	(265)	12%	(75)	630
Like Pro Football but not Favorite	39%	(373)	36%	(342)	25%	(243)	958
Watched SB LVI and Plan to Watch LVII	45%	(511)	41%	(471)	14%	(158)	1141
Likely to Watch SB LVII	43%	(629)	40%	(582)	17%	(240)	1452
Want Eagles to Win	100%	(770)	—	(0)	—	(0)	770
Want Chiefs to Win	—	(0)	100%	(692)	—	(0)	692
Typically Host SB Party and Likely Host this Year	50%	(208)	42%	(176)	8%	(32)	416
Likely Host SB Party this Year	48%	(337)	39%	(278)	13%	(92)	707
Sports Bettors	47%	(300)	39%	(250)	14%	(93)	644
Sports Bettors Weekly+	47%	(112)	47%	(112)	6%	(15)	239
Non/Infrequent Bettor	33%	(577)	29%	(507)	39%	(679)	1764
Sports Bettors Monthly+	48%	(187)	44%	(169)	8%	(30)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	47%	(71)	37%	(55)	16%	(23)	149
Plan to Bet on SB LVII	51%	(223)	41%	(181)	8%	(35)	440

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

**Table MCFE9\_1:** *And to what extent are the following a reason why you would like that team to win?  
I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(298)	20%	(291)	60%	(874)	1462
Gender: Male	23%	(183)	21%	(165)	56%	(436)	785
Gender: Female	17%	(114)	19%	(125)	65%	(437)	677
Age: 18-34	22%	(94)	22%	(92)	56%	(240)	426
Age: 35-44	28%	(73)	19%	(48)	53%	(138)	258
Age: 45-64	17%	(79)	22%	(107)	61%	(293)	480
Age: 65+	17%	(52)	15%	(43)	68%	(203)	298
GenZers: 1997-2012	17%	(26)	22%	(34)	62%	(96)	156
Millennials: 1981-1996	28%	(135)	20%	(97)	52%	(250)	482
GenXers: 1965-1980	18%	(68)	22%	(82)	60%	(225)	375
Baby Boomers: 1946-1964	14%	(60)	18%	(74)	68%	(280)	414
PID: Dem (no lean)	21%	(132)	22%	(134)	57%	(353)	619
PID: Ind (no lean)	20%	(78)	16%	(61)	64%	(243)	381
PID: Rep (no lean)	19%	(88)	21%	(96)	60%	(278)	462
PID/Gender: Dem Men	27%	(89)	24%	(78)	50%	(164)	332
PID/Gender: Dem Women	15%	(43)	19%	(56)	66%	(189)	287
PID/Gender: Ind Men	24%	(49)	15%	(30)	62%	(127)	206
PID/Gender: Ind Women	16%	(29)	18%	(31)	66%	(116)	175
PID/Gender: Rep Men	18%	(45)	23%	(57)	59%	(145)	248
PID/Gender: Rep Women	20%	(43)	18%	(39)	62%	(133)	215
Ideo: Liberal (1-3)	25%	(107)	17%	(74)	58%	(251)	431
Ideo: Moderate (4)	19%	(85)	23%	(106)	58%	(266)	457
Ideo: Conservative (5-7)	19%	(98)	20%	(102)	61%	(312)	512
Educ: < College	19%	(171)	20%	(179)	62%	(561)	910
Educ: Bachelors degree	20%	(69)	18%	(61)	62%	(215)	344
Educ: Post-grad	28%	(58)	25%	(51)	47%	(98)	207
Income: Under 50k	20%	(147)	20%	(146)	60%	(436)	730
Income: 50k-100k	19%	(90)	19%	(88)	62%	(291)	469
Income: 100k+	23%	(61)	21%	(56)	56%	(147)	263
Ethnicity: White	19%	(219)	19%	(216)	62%	(696)	1131
Ethnicity: Hispanic	19%	(49)	17%	(45)	64%	(170)	264
Ethnicity: Black	24%	(50)	22%	(46)	55%	(115)	211

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**Table MCFE9\_1:** *And to what extent are the following a reason why you would like that team to win?  
 I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(298)	20%	(291)	60%	(874)	1462
Ethnicity: Other	24%	(29)	24%	(29)	52%	(63)	121
All Christian	21%	(142)	21%	(146)	58%	(404)	692
All Non-Christian	29%	(28)	29%	(27)	42%	(41)	96
Atheist	6%	(4)	14%	(8)	79%	(46)	58
Agnostic/Nothing in particular	19%	(75)	16%	(61)	65%	(254)	391
Something Else	22%	(49)	21%	(48)	57%	(130)	226
Religious Non-Protestant/Catholic	31%	(32)	27%	(28)	42%	(43)	103
Evangelical	24%	(96)	20%	(80)	55%	(217)	393
Non-Evangelical	17%	(87)	22%	(110)	61%	(311)	508
Community: Urban	27%	(125)	21%	(101)	52%	(242)	468
Community: Suburban	16%	(106)	19%	(122)	65%	(426)	654
Community: Rural	19%	(66)	20%	(68)	60%	(206)	340
Employ: Private Sector	25%	(135)	21%	(116)	54%	(297)	548
Employ: Government	13%	(10)	17%	(12)	69%	(50)	72
Employ: Self-Employed	21%	(33)	27%	(42)	51%	(80)	155
Employ: Homemaker	12%	(11)	17%	(15)	71%	(64)	89
Employ: Retired	18%	(63)	17%	(59)	65%	(224)	345
Employ: Unemployed	19%	(26)	22%	(30)	60%	(85)	141
Employ: Other	19%	(14)	15%	(11)	66%	(48)	73
Military HH: Yes	22%	(47)	18%	(39)	61%	(132)	218
Military HH: No	20%	(250)	20%	(252)	60%	(742)	1244
RD/WT: Right Direction	26%	(133)	19%	(97)	55%	(276)	506
RD/WT: Wrong Track	17%	(164)	20%	(194)	63%	(598)	957
Biden Job Approve	24%	(154)	20%	(129)	56%	(363)	646
Biden Job Disapprove	18%	(137)	20%	(155)	62%	(485)	778
Biden Job Strongly Approve	29%	(87)	20%	(60)	51%	(154)	301
Biden Job Somewhat Approve	20%	(67)	20%	(68)	61%	(210)	345
Biden Job Somewhat Disapprove	17%	(41)	21%	(51)	61%	(145)	237
Biden Job Strongly Disapprove	18%	(96)	19%	(104)	63%	(340)	541
Favorable of Biden	23%	(154)	21%	(136)	56%	(368)	658
Unfavorable of Biden	17%	(126)	19%	(140)	64%	(474)	740

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**Table MCFE9\_1:** *And to what extent are the following a reason why you would like that team to win?  
I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(298)	20%	(291)	60%	(874)	1462
Very Favorable of Biden	28%	(88)	19%	(59)	53%	(163)	310
Somewhat Favorable of Biden	19%	(66)	22%	(77)	59%	(205)	347
Somewhat Unfavorable of Biden	17%	(34)	17%	(34)	65%	(128)	195
Very Unfavorable of Biden	17%	(92)	20%	(106)	64%	(347)	545
#1 Issue: Economy	21%	(131)	19%	(121)	61%	(385)	637
#1 Issue: Security	23%	(36)	21%	(32)	56%	(88)	155
#1 Issue: Health Care	23%	(26)	18%	(21)	59%	(66)	113
#1 Issue: Medicare / Social Security	16%	(28)	19%	(33)	65%	(113)	174
#1 Issue: Women's Issues	17%	(26)	22%	(33)	60%	(89)	147
#1 Issue: Education	20%	(13)	33%	(22)	48%	(31)	66
#1 Issue: Energy	25%	(23)	19%	(18)	56%	(53)	94
#1 Issue: Other	21%	(16)	15%	(11)	63%	(48)	75
2022 House Vote: Democrat	22%	(133)	20%	(120)	58%	(346)	599
2022 House Vote: Republican	19%	(86)	21%	(94)	61%	(277)	458
2022 House Vote: Didn't Vote	19%	(74)	18%	(71)	62%	(239)	385
2020 Vote: Joe Biden	23%	(145)	19%	(118)	58%	(370)	633
2020 Vote: Donald Trump	20%	(93)	20%	(91)	60%	(280)	463
2020 Vote: Didn't Vote	17%	(55)	24%	(80)	59%	(194)	329
2018 House Vote: Democrat	23%	(121)	20%	(104)	58%	(305)	529
2018 House Vote: Republican	19%	(75)	21%	(85)	60%	(245)	405
2018 House Vote: Didn't Vote	19%	(98)	19%	(97)	62%	(315)	509
4-Region: Northeast	29%	(81)	20%	(57)	51%	(144)	282
4-Region: Midwest	23%	(67)	17%	(51)	60%	(177)	295
4-Region: South	16%	(85)	24%	(129)	61%	(329)	543
4-Region: West	19%	(64)	16%	(54)	65%	(223)	341
Sports Fan	21%	(259)	21%	(261)	58%	(712)	1232
Avid Sports Fan	26%	(142)	18%	(100)	56%	(314)	556
Casual Sports Fan	17%	(117)	24%	(161)	59%	(398)	676
Football Fan	22%	(267)	21%	(257)	57%	(699)	1223
Avid Football Fan	27%	(163)	18%	(111)	55%	(334)	608
NFL Fan	21%	(259)	20%	(251)	58%	(713)	1222

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**Table MCFE9\_1:** *And to what extent are the following a reason why you would like that team to win?  
 I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

<b>Demographic</b>	<b>Major reason</b>		<b>Minor reason</b>		<b>Not a reason at all</b>		<b>Total N</b>
Adults	20%	(298)	20%	(291)	60%	(874)	1462
Avid NFL Fan	25%	(160)	19%	(120)	55%	(348)	628
Rihanna Fan	23%	(186)	23%	(190)	54%	(434)	811
Pro Football is Favorite	26%	(147)	22%	(122)	52%	(287)	555
Like Pro Football but not Favorite	17%	(121)	21%	(148)	62%	(446)	715
Watched SB LVI and Plan to Watch LVII	21%	(204)	21%	(204)	58%	(574)	982
Likely to Watch SB LVII	21%	(256)	21%	(254)	58%	(702)	1212
Want Eagles to Win	19%	(144)	20%	(156)	61%	(470)	770
Want Chiefs to Win	22%	(154)	19%	(134)	58%	(404)	692
Typically Host SB Party and Likely Host this Year	31%	(120)	21%	(81)	47%	(182)	384
Likely Host SB Party this Year	28%	(172)	22%	(138)	50%	(304)	615
Sports Bettors	28%	(155)	24%	(132)	48%	(264)	551
Sports Bettors Weekly+	34%	(76)	26%	(58)	40%	(90)	224
Non/Infrequent Bettor	17%	(183)	18%	(191)	66%	(710)	1085
Sports Bettors Monthly+	32%	(112)	27%	(95)	42%	(148)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	29%	(36)	19%	(24)	52%	(66)	126
Plan to Bet on SB LVII	32%	(129)	26%	(105)	42%	(171)	405

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

**Table MCFE9\_2: And to what extent are the following a reason why you would like that team to win?  
I am a fan of that team, but they are not my favorite**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(310)	34%	(493)	45%	(659)	1462
Gender: Male	26%	(202)	36%	(286)	38%	(298)	785
Gender: Female	16%	(108)	31%	(208)	53%	(361)	677
Age: 18-34	23%	(96)	38%	(161)	40%	(169)	426
Age: 35-44	27%	(69)	34%	(88)	40%	(102)	258
Age: 45-64	20%	(98)	33%	(159)	47%	(223)	480
Age: 65+	16%	(48)	29%	(85)	55%	(165)	298
GenZers: 1997-2012	24%	(37)	45%	(69)	32%	(49)	156
Millennials: 1981-1996	24%	(115)	35%	(169)	41%	(198)	482
GenXers: 1965-1980	22%	(82)	31%	(117)	47%	(175)	375
Baby Boomers: 1946-1964	17%	(71)	32%	(130)	51%	(213)	414
PID: Dem (no lean)	25%	(152)	33%	(203)	43%	(263)	619
PID: Ind (no lean)	18%	(70)	35%	(134)	47%	(177)	381
PID: Rep (no lean)	19%	(88)	34%	(156)	47%	(218)	462
PID/Gender: Dem Men	29%	(98)	38%	(127)	32%	(107)	332
PID/Gender: Dem Women	19%	(55)	27%	(76)	54%	(156)	287
PID/Gender: Ind Men	23%	(47)	36%	(75)	41%	(83)	206
PID/Gender: Ind Women	13%	(23)	34%	(59)	54%	(94)	175
PID/Gender: Rep Men	23%	(57)	34%	(84)	43%	(107)	248
PID/Gender: Rep Women	14%	(31)	34%	(72)	52%	(111)	215
Ideo: Liberal (1-3)	27%	(116)	31%	(133)	42%	(182)	431
Ideo: Moderate (4)	17%	(80)	37%	(168)	46%	(210)	457
Ideo: Conservative (5-7)	21%	(105)	34%	(176)	45%	(230)	512
Educ: < College	22%	(205)	34%	(309)	44%	(396)	910
Educ: Bachelors degree	17%	(60)	33%	(113)	50%	(171)	344
Educ: Post-grad	22%	(46)	34%	(71)	44%	(91)	207
Income: Under 50k	22%	(164)	33%	(242)	44%	(324)	730
Income: 50k-100k	21%	(99)	34%	(161)	45%	(209)	469
Income: 100k+	18%	(48)	34%	(90)	48%	(126)	263
Ethnicity: White	20%	(226)	33%	(373)	47%	(532)	1131
Ethnicity: Hispanic	26%	(68)	31%	(81)	44%	(116)	264
Ethnicity: Black	26%	(55)	39%	(82)	35%	(74)	211

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**Table MCFE9\_2:** *And to what extent are the following a reason why you would like that team to win?  
 I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(310)	34%	(493)	45%	(659)	1462
Ethnicity: Other	24%	(29)	32%	(39)	44%	(53)	121
All Christian	20%	(136)	34%	(236)	46%	(320)	692
All Non-Christian	30%	(28)	38%	(37)	32%	(31)	96
Atheist	22%	(13)	40%	(23)	38%	(22)	58
Agnostic/Nothing in particular	23%	(88)	31%	(123)	46%	(180)	391
Something Else	20%	(45)	33%	(75)	47%	(106)	226
Religious Non-Protestant/Catholic	30%	(31)	36%	(37)	33%	(34)	103
Evangelical	23%	(91)	34%	(135)	43%	(167)	393
Non-Evangelical	17%	(84)	34%	(171)	50%	(253)	508
Community: Urban	27%	(126)	37%	(172)	36%	(169)	468
Community: Suburban	17%	(113)	33%	(218)	49%	(322)	654
Community: Rural	21%	(71)	30%	(102)	49%	(167)	340
Employ: Private Sector	24%	(133)	34%	(187)	42%	(228)	548
Employ: Government	16%	(12)	45%	(33)	38%	(27)	72
Employ: Self-Employed	21%	(33)	38%	(59)	41%	(63)	155
Employ: Homemaker	12%	(11)	33%	(30)	54%	(49)	89
Employ: Retired	19%	(64)	27%	(94)	54%	(187)	345
Employ: Unemployed	22%	(31)	38%	(54)	40%	(56)	141
Employ: Other	25%	(18)	26%	(19)	49%	(36)	73
Military HH: Yes	27%	(58)	27%	(59)	46%	(101)	218
Military HH: No	20%	(252)	35%	(434)	45%	(558)	1244
RD/WT: Right Direction	26%	(131)	34%	(174)	40%	(201)	506
RD/WT: Wrong Track	19%	(179)	33%	(319)	48%	(458)	957
Biden Job Approve	25%	(162)	35%	(225)	40%	(259)	646
Biden Job Disapprove	18%	(142)	33%	(253)	49%	(382)	778
Biden Job Strongly Approve	29%	(87)	33%	(99)	38%	(115)	301
Biden Job Somewhat Approve	22%	(75)	36%	(126)	42%	(145)	345
Biden Job Somewhat Disapprove	18%	(42)	34%	(80)	48%	(115)	237
Biden Job Strongly Disapprove	18%	(100)	32%	(173)	49%	(268)	541
Favorable of Biden	25%	(164)	36%	(234)	40%	(261)	658
Unfavorable of Biden	17%	(125)	32%	(238)	51%	(376)	740

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**Table MCFE9\_2:** *And to what extent are the following a reason why you would like that team to win?  
I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(310)	34%	(493)	45%	(659)	1462
Very Favorable of Biden	28%	(86)	34%	(104)	39%	(120)	310
Somewhat Favorable of Biden	22%	(77)	37%	(129)	41%	(141)	347
Somewhat Unfavorable of Biden	15%	(30)	35%	(69)	50%	(97)	195
Very Unfavorable of Biden	18%	(96)	31%	(170)	51%	(279)	545
#1 Issue: Economy	22%	(138)	35%	(220)	44%	(279)	637
#1 Issue: Security	16%	(25)	30%	(47)	54%	(83)	155
#1 Issue: Health Care	21%	(23)	33%	(37)	46%	(52)	113
#1 Issue: Medicare / Social Security	22%	(39)	30%	(52)	48%	(83)	174
#1 Issue: Women's Issues	23%	(34)	29%	(43)	48%	(71)	147
#1 Issue: Education	23%	(15)	51%	(34)	26%	(17)	66
#1 Issue: Energy	26%	(24)	44%	(42)	30%	(28)	94
#1 Issue: Other	16%	(12)	25%	(19)	59%	(45)	75
2022 House Vote: Democrat	23%	(138)	35%	(210)	42%	(250)	599
2022 House Vote: Republican	18%	(83)	33%	(151)	49%	(223)	458
2022 House Vote: Didnt Vote	22%	(86)	32%	(122)	46%	(176)	385
2020 Vote: Joe Biden	24%	(150)	34%	(214)	42%	(269)	633
2020 Vote: Donald Trump	18%	(82)	32%	(147)	51%	(234)	463
2020 Vote: Didn't Vote	22%	(71)	38%	(125)	40%	(132)	329
2018 House Vote: Democrat	26%	(136)	32%	(170)	42%	(224)	529
2018 House Vote: Republican	17%	(67)	34%	(136)	50%	(202)	405
2018 House Vote: Didnt Vote	20%	(103)	36%	(183)	44%	(224)	509
4-Region: Northeast	22%	(61)	37%	(103)	42%	(118)	282
4-Region: Midwest	21%	(62)	31%	(93)	48%	(141)	295
4-Region: South	20%	(109)	35%	(192)	45%	(242)	543
4-Region: West	23%	(79)	31%	(105)	46%	(158)	341
Sports Fan	23%	(282)	36%	(442)	41%	(508)	1232
Avid Sports Fan	28%	(156)	34%	(188)	38%	(212)	556
Casual Sports Fan	19%	(126)	38%	(254)	44%	(296)	676
Football Fan	23%	(287)	35%	(434)	41%	(502)	1223
Avid Football Fan	29%	(175)	31%	(190)	40%	(242)	608
NFL Fan	23%	(287)	35%	(429)	41%	(506)	1222

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**Table MCFE9\_2:** *And to what extent are the following a reason why you would like that team to win?  
 I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(310)	34%	(493)	45%	(659)	1462
Avid NFL Fan	29%	(181)	33%	(205)	38%	(242)	628
Rihanna Fan	25%	(200)	35%	(282)	40%	(328)	811
Pro Football is Favorite	29%	(159)	36%	(200)	35%	(197)	555
Like Pro Football but not Favorite	19%	(136)	36%	(256)	45%	(323)	715
Watched SB LVI and Plan to Watch LVII	24%	(237)	35%	(348)	41%	(398)	982
Likely to Watch SB LVII	24%	(287)	35%	(430)	41%	(494)	1212
Want Eagles to Win	20%	(150)	35%	(269)	46%	(351)	770
Want Chiefs to Win	23%	(160)	32%	(224)	44%	(308)	692
Typically Host SB Party and Likely Host this Year	27%	(104)	43%	(166)	30%	(114)	384
Likely Host SB Party this Year	26%	(157)	40%	(244)	35%	(213)	615
Sports Bettors	29%	(161)	40%	(219)	31%	(171)	551
Sports Bettors Weekly+	29%	(66)	44%	(99)	26%	(59)	224
Non/Infrequent Bettor	18%	(195)	31%	(335)	51%	(555)	1085
Sports Bettors Monthly+	30%	(108)	42%	(150)	27%	(97)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	29%	(36)	39%	(49)	32%	(41)	126
Plan to Bet on SB LVII	30%	(122)	42%	(171)	28%	(112)	405

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

**Table MCFE9\_3: And to what extent are the following a reason why you would like that team to win?  
I don't like the other team**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	26%	(373)	55%	(798)	1462
Gender: Male	24%	(188)	30%	(234)	46%	(362)	785
Gender: Female	15%	(103)	20%	(138)	64%	(436)	677
Age: 18-34	24%	(102)	31%	(131)	45%	(194)	426
Age: 35-44	23%	(59)	28%	(72)	49%	(127)	258
Age: 45-64	17%	(82)	24%	(116)	59%	(283)	480
Age: 65+	16%	(49)	18%	(55)	65%	(195)	298
GenZers: 1997-2012	20%	(32)	30%	(47)	49%	(77)	156
Millennials: 1981-1996	25%	(123)	31%	(149)	44%	(210)	482
GenXers: 1965-1980	19%	(71)	23%	(85)	58%	(219)	375
Baby Boomers: 1946-1964	16%	(65)	20%	(84)	64%	(265)	414
PID: Dem (no lean)	21%	(131)	25%	(155)	54%	(333)	619
PID: Ind (no lean)	14%	(52)	29%	(110)	58%	(220)	381
PID: Rep (no lean)	24%	(109)	23%	(108)	53%	(245)	462
PID/Gender: Dem Men	22%	(73)	29%	(97)	49%	(162)	332
PID/Gender: Dem Women	20%	(58)	20%	(58)	60%	(171)	287
PID/Gender: Ind Men	17%	(34)	35%	(73)	48%	(99)	206
PID/Gender: Ind Women	10%	(18)	21%	(37)	69%	(121)	175
PID/Gender: Rep Men	33%	(81)	26%	(65)	41%	(101)	248
PID/Gender: Rep Women	13%	(27)	20%	(43)	67%	(144)	215
Ideo: Liberal (1-3)	25%	(106)	25%	(106)	51%	(219)	431
Ideo: Moderate (4)	17%	(76)	27%	(121)	57%	(260)	457
Ideo: Conservative (5-7)	20%	(101)	26%	(133)	54%	(278)	512
Educ: < College	19%	(173)	26%	(238)	55%	(500)	910
Educ: Bachelors degree	21%	(73)	25%	(87)	53%	(183)	344
Educ: Post-grad	21%	(45)	23%	(47)	56%	(116)	207
Income: Under 50k	19%	(136)	27%	(196)	54%	(398)	730
Income: 50k-100k	21%	(98)	21%	(97)	58%	(274)	469
Income: 100k+	22%	(57)	30%	(79)	48%	(127)	263
Ethnicity: White	21%	(239)	25%	(287)	53%	(605)	1131
Ethnicity: Hispanic	25%	(67)	31%	(81)	44%	(116)	264
Ethnicity: Black	14%	(29)	27%	(56)	60%	(126)	211

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**Table MCFE9\_3:** *And to what extent are the following a reason why you would like that team to win?  
 I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	26%	(373)	55%	(798)	1462
Ethnicity: Other	19%	(23)	24%	(29)	56%	(68)	121
All Christian	21%	(146)	26%	(180)	53%	(366)	692
All Non-Christian	28%	(27)	20%	(19)	52%	(50)	96
Atheist	29%	(17)	21%	(12)	50%	(29)	58
Agnostic/Nothing in particular	19%	(76)	25%	(99)	55%	(216)	391
Something Else	11%	(25)	28%	(62)	61%	(138)	226
Religious Non-Protestant/Catholic	26%	(27)	21%	(21)	53%	(55)	103
Evangelical	18%	(73)	27%	(107)	54%	(214)	393
Non-Evangelical	19%	(97)	26%	(130)	55%	(281)	508
Community: Urban	21%	(98)	28%	(130)	51%	(240)	468
Community: Suburban	21%	(135)	24%	(156)	55%	(362)	654
Community: Rural	17%	(57)	25%	(87)	58%	(196)	340
Employ: Private Sector	26%	(140)	23%	(128)	51%	(280)	548
Employ: Government	23%	(17)	28%	(20)	49%	(35)	72
Employ: Self-Employed	21%	(33)	31%	(48)	48%	(74)	155
Employ: Homemaker	13%	(12)	23%	(21)	64%	(57)	89
Employ: Retired	15%	(52)	22%	(77)	63%	(217)	345
Employ: Unemployed	10%	(15)	35%	(50)	54%	(77)	141
Employ: Other	25%	(19)	23%	(17)	52%	(38)	73
Military HH: Yes	27%	(58)	22%	(47)	52%	(113)	218
Military HH: No	19%	(233)	26%	(326)	55%	(685)	1244
RD/WT: Right Direction	21%	(105)	24%	(123)	55%	(278)	506
RD/WT: Wrong Track	19%	(186)	26%	(250)	54%	(520)	957
Biden Job Approve	20%	(128)	24%	(158)	56%	(360)	646
Biden Job Disapprove	21%	(160)	27%	(210)	52%	(408)	778
Biden Job Strongly Approve	23%	(70)	27%	(80)	50%	(151)	301
Biden Job Somewhat Approve	17%	(59)	23%	(78)	61%	(209)	345
Biden Job Somewhat Disapprove	21%	(49)	28%	(66)	51%	(121)	237
Biden Job Strongly Disapprove	20%	(110)	27%	(144)	53%	(287)	541
Favorable of Biden	20%	(133)	24%	(159)	56%	(366)	658
Unfavorable of Biden	20%	(146)	26%	(195)	54%	(398)	740

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**Table MCFE9\_3:** And to what extent are the following a reason why you would like that team to win?  
I don't like the other team

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	26%	(373)	55%	(798)	1462
Very Favorable of Biden	21%	(65)	23%	(72)	56%	(173)	310
Somewhat Favorable of Biden	20%	(68)	25%	(87)	55%	(192)	347
Somewhat Unfavorable of Biden	25%	(50)	23%	(45)	51%	(100)	195
Very Unfavorable of Biden	18%	(97)	28%	(150)	55%	(298)	545
#1 Issue: Economy	20%	(125)	27%	(169)	54%	(343)	637
#1 Issue: Security	20%	(31)	21%	(33)	59%	(91)	155
#1 Issue: Health Care	20%	(23)	22%	(24)	58%	(66)	113
#1 Issue: Medicare / Social Security	16%	(28)	24%	(42)	60%	(104)	174
#1 Issue: Women's Issues	22%	(32)	29%	(42)	50%	(73)	147
#1 Issue: Education	35%	(23)	19%	(13)	46%	(30)	66
#1 Issue: Energy	15%	(14)	34%	(32)	51%	(48)	94
#1 Issue: Other	19%	(14)	24%	(18)	57%	(43)	75
2022 House Vote: Democrat	22%	(129)	23%	(138)	55%	(331)	599
2022 House Vote: Republican	18%	(84)	25%	(116)	56%	(258)	458
2022 House Vote: Didn't Vote	20%	(77)	28%	(108)	52%	(200)	385
2020 Vote: Joe Biden	22%	(139)	22%	(141)	56%	(353)	633
2020 Vote: Donald Trump	20%	(93)	24%	(113)	56%	(257)	463
2020 Vote: Didn't Vote	15%	(49)	32%	(106)	53%	(173)	329
2018 House Vote: Democrat	22%	(116)	24%	(130)	54%	(284)	529
2018 House Vote: Republican	19%	(77)	25%	(100)	56%	(229)	405
2018 House Vote: Didn't Vote	18%	(93)	27%	(138)	55%	(278)	509
4-Region: Northeast	23%	(66)	22%	(63)	54%	(153)	282
4-Region: Midwest	19%	(55)	26%	(77)	55%	(164)	295
4-Region: South	19%	(106)	26%	(142)	54%	(295)	543
4-Region: West	19%	(65)	27%	(91)	54%	(186)	341
Sports Fan	22%	(269)	26%	(323)	52%	(640)	1232
Avid Sports Fan	30%	(164)	25%	(139)	45%	(252)	556
Casual Sports Fan	15%	(105)	27%	(183)	57%	(388)	676
Football Fan	22%	(274)	25%	(311)	52%	(637)	1223
Avid Football Fan	28%	(169)	24%	(149)	48%	(290)	608
NFL Fan	22%	(272)	26%	(313)	52%	(637)	1222

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**Table MCFE9\_3:** And to what extent are the following a reason why you would like that team to win?  
 I don't like the other team

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	20% (291)	26% (373)	55% (798)	1462
Avid NFL Fan	28% (178)	25% (157)	47% (292)	628
Rihanna Fan	21% (168)	28% (230)	51% (413)	811
Pro Football is Favorite	25% (136)	28% (156)	47% (263)	555
Like Pro Football but not Favorite	20% (143)	24% (171)	56% (402)	715
Watched SB LVI and Plan to Watch LVII	22% (218)	26% (253)	52% (512)	982
Likely to Watch SB LVII	22% (265)	26% (310)	53% (637)	1212
Want Eagles to Win	14% (110)	28% (219)	57% (441)	770
Want Chiefs to Win	26% (181)	22% (154)	52% (357)	692
Typically Host SB Party and Likely Host this Year	27% (104)	30% (117)	43% (164)	384
Likely Host SB Party this Year	26% (159)	28% (174)	46% (281)	615
Sports Bettors	26% (145)	32% (177)	41% (229)	551
Sports Bettors Weekly+	29% (65)	31% (69)	40% (90)	224
Non/Infrequent Bettor	17% (183)	23% (250)	60% (651)	1085
Sports Bettors Monthly+	30% (105)	33% (118)	37% (133)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	26% (32)	33% (42)	41% (52)	126
Plan to Bet on SB LVII	28% (113)	33% (134)	39% (158)	405

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

**Table MCFE9\_4:** And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(340)	27%	(391)	50%	(731)	1462
Gender: Male	27%	(209)	30%	(236)	43%	(339)	785
Gender: Female	19%	(130)	23%	(155)	58%	(392)	677
Age: 18-34	29%	(126)	28%	(119)	43%	(182)	426
Age: 35-44	27%	(70)	33%	(86)	40%	(103)	258
Age: 45-64	17%	(83)	27%	(127)	56%	(270)	480
Age: 65+	21%	(62)	20%	(59)	59%	(177)	298
GenZers: 1997-2012	31%	(48)	33%	(51)	37%	(57)	156
Millennials: 1981-1996	29%	(137)	29%	(141)	42%	(203)	482
GenXers: 1965-1980	18%	(67)	27%	(101)	55%	(207)	375
Baby Boomers: 1946-1964	20%	(83)	21%	(88)	59%	(243)	414
PID: Dem (no lean)	27%	(167)	29%	(182)	44%	(270)	619
PID: Ind (no lean)	22%	(83)	25%	(96)	53%	(202)	381
PID: Rep (no lean)	19%	(90)	25%	(114)	56%	(259)	462
PID/Gender: Dem Men	34%	(112)	33%	(108)	33%	(111)	332
PID/Gender: Dem Women	19%	(55)	25%	(73)	55%	(159)	287
PID/Gender: Ind Men	26%	(54)	29%	(60)	44%	(91)	206
PID/Gender: Ind Women	16%	(28)	21%	(36)	63%	(111)	175
PID/Gender: Rep Men	17%	(43)	27%	(68)	55%	(137)	248
PID/Gender: Rep Women	22%	(47)	21%	(46)	57%	(122)	215
Ideo: Liberal (1-3)	30%	(131)	29%	(127)	40%	(174)	431
Ideo: Moderate (4)	23%	(103)	26%	(120)	51%	(234)	457
Ideo: Conservative (5-7)	19%	(99)	26%	(131)	55%	(282)	512
Educ: < College	21%	(187)	25%	(230)	54%	(493)	910
Educ: Bachelors degree	24%	(82)	30%	(102)	47%	(160)	344
Educ: Post-grad	34%	(70)	29%	(59)	38%	(78)	207
Income: Under 50k	21%	(150)	27%	(199)	52%	(381)	730
Income: 50k-100k	23%	(108)	27%	(125)	50%	(236)	469
Income: 100k+	31%	(81)	26%	(67)	44%	(115)	263
Ethnicity: White	21%	(233)	26%	(297)	53%	(600)	1131
Ethnicity: Hispanic	20%	(54)	25%	(67)	54%	(143)	264
Ethnicity: Black	30%	(63)	34%	(71)	36%	(77)	211

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**Table MCFE9\_4:** *And to what extent are the following a reason why you would like that team to win?  
 I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(340)	27%	(391)	50%	(731)	1462
Ethnicity: Other	36%	(43)	19%	(23)	45%	(54)	121
All Christian	23%	(157)	27%	(187)	50%	(348)	692
All Non-Christian	40%	(38)	28%	(27)	32%	(31)	96
Atheist	14%	(8)	30%	(18)	56%	(32)	58
Agnostic/Nothing in particular	21%	(82)	27%	(106)	52%	(202)	391
Something Else	24%	(54)	24%	(53)	52%	(118)	226
Religious Non-Protestant/Catholic	39%	(40)	29%	(30)	32%	(33)	103
Evangelical	25%	(100)	26%	(104)	48%	(189)	393
Non-Evangelical	21%	(107)	26%	(131)	53%	(270)	508
Community: Urban	29%	(135)	30%	(140)	41%	(193)	468
Community: Suburban	22%	(143)	26%	(172)	52%	(339)	654
Community: Rural	18%	(61)	23%	(80)	59%	(199)	340
Employ: Private Sector	27%	(146)	29%	(158)	44%	(244)	548
Employ: Government	24%	(17)	30%	(21)	46%	(33)	72
Employ: Self-Employed	25%	(39)	30%	(47)	44%	(69)	155
Employ: Homemaker	11%	(9)	25%	(22)	65%	(58)	89
Employ: Retired	20%	(69)	21%	(73)	59%	(204)	345
Employ: Unemployed	21%	(30)	33%	(46)	46%	(65)	141
Employ: Other	19%	(14)	23%	(17)	58%	(42)	73
Military HH: Yes	23%	(49)	29%	(64)	48%	(105)	218
Military HH: No	23%	(290)	26%	(327)	50%	(627)	1244
RD/WT: Right Direction	27%	(138)	30%	(154)	42%	(214)	506
RD/WT: Wrong Track	21%	(202)	25%	(237)	54%	(517)	957
Biden Job Approve	30%	(192)	28%	(183)	42%	(271)	646
Biden Job Disapprove	18%	(144)	26%	(199)	56%	(435)	778
Biden Job Strongly Approve	31%	(93)	31%	(93)	38%	(116)	301
Biden Job Somewhat Approve	29%	(99)	26%	(91)	45%	(156)	345
Biden Job Somewhat Disapprove	20%	(46)	25%	(60)	55%	(130)	237
Biden Job Strongly Disapprove	18%	(97)	26%	(139)	56%	(304)	541
Favorable of Biden	30%	(197)	28%	(187)	42%	(274)	658
Unfavorable of Biden	18%	(131)	25%	(183)	57%	(425)	740

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**Table MCFE9\_4:** And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	23% (340)	27% (391)	50% (731)	1462
Very Favorable of Biden	31% (98)	27% (83)	42% (129)	310
Somewhat Favorable of Biden	29% (100)	30% (103)	42% (145)	347
Somewhat Unfavorable of Biden	18% (35)	24% (47)	58% (113)	195
Very Unfavorable of Biden	18% (96)	25% (136)	57% (312)	545
#1 Issue: Economy	23% (148)	27% (173)	50% (316)	637
#1 Issue: Security	22% (34)	25% (39)	53% (82)	155
#1 Issue: Health Care	24% (27)	33% (38)	43% (48)	113
#1 Issue: Medicare / Social Security	23% (39)	22% (39)	55% (96)	174
#1 Issue: Women's Issues	22% (32)	28% (41)	50% (74)	147
#1 Issue: Education	28% (19)	26% (17)	45% (30)	66
#1 Issue: Energy	28% (26)	31% (29)	41% (39)	94
#1 Issue: Other	19% (15)	20% (15)	61% (46)	75
2022 House Vote: Democrat	28% (167)	29% (175)	43% (256)	599
2022 House Vote: Republican	20% (92)	24% (112)	56% (255)	458
2022 House Vote: Didnt Vote	19% (74)	25% (98)	55% (213)	385
2020 Vote: Joe Biden	30% (189)	27% (172)	43% (272)	633
2020 Vote: Donald Trump	18% (84)	25% (114)	57% (266)	463
2020 Vote: Didn't Vote	19% (61)	30% (99)	51% (168)	329
2018 House Vote: Democrat	27% (145)	31% (164)	41% (220)	529
2018 House Vote: Republican	20% (81)	25% (101)	55% (222)	405
2018 House Vote: Didnt Vote	22% (110)	24% (124)	54% (275)	509
4-Region: Northeast	22% (62)	25% (71)	53% (149)	282
4-Region: Midwest	25% (75)	29% (87)	45% (134)	295
4-Region: South	22% (117)	27% (145)	52% (281)	543
4-Region: West	25% (86)	26% (88)	49% (167)	341
Sports Fan	26% (321)	28% (343)	46% (567)	1232
Avid Sports Fan	34% (186)	30% (165)	37% (205)	556
Casual Sports Fan	20% (135)	26% (178)	54% (363)	676
Football Fan	26% (322)	28% (345)	45% (556)	1223
Avid Football Fan	34% (205)	30% (184)	36% (219)	608
NFL Fan	26% (313)	29% (351)	46% (559)	1222

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**Table MCFE9\_4:** And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(340)	27%	(391)	50%	(731)	1462
Avid NFL Fan	34%	(216)	30%	(191)	35%	(221)	628
Rihanna Fan	27%	(221)	32%	(259)	41%	(330)	811
Pro Football is Favorite	35%	(194)	30%	(164)	36%	(197)	555
Like Pro Football but not Favorite	19%	(135)	27%	(193)	54%	(388)	715
Watched SB LVI and Plan to Watch LVII	27%	(268)	28%	(275)	45%	(439)	982
Likely to Watch SB LVII	27%	(322)	28%	(334)	46%	(556)	1212
Want Eagles to Win	17%	(130)	27%	(210)	56%	(430)	770
Want Chiefs to Win	30%	(210)	26%	(181)	43%	(301)	692
Typically Host SB Party and Likely Host this Year	35%	(136)	33%	(127)	32%	(121)	384
Likely Host SB Party this Year	31%	(191)	33%	(202)	36%	(222)	615
Sports Bettors	32%	(176)	35%	(195)	33%	(180)	551
Sports Bettors Weekly+	40%	(90)	38%	(86)	21%	(48)	224
Non/Infrequent Bettor	19%	(210)	22%	(235)	59%	(640)	1085
Sports Bettors Monthly+	35%	(123)	42%	(151)	23%	(82)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	28%	(35)	30%	(38)	42%	(52)	126
Plan to Bet on SB LVII	37%	(148)	36%	(145)	28%	(112)	405

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

**Table MCFE9\_5: And to what extent are the following a reason why you would like that team to win?  
I like that team's colors**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(170)	23%	(343)	65%	(950)	1462
Gender: Male	14%	(107)	25%	(197)	61%	(481)	785
Gender: Female	9%	(62)	22%	(146)	69%	(469)	677
Age: 18-34	18%	(77)	28%	(121)	54%	(229)	426
Age: 35-44	18%	(48)	28%	(72)	54%	(138)	258
Age: 45-64	7%	(34)	22%	(104)	71%	(342)	480
Age: 65+	4%	(11)	15%	(46)	81%	(241)	298
GenZers: 1997-2012	14%	(22)	27%	(43)	59%	(92)	156
Millennials: 1981-1996	20%	(95)	30%	(146)	50%	(241)	482
GenXers: 1965-1980	10%	(38)	21%	(80)	68%	(257)	375
Baby Boomers: 1946-1964	4%	(15)	16%	(67)	80%	(332)	414
PID: Dem (no lean)	15%	(90)	26%	(162)	59%	(366)	619
PID: Ind (no lean)	7%	(27)	22%	(83)	71%	(271)	381
PID: Rep (no lean)	11%	(53)	21%	(97)	68%	(312)	462
PID/Gender: Dem Men	19%	(64)	28%	(94)	52%	(174)	332
PID/Gender: Dem Women	9%	(27)	24%	(68)	67%	(192)	287
PID/Gender: Ind Men	6%	(11)	23%	(48)	71%	(147)	206
PID/Gender: Ind Women	9%	(15)	20%	(35)	71%	(125)	175
PID/Gender: Rep Men	13%	(33)	22%	(55)	65%	(160)	248
PID/Gender: Rep Women	9%	(20)	20%	(42)	71%	(152)	215
Ideo: Liberal (1-3)	17%	(75)	26%	(111)	57%	(245)	431
Ideo: Moderate (4)	10%	(44)	23%	(107)	67%	(306)	457
Ideo: Conservative (5-7)	9%	(48)	22%	(113)	69%	(351)	512
Educ: < College	11%	(98)	23%	(207)	67%	(606)	910
Educ: Bachelors degree	9%	(32)	24%	(82)	67%	(230)	344
Educ: Post-grad	19%	(40)	26%	(53)	55%	(114)	207
Income: Under 50k	10%	(75)	25%	(182)	65%	(474)	730
Income: 50k-100k	12%	(57)	23%	(108)	65%	(304)	469
Income: 100k+	14%	(38)	20%	(53)	66%	(173)	263
Ethnicity: White	11%	(125)	21%	(236)	68%	(769)	1131
Ethnicity: Hispanic	13%	(35)	21%	(57)	65%	(173)	264
Ethnicity: Black	15%	(31)	33%	(70)	52%	(110)	211

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**Table MCFE9\_5: And to what extent are the following a reason why you would like that team to win?  
 I like that team's colors**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(170)	23%	(343)	65%	(950)	1462
Ethnicity: Other	11%	(13)	30%	(36)	59%	(71)	121
All Christian	11%	(77)	24%	(164)	65%	(451)	692
All Non-Christian	20%	(19)	37%	(35)	43%	(41)	96
Atheist	5%	(3)	7%	(4)	87%	(50)	58
Agnostic/Nothing in particular	11%	(42)	19%	(74)	70%	(275)	391
Something Else	13%	(29)	29%	(65)	59%	(132)	226
Religious Non-Protestant/Catholic	19%	(19)	38%	(39)	44%	(45)	103
Evangelical	15%	(60)	30%	(118)	55%	(215)	393
Non-Evangelical	9%	(44)	20%	(102)	71%	(361)	508
Community: Urban	18%	(84)	29%	(137)	53%	(247)	468
Community: Suburban	8%	(52)	19%	(124)	73%	(478)	654
Community: Rural	10%	(33)	24%	(81)	66%	(225)	340
Employ: Private Sector	17%	(92)	24%	(131)	59%	(325)	548
Employ: Government	5%	(3)	38%	(27)	57%	(41)	72
Employ: Self-Employed	14%	(21)	31%	(48)	55%	(86)	155
Employ: Homemaker	4%	(4)	27%	(24)	69%	(61)	89
Employ: Retired	5%	(17)	15%	(52)	80%	(276)	345
Employ: Unemployed	9%	(13)	26%	(37)	65%	(92)	141
Employ: Other	16%	(12)	21%	(16)	62%	(45)	73
Military HH: Yes	12%	(26)	18%	(40)	70%	(153)	218
Military HH: No	12%	(144)	24%	(303)	64%	(797)	1244
RD/WT: Right Direction	19%	(96)	26%	(132)	55%	(278)	506
RD/WT: Wrong Track	8%	(74)	22%	(211)	70%	(672)	957
Biden Job Approve	16%	(101)	26%	(168)	58%	(378)	646
Biden Job Disapprove	9%	(67)	22%	(170)	70%	(541)	778
Biden Job Strongly Approve	24%	(71)	26%	(79)	50%	(151)	301
Biden Job Somewhat Approve	9%	(30)	26%	(89)	66%	(227)	345
Biden Job Somewhat Disapprove	8%	(19)	26%	(61)	66%	(157)	237
Biden Job Strongly Disapprove	9%	(48)	20%	(109)	71%	(384)	541
Favorable of Biden	15%	(99)	26%	(169)	59%	(390)	658
Unfavorable of Biden	8%	(61)	22%	(160)	70%	(519)	740

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**Table MCFE9\_5: And to what extent are the following a reason why you would like that team to win?  
I like that team's colors**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(170)	23%	(343)	65%	(950)	1462
Very Favorable of Biden	21%	(65)	26%	(80)	53%	(166)	310
Somewhat Favorable of Biden	10%	(34)	26%	(89)	64%	(224)	347
Somewhat Unfavorable of Biden	7%	(13)	27%	(53)	66%	(129)	195
Very Unfavorable of Biden	9%	(48)	20%	(107)	72%	(390)	545
#1 Issue: Economy	12%	(77)	21%	(134)	67%	(426)	637
#1 Issue: Security	12%	(19)	18%	(28)	70%	(109)	155
#1 Issue: Health Care	14%	(16)	32%	(36)	54%	(60)	113
#1 Issue: Medicare / Social Security	8%	(14)	24%	(43)	67%	(117)	174
#1 Issue: Women's Issues	7%	(10)	32%	(47)	62%	(91)	147
#1 Issue: Education	13%	(9)	34%	(23)	53%	(35)	66
#1 Issue: Energy	19%	(18)	27%	(25)	55%	(51)	94
#1 Issue: Other	10%	(8)	9%	(7)	80%	(60)	75
2022 House Vote: Democrat	15%	(88)	26%	(154)	60%	(357)	599
2022 House Vote: Republican	10%	(47)	22%	(102)	68%	(309)	458
2022 House Vote: Didnt Vote	9%	(33)	21%	(81)	70%	(271)	385
2020 Vote: Joe Biden	15%	(92)	26%	(162)	60%	(379)	633
2020 Vote: Donald Trump	9%	(40)	21%	(99)	70%	(324)	463
2020 Vote: Didn't Vote	11%	(37)	24%	(78)	65%	(214)	329
2018 House Vote: Democrat	15%	(79)	27%	(145)	58%	(306)	529
2018 House Vote: Republican	10%	(40)	24%	(98)	66%	(267)	405
2018 House Vote: Didnt Vote	10%	(51)	19%	(96)	71%	(362)	509
4-Region: Northeast	13%	(38)	21%	(59)	66%	(185)	282
4-Region: Midwest	12%	(35)	22%	(64)	67%	(197)	295
4-Region: South	10%	(55)	27%	(145)	63%	(342)	543
4-Region: West	12%	(42)	22%	(74)	66%	(225)	341
Sports Fan	12%	(144)	25%	(305)	63%	(782)	1232
Avid Sports Fan	15%	(83)	26%	(143)	59%	(329)	556
Casual Sports Fan	9%	(61)	24%	(162)	67%	(453)	676
Football Fan	12%	(147)	25%	(303)	63%	(774)	1223
Avid Football Fan	17%	(101)	25%	(153)	58%	(354)	608
NFL Fan	12%	(151)	25%	(304)	63%	(767)	1222

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**Table MCFE9\_5:** And to what extent are the following a reason why you would like that team to win?  
 I like that team's colors

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	12% (170)	23% (343)	65% (950)	1462
Avid NFL Fan	16% (102)	26% (161)	58% (365)	628
Rihanna Fan	16% (129)	31% (250)	53% (432)	811
Pro Football is Favorite	18% (98)	26% (146)	56% (311)	555
Like Pro Football but not Favorite	8% (60)	24% (169)	68% (486)	715
Watched SB LVI and Plan to Watch LVII	12% (122)	25% (250)	62% (610)	982
Likely to Watch SB LVII	13% (154)	25% (304)	62% (754)	1212
Want Eagles to Win	11% (88)	24% (185)	64% (496)	770
Want Chiefs to Win	12% (81)	23% (157)	66% (454)	692
Typically Host SB Party and Likely Host this Year	21% (81)	31% (118)	48% (186)	384
Likely Host SB Party this Year	19% (119)	30% (187)	50% (309)	615
Sports Bettors	21% (117)	29% (160)	50% (274)	551
Sports Bettors Weekly+	30% (68)	33% (74)	36% (82)	224
Non/Infrequent Bettor	7% (78)	21% (232)	71% (774)	1085
Sports Bettors Monthly+	25% (91)	29% (103)	46% (162)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (15)	33% (41)	55% (69)	126
Plan to Bet on SB LVII	24% (98)	34% (136)	42% (171)	405

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

**Table MCFE9\_6:** And to what extent are the following a reason why you would like that team to win?

I like that team's mascot

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	10% (149)	18% (266)	72% (1047)	1462
Gender: Male	12% (97)	20% (156)	68% (531)	785
Gender: Female	8% (52)	16% (110)	76% (515)	677
Age: 18-34	17% (73)	22% (92)	61% (261)	426
Age: 35-44	16% (43)	23% (59)	61% (156)	258
Age: 45-64	5% (26)	18% (88)	76% (366)	480
Age: 65+	2% (7)	9% (27)	89% (264)	298
GenZers: 1997-2012	16% (26)	22% (34)	62% (97)	156
Millennials: 1981-1996	18% (86)	23% (110)	59% (286)	482
GenXers: 1965-1980	7% (25)	19% (70)	75% (280)	375
Baby Boomers: 1946-1964	3% (11)	12% (50)	85% (353)	414
PID: Dem (no lean)	13% (80)	19% (121)	68% (419)	619
PID: Ind (no lean)	8% (31)	18% (68)	74% (282)	381
PID: Rep (no lean)	8% (39)	17% (78)	75% (346)	462
PID/Gender: Dem Men	19% (63)	20% (66)	61% (203)	332
PID/Gender: Dem Women	6% (17)	19% (55)	75% (216)	287
PID/Gender: Ind Men	6% (12)	22% (46)	72% (148)	206
PID/Gender: Ind Women	10% (18)	13% (22)	77% (135)	175
PID/Gender: Rep Men	9% (22)	18% (45)	73% (181)	248
PID/Gender: Rep Women	8% (17)	15% (33)	77% (165)	215
Ideo: Liberal (1-3)	17% (71)	17% (74)	66% (287)	431
Ideo: Moderate (4)	8% (39)	20% (93)	71% (326)	457
Ideo: Conservative (5-7)	7% (37)	18% (90)	75% (384)	512
Educ: < College	8% (70)	18% (164)	74% (677)	910
Educ: Bachelors degree	10% (33)	18% (61)	73% (250)	344
Educ: Post-grad	22% (46)	20% (41)	58% (120)	207
Income: Under 50k	8% (61)	20% (146)	72% (523)	730
Income: 50k-100k	12% (55)	16% (75)	72% (339)	469
Income: 100k+	13% (33)	17% (45)	70% (185)	263
Ethnicity: White	10% (115)	17% (188)	73% (827)	1131
Ethnicity: Hispanic	11% (28)	20% (52)	70% (184)	264
Ethnicity: Black	10% (22)	21% (44)	69% (145)	211

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**Table MCFE9\_6:** *And to what extent are the following a reason why you would like that team to win?  
 I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(149)	18%	(266)	72%	(1047)	1462
Ethnicity: Other	10%	(12)	28%	(33)	63%	(76)	121
All Christian	11%	(78)	18%	(122)	71%	(493)	692
All Non-Christian	18%	(17)	26%	(25)	56%	(53)	96
Atheist	7%	(4)	13%	(7)	80%	(46)	58
Agnostic/Nothing in particular	8%	(31)	16%	(63)	76%	(297)	391
Something Else	8%	(19)	22%	(49)	70%	(158)	226
Religious Non-Protestant/Catholic	17%	(18)	26%	(27)	56%	(58)	103
Evangelical	13%	(53)	22%	(86)	65%	(255)	393
Non-Evangelical	8%	(41)	16%	(81)	76%	(385)	508
Community: Urban	19%	(89)	20%	(94)	61%	(285)	468
Community: Suburban	6%	(40)	17%	(112)	77%	(501)	654
Community: Rural	6%	(20)	17%	(59)	77%	(261)	340
Employ: Private Sector	13%	(69)	21%	(116)	66%	(363)	548
Employ: Government	10%	(8)	17%	(12)	72%	(52)	72
Employ: Self-Employed	19%	(29)	17%	(26)	64%	(100)	155
Employ: Homemaker	5%	(5)	19%	(17)	76%	(68)	89
Employ: Retired	3%	(9)	10%	(33)	88%	(303)	345
Employ: Unemployed	9%	(13)	33%	(46)	58%	(82)	141
Employ: Other	14%	(11)	16%	(11)	70%	(51)	73
Military HH: Yes	12%	(27)	12%	(26)	76%	(165)	218
Military HH: No	10%	(122)	19%	(240)	71%	(882)	1244
RD/WT: Right Direction	18%	(90)	20%	(103)	62%	(313)	506
RD/WT: Wrong Track	6%	(59)	17%	(164)	77%	(733)	957
Biden Job Approve	15%	(95)	19%	(125)	66%	(427)	646
Biden Job Disapprove	7%	(53)	17%	(134)	76%	(590)	778
Biden Job Strongly Approve	20%	(60)	21%	(64)	59%	(177)	301
Biden Job Somewhat Approve	10%	(35)	18%	(61)	72%	(250)	345
Biden Job Somewhat Disapprove	7%	(17)	20%	(48)	73%	(172)	237
Biden Job Strongly Disapprove	7%	(36)	16%	(87)	77%	(418)	541
Favorable of Biden	15%	(97)	18%	(121)	67%	(440)	658
Unfavorable of Biden	6%	(47)	17%	(126)	77%	(567)	740

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**Table MCFE9\_6:** And to what extent are the following a reason why you would like that team to win?  
I like that team's mascot

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(149)	18%	(266)	72%	(1047)	1462
Very Favorable of Biden	18%	(54)	21%	(64)	62%	(192)	310
Somewhat Favorable of Biden	12%	(42)	16%	(57)	71%	(248)	347
Somewhat Unfavorable of Biden	6%	(11)	17%	(34)	77%	(150)	195
Very Unfavorable of Biden	7%	(36)	17%	(92)	77%	(417)	545
#1 Issue: Economy	10%	(66)	20%	(126)	70%	(445)	637
#1 Issue: Security	10%	(15)	14%	(22)	76%	(118)	155
#1 Issue: Health Care	13%	(15)	22%	(25)	64%	(72)	113
#1 Issue: Medicare / Social Security	8%	(14)	14%	(25)	77%	(135)	174
#1 Issue: Women's Issues	10%	(14)	17%	(25)	74%	(108)	147
#1 Issue: Education	12%	(8)	21%	(14)	67%	(44)	66
#1 Issue: Energy	12%	(11)	24%	(23)	64%	(60)	94
#1 Issue: Other	7%	(5)	8%	(6)	85%	(64)	75
2022 House Vote: Democrat	14%	(83)	17%	(103)	69%	(412)	599
2022 House Vote: Republican	8%	(38)	16%	(74)	76%	(346)	458
2022 House Vote: Didnt Vote	6%	(24)	22%	(83)	72%	(277)	385
2020 Vote: Joe Biden	13%	(85)	17%	(108)	70%	(440)	633
2020 Vote: Donald Trump	7%	(34)	13%	(62)	79%	(367)	463
2020 Vote: Didn't Vote	9%	(29)	28%	(93)	63%	(207)	329
2018 House Vote: Democrat	15%	(77)	18%	(93)	68%	(360)	529
2018 House Vote: Republican	8%	(34)	15%	(62)	76%	(309)	405
2018 House Vote: Didnt Vote	7%	(38)	20%	(104)	72%	(367)	509
4-Region: Northeast	14%	(39)	16%	(45)	70%	(198)	282
4-Region: Midwest	11%	(32)	16%	(46)	73%	(217)	295
4-Region: South	8%	(44)	22%	(117)	70%	(382)	543
4-Region: West	10%	(34)	17%	(58)	73%	(250)	341
Sports Fan	11%	(133)	19%	(232)	70%	(866)	1232
Avid Sports Fan	14%	(80)	16%	(90)	69%	(386)	556
Casual Sports Fan	8%	(53)	21%	(142)	71%	(480)	676
Football Fan	11%	(137)	19%	(234)	70%	(851)	1223
Avid Football Fan	13%	(80)	19%	(113)	68%	(415)	608
NFL Fan	11%	(131)	19%	(233)	70%	(858)	1222

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**Table MCFE9\_6:** *And to what extent are the following a reason why you would like that team to win?  
 I like that team's mascot*

<b>Demographic</b>	<b>Major reason</b>		<b>Minor reason</b>		<b>Not a reason at all</b>		<b>Total N</b>
Adults	10%	(149)	18%	(266)	72%	(1047)	1462
Avid NFL Fan	13%	(83)	18%	(114)	69%	(430)	628
Rihanna Fan	15%	(124)	23%	(185)	62%	(502)	811
Pro Football is Favorite	15%	(86)	19%	(107)	65%	(362)	555
Like Pro Football but not Favorite	7%	(50)	20%	(141)	73%	(524)	715
Watched SB LVI and Plan to Watch LVII	10%	(101)	18%	(182)	71%	(700)	982
Likely to Watch SB LVII	11%	(130)	20%	(239)	70%	(842)	1212
Want Eagles to Win	11%	(84)	20%	(150)	70%	(536)	770
Want Chiefs to Win	9%	(65)	17%	(116)	74%	(511)	692
Typically Host SB Party and Likely Host this Year	19%	(73)	24%	(94)	57%	(218)	384
Likely Host SB Party this Year	16%	(99)	25%	(151)	59%	(365)	615
Sports Bettors	18%	(101)	24%	(135)	57%	(315)	551
Sports Bettors Weekly+	28%	(63)	26%	(58)	46%	(102)	224
Non/Infrequent Bettor	6%	(60)	15%	(167)	79%	(857)	1085
Sports Bettors Monthly+	25%	(88)	27%	(95)	49%	(173)	356
Non/Infrequent Bettor, Plan to Bet on SB LVII	9%	(11)	23%	(29)	68%	(85)	126
Plan to Bet on SB LVII	23%	(94)	24%	(97)	53%	(214)	405

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

**Table MCFE10: How do you plan to watch this year's Super Bowl?**

Demographic	Live on TV		Via a streaming service, such as Peacock		Via a mobile app		Other (please specify)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	79%	(1146)	15%	(225)	5%	(66)	1%	(16)	1452
Gender: Male	79%	(625)	15%	(120)	5%	(43)	1%	(7)	795
Gender: Female	79%	(520)	16%	(105)	3%	(23)	1%	(9)	657
Age: 18-34	64%	(267)	26%	(109)	9%	(37)	1%	(3)	416
Age: 35-44	78%	(197)	15%	(37)	7%	(18)	—	(1)	253
Age: 45-64	85%	(417)	12%	(60)	2%	(9)	1%	(6)	492
Age: 65+	91%	(264)	6%	(18)	1%	(2)	2%	(7)	291
GenZers: 1997-2012	65%	(100)	26%	(40)	8%	(13)	1%	(2)	155
Millennials: 1981-1996	69%	(322)	21%	(100)	9%	(42)	—	(1)	464
GenXers: 1965-1980	83%	(319)	14%	(53)	2%	(9)	1%	(4)	386
Baby Boomers: 1946-1964	90%	(374)	7%	(29)	—	(2)	2%	(9)	414
PID: Dem (no lean)	79%	(477)	14%	(84)	7%	(43)	1%	(3)	608
PID: Ind (no lean)	77%	(303)	20%	(78)	3%	(10)	1%	(4)	395
PID: Rep (no lean)	81%	(366)	14%	(62)	3%	(13)	2%	(9)	450
PID/Gender: Dem Men	75%	(245)	15%	(49)	9%	(29)	1%	(2)	326
PID/Gender: Dem Women	82%	(231)	13%	(35)	5%	(13)	—	(1)	281
PID/Gender: Ind Men	78%	(178)	18%	(41)	3%	(6)	1%	(2)	227
PID/Gender: Ind Women	74%	(125)	22%	(37)	2%	(4)	2%	(3)	168
PID/Gender: Rep Men	84%	(202)	12%	(30)	3%	(7)	1%	(3)	241
PID/Gender: Rep Women	79%	(164)	16%	(33)	3%	(6)	3%	(6)	209
Ideo: Liberal (1-3)	77%	(331)	15%	(67)	7%	(32)	1%	(3)	433
Ideo: Moderate (4)	77%	(356)	18%	(83)	4%	(18)	1%	(3)	460
Ideo: Conservative (5-7)	82%	(404)	13%	(64)	3%	(16)	2%	(8)	492
Educ: < College	79%	(722)	16%	(146)	4%	(36)	1%	(8)	912
Educ: Bachelors degree	80%	(264)	15%	(49)	4%	(14)	1%	(4)	331
Educ: Post-grad	76%	(160)	15%	(31)	8%	(16)	2%	(4)	209
Income: Under 50k	79%	(571)	16%	(117)	4%	(29)	1%	(9)	726
Income: 50k-100k	78%	(353)	16%	(71)	5%	(24)	1%	(3)	452
Income: 100k+	81%	(221)	13%	(36)	5%	(13)	1%	(4)	275
Ethnicity: White	79%	(870)	16%	(175)	4%	(48)	1%	(14)	1108
Ethnicity: Hispanic	71%	(187)	20%	(52)	8%	(22)	1%	(2)	263

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**Table MCFE10: How do you plan to watch this year's Super Bowl?**

Demographic	Live on TV		Via a streaming service, such as Peacock		Via a mobile app		Other (please specify)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	79%	(1146)	15%	(225)	5%	(66)	1%	(16)	1452
Ethnicity: Black	78%	(167)	15%	(33)	6%	(13)	1%	(2)	214
Ethnicity: Other	84%	(109)	13%	(17)	3%	(4)	—	(0)	130
All Christian	82%	(555)	13%	(91)	3%	(23)	2%	(11)	681
All Non-Christian	74%	(73)	14%	(14)	12%	(12)	—	(0)	99
Atheist	77%	(42)	20%	(11)	3%	(2)	—	(0)	54
Agnostic/Nothing in particular	76%	(289)	18%	(69)	6%	(21)	—	(1)	380
Something Else	79%	(187)	16%	(39)	3%	(8)	2%	(4)	237
Religious Non-Protestant/Catholic	75%	(80)	13%	(14)	12%	(13)	—	(0)	107
Evangelical	79%	(304)	15%	(55)	5%	(19)	1%	(4)	382
Non-Evangelical	82%	(425)	14%	(73)	2%	(10)	2%	(12)	520
Community: Urban	73%	(337)	19%	(90)	7%	(32)	1%	(5)	464
Community: Suburban	83%	(547)	13%	(84)	3%	(22)	1%	(8)	661
Community: Rural	80%	(262)	15%	(50)	4%	(12)	1%	(3)	328
Employ: Private Sector	77%	(409)	18%	(96)	5%	(24)	—	(2)	530
Employ: Government	70%	(50)	20%	(14)	11%	(8)	—	(0)	72
Employ: Self-Employed	67%	(105)	20%	(32)	12%	(19)	1%	(2)	157
Employ: Homemaker	77%	(70)	17%	(16)	3%	(3)	3%	(3)	91
Employ: Retired	91%	(320)	7%	(26)	—	(1)	2%	(7)	354
Employ: Unemployed	79%	(103)	12%	(16)	7%	(9)	2%	(2)	130
Employ: Other	75%	(58)	23%	(18)	2%	(2)	—	(0)	78
Military HH: Yes	78%	(177)	17%	(39)	4%	(8)	2%	(4)	227
Military HH: No	79%	(969)	15%	(186)	5%	(57)	1%	(13)	1225
RD/WT: Right Direction	74%	(367)	15%	(75)	10%	(48)	1%	(3)	493
RD/WT: Wrong Track	81%	(779)	16%	(149)	2%	(18)	1%	(13)	960
Biden Job Approve	77%	(514)	15%	(96)	8%	(50)	1%	(3)	664
Biden Job Disapprove	81%	(595)	16%	(117)	2%	(14)	2%	(13)	739
Biden Job Strongly Approve	75%	(230)	15%	(46)	10%	(30)	1%	(2)	309
Biden Job Somewhat Approve	80%	(284)	14%	(50)	6%	(20)	—	(1)	355
Biden Job Somewhat Disapprove	79%	(182)	17%	(40)	3%	(7)	1%	(3)	232
Biden Job Strongly Disapprove	82%	(413)	15%	(76)	1%	(8)	2%	(10)	507

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**Table MCFE10: How do you plan to watch this year's Super Bowl?**

Demographic	Live on TV		Via a streaming service, such as Peacock		Via a mobile app		Other (please specify)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	79%	(1146)	15%	(225)	5%	(66)	1%	(16)	1452
Favorable of Biden	78%	(517)	16%	(104)	7%	(44)	—	(2)	667
Unfavorable of Biden	81%	(581)	15%	(110)	2%	(16)	2%	(13)	720
Very Favorable of Biden	78%	(241)	14%	(45)	8%	(23)	—	(1)	311
Somewhat Favorable of Biden	77%	(276)	16%	(59)	6%	(21)	—	(1)	356
Somewhat Unfavorable of Biden	80%	(159)	16%	(33)	2%	(4)	2%	(4)	200
Very Unfavorable of Biden	81%	(422)	15%	(78)	2%	(12)	2%	(9)	520
#1 Issue: Economy	76%	(482)	19%	(120)	4%	(25)	1%	(4)	631
#1 Issue: Security	85%	(128)	11%	(17)	3%	(4)	1%	(2)	150
#1 Issue: Health Care	78%	(87)	17%	(19)	5%	(5)	1%	(1)	113
#1 Issue: Medicare / Social Security	87%	(164)	8%	(15)	4%	(8)	1%	(2)	189
#1 Issue: Women's Issues	74%	(103)	18%	(25)	6%	(8)	2%	(3)	139
#1 Issue: Education	74%	(43)	15%	(9)	11%	(6)	—	(0)	58
#1 Issue: Energy	80%	(77)	10%	(9)	8%	(8)	2%	(2)	96
#1 Issue: Other	80%	(62)	15%	(11)	1%	(1)	4%	(3)	77
2022 House Vote: Democrat	80%	(470)	14%	(83)	6%	(32)	—	(2)	588
2022 House Vote: Republican	85%	(385)	11%	(51)	3%	(12)	1%	(7)	455
2022 House Vote: Didnt Vote	70%	(268)	23%	(86)	5%	(21)	1%	(5)	381
2020 Vote: Joe Biden	79%	(496)	15%	(94)	5%	(33)	—	(2)	625
2020 Vote: Donald Trump	83%	(379)	12%	(52)	3%	(14)	2%	(9)	456
2020 Vote: Didn't Vote	73%	(239)	21%	(69)	5%	(18)	1%	(4)	329
2018 House Vote: Democrat	78%	(408)	15%	(79)	6%	(33)	1%	(3)	523
2018 House Vote: Republican	85%	(340)	11%	(43)	3%	(13)	1%	(5)	401
2018 House Vote: Didnt Vote	75%	(378)	19%	(97)	4%	(20)	1%	(6)	502
4-Region: Northeast	85%	(220)	10%	(27)	4%	(11)	—	(1)	259
4-Region: Midwest	83%	(250)	14%	(42)	2%	(7)	1%	(2)	300
4-Region: South	75%	(417)	18%	(100)	6%	(31)	2%	(9)	557
4-Region: West	77%	(258)	17%	(56)	5%	(17)	1%	(5)	336
Sports Fan	80%	(1053)	15%	(194)	4%	(56)	1%	(14)	1315
Avid Sports Fan	81%	(467)	14%	(79)	5%	(27)	—	(3)	576
Casual Sports Fan	79%	(586)	16%	(115)	4%	(29)	1%	(11)	740

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**Table MCFE10: How do you plan to watch this year's Super Bowl?**

Demographic	Live on TV		Via a streaming service, such as Peacock		Via a mobile app		Other (please specify)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	79%	(1146)	15%	(225)	5%	(66)	1%	(16)	1452
Football Fan	80%	(1045)	15%	(193)	4%	(56)	1%	(14)	1308
Avid Football Fan	84%	(538)	10%	(67)	5%	(30)	1%	(4)	639
NFL Fan	80%	(1053)	14%	(189)	4%	(56)	1%	(14)	1313
Avid NFL Fan	84%	(552)	12%	(78)	4%	(24)	—	(3)	656
Rihanna Fan	75%	(610)	18%	(144)	7%	(56)	1%	(5)	816
Pro Football is Favorite	81%	(488)	12%	(75)	6%	(35)	1%	(6)	604
Like Pro Football but not Favorite	78%	(603)	17%	(134)	3%	(26)	1%	(8)	771
Watched SB LVI and Plan to Watch LVII	81%	(929)	14%	(156)	4%	(44)	1%	(11)	1141
Likely to Watch SB LVII	79%	(1146)	15%	(225)	5%	(66)	1%	(16)	1452
Want Eagles to Win	79%	(499)	15%	(92)	5%	(33)	1%	(5)	629
Want Chiefs to Win	80%	(464)	16%	(94)	4%	(21)	1%	(3)	582
Typically Host SB Party and Likely Host this Year	76%	(301)	16%	(65)	7%	(29)	1%	(3)	398
Likely Host SB Party this Year	75%	(489)	18%	(119)	6%	(41)	1%	(4)	653
Sports Bettors	72%	(390)	18%	(98)	10%	(52)	1%	(4)	545
Sports Bettors Weekly+	68%	(156)	18%	(41)	13%	(30)	—	(1)	228
Non/Infrequent Bettor	83%	(901)	14%	(148)	2%	(18)	1%	(15)	1082
Sports Bettors Monthly+	67%	(230)	20%	(67)	13%	(44)	—	(1)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	78%	(109)	17%	(24)	2%	(3)	2%	(3)	139
Plan to Bet on SB LVII	71%	(300)	19%	(78)	9%	(38)	1%	(4)	420

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

**Table MCFE11: Thinking about this year, where do you plan to watch this year's Super Bowl?**

Demographic	At a party or get together I am hosting		At a party or get together I am attending		At home	At a bar or restaurant	Somewhere else	Don't know	Total N
Adults	5%	(71)	14%	(210)	73% (1066)	3% (45)	2% (27)	2% (34)	1452
Gender: Male	5%	(43)	14%	(112)	73% (578)	4% (35)	2% (13)	2% (14)	795
Gender: Female	4%	(27)	15%	(98)	74% (488)	2% (10)	2% (14)	3% (20)	657
Age: 18-34	7%	(27)	19%	(79)	66% (274)	5% (19)	1% (4)	3% (13)	416
Age: 35-44	7%	(17)	19%	(47)	68% (172)	4% (11)	1% (2)	1% (3)	253
Age: 45-64	5%	(22)	9%	(44)	80% (396)	2% (10)	2% (12)	2% (8)	492
Age: 65+	2%	(5)	14%	(40)	77% (223)	2% (5)	3% (8)	3% (10)	291
GenZers: 1997-2012	8%	(12)	20%	(31)	63% (98)	4% (6)	1% (2)	4% (7)	155
Millennials: 1981-1996	6%	(28)	20%	(93)	67% (309)	5% (21)	1% (4)	2% (9)	464
GenXers: 1965-1980	5%	(20)	10%	(38)	78% (302)	3% (10)	2% (10)	2% (6)	386
Baby Boomers: 1946-1964	2%	(10)	12%	(48)	79% (326)	2% (8)	2% (10)	3% (13)	414
PID: Dem (no lean)	5%	(32)	13%	(77)	73% (446)	4% (23)	3% (18)	2% (12)	608
PID: Ind (no lean)	4%	(17)	14%	(56)	75% (297)	4% (15)	— (1)	2% (9)	395
PID: Rep (no lean)	5%	(21)	17%	(78)	72% (323)	2% (7)	2% (7)	3% (14)	450
PID/Gender: Dem Men	6%	(19)	13%	(41)	71% (233)	5% (18)	3% (9)	2% (7)	326
PID/Gender: Dem Women	5%	(13)	13%	(36)	76% (213)	2% (5)	3% (9)	2% (4)	281
PID/Gender: Ind Men	5%	(11)	13%	(30)	76% (172)	5% (12)	— (0)	1% (2)	227
PID/Gender: Ind Women	4%	(6)	15%	(26)	74% (125)	2% (3)	1% (1)	4% (7)	168
PID/Gender: Rep Men	6%	(13)	17%	(41)	72% (173)	2% (5)	2% (4)	2% (5)	241
PID/Gender: Rep Women	4%	(8)	17%	(36)	72% (150)	1% (2)	2% (4)	4% (9)	209
Ideo: Liberal (1-3)	6%	(26)	14%	(62)	71% (307)	5% (20)	2% (10)	2% (8)	433
Ideo: Moderate (4)	4%	(17)	14%	(63)	77% (352)	2% (11)	1% (5)	2% (11)	460
Ideo: Conservative (5-7)	5%	(25)	16%	(79)	73% (359)	2% (12)	2% (11)	1% (6)	492
Educ: < College	4%	(38)	13%	(122)	75% (685)	3% (24)	2% (21)	2% (23)	912
Educ: Bachelors degree	7%	(22)	18%	(61)	69% (229)	3% (9)	1% (3)	2% (6)	331
Educ: Post-grad	5%	(11)	13%	(28)	73% (152)	5% (11)	1% (3)	2% (5)	209
Income: Under 50k	3%	(23)	12%	(89)	76% (555)	3% (20)	2% (15)	3% (23)	726
Income: 50k-100k	6%	(28)	15%	(70)	71% (322)	3% (16)	2% (9)	2% (7)	452
Income: 100k+	7%	(20)	19%	(51)	69% (188)	3% (9)	1% (2)	1% (3)	275
Ethnicity: White	4%	(47)	15%	(171)	73% (810)	3% (33)	2% (19)	2% (27)	1108
Ethnicity: Hispanic	3%	(7)	19%	(51)	72% (189)	2% (6)	2% (4)	2% (6)	263

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**Table MCFE11: Thinking about this year, where do you plan to watch this year's Super Bowl?**

Demographic	At a party or get together I am hosting		At a party or get together I am attending		At home	At a bar or restaurant		Somewhere else		Don't know		Total N	
Adults	5%	(71)	14%	(210)	73%	(1066)	3%	(45)	2%	(27)	2%	(34)	1452
Ethnicity: Black	8%	(16)	12%	(25)	71%	(152)	4%	(8)	3%	(7)	3%	(6)	214
Ethnicity: Other	5%	(7)	11%	(15)	80%	(104)	3%	(4)	—	(0)	1%	(1)	130
All Christian	5%	(31)	13%	(91)	76%	(517)	2%	(14)	2%	(13)	2%	(14)	681
All Non-Christian	6%	(6)	16%	(16)	69%	(68)	7%	(7)	—	(0)	2%	(2)	99
Atheist	5%	(3)	14%	(8)	75%	(41)	4%	(2)	2%	(1)	—	(0)	54
Agnostic/Nothing in particular	4%	(15)	14%	(54)	75%	(287)	3%	(11)	1%	(4)	2%	(9)	380
Something Else	7%	(16)	18%	(42)	65%	(153)	5%	(11)	3%	(8)	3%	(8)	237
Religious Non-Protestant/Catholic	6%	(7)	15%	(16)	71%	(75)	6%	(7)	—	(0)	2%	(2)	107
Evangelical	5%	(19)	16%	(62)	70%	(268)	3%	(13)	3%	(12)	2%	(8)	382
Non-Evangelical	5%	(26)	14%	(71)	75%	(387)	2%	(12)	2%	(9)	3%	(15)	520
Community: Urban	6%	(26)	16%	(72)	70%	(322)	4%	(19)	2%	(9)	3%	(15)	464
Community: Suburban	4%	(28)	15%	(102)	74%	(489)	3%	(18)	2%	(13)	2%	(10)	661
Community: Rural	5%	(16)	11%	(36)	78%	(254)	3%	(8)	1%	(5)	3%	(8)	328
Employ: Private Sector	7%	(36)	18%	(94)	69%	(365)	3%	(18)	1%	(7)	2%	(9)	530
Employ: Government	7%	(5)	18%	(13)	63%	(45)	5%	(4)	1%	(1)	6%	(5)	72
Employ: Self-Employed	6%	(9)	11%	(18)	73%	(115)	6%	(10)	2%	(4)	1%	(2)	157
Employ: Homemaker	5%	(4)	12%	(11)	81%	(74)	—	(0)	1%	(1)	1%	(1)	91
Employ: Retired	3%	(10)	9%	(33)	81%	(285)	2%	(6)	3%	(9)	3%	(10)	354
Employ: Unemployed	1%	(1)	13%	(17)	80%	(105)	1%	(2)	3%	(4)	1%	(1)	130
Employ: Other	3%	(3)	20%	(16)	66%	(52)	2%	(2)	—	(0)	8%	(6)	78
Military HH: Yes	4%	(10)	12%	(27)	78%	(176)	2%	(5)	3%	(6)	1%	(3)	227
Military HH: No	5%	(61)	15%	(183)	73%	(889)	3%	(40)	2%	(21)	3%	(31)	1225
RD/WT: Right Direction	6%	(28)	14%	(68)	71%	(351)	5%	(23)	3%	(14)	2%	(8)	493
RD/WT: Wrong Track	4%	(43)	15%	(142)	74%	(715)	2%	(22)	1%	(13)	3%	(25)	960
Biden Job Approve	5%	(31)	14%	(94)	73%	(485)	4%	(27)	3%	(17)	2%	(11)	664
Biden Job Disapprove	5%	(38)	15%	(111)	74%	(548)	2%	(17)	1%	(10)	2%	(15)	739
Biden Job Strongly Approve	5%	(17)	11%	(34)	74%	(229)	6%	(18)	3%	(8)	1%	(4)	309
Biden Job Somewhat Approve	4%	(14)	17%	(60)	72%	(257)	2%	(8)	3%	(9)	2%	(7)	355
Biden Job Somewhat Disapprove	7%	(17)	14%	(32)	74%	(173)	2%	(5)	—	(1)	2%	(4)	232
Biden Job Strongly Disapprove	4%	(20)	15%	(78)	74%	(376)	2%	(12)	2%	(9)	2%	(11)	507

Continued on next page

**Table MCFE11: Thinking about this year, where do you plan to watch this year's Super Bowl?**

Demographic	At a party or get together I am hosting		At a party or get together I am attending		At home	At a bar or restaurant		Somewhere else		Don't know	Total N		
Adults	5%	(71)	14%	(210)	73%	(1066)	3%	(45)	2%	(27)	2%	(34)	1452
Favorable of Biden	5%	(31)	14%	(95)	72%	(481)	4%	(28)	2%	(16)	2%	(16)	667
Unfavorable of Biden	5%	(36)	15%	(105)	75%	(540)	2%	(17)	1%	(9)	2%	(14)	720
Very Favorable of Biden	6%	(18)	11%	(34)	75%	(234)	5%	(16)	2%	(7)	1%	(3)	311
Somewhat Favorable of Biden	4%	(13)	17%	(61)	69%	(247)	4%	(13)	3%	(10)	4%	(13)	356
Somewhat Unfavorable of Biden	6%	(12)	13%	(27)	76%	(153)	2%	(4)	—	(1)	2%	(3)	200
Very Unfavorable of Biden	5%	(23)	15%	(78)	74%	(387)	2%	(13)	2%	(8)	2%	(10)	520
#1 Issue: Economy	6%	(36)	17%	(106)	71%	(445)	2%	(14)	2%	(15)	2%	(14)	631
#1 Issue: Security	—	(0)	11%	(16)	80%	(120)	5%	(7)	2%	(3)	2%	(3)	150
#1 Issue: Health Care	5%	(6)	17%	(19)	70%	(79)	6%	(7)	—	(0)	2%	(2)	113
#1 Issue: Medicare / Social Security	6%	(11)	10%	(19)	77%	(146)	3%	(5)	3%	(5)	2%	(4)	189
#1 Issue: Women's Issues	6%	(8)	19%	(27)	68%	(94)	3%	(4)	2%	(2)	3%	(4)	139
#1 Issue: Education	7%	(4)	23%	(13)	59%	(34)	6%	(4)	—	(0)	4%	(2)	58
#1 Issue: Energy	5%	(5)	9%	(9)	83%	(79)	1%	(1)	1%	(1)	1%	(1)	96
#1 Issue: Other	2%	(1)	2%	(1)	88%	(68)	5%	(4)	—	(0)	4%	(3)	77
2022 House Vote: Democrat	5%	(31)	15%	(90)	71%	(418)	4%	(24)	2%	(15)	2%	(11)	588
2022 House Vote: Republican	6%	(28)	14%	(65)	74%	(338)	2%	(9)	2%	(7)	2%	(8)	455
2022 House Vote: Didn't Vote	3%	(11)	13%	(50)	77%	(292)	3%	(11)	1%	(5)	3%	(13)	381
2020 Vote: Joe Biden	5%	(34)	13%	(80)	73%	(458)	4%	(28)	2%	(15)	2%	(11)	625
2020 Vote: Donald Trump	6%	(27)	16%	(72)	73%	(331)	2%	(10)	1%	(5)	2%	(10)	456
2020 Vote: Didn't Vote	3%	(10)	15%	(49)	74%	(245)	2%	(6)	2%	(7)	4%	(12)	329
2018 House Vote: Democrat	5%	(27)	14%	(75)	73%	(380)	3%	(18)	3%	(15)	2%	(9)	523
2018 House Vote: Republican	7%	(28)	17%	(70)	71%	(284)	2%	(6)	1%	(6)	2%	(7)	401
2018 House Vote: Didn't Vote	3%	(16)	13%	(63)	75%	(378)	4%	(21)	1%	(6)	4%	(18)	502
4-Region: Northeast	5%	(12)	18%	(46)	71%	(184)	3%	(7)	1%	(3)	3%	(8)	259
4-Region: Midwest	6%	(17)	14%	(43)	73%	(220)	2%	(6)	3%	(9)	2%	(5)	300
4-Region: South	4%	(22)	13%	(74)	75%	(416)	4%	(21)	2%	(11)	3%	(14)	557
4-Region: West	6%	(20)	14%	(48)	73%	(246)	3%	(11)	1%	(4)	2%	(7)	336
Sports Fan	5%	(66)	15%	(192)	74%	(968)	3%	(36)	2%	(23)	2%	(31)	1315
Avid Sports Fan	6%	(37)	16%	(92)	69%	(399)	4%	(24)	2%	(12)	2%	(13)	576
Casual Sports Fan	4%	(29)	14%	(100)	77%	(569)	2%	(12)	1%	(11)	2%	(18)	740

Continued on next page

**Table MCFE11: Thinking about this year, where do you plan to watch this year's Super Bowl?**

Demographic	At a party or get together I am hosting		At a party or get together I am attending		At home	At a bar or restaurant		Somewhere else		Don't know	Total N		
Adults	5%	(71)	14%	(210)	73%	(1066)	3%	(45)	2%	(27)	2%	(34)	1452
Football Fan	5%	(66)	14%	(187)	74%	(967)	3%	(38)	2%	(23)	2%	(27)	1308
Avid Football Fan	7%	(42)	16%	(101)	70%	(448)	4%	(25)	2%	(14)	1%	(9)	639
NFL Fan	5%	(70)	14%	(182)	74%	(973)	3%	(39)	2%	(23)	2%	(25)	1313
Avid NFL Fan	7%	(45)	15%	(100)	71%	(465)	3%	(21)	2%	(14)	2%	(11)	656
Rihanna Fan	7%	(54)	15%	(126)	70%	(571)	4%	(34)	2%	(15)	2%	(17)	816
Pro Football is Favorite	7%	(40)	15%	(90)	72%	(433)	3%	(20)	1%	(7)	2%	(14)	604
Like Pro Football but not Favorite	4%	(31)	14%	(108)	75%	(576)	3%	(20)	2%	(19)	2%	(17)	771
Watched SB LVI and Plan to Watch LVII	5%	(60)	15%	(172)	73%	(835)	3%	(35)	2%	(20)	2%	(19)	1141
Likely to Watch SB LVII	5%	(71)	14%	(210)	73%	(1066)	3%	(45)	2%	(27)	2%	(34)	1452
Want Eagles to Win	5%	(33)	15%	(92)	72%	(452)	4%	(27)	2%	(14)	2%	(12)	629
Want Chiefs to Win	6%	(35)	15%	(90)	73%	(423)	3%	(15)	2%	(10)	2%	(9)	582
Typically Host SB Party and Likely Host this Year	14%	(56)	31%	(122)	47%	(188)	5%	(20)	2%	(7)	1%	(4)	398
Likely Host SB Party this Year	10%	(66)	28%	(181)	54%	(351)	5%	(33)	2%	(14)	1%	(9)	653
Sports Bettors	8%	(41)	20%	(110)	63%	(345)	6%	(33)	1%	(6)	2%	(9)	545
Sports Bettors Weekly+	9%	(21)	17%	(39)	64%	(145)	9%	(22)	1%	(2)	—	(0)	228
Non/Infrequent Bettor	4%	(40)	13%	(139)	77%	(835)	2%	(17)	2%	(23)	3%	(28)	1082
Sports Bettors Monthly+	9%	(29)	19%	(63)	64%	(218)	8%	(27)	1%	(3)	—	(0)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	6%	(8)	27%	(38)	61%	(85)	1%	(2)	2%	(3)	2%	(3)	139
Plan to Bet on SB LVII	8%	(35)	22%	(91)	62%	(260)	6%	(26)	1%	(5)	1%	(3)	420

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

**Table MCFE12: How likely is it that you will host or attend a Super Bowl party or get together with a group of people you do not live with?**

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	17%	(374)	15%	(333)	14%	(316)	46%	(1022)	7%	(161)	2205
Gender: Male	21%	(221)	17%	(180)	14%	(154)	41%	(443)	7%	(74)	1072
Gender: Female	13%	(153)	14%	(153)	14%	(162)	51%	(577)	8%	(87)	1132
Age: 18-34	22%	(140)	21%	(131)	15%	(93)	31%	(198)	11%	(71)	632
Age: 35-44	26%	(96)	17%	(65)	15%	(56)	33%	(125)	8%	(31)	372
Age: 45-64	13%	(96)	13%	(94)	14%	(102)	53%	(377)	6%	(43)	712
Age: 65+	9%	(43)	9%	(43)	13%	(64)	66%	(322)	3%	(16)	488
GenZers: 1997-2012	15%	(38)	25%	(64)	13%	(34)	31%	(79)	16%	(41)	256
Millennials: 1981-1996	27%	(185)	18%	(120)	16%	(106)	32%	(212)	7%	(50)	673
GenXers: 1965-1980	16%	(90)	15%	(84)	12%	(65)	49%	(270)	8%	(44)	553
Baby Boomers: 1946-1964	9%	(61)	9%	(58)	16%	(102)	63%	(417)	3%	(22)	660
PID: Dem (no lean)	21%	(177)	12%	(104)	16%	(138)	45%	(386)	6%	(51)	856
PID: Ind (no lean)	11%	(74)	18%	(127)	13%	(89)	48%	(333)	11%	(77)	700
PID: Rep (no lean)	19%	(123)	16%	(101)	14%	(89)	47%	(303)	5%	(32)	649
PID/Gender: Dem Men	26%	(107)	12%	(48)	18%	(73)	41%	(168)	4%	(18)	413
PID/Gender: Dem Women	16%	(70)	13%	(56)	15%	(65)	49%	(217)	8%	(34)	442
PID/Gender: Ind Men	12%	(41)	21%	(74)	13%	(45)	43%	(148)	11%	(38)	345
PID/Gender: Ind Women	9%	(34)	15%	(53)	13%	(45)	52%	(185)	11%	(39)	355
PID/Gender: Rep Men	24%	(74)	18%	(58)	11%	(36)	41%	(127)	6%	(18)	313
PID/Gender: Rep Women	15%	(49)	13%	(43)	16%	(53)	52%	(176)	4%	(14)	335
Ideo: Liberal (1-3)	21%	(134)	16%	(98)	14%	(86)	45%	(284)	4%	(26)	628
Ideo: Moderate (4)	13%	(95)	16%	(114)	14%	(98)	47%	(331)	10%	(70)	708
Ideo: Conservative (5-7)	19%	(131)	15%	(104)	16%	(116)	46%	(324)	4%	(30)	706
Educ: < College	14%	(197)	16%	(226)	14%	(207)	47%	(684)	9%	(127)	1441
Educ: Bachelors degree	20%	(98)	14%	(68)	17%	(80)	45%	(220)	4%	(19)	485
Educ: Post-grad	28%	(79)	14%	(38)	10%	(29)	42%	(118)	5%	(15)	279
Income: Under 50k	11%	(139)	15%	(184)	13%	(157)	52%	(635)	9%	(113)	1228
Income: 50k-100k	21%	(133)	16%	(103)	17%	(107)	41%	(263)	6%	(35)	640
Income: 100k+	30%	(103)	14%	(46)	15%	(52)	37%	(124)	4%	(12)	337
Ethnicity: White	17%	(283)	15%	(255)	14%	(231)	49%	(834)	6%	(98)	1702
Ethnicity: Hispanic	23%	(89)	23%	(86)	12%	(44)	34%	(130)	8%	(31)	380
Ethnicity: Black	21%	(59)	15%	(43)	15%	(43)	37%	(105)	12%	(34)	283

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**Table MCFE12:** *How likely is it that you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Somewhat						Don't know /		Total N
	Very likely	likely	Not very likely	Not likely at all	No opinion				
Adults	17% (374)	15% (333)	14% (316)	46% (1022)	7% (161)		2205		
Ethnicity: Other	15% (32)	15% (34)	19% (42)	38% (83)	13% (29)		220		
All Christian	19% (175)	15% (146)	14% (128)	48% (452)	4% (40)		941		
All Non-Christian	28% (43)	10% (16)	20% (31)	35% (55)	7% (11)		156		
Atheist	13% (13)	15% (14)	8% (8)	54% (51)	10% (10)		95		
Agnostic/Nothing in particular	12% (76)	15% (99)	13% (87)	49% (322)	11% (75)		658		
Something Else	19% (67)	16% (57)	17% (62)	40% (143)	7% (26)		355		
Religious Non-Protestant/Catholic	26% (44)	11% (18)	20% (34)	36% (60)	8% (13)		168		
Evangelical	24% (131)	15% (83)	15% (82)	40% (221)	6% (33)		549		
Non-Evangelical	15% (110)	16% (116)	14% (103)	50% (362)	4% (30)		721		
Community: Urban	21% (142)	17% (120)	13% (91)	40% (272)	9% (62)		688		
Community: Suburban	16% (159)	13% (130)	15% (150)	49% (484)	6% (59)		984		
Community: Rural	14% (72)	15% (82)	14% (74)	50% (266)	7% (39)		533		
Employ: Private Sector	28% (195)	19% (136)	16% (111)	32% (228)	5% (38)		708		
Employ: Government	17% (18)	28% (29)	16% (16)	24% (24)	15% (15)		102		
Employ: Self-Employed	21% (47)	17% (37)	17% (37)	41% (91)	4% (10)		222		
Employ: Homemaker	18% (27)	12% (19)	18% (27)	42% (64)	10% (16)		153		
Employ: Student	14% (10)	29% (20)	12% (8)	34% (23)	12% (8)		69		
Employ: Retired	9% (48)	7% (41)	13% (75)	66% (372)	5% (30)		565		
Employ: Unemployed	6% (17)	13% (33)	11% (28)	60% (158)	10% (26)		262		
Employ: Other	11% (13)	14% (18)	10% (12)	50% (62)	15% (18)		124		
Military HH: Yes	14% (44)	14% (44)	13% (40)	54% (166)	4% (12)		306		
Military HH: No	17% (330)	15% (289)	15% (275)	45% (856)	8% (148)		1899		
RD/WT: Right Direction	22% (161)	16% (114)	13% (93)	42% (303)	7% (50)		721		
RD/WT: Wrong Track	14% (214)	15% (219)	15% (223)	48% (719)	7% (110)		1484		
Biden Job Approve	21% (196)	15% (137)	14% (128)	44% (412)	6% (56)		930		
Biden Job Disapprove	15% (168)	16% (185)	15% (172)	49% (566)	6% (64)		1155		
Biden Job Strongly Approve	28% (116)	15% (62)	10% (40)	42% (174)	6% (26)		418		
Biden Job Somewhat Approve	16% (80)	15% (74)	17% (89)	46% (238)	6% (31)		512		
Biden Job Somewhat Disapprove	15% (52)	18% (62)	20% (68)	41% (144)	6% (22)		347		
Biden Job Strongly Disapprove	14% (117)	15% (123)	13% (104)	52% (423)	5% (41)		808		

Continued on next page

**Table MCFE12:** *How likely is it that you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Somewhat						Don't know /		Total N
	Very likely	likely	Not very likely	Not likely at all	No opinion				
Adults	17% (374)	15% (333)	14% (316)	46% (1022)	7% (161)		2205		
Favorable of Biden	21% (193)	14% (134)	13% (123)	46% (426)	6% (60)		936		
Unfavorable of Biden	14% (163)	16% (185)	15% (172)	48% (542)	6% (63)		1125		
Very Favorable of Biden	27% (114)	13% (56)	9% (40)	44% (187)	6% (27)		424		
Somewhat Favorable of Biden	15% (78)	15% (78)	16% (84)	47% (239)	6% (33)		512		
Somewhat Unfavorable of Biden	16% (47)	17% (49)	23% (66)	39% (114)	5% (14)		290		
Very Unfavorable of Biden	14% (116)	16% (136)	13% (106)	51% (428)	6% (48)		835		
#1 Issue: Economy	17% (155)	18% (166)	15% (138)	43% (397)	7% (60)		917		
#1 Issue: Security	14% (32)	15% (35)	15% (35)	50% (118)	7% (17)		237		
#1 Issue: Health Care	19% (36)	17% (31)	13% (23)	45% (83)	5% (10)		183		
#1 Issue: Medicare / Social Security	17% (49)	9% (26)	12% (35)	55% (161)	7% (22)		293		
#1 Issue: Women's Issues	18% (39)	14% (30)	14% (31)	47% (101)	7% (16)		217		
#1 Issue: Education	28% (25)	6% (5)	18% (15)	33% (28)	15% (13)		88		
#1 Issue: Energy	20% (27)	21% (28)	18% (24)	36% (48)	4% (5)		132		
#1 Issue: Other	9% (12)	7% (10)	10% (14)	62% (86)	13% (18)		139		
2022 House Vote: Democrat	23% (182)	13% (106)	14% (114)	45% (361)	5% (36)		799		
2022 House Vote: Republican	19% (122)	17% (105)	13% (85)	47% (300)	4% (26)		638		
2022 House Vote: Didn't Vote	8% (61)	16% (117)	16% (113)	47% (340)	13% (95)		727		
2020 Vote: Joe Biden	22% (190)	13% (111)	14% (118)	45% (389)	6% (56)		864		
2020 Vote: Donald Trump	16% (107)	17% (114)	15% (97)	47% (310)	4% (27)		655		
2020 Vote: Other	14% (9)	17% (12)	6% (4)	50% (34)	13% (9)		68		
2020 Vote: Didn't Vote	11% (68)	15% (95)	16% (97)	47% (289)	11% (69)		618		
2018 House Vote: Democrat	22% (161)	13% (95)	14% (97)	46% (328)	5% (37)		718		
2018 House Vote: Republican	20% (117)	16% (93)	14% (80)	46% (266)	4% (22)		577		
2018 House Vote: Didn't Vote	10% (91)	16% (141)	15% (132)	47% (405)	12% (101)		870		
4-Region: Northeast	20% (77)	15% (57)	14% (55)	44% (172)	6% (25)		386		
4-Region: Midwest	15% (69)	13% (57)	16% (74)	48% (219)	8% (36)		456		
4-Region: South	16% (131)	17% (146)	14% (120)	46% (385)	7% (59)		841		
4-Region: West	19% (97)	14% (71)	13% (67)	47% (246)	8% (41)		522		
Sports Fan	22% (345)	18% (283)	16% (258)	38% (603)	5% (84)		1573		
Avid Sports Fan	32% (203)	18% (113)	12% (78)	34% (211)	3% (21)		625		
Casual Sports Fan	15% (142)	18% (169)	19% (180)	41% (393)	7% (63)		948		

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**Table MCFE12:** How likely is it that you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Somewhat					Don't know /		Total N
	Very likely	likely	Not very likely	Not likely at all	No opinion			
Adults	17% (374)	15% (333)	14% (316)	46% (1022)	7% (161)		2205	
Football Fan	23% (346)	18% (267)	16% (238)	38% (577)	5% (75)		1504	
Avid Football Fan	34% (229)	16% (107)	12% (82)	34% (231)	3% (21)		670	
NFL Fan	23% (344)	18% (275)	15% (224)	38% (568)	5% (77)		1488	
Avid NFL Fan	34% (229)	15% (102)	13% (87)	35% (241)	3% (23)		682	
Rihanna Fan	24% (260)	19% (203)	16% (174)	34% (374)	7% (75)		1086	
Pro Football is Favorite	31% (196)	16% (104)	14% (91)	34% (212)	4% (28)		630	
Like Pro Football but not Favorite	17% (162)	20% (192)	17% (158)	40% (388)	6% (59)		958	
Watched SB LVI and Plan to Watch LVII	27% (303)	19% (211)	16% (183)	36% (410)	3% (34)		1141	
Likely to Watch SB LVII	25% (367)	20% (286)	15% (221)	36% (525)	4% (53)		1452	
Want Eagles to Win	24% (181)	20% (156)	15% (117)	38% (290)	3% (26)		770	
Want Chiefs to Win	24% (168)	16% (109)	14% (100)	42% (291)	3% (23)		692	
Typically Host SB Party and Likely Host this Year	65% (271)	35% (145)	— (0)	— (0)	— (0)		416	
Likely Host SB Party this Year	53% (374)	47% (333)	— (0)	— (0)	— (0)		707	
Sports Bettors	36% (235)	24% (157)	13% (82)	21% (132)	6% (38)		644	
Sports Bettors Weekly+	50% (120)	20% (47)	6% (14)	19% (46)	5% (12)		239	
Non/Infrequent Bettor	11% (202)	13% (236)	15% (265)	53% (926)	8% (135)		1764	
Sports Bettors Monthly+	43% (167)	22% (85)	11% (43)	19% (74)	4% (16)		385	
Non/Infrequent Bettor, Plan to Bet on SB LVII	38% (57)	28% (42)	12% (18)	18% (26)	4% (6)		149	
Plan to Bet on SB LVII	48% (212)	23% (103)	9% (41)	15% (68)	4% (16)		440	

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

**Table MCFE13: Do you typically host or attend a Super Bowl party?**

Demographic	Yes	No	Total N
Adults	24% (520)	76% (1685)	2205
Gender: Male	28% (295)	72% (777)	1072
Gender: Female	20% (225)	80% (906)	1132
Age: 18-34	32% (201)	68% (432)	632
Age: 35-44	32% (119)	68% (254)	372
Age: 45-64	20% (146)	80% (567)	712
Age: 65+	11% (55)	89% (433)	488
GenZers: 1997-2012	28% (72)	72% (184)	256
Millennials: 1981-1996	34% (228)	66% (444)	673
GenXers: 1965-1980	23% (126)	77% (427)	553
Baby Boomers: 1946-1964	13% (89)	87% (571)	660
PID: Dem (no lean)	26% (226)	74% (630)	856
PID: Ind (no lean)	19% (136)	81% (565)	700
PID: Rep (no lean)	24% (158)	76% (491)	649
PID/Gender: Dem Men	31% (128)	69% (285)	413
PID/Gender: Dem Women	22% (98)	78% (344)	442
PID/Gender: Ind Men	22% (75)	78% (270)	345
PID/Gender: Ind Women	17% (61)	83% (294)	355
PID/Gender: Rep Men	29% (92)	71% (221)	313
PID/Gender: Rep Women	20% (66)	80% (269)	335
Ideo: Liberal (1-3)	28% (177)	72% (451)	628
Ideo: Moderate (4)	21% (150)	79% (558)	708
Ideo: Conservative (5-7)	25% (178)	75% (527)	706
Educ: < College	21% (297)	79% (1144)	1441
Educ: Bachelors degree	27% (131)	73% (354)	485
Educ: Post-grad	33% (92)	67% (187)	279
Income: Under 50k	18% (224)	82% (1004)	1228
Income: 50k-100k	27% (170)	73% (469)	640
Income: 100k+	37% (126)	63% (212)	337
Ethnicity: White	23% (388)	77% (1314)	1702
Ethnicity: Hispanic	28% (104)	72% (275)	380
Ethnicity: Black	33% (95)	67% (189)	283
Ethnicity: Other	17% (38)	83% (182)	220

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**Table MCFE13: Do you typically host or attend a Super Bowl party?**

Demographic	Yes	No	Total N
Adults	24% (520)	76% (1685)	2205
All Christian	25% (237)	75% (704)	941
All Non-Christian	28% (43)	72% (113)	156
Atheist	19% (18)	81% (77)	95
Agnostic/Nothing in particular	17% (112)	83% (547)	658
Something Else	31% (110)	69% (245)	355
Religious Non-Protestant/Catholic	27% (45)	73% (124)	168
Evangelical	31% (171)	69% (378)	549
Non-Evangelical	24% (171)	76% (550)	721
Community: Urban	29% (201)	71% (487)	688
Community: Suburban	21% (209)	79% (775)	984
Community: Rural	21% (111)	79% (423)	533
Employ: Private Sector	35% (245)	65% (463)	708
Employ: Government	32% (32)	68% (69)	102
Employ: Self-Employed	30% (67)	70% (156)	222
Employ: Homemaker	23% (36)	77% (117)	153
Employ: Student	18% (13)	82% (56)	69
Employ: Retired	12% (70)	88% (495)	565
Employ: Unemployed	13% (33)	87% (228)	262
Employ: Other	20% (25)	80% (99)	124
Military HH: Yes	20% (61)	80% (245)	306
Military HH: No	24% (459)	76% (1440)	1899
RD/WT: Right Direction	30% (213)	70% (507)	721
RD/WT: Wrong Track	21% (307)	79% (1178)	1484
Biden Job Approve	27% (247)	73% (683)	930
Biden Job Disapprove	22% (258)	78% (898)	1155
Biden Job Strongly Approve	32% (132)	68% (286)	418
Biden Job Somewhat Approve	22% (115)	78% (397)	512
Biden Job Somewhat Disapprove	21% (74)	79% (273)	347
Biden Job Strongly Disapprove	23% (183)	77% (625)	808
Favorable of Biden	27% (250)	73% (687)	936
Unfavorable of Biden	22% (247)	78% (878)	1125

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**Table MCFE13: Do you typically host or attend a Super Bowl party?**

Demographic	Yes	No	Total N
Adults	24% (520)	76% (1685)	2205
Very Favorable of Biden	30% (125)	70% (299)	424
Somewhat Favorable of Biden	24% (124)	76% (387)	512
Somewhat Unfavorable of Biden	20% (58)	80% (232)	290
Very Unfavorable of Biden	23% (189)	77% (646)	835
#1 Issue: Economy	26% (236)	74% (681)	917
#1 Issue: Security	18% (43)	82% (194)	237
#1 Issue: Health Care	22% (40)	78% (142)	183
#1 Issue: Medicare / Social Security	17% (51)	83% (242)	293
#1 Issue: Women's Issues	28% (60)	72% (157)	217
#1 Issue: Education	39% (34)	61% (54)	88
#1 Issue: Energy	34% (44)	66% (88)	132
#1 Issue: Other	9% (12)	91% (127)	139
2022 House Vote: Democrat	28% (226)	72% (573)	799
2022 House Vote: Republican	27% (175)	73% (463)	638
2022 House Vote: Didnt Vote	15% (109)	85% (618)	727
2020 Vote: Joe Biden	27% (236)	73% (628)	864
2020 Vote: Donald Trump	25% (166)	75% (489)	655
2020 Vote: Other	22% (15)	78% (53)	68
2020 Vote: Didn't Vote	17% (103)	83% (515)	618
2018 House Vote: Democrat	29% (210)	71% (508)	718
2018 House Vote: Republican	28% (160)	72% (417)	577
2018 House Vote: Didnt Vote	17% (146)	83% (724)	870
4-Region: Northeast	27% (105)	73% (281)	386
4-Region: Midwest	22% (98)	78% (357)	456
4-Region: South	22% (189)	78% (652)	841
4-Region: West	24% (127)	76% (395)	522
Sports Fan	29% (460)	71% (1113)	1573
Avid Sports Fan	40% (250)	60% (375)	625
Casual Sports Fan	22% (210)	78% (738)	948
Football Fan	30% (455)	70% (1050)	1504
Avid Football Fan	41% (272)	59% (398)	670
NFL Fan	31% (462)	69% (1026)	1488

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**Table MCFE13:** Do you typically host or attend a Super Bowl party?

Demographic	Yes		No		Total N
Adults	24%	(520)	76%	(1685)	2205
Avid NFL Fan	40%	(272)	60%	(410)	682
Rihanna Fan	32%	(345)	68%	(741)	1086
Pro Football is Favorite	39%	(243)	61%	(386)	630
Like Pro Football but not Favorite	25%	(240)	75%	(719)	958
Watched SB LVI and Plan to Watch LVII	36%	(413)	64%	(728)	1141
Likely to Watch SB LVII	33%	(477)	67%	(975)	1452
Want Eagles to Win	32%	(250)	68%	(520)	770
Want Chiefs to Win	30%	(211)	70%	(481)	692
Typically Host SB Party and Likely Host this Year	100%	(416)	—	(0)	416
Likely Host SB Party this Year	59%	(416)	41%	(291)	707
Sports Bettors	48%	(306)	52%	(338)	644
Sports Bettors Weekly+	63%	(151)	37%	(87)	239
Non/Infrequent Bettor	17%	(298)	83%	(1466)	1764
Sports Bettors Monthly+	55%	(213)	45%	(172)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	47%	(70)	53%	(79)	149
Plan to Bet on SB LVII	60%	(264)	40%	(176)	440

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

**Table MCFE14:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	61%	(889)	20%	(287)	14%	(206)	5%	(70)	1452
Gender: Male	72%	(573)	11%	(91)	12%	(97)	4%	(34)	795
Gender: Female	48%	(316)	30%	(196)	17%	(109)	5%	(36)	657
Age: 18-34	52%	(217)	31%	(130)	11%	(46)	6%	(23)	416
Age: 35-44	51%	(129)	24%	(61)	20%	(52)	5%	(12)	253
Age: 45-64	67%	(331)	16%	(77)	12%	(61)	5%	(24)	492
Age: 65+	73%	(213)	7%	(19)	16%	(47)	4%	(12)	291
GenZers: 1997-2012	49%	(76)	30%	(46)	13%	(19)	9%	(14)	155
Millennials: 1981-1996	53%	(247)	28%	(131)	14%	(67)	4%	(19)	464
GenXers: 1965-1980	65%	(251)	16%	(61)	14%	(56)	5%	(18)	386
Baby Boomers: 1946-1964	69%	(287)	11%	(46)	15%	(61)	5%	(20)	414
PID: Dem (no lean)	59%	(359)	22%	(134)	15%	(91)	4%	(24)	608
PID: Ind (no lean)	59%	(232)	23%	(91)	13%	(51)	5%	(21)	395
PID: Rep (no lean)	66%	(298)	14%	(63)	14%	(64)	6%	(25)	450
PID/Gender: Dem Men	69%	(224)	15%	(49)	14%	(46)	2%	(8)	326
PID/Gender: Dem Women	48%	(135)	30%	(85)	16%	(45)	6%	(17)	281
PID/Gender: Ind Men	70%	(159)	12%	(27)	11%	(25)	7%	(16)	227
PID/Gender: Ind Women	43%	(73)	38%	(63)	15%	(26)	3%	(6)	168
PID/Gender: Rep Men	79%	(189)	6%	(15)	11%	(25)	5%	(11)	241
PID/Gender: Rep Women	52%	(109)	23%	(48)	18%	(38)	7%	(14)	209
Ideo: Liberal (1-3)	58%	(251)	22%	(93)	16%	(69)	4%	(19)	433
Ideo: Moderate (4)	59%	(273)	25%	(114)	11%	(52)	4%	(20)	460
Ideo: Conservative (5-7)	68%	(333)	14%	(67)	15%	(74)	4%	(18)	492
Educ: < College	58%	(532)	21%	(194)	14%	(124)	7%	(62)	912
Educ: Bachelors degree	65%	(214)	19%	(63)	14%	(48)	2%	(7)	331
Educ: Post-grad	68%	(143)	14%	(30)	16%	(34)	1%	(2)	209
Income: Under 50k	57%	(413)	22%	(158)	14%	(105)	7%	(50)	726
Income: 50k-100k	64%	(290)	18%	(80)	14%	(65)	4%	(17)	452
Income: 100k+	68%	(186)	18%	(48)	13%	(36)	1%	(4)	275
Ethnicity: White	61%	(677)	19%	(210)	15%	(171)	4%	(49)	1108
Ethnicity: Hispanic	52%	(137)	27%	(72)	13%	(35)	7%	(19)	263
Ethnicity: Black	62%	(134)	25%	(54)	6%	(12)	7%	(15)	214

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**Table MCFE14:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	61%	(889)	20%	(287)	14%	(206)	5%	(70)	1452
Ethnicity: Other	60%	(79)	17%	(23)	17%	(22)	5%	(7)	130
All Christian	65%	(443)	16%	(107)	15%	(103)	4%	(28)	681
All Non-Christian	58%	(58)	23%	(23)	15%	(15)	4%	(4)	99
Atheist	64%	(35)	10%	(5)	13%	(7)	13%	(7)	54
Agnostic/Nothing in particular	58%	(219)	24%	(90)	15%	(56)	4%	(16)	380
Something Else	57%	(135)	26%	(62)	11%	(25)	6%	(15)	237
Religious Non-Protestant/Catholic	59%	(63)	22%	(24)	15%	(16)	4%	(4)	107
Evangelical	63%	(239)	18%	(69)	15%	(57)	4%	(17)	382
Non-Evangelical	64%	(330)	18%	(96)	13%	(67)	5%	(26)	520
Community: Urban	60%	(279)	20%	(93)	13%	(58)	7%	(34)	464
Community: Suburban	63%	(418)	18%	(121)	16%	(102)	3%	(19)	661
Community: Rural	59%	(193)	22%	(73)	14%	(45)	5%	(17)	328
Employ: Private Sector	62%	(328)	21%	(111)	15%	(80)	2%	(12)	530
Employ: Government	67%	(48)	15%	(11)	14%	(10)	4%	(3)	72
Employ: Self-Employed	59%	(92)	21%	(33)	18%	(28)	2%	(4)	157
Employ: Homemaker	40%	(36)	42%	(39)	14%	(13)	4%	(4)	91
Employ: Retired	73%	(257)	9%	(31)	13%	(45)	6%	(20)	354
Employ: Unemployed	54%	(71)	26%	(34)	12%	(16)	7%	(9)	130
Employ: Other	50%	(39)	19%	(15)	15%	(11)	16%	(12)	78
Military HH: Yes	66%	(149)	18%	(40)	15%	(33)	2%	(5)	227
Military HH: No	60%	(740)	20%	(247)	14%	(173)	5%	(65)	1225
RD/WT: Right Direction	61%	(301)	20%	(97)	14%	(70)	5%	(25)	493
RD/WT: Wrong Track	61%	(588)	20%	(190)	14%	(136)	5%	(46)	960
Biden Job Approve	61%	(405)	20%	(131)	14%	(95)	5%	(32)	664
Biden Job Disapprove	62%	(461)	20%	(146)	14%	(103)	4%	(29)	739
Biden Job Strongly Approve	60%	(184)	19%	(58)	16%	(51)	5%	(16)	309
Biden Job Somewhat Approve	62%	(221)	21%	(73)	12%	(44)	5%	(17)	355
Biden Job Somewhat Disapprove	54%	(126)	30%	(70)	11%	(26)	4%	(10)	232
Biden Job Strongly Disapprove	66%	(335)	15%	(76)	15%	(77)	4%	(19)	507
Favorable of Biden	60%	(402)	20%	(132)	15%	(98)	5%	(35)	667
Unfavorable of Biden	63%	(453)	19%	(140)	14%	(101)	4%	(27)	720

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**Table MCFE14:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	61%	(889)	20%	(287)	14%	(206)	5%	(70)	1452
Very Favorable of Biden	61%	(191)	18%	(56)	15%	(47)	5%	(16)	311
Somewhat Favorable of Biden	59%	(211)	21%	(75)	14%	(50)	5%	(19)	356
Somewhat Unfavorable of Biden	57%	(114)	29%	(58)	12%	(24)	2%	(3)	200
Very Unfavorable of Biden	65%	(339)	16%	(81)	15%	(76)	5%	(24)	520
#1 Issue: Economy	61%	(388)	21%	(129)	14%	(86)	4%	(28)	631
#1 Issue: Security	74%	(111)	12%	(19)	9%	(14)	4%	(6)	150
#1 Issue: Health Care	63%	(71)	20%	(22)	12%	(13)	6%	(6)	113
#1 Issue: Medicare / Social Security	65%	(123)	12%	(23)	16%	(31)	6%	(12)	189
#1 Issue: Women's Issues	48%	(66)	32%	(45)	15%	(21)	4%	(6)	139
#1 Issue: Education	44%	(25)	26%	(15)	19%	(11)	11%	(6)	58
#1 Issue: Energy	54%	(52)	20%	(19)	23%	(22)	2%	(2)	96
#1 Issue: Other	68%	(52)	18%	(14)	8%	(6)	6%	(5)	77
2022 House Vote: Democrat	63%	(368)	19%	(112)	15%	(88)	3%	(20)	588
2022 House Vote: Republican	71%	(325)	12%	(55)	13%	(60)	3%	(16)	455
2022 House Vote: Didn't Vote	48%	(181)	30%	(115)	13%	(51)	9%	(34)	381
2020 Vote: Joe Biden	63%	(396)	19%	(118)	14%	(91)	3%	(20)	625
2020 Vote: Donald Trump	68%	(310)	14%	(65)	14%	(62)	4%	(19)	456
2020 Vote: Didn't Vote	49%	(161)	29%	(95)	14%	(45)	9%	(29)	329
2018 House Vote: Democrat	64%	(334)	18%	(93)	15%	(77)	4%	(19)	523
2018 House Vote: Republican	69%	(278)	14%	(55)	14%	(55)	3%	(13)	401
2018 House Vote: Didn't Vote	53%	(265)	26%	(133)	13%	(66)	8%	(38)	502
4-Region: Northeast	64%	(165)	19%	(50)	12%	(31)	5%	(13)	259
4-Region: Midwest	60%	(180)	19%	(57)	16%	(49)	5%	(14)	300
4-Region: South	60%	(333)	24%	(131)	13%	(70)	4%	(23)	557
4-Region: West	63%	(211)	15%	(49)	16%	(55)	6%	(21)	336
Sports Fan	64%	(848)	19%	(243)	13%	(172)	4%	(52)	1315
Avid Sports Fan	77%	(441)	11%	(64)	9%	(53)	3%	(17)	576
Casual Sports Fan	55%	(407)	24%	(179)	16%	(119)	5%	(35)	740
Football Fan	65%	(852)	18%	(234)	13%	(168)	4%	(54)	1308
Avid Football Fan	79%	(505)	11%	(68)	9%	(57)	1%	(8)	639
NFL Fan	65%	(856)	18%	(231)	13%	(176)	4%	(50)	1313

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**Table MCFE14:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	61%	(889)	20%	(287)	14%	(206)	5%	(70)	1452
Avid NFL Fan	79%	(520)	11%	(70)	9%	(57)	1%	(9)	656
Rihanna Fan	55%	(449)	26%	(212)	15%	(119)	4%	(36)	816
Pro Football is Favorite	72%	(434)	12%	(73)	14%	(82)	3%	(15)	604
Like Pro Football but not Favorite	58%	(444)	23%	(176)	13%	(102)	6%	(48)	771
Watched SB LVI and Plan to Watch LVII	65%	(743)	17%	(199)	14%	(161)	3%	(37)	1141
Likely to Watch SB LVII	61%	(889)	20%	(287)	14%	(206)	5%	(70)	1452
Want Eagles to Win	65%	(409)	20%	(127)	12%	(75)	3%	(18)	629
Want Chiefs to Win	64%	(375)	19%	(113)	14%	(80)	2%	(14)	582
Typically Host SB Party and Likely Host this Year	61%	(244)	21%	(83)	16%	(63)	2%	(8)	398
Likely Host SB Party this Year	61%	(401)	20%	(130)	15%	(101)	3%	(21)	653
Sports Bettors	65%	(355)	20%	(108)	13%	(68)	2%	(13)	545
Sports Bettors Weekly+	65%	(148)	18%	(42)	15%	(34)	1%	(3)	228
Non/Infrequent Bettor	61%	(658)	20%	(212)	14%	(153)	5%	(59)	1082
Sports Bettors Monthly+	64%	(217)	21%	(70)	15%	(50)	1%	(4)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	66%	(92)	23%	(32)	10%	(13)	1%	(2)	139
Plan to Bet on SB LVII	65%	(274)	20%	(86)	13%	(55)	1%	(5)	420

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

**Table MCFE15:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(599)	39%	(860)	14%	(316)	20%	(430)	2205
Gender: Male	33%	(354)	39%	(422)	13%	(138)	15%	(158)	1072
Gender: Female	22%	(244)	39%	(438)	16%	(178)	24%	(271)	1132
Age: 18-34	29%	(186)	37%	(237)	14%	(89)	19%	(120)	632
Age: 35-44	30%	(111)	46%	(170)	9%	(35)	15%	(56)	372
Age: 45-64	29%	(203)	40%	(283)	13%	(95)	18%	(130)	712
Age: 65+	20%	(99)	35%	(170)	20%	(96)	25%	(123)	488
GenZers: 1997-2012	27%	(70)	39%	(99)	14%	(37)	20%	(50)	256
Millennials: 1981-1996	30%	(199)	42%	(281)	12%	(82)	16%	(111)	673
GenXers: 1965-1980	31%	(172)	41%	(224)	13%	(69)	16%	(88)	553
Baby Boomers: 1946-1964	22%	(146)	36%	(239)	17%	(113)	25%	(162)	660
PID: Dem (no lean)	32%	(277)	38%	(328)	12%	(103)	17%	(148)	856
PID: Ind (no lean)	19%	(136)	40%	(279)	16%	(113)	25%	(173)	700
PID: Rep (no lean)	29%	(186)	39%	(254)	15%	(99)	17%	(109)	649
PID/Gender: Dem Men	41%	(169)	35%	(146)	11%	(45)	13%	(55)	413
PID/Gender: Dem Women	25%	(108)	41%	(182)	13%	(59)	21%	(93)	442
PID/Gender: Ind Men	22%	(76)	44%	(153)	14%	(47)	20%	(70)	345
PID/Gender: Ind Women	17%	(59)	35%	(126)	19%	(66)	29%	(103)	355
PID/Gender: Rep Men	35%	(110)	39%	(124)	15%	(46)	11%	(34)	313
PID/Gender: Rep Women	23%	(77)	39%	(130)	16%	(53)	22%	(75)	335
Ideo: Liberal (1-3)	33%	(207)	36%	(228)	13%	(84)	17%	(108)	628
Ideo: Moderate (4)	23%	(164)	43%	(304)	15%	(108)	19%	(132)	708
Ideo: Conservative (5-7)	29%	(205)	40%	(282)	14%	(98)	17%	(120)	706
Educ: < College	26%	(371)	37%	(536)	15%	(212)	22%	(321)	1441
Educ: Bachelors degree	32%	(156)	39%	(191)	13%	(65)	15%	(74)	485
Educ: Post-grad	26%	(72)	48%	(133)	14%	(39)	13%	(35)	279
Income: Under 50k	23%	(287)	36%	(441)	16%	(192)	25%	(308)	1228
Income: 50k-100k	32%	(203)	42%	(269)	13%	(80)	14%	(88)	640
Income: 100k+	32%	(109)	45%	(151)	13%	(44)	10%	(34)	337
Ethnicity: White	27%	(466)	37%	(638)	15%	(253)	20%	(345)	1702
Ethnicity: Hispanic	27%	(101)	45%	(171)	12%	(47)	16%	(60)	380
Ethnicity: Black	29%	(83)	46%	(131)	12%	(35)	12%	(35)	283
Ethnicity: Other	23%	(50)	42%	(92)	13%	(28)	23%	(51)	220

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**Table MCFE15:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(599)	39%	(860)	14%	(316)	20%	(430)	2205
All Christian	29%	(273)	41%	(387)	15%	(138)	15%	(143)	941
All Non-Christian	26%	(40)	47%	(73)	12%	(18)	16%	(25)	156
Atheist	24%	(23)	31%	(30)	12%	(12)	32%	(31)	95
Agnostic/Nothing in particular	23%	(150)	36%	(240)	15%	(101)	25%	(167)	658
Something Else	32%	(113)	37%	(131)	13%	(47)	18%	(64)	355
Religious Non-Protestant/Catholic	25%	(42)	44%	(75)	14%	(23)	17%	(28)	168
Evangelical	29%	(157)	36%	(200)	15%	(84)	20%	(107)	549
Non-Evangelical	31%	(222)	43%	(311)	13%	(93)	13%	(94)	721
Community: Urban	25%	(175)	45%	(307)	12%	(83)	18%	(124)	688
Community: Suburban	29%	(282)	39%	(381)	14%	(135)	19%	(185)	984
Community: Rural	27%	(143)	32%	(173)	18%	(97)	23%	(121)	533
Employ: Private Sector	33%	(235)	43%	(302)	13%	(89)	12%	(81)	708
Employ: Government	23%	(24)	42%	(43)	9%	(9)	25%	(26)	102
Employ: Self-Employed	38%	(84)	37%	(82)	10%	(22)	16%	(35)	222
Employ: Homemaker	23%	(35)	39%	(59)	17%	(25)	22%	(33)	153
Employ: Student	22%	(15)	38%	(26)	16%	(11)	24%	(16)	69
Employ: Retired	22%	(124)	35%	(200)	18%	(103)	24%	(138)	565
Employ: Unemployed	19%	(50)	34%	(90)	17%	(45)	30%	(77)	262
Employ: Other	26%	(32)	46%	(57)	9%	(11)	19%	(23)	124
Military HH: Yes	29%	(89)	43%	(131)	13%	(39)	16%	(48)	306
Military HH: No	27%	(510)	38%	(730)	15%	(277)	20%	(382)	1899
RD/WT: Right Direction	32%	(234)	37%	(264)	14%	(99)	17%	(124)	721
RD/WT: Wrong Track	25%	(365)	40%	(597)	15%	(217)	21%	(306)	1484
Biden Job Approve	32%	(297)	39%	(362)	12%	(115)	17%	(155)	930
Biden Job Disapprove	24%	(282)	40%	(457)	16%	(188)	20%	(228)	1155
Biden Job Strongly Approve	39%	(164)	33%	(138)	11%	(47)	17%	(69)	418
Biden Job Somewhat Approve	26%	(133)	44%	(225)	13%	(68)	17%	(86)	512
Biden Job Somewhat Disapprove	22%	(75)	44%	(154)	20%	(69)	14%	(50)	347
Biden Job Strongly Disapprove	26%	(207)	38%	(303)	15%	(119)	22%	(179)	808
Favorable of Biden	32%	(301)	40%	(372)	12%	(113)	16%	(150)	936
Unfavorable of Biden	24%	(276)	39%	(433)	16%	(185)	21%	(231)	1125

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**Table MCFE15:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(599)	39%	(860)	14%	(316)	20%	(430)	2205
Very Favorable of Biden	38%	(162)	36%	(151)	10%	(41)	17%	(70)	424
Somewhat Favorable of Biden	27%	(138)	43%	(221)	14%	(72)	16%	(80)	512
Somewhat Unfavorable of Biden	24%	(70)	43%	(125)	18%	(52)	15%	(43)	290
Very Unfavorable of Biden	25%	(205)	37%	(309)	16%	(133)	23%	(188)	835
#1 Issue: Economy	28%	(258)	44%	(402)	13%	(115)	16%	(142)	917
#1 Issue: Security	23%	(54)	37%	(87)	19%	(46)	21%	(50)	237
#1 Issue: Health Care	26%	(47)	36%	(66)	11%	(20)	27%	(49)	183
#1 Issue: Medicare / Social Security	24%	(69)	33%	(97)	19%	(55)	25%	(73)	293
#1 Issue: Women's Issues	33%	(72)	36%	(78)	12%	(27)	18%	(39)	217
#1 Issue: Education	25%	(22)	41%	(36)	12%	(10)	22%	(19)	88
#1 Issue: Energy	32%	(43)	39%	(51)	19%	(25)	10%	(13)	132
#1 Issue: Other	24%	(34)	32%	(44)	13%	(18)	31%	(43)	139
2022 House Vote: Democrat	34%	(269)	40%	(322)	12%	(97)	14%	(111)	799
2022 House Vote: Republican	27%	(175)	41%	(259)	16%	(104)	16%	(99)	638
2022 House Vote: Didn't Vote	20%	(144)	37%	(265)	15%	(107)	29%	(211)	727
2020 Vote: Joe Biden	33%	(286)	39%	(339)	12%	(107)	15%	(131)	864
2020 Vote: Donald Trump	29%	(189)	40%	(261)	16%	(102)	16%	(104)	655
2020 Vote: Other	18%	(12)	43%	(29)	17%	(12)	22%	(15)	68
2020 Vote: Didn't Vote	18%	(112)	37%	(231)	15%	(95)	29%	(179)	618
2018 House Vote: Democrat	33%	(237)	40%	(287)	12%	(83)	15%	(110)	718
2018 House Vote: Republican	26%	(151)	42%	(242)	16%	(91)	16%	(94)	577
2018 House Vote: Didn't Vote	23%	(197)	37%	(318)	16%	(138)	25%	(218)	870
4-Region: Northeast	27%	(104)	39%	(150)	15%	(59)	19%	(73)	386
4-Region: Midwest	27%	(125)	39%	(180)	13%	(60)	20%	(91)	456
4-Region: South	27%	(229)	38%	(318)	15%	(125)	20%	(169)	841
4-Region: West	27%	(140)	41%	(213)	14%	(72)	19%	(97)	522
Sports Fan	34%	(539)	45%	(706)	14%	(217)	7%	(112)	1573
Avid Sports Fan	44%	(278)	40%	(249)	12%	(74)	4%	(24)	625
Casual Sports Fan	27%	(261)	48%	(457)	15%	(143)	9%	(88)	948
Football Fan	35%	(534)	46%	(685)	13%	(203)	5%	(83)	1504
Avid Football Fan	46%	(310)	39%	(264)	10%	(69)	4%	(27)	670
NFL Fan	36%	(531)	45%	(677)	14%	(209)	5%	(72)	1488

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**Table MCFE15:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	27%	(599)	39%	(860)	14%	(316)	20%	(430)	2205
Avid NFL Fan	46%	(313)	39%	(269)	11%	(75)	4%	(25)	682
Rihanna Fan	36%	(388)	40%	(436)	12%	(133)	12%	(129)	1086
Pro Football is Favorite	48%	(303)	41%	(261)	8%	(53)	2%	(13)	630
Like Pro Football but not Favorite	26%	(247)	50%	(478)	16%	(153)	8%	(79)	958
Watched SB LVI and Plan to Watch LVII	41%	(473)	46%	(530)	10%	(109)	2%	(28)	1141
Likely to Watch SB LVII	38%	(553)	47%	(683)	11%	(166)	3%	(50)	1452
Want Eagles to Win	35%	(269)	45%	(350)	13%	(104)	6%	(47)	770
Want Chiefs to Win	37%	(258)	42%	(291)	13%	(93)	7%	(50)	692
Typically Host SB Party and Likely Host this Year	49%	(206)	41%	(172)	8%	(34)	1%	(4)	416
Likely Host SB Party this Year	43%	(303)	44%	(308)	10%	(72)	3%	(24)	707
Sports Bettors	39%	(254)	43%	(278)	11%	(71)	6%	(42)	644
Sports Bettors Weekly+	52%	(123)	41%	(99)	4%	(8)	3%	(8)	239
Non/Infrequent Bettor	24%	(419)	38%	(677)	15%	(269)	23%	(398)	1764
Sports Bettors Monthly+	44%	(168)	43%	(165)	10%	(39)	4%	(14)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	39%	(58)	47%	(70)	11%	(17)	3%	(5)	149
Plan to Bet on SB LVII	47%	(206)	43%	(191)	7%	(32)	3%	(12)	440

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

**Table MCFE16:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	25%	(553)	40%	(880)	14%	(312)	21%	(460)	2205
Gender: Male	31%	(329)	40%	(427)	13%	(142)	16%	(174)	1072
Gender: Female	20%	(224)	40%	(453)	15%	(171)	25%	(285)	1132
Age: 18-34	29%	(185)	36%	(231)	13%	(83)	21%	(133)	632
Age: 35-44	27%	(102)	43%	(160)	14%	(52)	16%	(58)	372
Age: 45-64	25%	(181)	43%	(303)	13%	(93)	19%	(136)	712
Age: 65+	17%	(85)	38%	(186)	17%	(84)	27%	(132)	488
GenZers: 1997-2012	27%	(70)	35%	(88)	15%	(38)	24%	(60)	256
Millennials: 1981-1996	30%	(202)	40%	(267)	13%	(88)	17%	(116)	673
GenXers: 1965-1980	26%	(145)	44%	(246)	13%	(71)	17%	(91)	553
Baby Boomers: 1946-1964	19%	(128)	39%	(258)	16%	(104)	26%	(170)	660
PID: Dem (no lean)	29%	(249)	41%	(348)	13%	(110)	17%	(150)	856
PID: Ind (no lean)	18%	(123)	39%	(274)	17%	(120)	26%	(183)	700
PID: Rep (no lean)	28%	(181)	40%	(258)	13%	(82)	20%	(127)	649
PID/Gender: Dem Men	36%	(150)	37%	(155)	12%	(50)	14%	(59)	413
PID/Gender: Dem Women	22%	(99)	44%	(192)	14%	(60)	20%	(90)	442
PID/Gender: Ind Men	20%	(70)	43%	(148)	16%	(55)	21%	(72)	345
PID/Gender: Ind Women	15%	(52)	36%	(126)	18%	(65)	31%	(111)	355
PID/Gender: Rep Men	35%	(109)	40%	(124)	12%	(37)	14%	(44)	313
PID/Gender: Rep Women	22%	(72)	40%	(134)	14%	(46)	25%	(83)	335
Ideo: Liberal (1-3)	28%	(174)	39%	(242)	14%	(91)	19%	(121)	628
Ideo: Moderate (4)	22%	(158)	43%	(304)	15%	(107)	20%	(140)	708
Ideo: Conservative (5-7)	29%	(205)	41%	(288)	12%	(85)	18%	(128)	706
Educ: < College	24%	(344)	39%	(557)	14%	(200)	24%	(340)	1441
Educ: Bachelors degree	28%	(135)	40%	(196)	15%	(71)	17%	(83)	485
Educ: Post-grad	26%	(73)	46%	(127)	15%	(42)	13%	(37)	279
Income: Under 50k	22%	(265)	36%	(448)	15%	(190)	26%	(325)	1228
Income: 50k-100k	29%	(183)	43%	(275)	13%	(82)	16%	(100)	640
Income: 100k+	31%	(105)	47%	(157)	12%	(40)	10%	(35)	337
Ethnicity: White	25%	(428)	40%	(677)	13%	(226)	22%	(371)	1702
Ethnicity: Hispanic	26%	(99)	48%	(181)	8%	(29)	18%	(70)	380
Ethnicity: Black	29%	(81)	44%	(126)	16%	(46)	11%	(30)	283
Ethnicity: Other	20%	(44)	35%	(77)	18%	(40)	27%	(59)	220

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**Table MCFE16:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	25%	(553)	40%	(880)	14%	(312)	21%	(460)	2205
All Christian	27%	(250)	44%	(413)	14%	(131)	16%	(147)	941
All Non-Christian	25%	(39)	39%	(61)	17%	(26)	20%	(31)	156
Atheist	22%	(21)	32%	(30)	14%	(14)	32%	(30)	95
Agnostic/Nothing in particular	21%	(137)	38%	(248)	14%	(95)	27%	(179)	658
Something Else	30%	(106)	36%	(128)	13%	(47)	21%	(74)	355
Religious Non-Protestant/Catholic	25%	(41)	39%	(65)	16%	(27)	21%	(35)	168
Evangelical	28%	(154)	40%	(218)	13%	(70)	20%	(107)	549
Non-Evangelical	27%	(197)	44%	(315)	14%	(102)	15%	(106)	721
Community: Urban	24%	(167)	42%	(291)	14%	(97)	19%	(133)	688
Community: Suburban	25%	(250)	41%	(402)	14%	(134)	20%	(197)	984
Community: Rural	25%	(136)	35%	(187)	15%	(81)	24%	(130)	533
Employ: Private Sector	32%	(225)	44%	(310)	11%	(80)	13%	(93)	708
Employ: Government	21%	(21)	42%	(43)	15%	(16)	22%	(22)	102
Employ: Self-Employed	33%	(73)	37%	(83)	13%	(30)	17%	(37)	222
Employ: Homemaker	23%	(35)	41%	(63)	14%	(22)	22%	(33)	153
Employ: Student	22%	(15)	35%	(24)	19%	(13)	24%	(17)	69
Employ: Retired	19%	(109)	38%	(217)	16%	(90)	26%	(149)	565
Employ: Unemployed	17%	(44)	36%	(94)	15%	(40)	32%	(84)	262
Employ: Other	26%	(32)	36%	(45)	17%	(21)	21%	(26)	124
Military HH: Yes	28%	(86)	42%	(129)	14%	(42)	16%	(49)	306
Military HH: No	25%	(467)	40%	(751)	14%	(271)	22%	(411)	1899
RD/WT: Right Direction	31%	(222)	37%	(264)	14%	(103)	18%	(131)	721
RD/WT: Wrong Track	22%	(331)	41%	(616)	14%	(209)	22%	(329)	1484
Biden Job Approve	30%	(275)	41%	(378)	13%	(124)	16%	(153)	930
Biden Job Disapprove	23%	(260)	41%	(469)	15%	(169)	22%	(256)	1155
Biden Job Strongly Approve	36%	(149)	37%	(154)	11%	(46)	17%	(69)	418
Biden Job Somewhat Approve	25%	(126)	44%	(224)	15%	(79)	16%	(83)	512
Biden Job Somewhat Disapprove	22%	(76)	48%	(167)	14%	(47)	16%	(57)	347
Biden Job Strongly Disapprove	23%	(184)	37%	(302)	15%	(122)	25%	(200)	808
Favorable of Biden	30%	(277)	40%	(377)	13%	(118)	18%	(164)	936
Unfavorable of Biden	23%	(258)	40%	(445)	15%	(168)	23%	(254)	1125

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**Table MCFE16:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	25%	(553)	40%	(880)	14%	(312)	21%	(460)	2205
Very Favorable of Biden	36%	(151)	36%	(152)	10%	(43)	18%	(78)	424
Somewhat Favorable of Biden	25%	(126)	44%	(225)	15%	(74)	17%	(86)	512
Somewhat Unfavorable of Biden	24%	(69)	43%	(125)	16%	(47)	17%	(50)	290
Very Unfavorable of Biden	23%	(189)	38%	(321)	14%	(121)	24%	(204)	835
#1 Issue: Economy	27%	(251)	42%	(383)	14%	(124)	17%	(159)	917
#1 Issue: Security	20%	(48)	40%	(94)	18%	(42)	22%	(52)	237
#1 Issue: Health Care	22%	(41)	38%	(70)	12%	(22)	27%	(50)	183
#1 Issue: Medicare / Social Security	22%	(65)	37%	(108)	15%	(45)	26%	(75)	293
#1 Issue: Women's Issues	28%	(61)	38%	(83)	14%	(30)	20%	(43)	217
#1 Issue: Education	24%	(21)	39%	(34)	14%	(13)	23%	(20)	88
#1 Issue: Energy	26%	(34)	49%	(65)	13%	(17)	12%	(16)	132
#1 Issue: Other	23%	(32)	31%	(43)	14%	(20)	32%	(44)	139
2022 House Vote: Democrat	31%	(248)	43%	(343)	12%	(95)	14%	(113)	799
2022 House Vote: Republican	28%	(177)	40%	(257)	14%	(91)	18%	(113)	638
2022 House Vote: Didn't Vote	16%	(117)	37%	(267)	16%	(118)	31%	(224)	727
2020 Vote: Joe Biden	30%	(259)	41%	(354)	13%	(112)	16%	(138)	864
2020 Vote: Donald Trump	28%	(183)	40%	(264)	13%	(88)	19%	(122)	655
2020 Vote: Other	18%	(12)	45%	(31)	14%	(10)	23%	(15)	68
2020 Vote: Didn't Vote	16%	(99)	37%	(231)	17%	(104)	30%	(184)	618
2018 House Vote: Democrat	30%	(217)	42%	(299)	13%	(92)	15%	(110)	718
2018 House Vote: Republican	26%	(153)	43%	(246)	13%	(75)	18%	(103)	577
2018 House Vote: Didn't Vote	20%	(172)	37%	(323)	16%	(136)	27%	(239)	870
4-Region: Northeast	25%	(95)	39%	(152)	16%	(62)	20%	(78)	386
4-Region: Midwest	24%	(110)	42%	(190)	14%	(65)	20%	(91)	456
4-Region: South	26%	(216)	40%	(332)	14%	(115)	21%	(178)	841
4-Region: West	25%	(133)	39%	(206)	14%	(71)	22%	(113)	522
Sports Fan	32%	(502)	46%	(724)	14%	(214)	8%	(134)	1573
Avid Sports Fan	42%	(260)	40%	(252)	13%	(81)	5%	(31)	625
Casual Sports Fan	26%	(242)	50%	(472)	14%	(132)	11%	(102)	948
Football Fan	33%	(499)	47%	(712)	13%	(197)	6%	(96)	1504
Avid Football Fan	43%	(289)	40%	(270)	13%	(84)	4%	(27)	670
NFL Fan	33%	(496)	47%	(706)	14%	(203)	6%	(84)	1488

Continued on next page

**Table MCFE16:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	25%	(553)	40%	(880)	14%	(312)	21%	(460)	2205
Avid NFL Fan	41%	(283)	41%	(282)	13%	(89)	4%	(28)	682
Rihanna Fan	34%	(369)	42%	(451)	12%	(135)	12%	(131)	1086
Pro Football is Favorite	43%	(272)	42%	(264)	12%	(76)	3%	(18)	630
Like Pro Football but not Favorite	25%	(240)	51%	(492)	14%	(134)	10%	(92)	958
Watched SB LVI and Plan to Watch LVII	38%	(438)	48%	(547)	11%	(128)	2%	(27)	1141
Likely to Watch SB LVII	36%	(520)	50%	(719)	12%	(168)	3%	(44)	1452
Want Eagles to Win	34%	(258)	47%	(361)	13%	(100)	7%	(51)	770
Want Chiefs to Win	35%	(243)	44%	(302)	12%	(82)	9%	(65)	692
Typically Host SB Party and Likely Host this Year	49%	(203)	40%	(165)	11%	(44)	1%	(4)	416
Likely Host SB Party this Year	42%	(299)	44%	(311)	11%	(77)	3%	(19)	707
Sports Bettors	37%	(237)	43%	(280)	12%	(76)	8%	(51)	644
Sports Bettors Weekly+	49%	(116)	42%	(100)	5%	(13)	4%	(10)	239
Non/Infrequent Bettor	22%	(381)	40%	(702)	15%	(260)	24%	(421)	1764
Sports Bettors Monthly+	42%	(163)	43%	(167)	10%	(38)	4%	(17)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	36%	(54)	46%	(69)	13%	(19)	5%	(8)	149
Plan to Bet on SB LVII	45%	(196)	43%	(189)	10%	(42)	3%	(12)	440

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

**Table MCFE19\_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Political campaign advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(149)	10%	(226)	19%	(428)	47%	(1047)	16%	(354)	2205
Gender: Male	10%	(102)	11%	(121)	20%	(218)	45%	(478)	14%	(152)	1072
Gender: Female	4%	(47)	9%	(105)	19%	(210)	50%	(568)	18%	(202)	1132
Age: 18-34	10%	(62)	14%	(90)	21%	(131)	38%	(239)	17%	(111)	632
Age: 35-44	13%	(47)	14%	(50)	18%	(68)	39%	(146)	17%	(62)	372
Age: 45-64	5%	(37)	9%	(62)	22%	(155)	50%	(359)	14%	(99)	712
Age: 65+	1%	(4)	5%	(24)	15%	(75)	62%	(302)	17%	(83)	488
GenZers: 1997-2012	8%	(21)	12%	(30)	17%	(44)	40%	(102)	23%	(58)	256
Millennials: 1981-1996	11%	(75)	16%	(106)	21%	(141)	37%	(251)	15%	(99)	673
GenXers: 1965-1980	7%	(41)	8%	(43)	24%	(131)	47%	(261)	14%	(76)	553
Baby Boomers: 1946-1964	2%	(11)	7%	(44)	16%	(108)	59%	(390)	16%	(107)	660
PID: Dem (no lean)	9%	(78)	13%	(115)	21%	(183)	42%	(363)	14%	(116)	856
PID: Ind (no lean)	5%	(34)	8%	(53)	18%	(128)	48%	(335)	21%	(150)	700
PID: Rep (no lean)	6%	(38)	9%	(58)	18%	(117)	54%	(348)	14%	(88)	649
PID/Gender: Dem Men	14%	(56)	15%	(62)	22%	(90)	37%	(152)	13%	(52)	413
PID/Gender: Dem Women	5%	(22)	12%	(53)	21%	(93)	48%	(210)	15%	(64)	442
PID/Gender: Ind Men	6%	(20)	8%	(29)	23%	(81)	46%	(159)	16%	(57)	345
PID/Gender: Ind Women	4%	(14)	7%	(25)	13%	(47)	50%	(176)	26%	(93)	355
PID/Gender: Rep Men	8%	(26)	10%	(30)	15%	(47)	53%	(166)	14%	(44)	313
PID/Gender: Rep Women	3%	(12)	8%	(28)	21%	(69)	54%	(182)	13%	(44)	335
Ideo: Liberal (1-3)	10%	(61)	15%	(95)	22%	(136)	43%	(272)	10%	(63)	628
Ideo: Moderate (4)	6%	(40)	10%	(71)	20%	(145)	47%	(334)	17%	(118)	708
Ideo: Conservative (5-7)	6%	(43)	7%	(50)	19%	(132)	53%	(377)	15%	(103)	706
Educ: < College	7%	(99)	10%	(139)	19%	(278)	45%	(647)	19%	(278)	1441
Educ: Bachelors degree	5%	(26)	10%	(50)	21%	(104)	53%	(255)	10%	(50)	485
Educ: Post-grad	9%	(24)	13%	(38)	16%	(46)	52%	(145)	9%	(26)	279
Income: Under 50k	6%	(76)	10%	(129)	19%	(233)	42%	(520)	22%	(270)	1228
Income: 50k-100k	7%	(45)	9%	(59)	22%	(139)	53%	(337)	9%	(59)	640
Income: 100k+	8%	(28)	11%	(39)	16%	(55)	56%	(190)	7%	(25)	337
Ethnicity: White	5%	(90)	9%	(154)	19%	(330)	52%	(885)	14%	(243)	1702
Ethnicity: Hispanic	8%	(30)	11%	(42)	27%	(101)	38%	(143)	16%	(62)	380

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**Table MCFE19\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(149)	10%	(226)	19%	(428)	47%	(1047)	16%	(354)	2205
Ethnicity: Black	14%	(39)	17%	(48)	22%	(61)	27%	(76)	21%	(59)	283
Ethnicity: Other	9%	(21)	11%	(25)	17%	(37)	39%	(85)	24%	(52)	220
All Christian	6%	(58)	11%	(102)	19%	(181)	50%	(472)	13%	(127)	941
All Non-Christian	12%	(19)	16%	(25)	22%	(35)	31%	(48)	19%	(29)	156
Atheist	3%	(3)	4%	(3)	12%	(12)	74%	(70)	8%	(7)	95
Agnostic/Nothing in particular	6%	(43)	8%	(54)	19%	(122)	47%	(310)	20%	(129)	658
Something Else	7%	(27)	12%	(42)	22%	(79)	41%	(146)	17%	(62)	355
Religious Non-Protestant/Catholic	11%	(19)	16%	(27)	23%	(39)	30%	(50)	19%	(33)	168
Evangelical	9%	(51)	14%	(75)	18%	(100)	44%	(243)	15%	(80)	549
Non-Evangelical	5%	(34)	9%	(65)	21%	(150)	51%	(368)	14%	(104)	721
Community: Urban	10%	(68)	15%	(102)	20%	(139)	39%	(269)	16%	(110)	688
Community: Suburban	5%	(51)	9%	(87)	21%	(203)	51%	(499)	15%	(144)	984
Community: Rural	6%	(31)	7%	(38)	16%	(86)	52%	(278)	19%	(101)	533
Employ: Private Sector	9%	(64)	13%	(89)	20%	(142)	48%	(339)	10%	(74)	708
Employ: Government	8%	(9)	9%	(9)	23%	(23)	44%	(45)	15%	(16)	102
Employ: Self-Employed	12%	(26)	14%	(31)	28%	(62)	35%	(78)	11%	(24)	222
Employ: Homemaker	4%	(6)	15%	(24)	19%	(29)	46%	(70)	16%	(24)	153
Employ: Student	3%	(2)	19%	(13)	22%	(15)	35%	(24)	21%	(15)	69
Employ: Retired	2%	(9)	5%	(30)	14%	(82)	60%	(337)	19%	(107)	565
Employ: Unemployed	9%	(22)	7%	(19)	20%	(53)	39%	(101)	25%	(67)	262
Employ: Other	9%	(11)	10%	(12)	17%	(21)	42%	(52)	22%	(28)	124
Military HH: Yes	5%	(16)	9%	(27)	17%	(51)	59%	(181)	10%	(31)	306
Military HH: No	7%	(133)	10%	(199)	20%	(377)	46%	(866)	17%	(323)	1899
RD/WT: Right Direction	14%	(101)	15%	(107)	21%	(152)	35%	(252)	15%	(110)	721
RD/WT: Wrong Track	3%	(49)	8%	(120)	19%	(276)	54%	(795)	16%	(245)	1484
Biden Job Approve	11%	(98)	13%	(124)	22%	(203)	41%	(383)	13%	(122)	930
Biden Job Disapprove	4%	(46)	8%	(92)	19%	(215)	55%	(632)	15%	(170)	1155

Continued on next page

**Table MCFE19\_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Political campaign advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(149)	10%	(226)	19%	(428)	47%	(1047)	16%	(354)	2205
Biden Job Strongly Approve	18%	(74)	15%	(63)	20%	(84)	33%	(136)	15%	(62)	418
Biden Job Somewhat Approve	5%	(24)	12%	(61)	23%	(119)	48%	(248)	12%	(60)	512
Biden Job Somewhat Disapprove	5%	(16)	10%	(35)	22%	(77)	44%	(154)	19%	(65)	347
Biden Job Strongly Disapprove	4%	(31)	7%	(57)	17%	(137)	59%	(478)	13%	(104)	808
Favorable of Biden	11%	(99)	13%	(125)	21%	(192)	42%	(392)	14%	(129)	936
Unfavorable of Biden	4%	(40)	8%	(89)	20%	(223)	55%	(622)	13%	(150)	1125
Very Favorable of Biden	17%	(70)	13%	(54)	18%	(77)	36%	(154)	16%	(69)	424
Somewhat Favorable of Biden	6%	(29)	14%	(71)	22%	(115)	46%	(237)	12%	(59)	512
Somewhat Unfavorable of Biden	2%	(5)	12%	(35)	24%	(69)	49%	(142)	13%	(39)	290
Very Unfavorable of Biden	4%	(35)	6%	(54)	18%	(154)	58%	(480)	13%	(111)	835
#1 Issue: Economy	7%	(61)	9%	(78)	21%	(196)	49%	(449)	14%	(132)	917
#1 Issue: Security	4%	(10)	9%	(22)	15%	(35)	54%	(129)	17%	(41)	237
#1 Issue: Health Care	7%	(13)	18%	(33)	16%	(30)	44%	(81)	15%	(27)	183
#1 Issue: Medicare / Social Security	5%	(14)	9%	(25)	20%	(60)	47%	(139)	19%	(55)	293
#1 Issue: Women's Issues	7%	(14)	10%	(22)	22%	(47)	44%	(95)	18%	(38)	217
#1 Issue: Education	14%	(12)	12%	(10)	14%	(13)	38%	(34)	21%	(19)	88
#1 Issue: Energy	6%	(8)	18%	(23)	21%	(28)	45%	(59)	10%	(13)	132
#1 Issue: Other	11%	(15)	10%	(13)	14%	(19)	44%	(61)	22%	(30)	139
2022 House Vote: Democrat	9%	(74)	14%	(111)	21%	(168)	45%	(357)	11%	(89)	799
2022 House Vote: Republican	6%	(36)	8%	(52)	18%	(117)	57%	(363)	11%	(70)	638
2022 House Vote: Didnt Vote	6%	(40)	8%	(58)	18%	(134)	42%	(305)	26%	(190)	727
2020 Vote: Joe Biden	9%	(79)	12%	(108)	21%	(185)	44%	(381)	13%	(111)	864
2020 Vote: Donald Trump	5%	(30)	9%	(59)	19%	(125)	56%	(367)	11%	(74)	655
2020 Vote: Other	3%	(2)	3%	(2)	12%	(8)	68%	(46)	14%	(9)	68
2020 Vote: Didn't Vote	6%	(38)	9%	(58)	18%	(110)	41%	(252)	26%	(160)	618
2018 House Vote: Democrat	10%	(69)	15%	(105)	20%	(147)	43%	(310)	12%	(88)	718
2018 House Vote: Republican	4%	(24)	8%	(49)	20%	(113)	57%	(331)	10%	(60)	577
2018 House Vote: Didnt Vote	7%	(57)	8%	(71)	18%	(160)	44%	(384)	23%	(199)	870

Continued on next page

**Table MCFE19\_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
 Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(149)	10%	(226)	19%	(428)	47%	(1047)	16%	(354)	2205
4-Region: Northeast	8%	(32)	10%	(37)	21%	(80)	44%	(169)	18%	(68)	386
4-Region: Midwest	5%	(22)	11%	(50)	20%	(92)	51%	(230)	13%	(61)	456
4-Region: South	8%	(67)	11%	(96)	19%	(162)	46%	(384)	16%	(132)	841
4-Region: West	5%	(28)	8%	(43)	18%	(94)	51%	(264)	18%	(93)	522
Sports Fan	8%	(129)	12%	(192)	22%	(344)	46%	(726)	12%	(182)	1573
Avid Sports Fan	12%	(77)	14%	(85)	18%	(111)	47%	(294)	9%	(58)	625
Casual Sports Fan	6%	(53)	11%	(107)	25%	(233)	46%	(432)	13%	(124)	948
Football Fan	8%	(128)	12%	(187)	22%	(329)	46%	(695)	11%	(166)	1504
Avid Football Fan	11%	(76)	14%	(93)	20%	(132)	47%	(316)	8%	(52)	670
NFL Fan	9%	(127)	13%	(188)	22%	(333)	46%	(687)	10%	(154)	1488
Avid NFL Fan	12%	(81)	14%	(92)	20%	(139)	48%	(324)	7%	(46)	682
Rihanna Fan	10%	(112)	16%	(172)	23%	(249)	38%	(407)	13%	(147)	1086
Pro Football is Favorite	12%	(74)	14%	(91)	21%	(130)	43%	(272)	10%	(63)	630
Like Pro Football but not Favorite	6%	(60)	11%	(101)	23%	(224)	47%	(450)	13%	(123)	958
Watched SB LVI and Plan to Watch LVII	9%	(101)	11%	(131)	24%	(271)	48%	(550)	8%	(88)	1141
Likely to Watch SB LVII	9%	(126)	13%	(182)	23%	(332)	47%	(677)	9%	(134)	1452
Want Eagles to Win	9%	(69)	13%	(103)	23%	(178)	46%	(357)	8%	(63)	770
Want Chiefs to Win	8%	(54)	12%	(81)	19%	(129)	51%	(355)	10%	(72)	692
Typically Host SB Party and Likely Host this Year	16%	(68)	17%	(70)	22%	(92)	39%	(163)	6%	(23)	416
Likely Host SB Party this Year	14%	(99)	16%	(115)	23%	(161)	38%	(270)	9%	(62)	707
Sports Bettors	15%	(99)	18%	(114)	22%	(139)	33%	(210)	13%	(82)	644
Sports Bettors Weekly+	23%	(56)	26%	(63)	20%	(47)	22%	(52)	9%	(21)	239
Non/Infrequent Bettor	4%	(71)	7%	(132)	20%	(346)	53%	(930)	16%	(284)	1764
Sports Bettors Monthly+	19%	(75)	22%	(84)	19%	(74)	28%	(106)	12%	(45)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	8%	(12)	12%	(18)	24%	(36)	49%	(73)	6%	(10)	149
Plan to Bet on SB LVII	19%	(84)	20%	(87)	21%	(91)	34%	(149)	7%	(29)	440

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

**Table MCFE19\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Funny advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	60% (1312)	22% (478)	3% (69)	5% (120)	10% (225)	2205
Gender: Male	59% (632)	23% (246)	4% (47)	5% (56)	8% (90)	1072
Gender: Female	60% (680)	21% (232)	2% (21)	6% (63)	12% (135)	1132
Age: 18-34	60% (382)	22% (138)	3% (17)	5% (33)	10% (62)	632
Age: 35-44	66% (244)	18% (66)	3% (13)	3% (11)	11% (39)	372
Age: 45-64	60% (429)	21% (153)	4% (27)	7% (50)	8% (54)	712
Age: 65+	53% (258)	25% (122)	2% (12)	5% (26)	14% (70)	488
GenZers: 1997-2012	60% (154)	23% (58)	3% (9)	4% (9)	10% (26)	256
Millennials: 1981-1996	63% (423)	20% (133)	3% (17)	5% (33)	10% (66)	673
GenXers: 1965-1980	62% (340)	21% (115)	4% (24)	6% (32)	7% (41)	553
Baby Boomers: 1946-1964	56% (371)	23% (151)	3% (18)	6% (41)	12% (79)	660
PID: Dem (no lean)	62% (527)	22% (189)	2% (20)	6% (48)	8% (72)	856
PID: Ind (no lean)	54% (379)	22% (153)	4% (25)	5% (33)	16% (111)	700
PID: Rep (no lean)	63% (406)	21% (136)	4% (24)	6% (39)	7% (43)	649
PID/Gender: Dem Men	58% (241)	24% (97)	4% (16)	6% (26)	8% (33)	413
PID/Gender: Dem Women	65% (286)	21% (92)	1% (3)	5% (22)	9% (39)	442
PID/Gender: Ind Men	56% (192)	23% (80)	4% (13)	5% (17)	12% (42)	345
PID/Gender: Ind Women	53% (187)	20% (72)	3% (12)	4% (15)	19% (69)	355
PID/Gender: Rep Men	63% (199)	22% (68)	6% (18)	4% (13)	5% (15)	313
PID/Gender: Rep Women	62% (207)	20% (68)	2% (6)	8% (26)	8% (28)	335
Ideo: Liberal (1-3)	64% (405)	21% (129)	2% (15)	5% (31)	8% (48)	628
Ideo: Moderate (4)	58% (409)	23% (162)	3% (23)	5% (36)	11% (79)	708
Ideo: Conservative (5-7)	61% (430)	21% (145)	4% (30)	6% (41)	9% (60)	706
Educ: < College	58% (831)	21% (308)	3% (46)	6% (87)	12% (170)	1441
Educ: Bachelors degree	65% (315)	20% (97)	3% (14)	4% (22)	8% (37)	485
Educ: Post-grad	60% (167)	26% (73)	3% (9)	4% (11)	6% (18)	279
Income: Under 50k	55% (676)	21% (257)	4% (43)	7% (80)	14% (172)	1228
Income: 50k-100k	62% (399)	24% (151)	3% (20)	4% (25)	7% (44)	640
Income: 100k+	70% (237)	21% (70)	2% (6)	4% (14)	3% (9)	337
Ethnicity: White	62% (1050)	20% (340)	3% (55)	6% (102)	9% (155)	1702
Ethnicity: Hispanic	67% (255)	18% (70)	2% (7)	5% (18)	8% (30)	380

Continued on next page



**Table MCFE19\_2:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Funny advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	60% (1312)	22% (478)	3% (69)	5% (120)	10% (225)	2205
Ethnicity: Black	56% (157)	26% (74)	3% (8)	4% (10)	12% (34)	283
Ethnicity: Other	48% (105)	30% (65)	3% (6)	3% (8)	17% (37)	220
All Christian	61% (575)	22% (206)	3% (31)	5% (42)	9% (87)	941
All Non-Christian	54% (84)	26% (41)	4% (7)	6% (9)	10% (16)	156
Atheist	65% (62)	17% (16)	5% (5)	6% (6)	6% (6)	95
Agnostic/Nothing in particular	57% (378)	21% (139)	2% (16)	6% (41)	13% (85)	658
Something Else	60% (214)	22% (78)	3% (10)	6% (22)	9% (31)	355
Religious Non-Protestant/Catholic	52% (88)	27% (45)	4% (7)	5% (9)	12% (20)	168
Evangelical	56% (308)	24% (129)	4% (25)	8% (42)	8% (45)	549
Non-Evangelical	65% (470)	20% (144)	2% (16)	3% (22)	10% (69)	721
Community: Urban	57% (389)	25% (170)	3% (23)	6% (43)	9% (63)	688
Community: Suburban	64% (627)	19% (184)	3% (32)	5% (44)	10% (96)	984
Community: Rural	55% (296)	23% (124)	3% (15)	6% (32)	12% (66)	533
Employ: Private Sector	66% (467)	22% (155)	3% (20)	4% (28)	5% (37)	708
Employ: Government	67% (68)	19% (19)	2% (2)	6% (6)	7% (7)	102
Employ: Self-Employed	56% (124)	24% (53)	6% (13)	8% (19)	6% (13)	222
Employ: Homemaker	58% (88)	23% (35)	4% (6)	4% (5)	12% (18)	153
Employ: Student	49% (33)	27% (18)	2% (1)	5% (3)	18% (13)	69
Employ: Retired	54% (308)	24% (134)	3% (15)	6% (32)	13% (76)	565
Employ: Unemployed	55% (144)	15% (39)	4% (9)	8% (22)	18% (47)	262
Employ: Other	64% (79)	19% (24)	2% (2)	3% (4)	11% (14)	124
Military HH: Yes	62% (191)	23% (70)	3% (9)	4% (13)	7% (23)	306
Military HH: No	59% (1121)	22% (408)	3% (60)	6% (107)	11% (203)	1899
RD/WT: Right Direction	60% (430)	22% (159)	2% (16)	6% (42)	10% (73)	721
RD/WT: Wrong Track	59% (882)	21% (319)	4% (53)	5% (78)	10% (153)	1484
Biden Job Approve	62% (574)	23% (209)	2% (21)	5% (46)	9% (80)	930
Biden Job Disapprove	60% (692)	21% (245)	4% (46)	6% (69)	9% (103)	1155

Continued on next page

**Table MCFE19\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	60%	(1312)	22%	(478)	3%	(69)	5%	(120)	10%	(225)	2205
Biden Job Strongly Approve	59%	(248)	23%	(96)	2%	(7)	6%	(26)	10%	(41)	418
Biden Job Somewhat Approve	64%	(325)	22%	(114)	3%	(14)	4%	(20)	8%	(39)	512
Biden Job Somewhat Disapprove	62%	(217)	20%	(70)	3%	(12)	4%	(14)	10%	(35)	347
Biden Job Strongly Disapprove	59%	(476)	22%	(175)	4%	(35)	7%	(55)	8%	(67)	808
Favorable of Biden	63%	(586)	22%	(203)	2%	(17)	5%	(48)	9%	(84)	936
Unfavorable of Biden	60%	(679)	22%	(244)	4%	(48)	6%	(68)	8%	(86)	1125
Very Favorable of Biden	62%	(263)	21%	(90)	1%	(4)	5%	(23)	10%	(44)	424
Somewhat Favorable of Biden	63%	(322)	22%	(112)	2%	(12)	5%	(25)	8%	(40)	512
Somewhat Unfavorable of Biden	63%	(181)	22%	(64)	4%	(11)	5%	(14)	7%	(19)	290
Very Unfavorable of Biden	60%	(498)	22%	(180)	4%	(37)	6%	(53)	8%	(66)	835
#1 Issue: Economy	65%	(594)	19%	(179)	3%	(23)	5%	(44)	8%	(76)	917
#1 Issue: Security	52%	(123)	26%	(61)	5%	(12)	7%	(17)	10%	(24)	237
#1 Issue: Health Care	61%	(112)	20%	(36)	1%	(3)	9%	(17)	8%	(15)	183
#1 Issue: Medicare / Social Security	48%	(139)	29%	(84)	5%	(15)	6%	(18)	12%	(37)	293
#1 Issue: Women's Issues	69%	(150)	15%	(33)	2%	(5)	2%	(4)	11%	(25)	217
#1 Issue: Education	54%	(48)	21%	(19)	3%	(3)	2%	(2)	19%	(17)	88
#1 Issue: Energy	60%	(79)	25%	(33)	5%	(6)	4%	(6)	6%	(7)	132
#1 Issue: Other	48%	(67)	24%	(34)	1%	(1)	9%	(12)	18%	(25)	139
2022 House Vote: Democrat	64%	(514)	23%	(181)	2%	(18)	4%	(29)	7%	(56)	799
2022 House Vote: Republican	61%	(390)	21%	(135)	4%	(23)	6%	(37)	8%	(53)	638
2022 House Vote: Didnt Vote	54%	(391)	20%	(148)	4%	(26)	7%	(50)	15%	(112)	727
2020 Vote: Joe Biden	64%	(553)	21%	(184)	2%	(20)	4%	(34)	8%	(71)	864
2020 Vote: Donald Trump	62%	(407)	22%	(147)	3%	(18)	6%	(38)	7%	(46)	655
2020 Vote: Other	53%	(36)	21%	(14)	2%	(2)	8%	(5)	16%	(11)	68
2020 Vote: Didn't Vote	51%	(316)	22%	(133)	5%	(29)	7%	(42)	16%	(98)	618
2018 House Vote: Democrat	63%	(451)	23%	(166)	2%	(15)	4%	(27)	8%	(59)	718
2018 House Vote: Republican	62%	(356)	21%	(123)	4%	(22)	6%	(33)	7%	(43)	577
2018 House Vote: Didnt Vote	56%	(486)	20%	(176)	3%	(30)	7%	(57)	14%	(121)	870

Continued on next page

**Table MCFE19\_2:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Funny advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	60% (1312)	22% (478)	3% (69)	5% (120)	10% (225)	2205
4-Region: Northeast	52% (201)	28% (106)	3% (11)	7% (27)	11% (41)	386
4-Region: Midwest	59% (271)	22% (99)	4% (20)	5% (23)	10% (44)	456
4-Region: South	64% (542)	18% (152)	4% (30)	5% (45)	9% (73)	841
4-Region: West	57% (298)	23% (122)	2% (8)	5% (25)	13% (68)	522
Sports Fan	67% (1048)	22% (349)	3% (47)	2% (36)	6% (94)	1573
Avid Sports Fan	70% (438)	22% (135)	2% (13)	3% (19)	3% (20)	625
Casual Sports Fan	64% (609)	23% (213)	4% (34)	2% (17)	8% (74)	948
Football Fan	67% (1015)	22% (330)	3% (49)	2% (37)	5% (73)	1504
Avid Football Fan	70% (471)	20% (133)	3% (18)	3% (19)	4% (28)	670
NFL Fan	67% (996)	22% (334)	3% (50)	2% (31)	5% (77)	1488
Avid NFL Fan	71% (485)	19% (132)	3% (21)	3% (17)	4% (27)	682
Rihanna Fan	67% (730)	20% (216)	3% (37)	3% (33)	6% (70)	1086
Pro Football is Favorite	71% (446)	19% (119)	3% (16)	3% (18)	5% (31)	630
Like Pro Football but not Favorite	64% (610)	25% (236)	3% (33)	2% (22)	6% (58)	958
Watched SB LVI and Plan to Watch LVII	71% (809)	21% (238)	3% (34)	2% (24)	3% (36)	1141
Likely to Watch SB LVII	70% (1014)	21% (303)	3% (48)	2% (30)	4% (57)	1452
Want Eagles to Win	68% (523)	21% (162)	3% (25)	3% (23)	5% (37)	770
Want Chiefs to Win	69% (475)	21% (145)	4% (24)	2% (15)	5% (33)	692
Typically Host SB Party and Likely Host this Year	72% (298)	19% (81)	4% (15)	3% (12)	2% (10)	416
Likely Host SB Party this Year	68% (477)	22% (158)	4% (29)	2% (17)	4% (26)	707
Sports Bettors	63% (404)	22% (143)	5% (34)	3% (21)	7% (42)	644
Sports Bettors Weekly+	60% (144)	24% (57)	8% (18)	4% (10)	4% (10)	239
Non/Infrequent Bettor	60% (1057)	22% (380)	2% (37)	6% (101)	11% (188)	1764
Sports Bettors Monthly+	59% (228)	22% (87)	8% (30)	4% (16)	7% (25)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	74% (111)	21% (31)	2% (3)	— (0)	3% (5)	149
Plan to Bet on SB LVII	66% (290)	22% (98)	6% (26)	3% (11)	3% (14)	440

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

**Table MCFE19\_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Sentimental advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(470)	38%	(831)	13%	(288)	11%	(247)	17%	(369)	2205
Gender: Male	19%	(205)	38%	(408)	17%	(182)	11%	(117)	15%	(160)	1072
Gender: Female	23%	(265)	37%	(422)	9%	(105)	12%	(130)	19%	(209)	1132
Age: 18-34	22%	(136)	36%	(231)	15%	(93)	10%	(65)	17%	(107)	632
Age: 35-44	25%	(92)	34%	(128)	13%	(50)	9%	(32)	19%	(70)	372
Age: 45-64	21%	(149)	40%	(288)	12%	(87)	13%	(92)	14%	(97)	712
Age: 65+	19%	(91)	38%	(184)	12%	(59)	12%	(58)	19%	(95)	488
GenZers: 1997-2012	15%	(39)	36%	(92)	17%	(44)	11%	(27)	21%	(54)	256
Millennials: 1981-1996	26%	(175)	35%	(236)	13%	(88)	10%	(65)	16%	(109)	673
GenXers: 1965-1980	19%	(108)	41%	(229)	14%	(77)	11%	(62)	14%	(77)	553
Baby Boomers: 1946-1964	21%	(142)	38%	(248)	11%	(70)	13%	(84)	18%	(116)	660
PID: Dem (no lean)	27%	(229)	34%	(292)	15%	(126)	10%	(87)	14%	(123)	856
PID: Ind (no lean)	14%	(100)	37%	(258)	12%	(83)	13%	(94)	23%	(164)	700
PID: Rep (no lean)	22%	(141)	43%	(281)	12%	(78)	10%	(66)	13%	(82)	649
PID/Gender: Dem Men	24%	(101)	34%	(142)	17%	(72)	11%	(46)	13%	(52)	413
PID/Gender: Dem Women	29%	(128)	34%	(150)	12%	(53)	9%	(40)	16%	(70)	442
PID/Gender: Ind Men	12%	(41)	40%	(137)	16%	(54)	12%	(42)	21%	(72)	345
PID/Gender: Ind Women	17%	(59)	34%	(121)	8%	(30)	15%	(52)	26%	(92)	355
PID/Gender: Rep Men	20%	(63)	42%	(130)	18%	(56)	9%	(29)	11%	(36)	313
PID/Gender: Rep Women	23%	(78)	45%	(151)	7%	(22)	11%	(37)	14%	(47)	335
Ideo: Liberal (1-3)	30%	(189)	34%	(214)	14%	(90)	10%	(63)	12%	(73)	628
Ideo: Moderate (4)	17%	(118)	38%	(269)	14%	(102)	12%	(86)	19%	(133)	708
Ideo: Conservative (5-7)	21%	(150)	42%	(295)	12%	(88)	11%	(75)	14%	(98)	706
Educ: < College	19%	(275)	35%	(509)	14%	(202)	12%	(172)	20%	(282)	1441
Educ: Bachelors degree	22%	(108)	45%	(219)	12%	(57)	9%	(46)	12%	(56)	485
Educ: Post-grad	31%	(87)	37%	(103)	10%	(29)	11%	(29)	11%	(31)	279
Income: Under 50k	18%	(223)	34%	(424)	13%	(163)	12%	(148)	22%	(270)	1228
Income: 50k-100k	22%	(143)	42%	(267)	14%	(92)	10%	(64)	11%	(73)	640
Income: 100k+	31%	(104)	42%	(140)	10%	(32)	10%	(35)	8%	(26)	337
Ethnicity: White	21%	(364)	38%	(649)	13%	(224)	13%	(213)	15%	(250)	1702
Ethnicity: Hispanic	22%	(82)	41%	(157)	17%	(64)	9%	(36)	11%	(41)	380

Continued on next page

**Table MCFE19\_3:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Sentimental advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(470)	38%	(831)	13%	(288)	11%	(247)	17%	(369)	2205
Ethnicity: Black	22%	(63)	34%	(96)	16%	(44)	6%	(16)	23%	(64)	283
Ethnicity: Other	19%	(42)	39%	(86)	9%	(20)	8%	(18)	25%	(55)	220
All Christian	25%	(238)	41%	(389)	11%	(105)	8%	(74)	14%	(134)	941
All Non-Christian	27%	(42)	36%	(57)	9%	(14)	11%	(17)	17%	(26)	156
Atheist	12%	(12)	24%	(23)	27%	(26)	27%	(25)	10%	(9)	95
Agnostic/Nothing in particular	16%	(105)	35%	(227)	15%	(96)	15%	(98)	20%	(132)	658
Something Else	20%	(72)	38%	(135)	13%	(47)	9%	(33)	19%	(67)	355
Religious Non-Protestant/Catholic	27%	(45)	37%	(62)	8%	(14)	10%	(17)	18%	(31)	168
Evangelical	28%	(155)	36%	(199)	12%	(63)	9%	(49)	15%	(83)	549
Non-Evangelical	21%	(150)	44%	(314)	12%	(87)	8%	(56)	16%	(113)	721
Community: Urban	22%	(148)	37%	(254)	14%	(97)	11%	(73)	17%	(116)	688
Community: Suburban	22%	(221)	39%	(388)	12%	(120)	11%	(105)	15%	(149)	984
Community: Rural	19%	(100)	35%	(189)	13%	(70)	13%	(70)	19%	(104)	533
Employ: Private Sector	28%	(195)	39%	(277)	14%	(100)	10%	(72)	9%	(64)	708
Employ: Government	19%	(19)	37%	(38)	15%	(15)	14%	(15)	15%	(15)	102
Employ: Self-Employed	26%	(59)	40%	(90)	12%	(27)	11%	(24)	10%	(23)	222
Employ: Homemaker	21%	(32)	41%	(63)	5%	(8)	11%	(18)	21%	(33)	153
Employ: Student	10%	(7)	32%	(22)	23%	(16)	5%	(4)	29%	(20)	69
Employ: Retired	18%	(100)	37%	(209)	13%	(75)	12%	(66)	20%	(115)	565
Employ: Unemployed	15%	(38)	29%	(77)	11%	(29)	15%	(41)	30%	(77)	262
Employ: Other	16%	(20)	44%	(55)	15%	(19)	7%	(8)	18%	(22)	124
Military HH: Yes	22%	(69)	41%	(125)	16%	(50)	9%	(27)	12%	(36)	306
Military HH: No	21%	(401)	37%	(706)	13%	(239)	12%	(220)	18%	(333)	1899
RD/WT: Right Direction	29%	(206)	35%	(255)	11%	(78)	9%	(65)	16%	(116)	721
RD/WT: Wrong Track	18%	(264)	39%	(575)	14%	(210)	12%	(182)	17%	(253)	1484
Biden Job Approve	27%	(248)	36%	(335)	13%	(122)	9%	(84)	15%	(141)	930
Biden Job Disapprove	18%	(208)	40%	(461)	14%	(159)	13%	(152)	15%	(175)	1155

Continued on next page

**Table MCFE19\_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Sentimental advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(470)	38%	(831)	13%	(288)	11%	(247)	17%	(369)	2205
Biden Job Strongly Approve	32%	(135)	32%	(133)	11%	(45)	10%	(42)	15%	(62)	418
Biden Job Somewhat Approve	22%	(113)	39%	(201)	15%	(76)	8%	(42)	15%	(78)	512
Biden Job Somewhat Disapprove	17%	(57)	42%	(145)	15%	(52)	10%	(36)	16%	(57)	347
Biden Job Strongly Disapprove	19%	(151)	39%	(316)	13%	(107)	14%	(116)	15%	(118)	808
Favorable of Biden	27%	(252)	36%	(337)	13%	(120)	9%	(80)	16%	(147)	936
Unfavorable of Biden	18%	(198)	41%	(459)	14%	(157)	14%	(156)	14%	(156)	1125
Very Favorable of Biden	33%	(141)	31%	(133)	10%	(43)	9%	(36)	17%	(71)	424
Somewhat Favorable of Biden	22%	(111)	40%	(205)	15%	(77)	9%	(44)	15%	(76)	512
Somewhat Unfavorable of Biden	18%	(53)	42%	(121)	17%	(50)	13%	(37)	10%	(28)	290
Very Unfavorable of Biden	17%	(144)	40%	(337)	13%	(106)	14%	(119)	15%	(128)	835
#1 Issue: Economy	22%	(205)	37%	(339)	13%	(123)	12%	(112)	15%	(137)	917
#1 Issue: Security	22%	(53)	32%	(76)	15%	(36)	10%	(25)	20%	(47)	237
#1 Issue: Health Care	20%	(36)	35%	(65)	12%	(22)	12%	(22)	21%	(38)	183
#1 Issue: Medicare / Social Security	19%	(56)	37%	(109)	15%	(45)	11%	(32)	18%	(52)	293
#1 Issue: Women's Issues	25%	(54)	40%	(87)	10%	(22)	10%	(22)	15%	(32)	217
#1 Issue: Education	16%	(14)	49%	(43)	7%	(6)	5%	(4)	23%	(20)	88
#1 Issue: Energy	15%	(20)	50%	(66)	18%	(23)	10%	(13)	7%	(10)	132
#1 Issue: Other	22%	(31)	34%	(48)	8%	(10)	13%	(18)	23%	(32)	139
2022 House Vote: Democrat	28%	(226)	37%	(298)	13%	(103)	9%	(71)	13%	(102)	799
2022 House Vote: Republican	22%	(137)	43%	(274)	13%	(82)	10%	(65)	12%	(79)	638
2022 House Vote: Didnt Vote	14%	(101)	34%	(248)	12%	(90)	15%	(106)	25%	(182)	727
2020 Vote: Joe Biden	27%	(236)	36%	(307)	13%	(115)	10%	(83)	14%	(122)	864
2020 Vote: Donald Trump	20%	(128)	45%	(298)	13%	(88)	10%	(66)	12%	(76)	655
2020 Vote: Other	15%	(10)	40%	(27)	11%	(7)	12%	(8)	22%	(15)	68
2020 Vote: Didn't Vote	15%	(95)	32%	(198)	13%	(78)	15%	(90)	25%	(156)	618
2018 House Vote: Democrat	29%	(207)	36%	(260)	13%	(90)	8%	(60)	14%	(100)	718
2018 House Vote: Republican	21%	(119)	46%	(264)	13%	(73)	10%	(60)	11%	(62)	577
2018 House Vote: Didnt Vote	16%	(138)	33%	(291)	13%	(117)	14%	(123)	23%	(201)	870

Continued on next page

**Table MCFE19\_3:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Sentimental advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(470)	38%	(831)	13%	(288)	11%	(247)	17%	(369)	2205
4-Region: Northeast	22%	(86)	36%	(138)	13%	(50)	14%	(53)	15%	(58)	386
4-Region: Midwest	22%	(100)	36%	(164)	14%	(62)	10%	(44)	19%	(85)	456
4-Region: South	21%	(177)	40%	(338)	13%	(106)	12%	(99)	14%	(121)	841
4-Region: West	20%	(107)	37%	(191)	13%	(70)	10%	(51)	20%	(105)	522
Sports Fan	25%	(390)	43%	(671)	14%	(213)	7%	(113)	12%	(186)	1573
Avid Sports Fan	30%	(186)	41%	(255)	13%	(81)	7%	(44)	10%	(60)	625
Casual Sports Fan	21%	(204)	44%	(417)	14%	(132)	7%	(69)	13%	(126)	948
Football Fan	26%	(385)	42%	(632)	14%	(210)	7%	(107)	11%	(171)	1504
Avid Football Fan	31%	(208)	40%	(265)	13%	(90)	7%	(45)	9%	(62)	670
NFL Fan	26%	(380)	42%	(624)	15%	(218)	7%	(108)	11%	(159)	1488
Avid NFL Fan	31%	(211)	40%	(273)	13%	(89)	7%	(48)	9%	(61)	682
Rihanna Fan	26%	(287)	40%	(431)	14%	(151)	8%	(82)	13%	(136)	1086
Pro Football is Favorite	31%	(194)	41%	(257)	13%	(84)	7%	(42)	8%	(52)	630
Like Pro Football but not Favorite	21%	(197)	43%	(413)	15%	(148)	7%	(71)	14%	(130)	958
Watched SB LVI and Plan to Watch LVII	28%	(318)	42%	(479)	15%	(174)	6%	(71)	9%	(98)	1141
Likely to Watch SB LVII	27%	(394)	42%	(610)	15%	(214)	7%	(96)	10%	(139)	1452
Want Eagles to Win	25%	(195)	41%	(315)	15%	(117)	10%	(76)	9%	(68)	770
Want Chiefs to Win	27%	(187)	44%	(306)	12%	(82)	6%	(44)	11%	(73)	692
Typically Host SB Party and Likely Host this Year	33%	(136)	43%	(180)	14%	(57)	6%	(23)	5%	(21)	416
Likely Host SB Party this Year	30%	(211)	42%	(294)	16%	(111)	6%	(40)	7%	(51)	707
Sports Bettors	27%	(173)	37%	(240)	16%	(101)	7%	(48)	13%	(82)	644
Sports Bettors Weekly+	37%	(89)	37%	(88)	17%	(40)	2%	(5)	7%	(16)	239
Non/Infrequent Bettor	19%	(340)	38%	(677)	12%	(218)	13%	(221)	17%	(306)	1764
Sports Bettors Monthly+	32%	(124)	36%	(139)	16%	(62)	5%	(20)	10%	(40)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	22%	(32)	48%	(72)	16%	(24)	7%	(11)	6%	(9)	149
Plan to Bet on SB LVII	32%	(140)	41%	(180)	16%	(72)	5%	(21)	6%	(27)	440

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

**Table MCFE19\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(197)	16%	(358)	18%	(397)	39%	(852)	18%	(401)	2205
Gender: Male	11%	(118)	18%	(196)	18%	(193)	37%	(402)	15%	(164)	1072
Gender: Female	7%	(79)	14%	(161)	18%	(205)	40%	(450)	21%	(237)	1132
Age: 18-34	12%	(75)	23%	(143)	19%	(120)	26%	(168)	20%	(126)	632
Age: 35-44	13%	(50)	19%	(72)	16%	(58)	30%	(112)	22%	(80)	372
Age: 45-64	8%	(60)	15%	(103)	19%	(134)	44%	(313)	14%	(102)	712
Age: 65+	2%	(11)	8%	(39)	18%	(86)	53%	(259)	19%	(92)	488
GenZers: 1997-2012	10%	(24)	26%	(66)	14%	(37)	25%	(65)	25%	(63)	256
Millennials: 1981-1996	13%	(89)	20%	(138)	19%	(131)	28%	(191)	18%	(124)	673
GenXers: 1965-1980	9%	(49)	14%	(80)	20%	(108)	41%	(229)	16%	(86)	553
Baby Boomers: 1946-1964	5%	(32)	11%	(72)	17%	(114)	50%	(328)	17%	(114)	660
PID: Dem (no lean)	14%	(118)	22%	(190)	19%	(167)	27%	(229)	18%	(152)	856
PID: Ind (no lean)	7%	(46)	12%	(86)	17%	(120)	42%	(293)	22%	(155)	700
PID: Rep (no lean)	5%	(33)	13%	(81)	17%	(110)	51%	(330)	14%	(94)	649
PID/Gender: Dem Men	17%	(70)	24%	(101)	21%	(85)	25%	(104)	13%	(53)	413
PID/Gender: Dem Women	11%	(48)	20%	(90)	19%	(82)	28%	(124)	22%	(98)	442
PID/Gender: Ind Men	8%	(27)	14%	(48)	20%	(70)	40%	(140)	18%	(62)	345
PID/Gender: Ind Women	5%	(19)	11%	(38)	14%	(50)	43%	(154)	26%	(93)	355
PID/Gender: Rep Men	7%	(21)	15%	(48)	12%	(38)	51%	(158)	15%	(48)	313
PID/Gender: Rep Women	4%	(12)	10%	(34)	22%	(73)	51%	(172)	14%	(45)	335
Ideo: Liberal (1-3)	16%	(100)	24%	(148)	21%	(130)	25%	(157)	15%	(93)	628
Ideo: Moderate (4)	7%	(52)	16%	(116)	18%	(128)	40%	(282)	18%	(130)	708
Ideo: Conservative (5-7)	5%	(37)	12%	(83)	18%	(124)	50%	(356)	15%	(106)	706
Educ: < College	9%	(127)	15%	(223)	17%	(246)	38%	(552)	20%	(293)	1441
Educ: Bachelors degree	9%	(43)	17%	(81)	21%	(104)	38%	(182)	15%	(75)	485
Educ: Post-grad	10%	(28)	19%	(54)	17%	(47)	42%	(118)	12%	(32)	279
Income: Under 50k	8%	(102)	17%	(203)	16%	(196)	37%	(452)	22%	(275)	1228
Income: 50k-100k	9%	(59)	17%	(106)	20%	(130)	38%	(245)	16%	(100)	640
Income: 100k+	11%	(36)	15%	(49)	21%	(71)	46%	(155)	8%	(26)	337
Ethnicity: White	7%	(126)	15%	(257)	18%	(312)	43%	(727)	16%	(279)	1702
Ethnicity: Hispanic	11%	(41)	23%	(89)	17%	(63)	29%	(110)	20%	(77)	380

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**Table MCFE19\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(197)	16%	(358)	18%	(397)	39%	(852)	18%	(401)	2205
Ethnicity: Black	17%	(48)	24%	(68)	19%	(53)	20%	(57)	20%	(57)	283
Ethnicity: Other	11%	(23)	15%	(32)	15%	(32)	30%	(67)	30%	(65)	220
All Christian	8%	(73)	15%	(143)	19%	(183)	43%	(402)	15%	(139)	941
All Non-Christian	19%	(29)	20%	(31)	18%	(29)	25%	(39)	18%	(29)	156
Atheist	9%	(8)	24%	(23)	12%	(11)	37%	(35)	18%	(17)	95
Agnostic/Nothing in particular	9%	(59)	15%	(97)	16%	(108)	37%	(244)	23%	(150)	658
Something Else	8%	(28)	18%	(63)	19%	(66)	37%	(132)	18%	(66)	355
Religious Non-Protestant/Catholic	18%	(30)	21%	(35)	19%	(31)	24%	(40)	19%	(32)	168
Evangelical	11%	(58)	17%	(95)	17%	(93)	40%	(220)	15%	(83)	549
Non-Evangelical	6%	(42)	15%	(105)	21%	(152)	43%	(307)	16%	(116)	721
Community: Urban	11%	(77)	22%	(151)	19%	(129)	28%	(193)	20%	(138)	688
Community: Suburban	7%	(73)	16%	(158)	19%	(183)	42%	(408)	16%	(161)	984
Community: Rural	9%	(47)	9%	(48)	16%	(85)	47%	(251)	19%	(102)	533
Employ: Private Sector	12%	(83)	19%	(136)	21%	(147)	36%	(253)	13%	(89)	708
Employ: Government	10%	(10)	20%	(21)	17%	(17)	38%	(38)	15%	(16)	102
Employ: Self-Employed	14%	(31)	20%	(45)	22%	(49)	33%	(73)	12%	(26)	222
Employ: Homemaker	8%	(12)	21%	(32)	13%	(19)	39%	(60)	20%	(30)	153
Employ: Student	4%	(3)	29%	(20)	15%	(10)	19%	(13)	34%	(23)	69
Employ: Retired	3%	(16)	9%	(51)	17%	(96)	51%	(286)	21%	(116)	565
Employ: Unemployed	13%	(34)	13%	(35)	14%	(37)	32%	(85)	27%	(72)	262
Employ: Other	7%	(8)	16%	(19)	19%	(23)	35%	(44)	24%	(30)	124
Military HH: Yes	8%	(23)	14%	(44)	17%	(53)	48%	(146)	13%	(40)	306
Military HH: No	9%	(174)	17%	(314)	18%	(344)	37%	(706)	19%	(361)	1899
RD/WT: Right Direction	17%	(121)	22%	(158)	18%	(132)	23%	(167)	20%	(143)	721
RD/WT: Wrong Track	5%	(77)	13%	(200)	18%	(265)	46%	(685)	17%	(258)	1484
Biden Job Approve	15%	(135)	23%	(211)	21%	(193)	25%	(231)	17%	(160)	930
Biden Job Disapprove	5%	(59)	12%	(137)	17%	(195)	51%	(585)	15%	(178)	1155

Continued on next page

**Table MCFE19\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(197)	16%	(358)	18%	(397)	39%	(852)	18%	(401)	2205
Biden Job Strongly Approve	21%	(90)	22%	(91)	17%	(71)	19%	(81)	21%	(86)	418
Biden Job Somewhat Approve	9%	(45)	23%	(120)	24%	(122)	29%	(151)	14%	(74)	512
Biden Job Somewhat Disapprove	7%	(24)	13%	(45)	25%	(85)	34%	(119)	21%	(73)	347
Biden Job Strongly Disapprove	4%	(35)	11%	(92)	14%	(110)	58%	(466)	13%	(105)	808
Favorable of Biden	15%	(137)	22%	(208)	20%	(190)	25%	(233)	18%	(168)	936
Unfavorable of Biden	5%	(51)	12%	(134)	18%	(199)	52%	(582)	14%	(159)	1125
Very Favorable of Biden	23%	(97)	19%	(81)	16%	(68)	20%	(86)	22%	(92)	424
Somewhat Favorable of Biden	8%	(40)	25%	(127)	24%	(123)	29%	(146)	15%	(76)	512
Somewhat Unfavorable of Biden	5%	(13)	15%	(44)	26%	(75)	40%	(116)	14%	(42)	290
Very Unfavorable of Biden	5%	(38)	11%	(90)	15%	(124)	56%	(466)	14%	(117)	835
#1 Issue: Economy	9%	(83)	13%	(120)	19%	(173)	42%	(387)	17%	(154)	917
#1 Issue: Security	4%	(10)	15%	(35)	16%	(38)	49%	(115)	17%	(40)	237
#1 Issue: Health Care	12%	(22)	22%	(40)	12%	(22)	34%	(62)	20%	(37)	183
#1 Issue: Medicare / Social Security	7%	(21)	13%	(38)	22%	(64)	41%	(119)	18%	(51)	293
#1 Issue: Women's Issues	12%	(25)	22%	(48)	18%	(39)	25%	(54)	23%	(50)	217
#1 Issue: Education	18%	(15)	15%	(13)	23%	(20)	19%	(16)	26%	(23)	88
#1 Issue: Energy	7%	(9)	32%	(42)	19%	(24)	34%	(45)	9%	(12)	132
#1 Issue: Other	9%	(12)	17%	(23)	12%	(16)	38%	(53)	25%	(35)	139
2022 House Vote: Democrat	15%	(116)	22%	(172)	21%	(170)	26%	(207)	17%	(134)	799
2022 House Vote: Republican	6%	(36)	13%	(80)	15%	(96)	56%	(359)	10%	(66)	638
2022 House Vote: Didnt Vote	6%	(42)	13%	(95)	17%	(127)	37%	(267)	27%	(196)	727
2020 Vote: Joe Biden	15%	(128)	21%	(179)	20%	(176)	27%	(237)	17%	(143)	864
2020 Vote: Donald Trump	4%	(23)	13%	(87)	16%	(105)	56%	(366)	11%	(75)	655
2020 Vote: Other	9%	(6)	10%	(7)	15%	(10)	56%	(38)	10%	(7)	68
2020 Vote: Didn't Vote	6%	(40)	14%	(85)	17%	(106)	34%	(211)	29%	(176)	618
2018 House Vote: Democrat	15%	(107)	22%	(160)	20%	(142)	27%	(190)	16%	(118)	718
2018 House Vote: Republican	4%	(25)	12%	(72)	18%	(106)	54%	(312)	11%	(63)	577
2018 House Vote: Didnt Vote	7%	(65)	13%	(117)	17%	(146)	38%	(329)	25%	(213)	870

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**Table MCFE19\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(197)	16%	(358)	18%	(397)	39%	(852)	18%	(401)	2205
4-Region: Northeast	9%	(36)	15%	(59)	20%	(76)	39%	(152)	16%	(63)	386
4-Region: Midwest	7%	(30)	16%	(72)	21%	(98)	41%	(187)	15%	(69)	456
4-Region: South	10%	(82)	18%	(147)	17%	(145)	37%	(315)	18%	(151)	841
4-Region: West	9%	(49)	15%	(79)	15%	(79)	38%	(197)	23%	(118)	522
Sports Fan	10%	(165)	19%	(297)	20%	(317)	37%	(579)	14%	(215)	1573
Avid Sports Fan	16%	(98)	17%	(109)	17%	(107)	37%	(232)	13%	(78)	625
Casual Sports Fan	7%	(67)	20%	(188)	22%	(210)	37%	(347)	14%	(136)	948
Football Fan	11%	(167)	19%	(285)	20%	(301)	37%	(555)	13%	(197)	1504
Avid Football Fan	14%	(97)	19%	(127)	18%	(123)	38%	(251)	11%	(72)	670
NFL Fan	11%	(165)	19%	(284)	20%	(305)	37%	(555)	12%	(180)	1488
Avid NFL Fan	16%	(109)	18%	(120)	19%	(132)	37%	(255)	10%	(66)	682
Rihanna Fan	14%	(150)	24%	(256)	20%	(221)	26%	(280)	17%	(180)	1086
Pro Football is Favorite	16%	(101)	20%	(127)	20%	(126)	33%	(208)	11%	(68)	630
Like Pro Football but not Favorite	7%	(69)	18%	(170)	21%	(202)	38%	(365)	16%	(152)	958
Watched SB LVI and Plan to Watch LVII	12%	(135)	18%	(210)	22%	(250)	38%	(430)	10%	(115)	1141
Likely to Watch SB LVII	11%	(158)	19%	(275)	22%	(314)	37%	(539)	12%	(167)	1452
Want Eagles to Win	11%	(83)	20%	(151)	21%	(158)	36%	(278)	13%	(100)	770
Want Chiefs to Win	11%	(73)	19%	(131)	19%	(135)	40%	(274)	11%	(79)	692
Typically Host SB Party and Likely Host this Year	20%	(84)	22%	(93)	20%	(83)	30%	(125)	7%	(31)	416
Likely Host SB Party this Year	17%	(120)	23%	(159)	20%	(144)	29%	(207)	11%	(76)	707
Sports Bettors	16%	(104)	25%	(162)	19%	(120)	24%	(152)	16%	(106)	644
Sports Bettors Weekly+	27%	(65)	36%	(86)	17%	(40)	14%	(33)	7%	(16)	239
Non/Infrequent Bettor	6%	(111)	14%	(241)	18%	(321)	43%	(757)	19%	(333)	1764
Sports Bettors Monthly+	22%	(86)	27%	(103)	18%	(71)	22%	(86)	10%	(40)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	10%	(16)	22%	(33)	21%	(31)	34%	(51)	13%	(19)	149
Plan to Bet on SB LVII	21%	(93)	27%	(119)	19%	(85)	25%	(112)	7%	(32)	440

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

**Table MCFE19\_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote social justice**

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(374)	27%	(604)	13%	(287)	24%	(526)	19%	(413)	2205
Gender: Male	18%	(194)	28%	(295)	14%	(152)	24%	(259)	16%	(172)	1072
Gender: Female	16%	(180)	27%	(308)	12%	(135)	24%	(268)	21%	(242)	1132
Age: 18-34	22%	(141)	31%	(197)	12%	(73)	15%	(93)	20%	(129)	632
Age: 35-44	23%	(84)	27%	(102)	9%	(34)	19%	(72)	22%	(80)	372
Age: 45-64	16%	(113)	27%	(190)	15%	(105)	28%	(201)	15%	(104)	712
Age: 65+	7%	(36)	23%	(114)	16%	(76)	33%	(161)	21%	(101)	488
GenZers: 1997-2012	23%	(59)	30%	(77)	9%	(22)	13%	(33)	25%	(64)	256
Millennials: 1981-1996	22%	(150)	30%	(204)	12%	(80)	17%	(111)	19%	(127)	673
GenXers: 1965-1980	18%	(99)	28%	(154)	15%	(82)	25%	(138)	14%	(79)	553
Baby Boomers: 1946-1964	10%	(63)	24%	(157)	14%	(93)	34%	(223)	19%	(123)	660
PID: Dem (no lean)	26%	(223)	35%	(299)	10%	(85)	14%	(116)	16%	(133)	856
PID: Ind (no lean)	13%	(92)	24%	(166)	14%	(99)	24%	(170)	25%	(174)	700
PID: Rep (no lean)	9%	(59)	21%	(139)	16%	(104)	37%	(241)	16%	(106)	649
PID/Gender: Dem Men	27%	(112)	35%	(144)	11%	(45)	15%	(62)	12%	(51)	413
PID/Gender: Dem Women	25%	(111)	35%	(155)	9%	(40)	12%	(54)	19%	(82)	442
PID/Gender: Ind Men	14%	(48)	25%	(86)	15%	(53)	25%	(88)	21%	(71)	345
PID/Gender: Ind Women	12%	(44)	22%	(80)	13%	(46)	23%	(82)	29%	(103)	355
PID/Gender: Rep Men	11%	(34)	21%	(66)	17%	(54)	35%	(110)	16%	(50)	313
PID/Gender: Rep Women	7%	(25)	22%	(73)	15%	(49)	39%	(131)	17%	(56)	335
Ideo: Liberal (1-3)	29%	(184)	36%	(225)	10%	(65)	12%	(72)	13%	(82)	628
Ideo: Moderate (4)	15%	(107)	28%	(198)	14%	(101)	22%	(155)	21%	(147)	708
Ideo: Conservative (5-7)	9%	(65)	21%	(145)	16%	(112)	38%	(269)	16%	(114)	706
Educ: < College	16%	(225)	26%	(376)	12%	(176)	24%	(352)	22%	(312)	1441
Educ: Bachelors degree	19%	(91)	29%	(141)	14%	(70)	23%	(109)	15%	(74)	485
Educ: Post-grad	21%	(58)	31%	(87)	15%	(41)	23%	(65)	10%	(27)	279
Income: Under 50k	16%	(198)	26%	(318)	11%	(129)	24%	(291)	24%	(292)	1228
Income: 50k-100k	15%	(96)	31%	(200)	16%	(104)	23%	(145)	15%	(94)	640
Income: 100k+	24%	(80)	25%	(86)	16%	(54)	27%	(90)	8%	(27)	337
Ethnicity: White	15%	(249)	26%	(450)	14%	(236)	27%	(466)	18%	(300)	1702
Ethnicity: Hispanic	19%	(71)	32%	(121)	12%	(47)	15%	(57)	22%	(84)	380

Continued on next page

**Table MCFE19\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that promote social justice

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(374)	27%	(604)	13%	(287)	24%	(526)	19%	(413)	2205
Ethnicity: Black	32%	(90)	33%	(93)	9%	(25)	7%	(20)	20%	(56)	283
Ethnicity: Other	16%	(35)	28%	(62)	12%	(26)	18%	(40)	26%	(58)	220
All Christian	15%	(138)	26%	(242)	16%	(149)	27%	(251)	17%	(161)	941
All Non-Christian	22%	(35)	33%	(51)	12%	(19)	14%	(21)	19%	(30)	156
Atheist	17%	(17)	26%	(25)	10%	(9)	29%	(28)	17%	(17)	95
Agnostic/Nothing in particular	18%	(116)	25%	(165)	11%	(74)	24%	(160)	22%	(143)	658
Something Else	19%	(69)	34%	(120)	10%	(36)	19%	(67)	18%	(64)	355
Religious Non-Protestant/Catholic	21%	(36)	33%	(56)	11%	(19)	13%	(23)	21%	(35)	168
Evangelical	18%	(101)	26%	(144)	14%	(78)	26%	(142)	15%	(85)	549
Non-Evangelical	14%	(104)	29%	(209)	14%	(104)	24%	(171)	18%	(132)	721
Community: Urban	22%	(153)	29%	(199)	12%	(83)	18%	(122)	19%	(130)	688
Community: Suburban	16%	(155)	28%	(279)	14%	(136)	26%	(254)	16%	(160)	984
Community: Rural	12%	(66)	24%	(126)	13%	(68)	28%	(150)	23%	(124)	533
Employ: Private Sector	22%	(156)	29%	(205)	15%	(105)	22%	(158)	12%	(83)	708
Employ: Government	17%	(17)	32%	(33)	14%	(14)	21%	(21)	16%	(16)	102
Employ: Self-Employed	21%	(47)	29%	(64)	18%	(41)	18%	(39)	14%	(32)	222
Employ: Homemaker	12%	(18)	29%	(45)	13%	(20)	24%	(36)	22%	(34)	153
Employ: Student	13%	(9)	37%	(25)	5%	(4)	10%	(7)	35%	(24)	69
Employ: Retired	8%	(46)	24%	(136)	14%	(77)	31%	(173)	24%	(133)	565
Employ: Unemployed	21%	(55)	24%	(64)	8%	(21)	24%	(63)	22%	(58)	262
Employ: Other	20%	(25)	26%	(32)	5%	(6)	22%	(28)	26%	(33)	124
Military HH: Yes	13%	(39)	28%	(86)	16%	(50)	29%	(89)	14%	(42)	306
Military HH: No	18%	(335)	27%	(517)	12%	(237)	23%	(437)	20%	(372)	1899
RD/WT: Right Direction	28%	(204)	33%	(236)	11%	(77)	11%	(81)	17%	(123)	721
RD/WT: Wrong Track	11%	(170)	25%	(368)	14%	(211)	30%	(445)	20%	(291)	1484
Biden Job Approve	27%	(250)	36%	(335)	11%	(98)	11%	(103)	15%	(144)	930
Biden Job Disapprove	10%	(114)	22%	(250)	15%	(178)	35%	(403)	18%	(210)	1155

Continued on next page

**Table MCFE19\_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that promote social justice*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(374)	27%	(604)	13%	(287)	24%	(526)	19%	(413)	2205
Biden Job Strongly Approve	33%	(138)	33%	(138)	7%	(31)	11%	(47)	15%	(64)	418
Biden Job Somewhat Approve	22%	(112)	38%	(197)	13%	(67)	11%	(56)	16%	(80)	512
Biden Job Somewhat Disapprove	12%	(42)	30%	(103)	16%	(57)	18%	(61)	24%	(84)	347
Biden Job Strongly Disapprove	9%	(71)	18%	(147)	15%	(122)	42%	(342)	16%	(126)	808
Favorable of Biden	27%	(250)	36%	(340)	10%	(90)	11%	(106)	16%	(150)	936
Unfavorable of Biden	10%	(107)	21%	(240)	17%	(186)	36%	(399)	17%	(192)	1125
Very Favorable of Biden	36%	(153)	30%	(125)	7%	(31)	11%	(46)	16%	(70)	424
Somewhat Favorable of Biden	19%	(97)	42%	(214)	12%	(60)	12%	(61)	16%	(81)	512
Somewhat Unfavorable of Biden	11%	(33)	33%	(94)	18%	(52)	21%	(60)	18%	(51)	290
Very Unfavorable of Biden	9%	(75)	17%	(146)	16%	(134)	41%	(340)	17%	(141)	835
#1 Issue: Economy	16%	(143)	24%	(218)	14%	(132)	27%	(248)	19%	(176)	917
#1 Issue: Security	11%	(27)	23%	(53)	13%	(30)	37%	(87)	17%	(39)	237
#1 Issue: Health Care	23%	(43)	35%	(65)	5%	(9)	18%	(32)	19%	(34)	183
#1 Issue: Medicare / Social Security	14%	(40)	26%	(77)	16%	(46)	23%	(68)	21%	(62)	293
#1 Issue: Women's Issues	24%	(53)	33%	(71)	12%	(25)	11%	(23)	20%	(44)	217
#1 Issue: Education	25%	(22)	32%	(28)	14%	(12)	9%	(8)	20%	(18)	88
#1 Issue: Energy	16%	(22)	46%	(61)	12%	(16)	19%	(25)	6%	(8)	132
#1 Issue: Other	18%	(25)	22%	(31)	12%	(16)	25%	(35)	22%	(31)	139
2022 House Vote: Democrat	27%	(218)	35%	(281)	11%	(87)	12%	(95)	15%	(118)	799
2022 House Vote: Republican	9%	(60)	20%	(125)	18%	(114)	40%	(254)	13%	(84)	638
2022 House Vote: Didnt Vote	13%	(92)	26%	(185)	11%	(80)	23%	(165)	28%	(204)	727
2020 Vote: Joe Biden	26%	(226)	36%	(309)	11%	(93)	12%	(104)	15%	(132)	864
2020 Vote: Donald Trump	8%	(52)	21%	(139)	17%	(111)	40%	(264)	14%	(89)	655
2020 Vote: Other	18%	(12)	14%	(9)	13%	(9)	38%	(26)	18%	(12)	68
2020 Vote: Didn't Vote	14%	(84)	24%	(146)	12%	(75)	22%	(133)	29%	(180)	618
2018 House Vote: Democrat	28%	(201)	34%	(243)	11%	(82)	12%	(84)	15%	(109)	718
2018 House Vote: Republican	9%	(54)	20%	(118)	18%	(106)	39%	(227)	13%	(73)	577
2018 House Vote: Didnt Vote	13%	(116)	27%	(231)	11%	(94)	23%	(203)	26%	(226)	870

Continued on next page

**Table MCFE19\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that promote social justice

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(374)	27%	(604)	13%	(287)	24%	(526)	19%	(413)	2205
4-Region: Northeast	16%	(63)	28%	(109)	14%	(52)	23%	(89)	19%	(73)	386
4-Region: Midwest	15%	(67)	28%	(129)	14%	(64)	27%	(121)	16%	(73)	456
4-Region: South	20%	(169)	28%	(236)	12%	(99)	24%	(199)	16%	(137)	841
4-Region: West	14%	(74)	25%	(129)	14%	(71)	22%	(117)	25%	(130)	522
Sports Fan	19%	(303)	31%	(484)	15%	(238)	20%	(318)	15%	(230)	1573
Avid Sports Fan	26%	(162)	31%	(194)	11%	(66)	20%	(123)	13%	(81)	625
Casual Sports Fan	15%	(142)	31%	(290)	18%	(172)	21%	(196)	16%	(149)	948
Football Fan	20%	(294)	32%	(476)	15%	(221)	20%	(307)	14%	(206)	1504
Avid Football Fan	25%	(165)	31%	(208)	13%	(84)	21%	(138)	11%	(75)	670
NFL Fan	19%	(282)	32%	(479)	15%	(225)	21%	(308)	13%	(195)	1488
Avid NFL Fan	25%	(172)	31%	(213)	13%	(90)	21%	(141)	10%	(67)	682
Rihanna Fan	25%	(276)	34%	(372)	12%	(126)	14%	(148)	15%	(164)	1086
Pro Football is Favorite	26%	(161)	30%	(189)	14%	(90)	18%	(115)	12%	(75)	630
Like Pro Football but not Favorite	15%	(146)	32%	(305)	16%	(152)	21%	(204)	16%	(151)	958
Watched SB LVI and Plan to Watch LVII	21%	(236)	31%	(353)	17%	(189)	22%	(248)	10%	(114)	1141
Likely to Watch SB LVII	20%	(287)	32%	(458)	16%	(229)	21%	(304)	12%	(174)	1452
Want Eagles to Win	20%	(156)	31%	(240)	17%	(132)	20%	(154)	12%	(89)	770
Want Chiefs to Win	20%	(139)	31%	(212)	11%	(79)	24%	(165)	14%	(97)	692
Typically Host SB Party and Likely Host this Year	29%	(120)	38%	(157)	14%	(60)	12%	(48)	7%	(31)	416
Likely Host SB Party this Year	25%	(177)	37%	(262)	15%	(103)	13%	(93)	10%	(72)	707
Sports Bettors	27%	(172)	32%	(208)	13%	(83)	14%	(93)	14%	(88)	644
Sports Bettors Weekly+	35%	(84)	36%	(87)	13%	(31)	9%	(21)	7%	(16)	239
Non/Infrequent Bettor	14%	(251)	26%	(463)	13%	(237)	26%	(464)	20%	(349)	1764
Sports Bettors Monthly+	31%	(119)	31%	(120)	12%	(47)	15%	(57)	11%	(43)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	22%	(33)	34%	(51)	18%	(27)	17%	(25)	8%	(12)	149
Plan to Bet on SB LVII	31%	(138)	35%	(153)	14%	(62)	13%	(58)	6%	(28)	440

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

**Table MCFE19\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Patriotic advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (492)	28% (616)	14% (304)	17% (366)	19% (427)	2205
Gender: Male	25% (269)	30% (323)	15% (156)	14% (153)	16% (171)	1072
Gender: Female	20% (222)	26% (294)	13% (147)	19% (213)	23% (256)	1132
Age: 18-34	16% (101)	24% (151)	18% (116)	21% (132)	21% (133)	632
Age: 35-44	23% (86)	26% (97)	14% (53)	12% (45)	25% (92)	372
Age: 45-64	27% (193)	30% (217)	10% (72)	18% (131)	14% (100)	712
Age: 65+	23% (112)	31% (152)	13% (63)	12% (58)	21% (102)	488
GenZers: 1997-2012	12% (30)	18% (45)	19% (48)	22% (56)	29% (75)	256
Millennials: 1981-1996	21% (141)	27% (179)	16% (110)	17% (118)	19% (125)	673
GenXers: 1965-1980	26% (143)	30% (165)	12% (64)	17% (93)	16% (88)	553
Baby Boomers: 1946-1964	25% (162)	32% (210)	11% (74)	13% (89)	19% (125)	660
PID: Dem (no lean)	18% (152)	28% (241)	18% (155)	18% (152)	18% (156)	856
PID: Ind (no lean)	15% (107)	25% (175)	14% (96)	18% (127)	28% (196)	700
PID: Rep (no lean)	36% (232)	31% (200)	8% (53)	14% (88)	12% (75)	649
PID/Gender: Dem Men	22% (89)	32% (131)	18% (76)	13% (55)	15% (63)	413
PID/Gender: Dem Women	14% (63)	25% (111)	18% (78)	22% (97)	21% (93)	442
PID/Gender: Ind Men	18% (64)	28% (96)	16% (54)	16% (56)	22% (75)	345
PID/Gender: Ind Women	12% (44)	22% (78)	12% (42)	20% (70)	34% (120)	355
PID/Gender: Rep Men	37% (117)	31% (96)	8% (26)	14% (42)	10% (33)	313
PID/Gender: Rep Women	34% (115)	31% (105)	8% (27)	14% (46)	13% (43)	335
Ideo: Liberal (1-3)	16% (101)	26% (166)	21% (134)	22% (136)	14% (91)	628
Ideo: Moderate (4)	17% (124)	31% (222)	12% (88)	17% (119)	22% (155)	708
Ideo: Conservative (5-7)	36% (255)	29% (202)	9% (67)	11% (79)	15% (102)	706
Educ: < College	22% (316)	28% (399)	12% (168)	17% (240)	22% (317)	1441
Educ: Bachelors degree	22% (106)	27% (131)	20% (97)	15% (74)	16% (77)	485
Educ: Post-grad	25% (69)	31% (86)	14% (39)	19% (52)	12% (33)	279
Income: Under 50k	19% (237)	26% (317)	14% (172)	16% (199)	25% (302)	1228
Income: 50k-100k	25% (157)	31% (196)	13% (84)	18% (116)	14% (87)	640
Income: 100k+	29% (97)	31% (104)	14% (47)	15% (51)	11% (38)	337
Ethnicity: White	24% (408)	28% (475)	13% (229)	17% (296)	17% (295)	1702
Ethnicity: Hispanic	23% (88)	25% (96)	14% (54)	20% (77)	17% (65)	380

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**Table MCFE19\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Patriotic advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	22%	(492)	28%	(616)	14%	(304)	17%	(366)	19%	(427)	2205
Ethnicity: Black	20%	(56)	30%	(85)	14%	(40)	14%	(39)	23%	(64)	283
Ethnicity: Other	13%	(28)	26%	(57)	16%	(35)	14%	(32)	31%	(68)	220
All Christian	30%	(286)	30%	(286)	12%	(111)	12%	(113)	15%	(144)	941
All Non-Christian	22%	(35)	32%	(49)	9%	(14)	17%	(27)	19%	(30)	156
Atheist	4%	(4)	17%	(16)	15%	(14)	48%	(45)	16%	(15)	95
Agnostic/Nothing in particular	13%	(87)	25%	(164)	16%	(109)	20%	(132)	25%	(166)	658
Something Else	22%	(80)	28%	(101)	16%	(55)	14%	(48)	20%	(71)	355
Religious Non-Protestant/Catholic	22%	(37)	31%	(53)	10%	(17)	16%	(27)	20%	(34)	168
Evangelical	35%	(191)	28%	(152)	10%	(55)	13%	(70)	15%	(81)	549
Non-Evangelical	24%	(170)	32%	(228)	15%	(105)	12%	(89)	18%	(129)	721
Community: Urban	21%	(146)	26%	(177)	15%	(103)	16%	(113)	22%	(148)	688
Community: Suburban	22%	(219)	31%	(304)	15%	(147)	15%	(147)	17%	(168)	984
Community: Rural	24%	(127)	25%	(135)	10%	(54)	20%	(106)	21%	(111)	533
Employ: Private Sector	25%	(173)	31%	(216)	15%	(106)	17%	(122)	13%	(91)	708
Employ: Government	18%	(19)	35%	(36)	17%	(18)	15%	(15)	14%	(14)	102
Employ: Self-Employed	26%	(59)	30%	(66)	15%	(33)	15%	(34)	14%	(30)	222
Employ: Homemaker	18%	(28)	32%	(50)	8%	(13)	17%	(26)	24%	(37)	153
Employ: Student	5%	(3)	13%	(9)	22%	(15)	26%	(18)	34%	(24)	69
Employ: Retired	24%	(135)	28%	(160)	12%	(66)	14%	(80)	22%	(123)	565
Employ: Unemployed	18%	(47)	21%	(55)	12%	(32)	20%	(51)	29%	(76)	262
Employ: Other	22%	(27)	19%	(24)	17%	(21)	16%	(20)	26%	(32)	124
Military HH: Yes	25%	(77)	35%	(108)	11%	(35)	13%	(38)	16%	(48)	306
Military HH: No	22%	(415)	27%	(509)	14%	(269)	17%	(328)	20%	(379)	1899
RD/WT: Right Direction	22%	(157)	26%	(188)	17%	(122)	14%	(104)	21%	(148)	721
RD/WT: Wrong Track	23%	(335)	29%	(428)	12%	(181)	18%	(262)	19%	(279)	1484
Biden Job Approve	19%	(172)	28%	(265)	18%	(164)	18%	(163)	18%	(166)	930
Biden Job Disapprove	27%	(310)	29%	(336)	11%	(126)	16%	(186)	17%	(198)	1155

Continued on next page

**Table MCFE19\_6: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Patriotic advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (492)	28% (616)	14% (304)	17% (366)	19% (427)	2205
Biden Job Strongly Approve	25% (103)	27% (111)	15% (62)	15% (64)	19% (78)	418
Biden Job Somewhat Approve	14% (69)	30% (153)	20% (102)	19% (99)	17% (88)	512
Biden Job Somewhat Disapprove	16% (56)	30% (103)	15% (52)	15% (53)	24% (82)	347
Biden Job Strongly Disapprove	31% (253)	29% (233)	9% (74)	16% (133)	14% (115)	808
Favorable of Biden	18% (173)	29% (272)	16% (154)	17% (163)	19% (175)	936
Unfavorable of Biden	27% (303)	29% (326)	12% (136)	16% (184)	16% (177)	1125
Very Favorable of Biden	25% (106)	25% (104)	14% (60)	15% (63)	22% (92)	424
Somewhat Favorable of Biden	13% (67)	33% (168)	18% (94)	20% (100)	16% (82)	512
Somewhat Unfavorable of Biden	13% (38)	32% (91)	19% (56)	19% (54)	18% (51)	290
Very Unfavorable of Biden	32% (265)	28% (234)	10% (80)	16% (130)	15% (126)	835
#1 Issue: Economy	24% (219)	27% (250)	12% (113)	18% (164)	19% (171)	917
#1 Issue: Security	35% (82)	29% (69)	8% (18)	14% (33)	15% (36)	237
#1 Issue: Health Care	15% (27)	31% (56)	14% (26)	20% (36)	20% (36)	183
#1 Issue: Medicare / Social Security	22% (64)	27% (80)	17% (49)	12% (35)	22% (65)	293
#1 Issue: Women's Issues	11% (25)	22% (49)	23% (49)	21% (45)	23% (50)	217
#1 Issue: Education	22% (19)	31% (27)	12% (11)	13% (11)	22% (20)	88
#1 Issue: Energy	22% (28)	35% (47)	19% (25)	14% (19)	10% (13)	132
#1 Issue: Other	20% (28)	28% (39)	9% (13)	17% (23)	26% (36)	139
2022 House Vote: Democrat	18% (140)	31% (246)	18% (145)	17% (135)	17% (133)	799
2022 House Vote: Republican	38% (241)	32% (201)	8% (48)	13% (82)	10% (66)	638
2022 House Vote: Didnt Vote	14% (104)	22% (158)	14% (104)	20% (142)	30% (218)	727
2020 Vote: Joe Biden	18% (157)	29% (253)	18% (155)	17% (151)	17% (148)	864
2020 Vote: Donald Trump	35% (230)	33% (216)	7% (46)	14% (91)	11% (72)	655
2020 Vote: Other	17% (12)	27% (18)	15% (10)	22% (15)	18% (12)	68
2020 Vote: Didn't Vote	15% (93)	21% (129)	15% (92)	18% (109)	32% (195)	618
2018 House Vote: Democrat	17% (126)	31% (223)	18% (129)	16% (117)	17% (123)	718
2018 House Vote: Republican	36% (210)	32% (187)	9% (49)	14% (79)	9% (52)	577
2018 House Vote: Didnt Vote	17% (149)	22% (194)	14% (124)	18% (160)	28% (245)	870

Continued on next page

**Table MCFE19\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Patriotic advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (492)	28% (616)	14% (304)	17% (366)	19% (427)	2205
4-Region: Northeast	24% (95)	32% (125)	10% (40)	17% (65)	16% (61)	386
4-Region: Midwest	22% (100)	28% (126)	15% (66)	16% (73)	20% (90)	456
4-Region: South	23% (195)	29% (247)	14% (115)	16% (131)	18% (154)	841
4-Region: West	20% (102)	23% (118)	16% (82)	19% (97)	24% (123)	522
Sports Fan	27% (421)	31% (495)	15% (230)	13% (209)	14% (218)	1573
Avid Sports Fan	32% (198)	30% (189)	13% (81)	14% (89)	11% (68)	625
Casual Sports Fan	24% (223)	32% (306)	16% (149)	13% (119)	16% (151)	948
Football Fan	27% (407)	33% (489)	14% (211)	13% (202)	13% (196)	1504
Avid Football Fan	32% (211)	30% (203)	15% (99)	14% (92)	10% (65)	670
NFL Fan	26% (391)	33% (484)	15% (222)	14% (201)	13% (190)	1488
Avid NFL Fan	32% (218)	31% (209)	15% (104)	14% (94)	8% (56)	682
Rihanna Fan	23% (251)	30% (324)	17% (180)	14% (151)	17% (181)	1086
Pro Football is Favorite	30% (191)	32% (203)	13% (80)	13% (82)	12% (73)	630
Like Pro Football but not Favorite	24% (229)	32% (305)	16% (150)	13% (125)	16% (149)	958
Watched SB LVI and Plan to Watch LVII	28% (320)	33% (376)	16% (177)	14% (156)	10% (112)	1141
Likely to Watch SB LVII	27% (394)	33% (476)	15% (224)	13% (194)	11% (163)	1452
Want Eagles to Win	27% (205)	33% (251)	16% (121)	14% (107)	11% (86)	770
Want Chiefs to Win	26% (183)	32% (221)	13% (87)	15% (103)	14% (98)	692
Typically Host SB Party and Likely Host this Year	29% (122)	35% (147)	15% (64)	13% (56)	7% (28)	416
Likely Host SB Party this Year	28% (198)	34% (238)	16% (112)	13% (90)	10% (69)	707
Sports Bettors	26% (167)	30% (195)	15% (97)	13% (82)	16% (103)	644
Sports Bettors Weekly+	35% (84)	31% (74)	15% (37)	11% (26)	8% (18)	239
Non/Infrequent Bettor	21% (373)	28% (494)	13% (237)	18% (313)	20% (346)	1764
Sports Bettors Monthly+	30% (116)	29% (113)	15% (58)	13% (49)	13% (49)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	22% (32)	41% (61)	18% (27)	11% (17)	9% (13)	149
Plan to Bet on SB LVII	30% (133)	36% (159)	15% (67)	11% (47)	8% (35)	440

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

**Table MCFE19\_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that discuss the COVID-19 pandemic (coronavirus)*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(355)	20%	(440)	37%	(808)	19%	(409)	2205
Gender: Male	12%	(124)	17%	(179)	20%	(218)	35%	(376)	16%	(175)	1072
Gender: Female	6%	(68)	16%	(176)	20%	(222)	38%	(432)	21%	(234)	1132
Age: 18-34	11%	(70)	17%	(106)	22%	(136)	34%	(214)	17%	(107)	632
Age: 35-44	14%	(51)	15%	(57)	17%	(62)	31%	(117)	23%	(85)	372
Age: 45-64	8%	(59)	17%	(124)	22%	(153)	39%	(278)	14%	(98)	712
Age: 65+	2%	(12)	14%	(68)	18%	(89)	41%	(199)	25%	(120)	488
GenZers: 1997-2012	6%	(16)	17%	(44)	24%	(61)	33%	(84)	20%	(51)	256
Millennials: 1981-1996	13%	(91)	16%	(110)	19%	(128)	33%	(222)	18%	(123)	673
GenXers: 1965-1980	10%	(55)	17%	(93)	21%	(116)	39%	(214)	13%	(74)	553
Baby Boomers: 1946-1964	4%	(28)	15%	(100)	19%	(126)	40%	(261)	22%	(145)	660
PID: Dem (no lean)	12%	(104)	22%	(191)	24%	(206)	23%	(193)	19%	(161)	856
PID: Ind (no lean)	6%	(41)	13%	(94)	19%	(132)	38%	(269)	24%	(165)	700
PID: Rep (no lean)	7%	(47)	11%	(71)	16%	(103)	53%	(345)	13%	(83)	649
PID/Gender: Dem Men	17%	(70)	22%	(90)	25%	(105)	21%	(85)	15%	(63)	413
PID/Gender: Dem Women	8%	(34)	23%	(100)	23%	(101)	25%	(108)	22%	(98)	442
PID/Gender: Ind Men	5%	(16)	15%	(52)	20%	(70)	39%	(134)	21%	(74)	345
PID/Gender: Ind Women	7%	(24)	12%	(42)	17%	(62)	38%	(136)	26%	(91)	355
PID/Gender: Rep Men	12%	(37)	12%	(36)	14%	(44)	50%	(157)	12%	(38)	313
PID/Gender: Rep Women	3%	(9)	10%	(34)	18%	(59)	56%	(188)	13%	(45)	335
Ideo: Liberal (1-3)	14%	(90)	22%	(140)	25%	(158)	22%	(136)	17%	(105)	628
Ideo: Moderate (4)	6%	(45)	18%	(129)	20%	(143)	36%	(253)	19%	(138)	708
Ideo: Conservative (5-7)	7%	(49)	10%	(68)	17%	(123)	52%	(366)	14%	(100)	706
Educ: < College	8%	(109)	15%	(222)	19%	(269)	38%	(555)	20%	(286)	1441
Educ: Bachelors degree	9%	(43)	16%	(78)	23%	(111)	34%	(165)	18%	(89)	485
Educ: Post-grad	14%	(40)	20%	(55)	22%	(61)	32%	(89)	12%	(34)	279
Income: Under 50k	7%	(91)	16%	(200)	19%	(233)	35%	(433)	22%	(271)	1228
Income: 50k-100k	9%	(55)	16%	(104)	20%	(131)	38%	(240)	17%	(109)	640
Income: 100k+	14%	(46)	15%	(50)	22%	(76)	40%	(135)	9%	(30)	337
Ethnicity: White	7%	(119)	14%	(245)	21%	(360)	41%	(690)	17%	(288)	1702
Ethnicity: Hispanic	8%	(31)	19%	(73)	21%	(78)	35%	(133)	17%	(65)	380

Continued on next page

**Table MCFE19\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(355)	20%	(440)	37%	(808)	19%	(409)	2205
Ethnicity: Black	18%	(50)	25%	(70)	17%	(47)	22%	(63)	19%	(54)	283
Ethnicity: Other	11%	(23)	19%	(41)	15%	(33)	25%	(55)	31%	(68)	220
All Christian	9%	(81)	17%	(161)	21%	(201)	36%	(342)	17%	(155)	941
All Non-Christian	16%	(25)	15%	(23)	18%	(28)	30%	(47)	21%	(33)	156
Atheist	5%	(5)	11%	(11)	27%	(26)	41%	(39)	15%	(14)	95
Agnostic/Nothing in particular	7%	(46)	15%	(98)	18%	(118)	38%	(248)	23%	(149)	658
Something Else	10%	(35)	18%	(62)	19%	(68)	37%	(131)	16%	(58)	355
Religious Non-Protestant/Catholic	15%	(25)	15%	(26)	17%	(29)	29%	(48)	24%	(40)	168
Evangelical	13%	(74)	16%	(88)	16%	(87)	40%	(221)	14%	(79)	549
Non-Evangelical	6%	(42)	18%	(129)	24%	(176)	34%	(248)	18%	(126)	721
Community: Urban	14%	(97)	19%	(128)	20%	(141)	28%	(192)	19%	(131)	688
Community: Suburban	6%	(63)	16%	(153)	22%	(213)	38%	(370)	19%	(185)	984
Community: Rural	6%	(32)	14%	(74)	16%	(87)	46%	(246)	18%	(94)	533
Employ: Private Sector	12%	(82)	17%	(119)	22%	(159)	38%	(270)	11%	(78)	708
Employ: Government	11%	(11)	15%	(15)	14%	(14)	47%	(48)	14%	(14)	102
Employ: Self-Employed	16%	(36)	17%	(37)	25%	(57)	29%	(65)	13%	(28)	222
Employ: Homemaker	4%	(6)	19%	(29)	23%	(35)	38%	(58)	16%	(25)	153
Employ: Student	7%	(5)	22%	(15)	23%	(16)	21%	(15)	27%	(19)	69
Employ: Retired	3%	(19)	14%	(81)	17%	(94)	40%	(229)	25%	(142)	565
Employ: Unemployed	9%	(23)	12%	(33)	17%	(46)	34%	(89)	27%	(71)	262
Employ: Other	8%	(10)	22%	(27)	17%	(21)	28%	(35)	25%	(32)	124
Military HH: Yes	8%	(23)	13%	(38)	25%	(75)	38%	(117)	17%	(52)	306
Military HH: No	9%	(169)	17%	(317)	19%	(365)	36%	(691)	19%	(357)	1899
RD/WT: Right Direction	18%	(126)	24%	(171)	20%	(142)	17%	(123)	22%	(158)	721
RD/WT: Wrong Track	4%	(66)	12%	(185)	20%	(298)	46%	(685)	17%	(251)	1484
Biden Job Approve	14%	(129)	24%	(220)	22%	(206)	20%	(190)	20%	(184)	930
Biden Job Disapprove	5%	(56)	11%	(122)	19%	(223)	51%	(585)	15%	(169)	1155

Continued on next page

**Table MCFE19\_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)**

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(355)	20%	(440)	37%	(808)	19%	(409)	2205
Biden Job Strongly Approve	23%	(97)	25%	(104)	14%	(58)	18%	(76)	20%	(83)	418
Biden Job Somewhat Approve	6%	(32)	23%	(116)	29%	(148)	22%	(114)	20%	(102)	512
Biden Job Somewhat Disapprove	5%	(16)	16%	(54)	26%	(90)	33%	(116)	20%	(70)	347
Biden Job Strongly Disapprove	5%	(40)	8%	(67)	16%	(133)	58%	(469)	12%	(99)	808
Favorable of Biden	14%	(130)	24%	(228)	21%	(201)	20%	(188)	20%	(189)	936
Unfavorable of Biden	4%	(49)	10%	(114)	20%	(229)	52%	(581)	14%	(152)	1125
Very Favorable of Biden	21%	(88)	25%	(104)	13%	(57)	18%	(77)	23%	(98)	424
Somewhat Favorable of Biden	8%	(42)	24%	(124)	28%	(144)	22%	(112)	18%	(90)	512
Somewhat Unfavorable of Biden	4%	(12)	16%	(48)	31%	(90)	33%	(96)	15%	(45)	290
Very Unfavorable of Biden	4%	(37)	8%	(66)	17%	(139)	58%	(485)	13%	(107)	835
#1 Issue: Economy	8%	(69)	14%	(132)	20%	(186)	42%	(386)	16%	(143)	917
#1 Issue: Security	6%	(14)	14%	(32)	15%	(36)	50%	(118)	16%	(37)	237
#1 Issue: Health Care	11%	(20)	22%	(41)	24%	(43)	25%	(46)	18%	(33)	183
#1 Issue: Medicare / Social Security	11%	(31)	12%	(36)	21%	(61)	34%	(101)	22%	(64)	293
#1 Issue: Women's Issues	8%	(16)	18%	(40)	25%	(54)	25%	(53)	25%	(54)	217
#1 Issue: Education	17%	(15)	13%	(11)	12%	(11)	29%	(26)	29%	(25)	88
#1 Issue: Energy	10%	(13)	31%	(41)	20%	(27)	29%	(39)	9%	(12)	132
#1 Issue: Other	10%	(14)	16%	(22)	16%	(23)	29%	(40)	29%	(41)	139
2022 House Vote: Democrat	13%	(102)	23%	(180)	25%	(201)	21%	(169)	18%	(147)	799
2022 House Vote: Republican	7%	(47)	10%	(64)	17%	(107)	54%	(344)	12%	(76)	638
2022 House Vote: Didnt Vote	5%	(36)	15%	(107)	17%	(124)	38%	(278)	25%	(182)	727
2020 Vote: Joe Biden	14%	(118)	22%	(190)	24%	(203)	22%	(189)	19%	(163)	864
2020 Vote: Donald Trump	6%	(38)	10%	(67)	17%	(114)	55%	(358)	12%	(80)	655
2020 Vote: Other	4%	(3)	16%	(11)	20%	(13)	45%	(30)	16%	(11)	68
2020 Vote: Didn't Vote	5%	(33)	14%	(87)	18%	(110)	37%	(232)	25%	(156)	618
2018 House Vote: Democrat	14%	(97)	24%	(171)	24%	(170)	19%	(139)	20%	(140)	718
2018 House Vote: Republican	6%	(35)	10%	(60)	19%	(108)	53%	(306)	12%	(69)	577
2018 House Vote: Didnt Vote	7%	(57)	14%	(122)	18%	(154)	40%	(344)	22%	(193)	870

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**Table MCFE19\_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements that discuss the COVID-19 pandemic (coronavirus)**

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(355)	20%	(440)	37%	(808)	19%	(409)	2205
4-Region: Northeast	9%	(34)	17%	(66)	23%	(90)	35%	(136)	16%	(60)	386
4-Region: Midwest	6%	(29)	13%	(59)	21%	(94)	40%	(183)	20%	(90)	456
4-Region: South	11%	(90)	18%	(154)	19%	(156)	37%	(312)	15%	(128)	841
4-Region: West	7%	(38)	15%	(76)	19%	(101)	34%	(177)	25%	(130)	522
Sports Fan	10%	(161)	18%	(288)	22%	(348)	35%	(545)	15%	(231)	1573
Avid Sports Fan	17%	(103)	18%	(113)	18%	(114)	33%	(207)	14%	(88)	625
Casual Sports Fan	6%	(58)	19%	(176)	25%	(234)	36%	(338)	15%	(143)	948
Football Fan	11%	(160)	18%	(273)	22%	(335)	35%	(523)	14%	(212)	1504
Avid Football Fan	15%	(102)	19%	(125)	19%	(127)	34%	(226)	13%	(90)	670
NFL Fan	11%	(159)	18%	(268)	23%	(341)	35%	(515)	14%	(206)	1488
Avid NFL Fan	16%	(112)	17%	(119)	20%	(135)	34%	(233)	12%	(82)	682
Rihanna Fan	14%	(147)	21%	(226)	23%	(247)	27%	(293)	16%	(174)	1086
Pro Football is Favorite	16%	(98)	18%	(114)	22%	(138)	32%	(199)	13%	(80)	630
Like Pro Football but not Favorite	7%	(66)	19%	(184)	21%	(205)	36%	(350)	16%	(153)	958
Watched SB LVI and Plan to Watch LVII	11%	(125)	18%	(201)	24%	(268)	36%	(409)	12%	(138)	1141
Likely to Watch SB LVII	11%	(160)	18%	(265)	23%	(341)	35%	(510)	12%	(175)	1452
Want Eagles to Win	11%	(88)	18%	(138)	24%	(181)	35%	(270)	12%	(93)	770
Want Chiefs to Win	10%	(70)	16%	(110)	23%	(161)	37%	(259)	13%	(92)	692
Typically Host SB Party and Likely Host this Year	21%	(86)	18%	(74)	21%	(88)	31%	(131)	9%	(37)	416
Likely Host SB Party this Year	17%	(117)	22%	(154)	21%	(148)	29%	(206)	12%	(82)	707
Sports Bettors	18%	(116)	18%	(116)	23%	(146)	25%	(163)	16%	(104)	644
Sports Bettors Weekly+	31%	(73)	13%	(31)	26%	(62)	24%	(57)	7%	(16)	239
Non/Infrequent Bettor	5%	(92)	16%	(284)	20%	(346)	40%	(698)	19%	(343)	1764
Sports Bettors Monthly+	25%	(97)	16%	(63)	23%	(87)	25%	(96)	11%	(42)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	7%	(11)	20%	(29)	27%	(40)	33%	(49)	13%	(20)	149
Plan to Bet on SB LVII	23%	(101)	17%	(76)	24%	(106)	27%	(117)	9%	(41)	440

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

**Table MCFE19\_8: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	19%	(421)	38%	(832)	15%	(323)	11%	(244)	17%	(385)	2205
Gender: Male	23%	(246)	39%	(423)	14%	(154)	10%	(104)	14%	(146)	1072
Gender: Female	15%	(174)	36%	(409)	15%	(168)	12%	(141)	21%	(239)	1132
Age: 18-34	20%	(129)	35%	(221)	17%	(108)	9%	(59)	18%	(114)	632
Age: 35-44	24%	(89)	33%	(122)	12%	(46)	11%	(41)	20%	(73)	372
Age: 45-64	20%	(146)	39%	(276)	14%	(101)	13%	(92)	14%	(98)	712
Age: 65+	12%	(56)	44%	(214)	14%	(67)	11%	(51)	20%	(99)	488
GenZers: 1997-2012	18%	(46)	32%	(82)	18%	(46)	10%	(26)	22%	(56)	256
Millennials: 1981-1996	23%	(158)	34%	(231)	15%	(102)	10%	(65)	17%	(117)	673
GenXers: 1965-1980	21%	(116)	40%	(219)	14%	(76)	11%	(62)	14%	(79)	553
Baby Boomers: 1946-1964	14%	(94)	41%	(272)	14%	(91)	13%	(84)	18%	(118)	660
PID: Dem (no lean)	24%	(202)	39%	(334)	13%	(115)	9%	(74)	15%	(130)	856
PID: Ind (no lean)	15%	(106)	35%	(247)	15%	(103)	12%	(83)	23%	(162)	700
PID: Rep (no lean)	17%	(113)	39%	(251)	16%	(105)	13%	(87)	14%	(93)	649
PID/Gender: Dem Men	29%	(121)	39%	(159)	14%	(58)	7%	(30)	11%	(46)	413
PID/Gender: Dem Women	18%	(81)	40%	(175)	13%	(57)	10%	(45)	19%	(85)	442
PID/Gender: Ind Men	18%	(63)	40%	(140)	14%	(48)	9%	(32)	18%	(62)	345
PID/Gender: Ind Women	12%	(42)	30%	(108)	15%	(54)	14%	(51)	28%	(99)	355
PID/Gender: Rep Men	20%	(62)	40%	(124)	15%	(48)	13%	(42)	12%	(38)	313
PID/Gender: Rep Women	15%	(52)	38%	(127)	17%	(57)	13%	(45)	16%	(55)	335
Ideo: Liberal (1-3)	25%	(160)	38%	(240)	14%	(91)	9%	(53)	13%	(85)	628
Ideo: Moderate (4)	19%	(133)	37%	(264)	16%	(111)	10%	(73)	18%	(128)	708
Ideo: Conservative (5-7)	16%	(115)	41%	(288)	15%	(109)	13%	(91)	15%	(102)	706
Educ: < College	19%	(271)	36%	(512)	13%	(186)	12%	(180)	20%	(292)	1441
Educ: Bachelors degree	17%	(82)	42%	(203)	20%	(95)	9%	(44)	13%	(62)	485
Educ: Post-grad	24%	(68)	42%	(118)	15%	(42)	7%	(20)	11%	(31)	279
Income: Under 50k	17%	(213)	33%	(409)	13%	(165)	12%	(145)	24%	(296)	1228
Income: 50k-100k	20%	(129)	43%	(273)	16%	(105)	10%	(65)	11%	(68)	640
Income: 100k+	23%	(79)	45%	(150)	16%	(53)	10%	(35)	6%	(20)	337
Ethnicity: White	17%	(281)	39%	(664)	15%	(257)	12%	(212)	17%	(288)	1702
Ethnicity: Hispanic	20%	(75)	41%	(157)	13%	(51)	9%	(36)	16%	(61)	380

Continued on next page



**Table MCFE19\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	19%	(421)	38%	(832)	15%	(323)	11%	(244)	17%	(385)	2205
Ethnicity: Black	32%	(90)	34%	(97)	11%	(31)	6%	(17)	17%	(48)	283
Ethnicity: Other	23%	(50)	32%	(71)	16%	(35)	7%	(16)	22%	(49)	220
All Christian	18%	(171)	41%	(387)	16%	(152)	9%	(86)	15%	(145)	941
All Non-Christian	32%	(49)	32%	(50)	12%	(19)	6%	(10)	18%	(28)	156
Atheist	12%	(11)	44%	(41)	9%	(8)	24%	(23)	12%	(11)	95
Agnostic/Nothing in particular	17%	(113)	34%	(221)	16%	(103)	13%	(86)	21%	(136)	658
Something Else	22%	(77)	37%	(132)	11%	(41)	11%	(39)	19%	(66)	355
Religious Non-Protestant/Catholic	31%	(53)	31%	(53)	12%	(20)	6%	(10)	20%	(33)	168
Evangelical	22%	(122)	39%	(216)	11%	(58)	13%	(69)	15%	(84)	549
Non-Evangelical	16%	(119)	42%	(299)	18%	(131)	7%	(52)	17%	(120)	721
Community: Urban	23%	(156)	37%	(253)	14%	(96)	10%	(66)	17%	(117)	688
Community: Suburban	18%	(181)	39%	(386)	15%	(151)	11%	(108)	16%	(157)	984
Community: Rural	16%	(84)	36%	(193)	14%	(76)	13%	(70)	21%	(111)	533
Employ: Private Sector	26%	(181)	37%	(265)	17%	(122)	10%	(73)	10%	(68)	708
Employ: Government	19%	(20)	30%	(30)	20%	(21)	13%	(14)	17%	(18)	102
Employ: Self-Employed	20%	(44)	41%	(91)	16%	(36)	10%	(23)	13%	(29)	222
Employ: Homemaker	13%	(20)	39%	(60)	14%	(22)	11%	(17)	23%	(35)	153
Employ: Student	12%	(8)	39%	(27)	20%	(14)	9%	(6)	21%	(14)	69
Employ: Retired	13%	(72)	44%	(247)	12%	(65)	10%	(59)	22%	(122)	565
Employ: Unemployed	19%	(49)	30%	(78)	11%	(28)	17%	(43)	24%	(64)	262
Employ: Other	22%	(27)	28%	(35)	13%	(17)	8%	(10)	28%	(35)	124
Military HH: Yes	19%	(58)	41%	(125)	17%	(52)	11%	(33)	13%	(39)	306
Military HH: No	19%	(363)	37%	(707)	14%	(271)	11%	(212)	18%	(346)	1899
RD/WT: Right Direction	26%	(188)	37%	(268)	13%	(91)	7%	(51)	17%	(123)	721
RD/WT: Wrong Track	16%	(233)	38%	(565)	16%	(232)	13%	(193)	18%	(262)	1484
Biden Job Approve	25%	(230)	41%	(384)	12%	(110)	8%	(73)	14%	(132)	930
Biden Job Disapprove	15%	(177)	37%	(425)	17%	(200)	14%	(159)	17%	(193)	1155

Continued on next page

**Table MCFE19\_8: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
Informative advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	19% (421)	38% (832)	15% (323)	11% (244)	17% (385)	2205
Biden Job Strongly Approve	30% (124)	37% (155)	11% (45)	8% (33)	14% (61)	418
Biden Job Somewhat Approve	21% (106)	45% (229)	13% (65)	8% (40)	14% (72)	512
Biden Job Somewhat Disapprove	14% (49)	40% (140)	15% (52)	9% (30)	22% (76)	347
Biden Job Strongly Disapprove	16% (128)	35% (284)	18% (148)	16% (129)	15% (118)	808
Favorable of Biden	26% (240)	41% (384)	11% (104)	7% (68)	15% (140)	936
Unfavorable of Biden	15% (164)	37% (420)	18% (204)	14% (160)	16% (177)	1125
Very Favorable of Biden	32% (135)	35% (151)	9% (38)	8% (32)	16% (70)	424
Somewhat Favorable of Biden	21% (105)	46% (234)	13% (66)	7% (36)	14% (71)	512
Somewhat Unfavorable of Biden	14% (41)	40% (118)	19% (56)	9% (27)	17% (49)	290
Very Unfavorable of Biden	15% (123)	36% (302)	18% (148)	16% (133)	15% (128)	835
#1 Issue: Economy	21% (193)	35% (323)	17% (154)	11% (104)	15% (142)	917
#1 Issue: Security	19% (46)	36% (85)	13% (30)	14% (34)	18% (42)	237
#1 Issue: Health Care	18% (33)	35% (64)	17% (30)	13% (24)	17% (31)	183
#1 Issue: Medicare / Social Security	13% (39)	40% (117)	13% (39)	12% (35)	22% (63)	293
#1 Issue: Women's Issues	16% (34)	42% (90)	14% (30)	8% (18)	21% (45)	217
#1 Issue: Education	28% (25)	32% (28)	14% (13)	5% (4)	21% (18)	88
#1 Issue: Energy	18% (23)	55% (73)	12% (15)	7% (9)	9% (12)	132
#1 Issue: Other	19% (27)	37% (51)	9% (12)	12% (16)	23% (33)	139
2022 House Vote: Democrat	24% (190)	42% (339)	14% (109)	7% (55)	13% (106)	799
2022 House Vote: Republican	18% (115)	42% (268)	14% (90)	13% (83)	13% (82)	638
2022 House Vote: Didnt Vote	14% (105)	29% (209)	17% (120)	14% (101)	26% (191)	727
2020 Vote: Joe Biden	24% (209)	41% (355)	13% (110)	8% (67)	14% (124)	864
2020 Vote: Donald Trump	18% (116)	40% (265)	16% (105)	14% (91)	12% (79)	655
2020 Vote: Other	9% (6)	45% (31)	17% (12)	14% (10)	15% (10)	68
2020 Vote: Didn't Vote	15% (90)	29% (182)	16% (97)	12% (77)	28% (172)	618
2018 House Vote: Democrat	25% (178)	42% (298)	13% (95)	6% (46)	14% (101)	718
2018 House Vote: Republican	17% (100)	44% (256)	14% (83)	12% (71)	12% (67)	577
2018 House Vote: Didnt Vote	16% (136)	30% (262)	16% (139)	14% (124)	24% (210)	870

Continued on next page

**Table MCFE19\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	19%	(421)	38%	(832)	15%	(323)	11%	(244)	17%	(385)	2205
4-Region: Northeast	21%	(79)	38%	(149)	15%	(57)	11%	(42)	15%	(59)	386
4-Region: Midwest	19%	(86)	39%	(177)	13%	(61)	13%	(58)	16%	(74)	456
4-Region: South	19%	(164)	38%	(316)	14%	(121)	11%	(93)	17%	(146)	841
4-Region: West	18%	(91)	36%	(190)	16%	(83)	10%	(51)	20%	(106)	522
Sports Fan	23%	(358)	42%	(665)	16%	(248)	7%	(110)	12%	(193)	1573
Avid Sports Fan	29%	(182)	41%	(255)	14%	(88)	7%	(42)	9%	(59)	625
Casual Sports Fan	19%	(176)	43%	(410)	17%	(160)	7%	(68)	14%	(134)	948
Football Fan	23%	(342)	43%	(648)	16%	(245)	7%	(105)	11%	(165)	1504
Avid Football Fan	27%	(181)	42%	(283)	15%	(102)	7%	(48)	8%	(56)	670
NFL Fan	22%	(331)	43%	(646)	16%	(241)	7%	(107)	11%	(163)	1488
Avid NFL Fan	27%	(186)	42%	(286)	15%	(105)	7%	(49)	8%	(56)	682
Rihanna Fan	24%	(265)	41%	(440)	14%	(155)	8%	(83)	13%	(143)	1086
Pro Football is Favorite	29%	(182)	42%	(261)	13%	(84)	7%	(45)	9%	(57)	630
Like Pro Football but not Favorite	19%	(178)	43%	(417)	17%	(163)	7%	(68)	14%	(133)	958
Watched SB LVI and Plan to Watch LVII	23%	(268)	46%	(521)	16%	(178)	7%	(82)	8%	(91)	1141
Likely to Watch SB LVII	23%	(336)	44%	(643)	15%	(223)	7%	(106)	10%	(144)	1452
Want Eagles to Win	24%	(186)	42%	(327)	15%	(116)	10%	(74)	9%	(67)	770
Want Chiefs to Win	23%	(157)	42%	(290)	17%	(116)	7%	(47)	12%	(82)	692
Typically Host SB Party and Likely Host this Year	28%	(118)	46%	(190)	15%	(61)	5%	(19)	7%	(29)	416
Likely Host SB Party this Year	27%	(194)	43%	(301)	16%	(116)	5%	(38)	8%	(58)	707
Sports Bettors	26%	(170)	41%	(262)	15%	(97)	7%	(44)	11%	(71)	644
Sports Bettors Weekly+	33%	(80)	42%	(101)	15%	(36)	4%	(11)	5%	(11)	239
Non/Infrequent Bettor	17%	(300)	38%	(671)	14%	(252)	12%	(213)	19%	(327)	1764
Sports Bettors Monthly+	30%	(115)	39%	(150)	16%	(62)	6%	(24)	9%	(34)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	25%	(38)	43%	(64)	18%	(27)	9%	(13)	4%	(6)	149
Plan to Bet on SB LVII	32%	(142)	42%	(184)	16%	(69)	6%	(25)	5%	(20)	440

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

**Table MCFE19\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements with celebrities

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(460)	37%	(826)	11%	(248)	14%	(317)	16%	(354)	2205
Gender: Male	22%	(232)	38%	(405)	13%	(136)	14%	(151)	14%	(149)	1072
Gender: Female	20%	(228)	37%	(421)	10%	(111)	15%	(166)	18%	(205)	1132
Age: 18-34	26%	(165)	37%	(235)	10%	(66)	10%	(66)	16%	(100)	632
Age: 35-44	28%	(104)	40%	(148)	6%	(23)	8%	(30)	18%	(67)	372
Age: 45-64	21%	(153)	39%	(281)	10%	(73)	15%	(108)	14%	(97)	712
Age: 65+	8%	(37)	33%	(162)	18%	(86)	23%	(113)	18%	(90)	488
GenZers: 1997-2012	33%	(84)	32%	(83)	8%	(22)	8%	(21)	18%	(46)	256
Millennials: 1981-1996	26%	(172)	39%	(260)	9%	(62)	10%	(70)	16%	(108)	673
GenXers: 1965-1980	22%	(122)	45%	(247)	9%	(48)	13%	(70)	12%	(66)	553
Baby Boomers: 1946-1964	12%	(79)	33%	(219)	16%	(104)	21%	(140)	18%	(118)	660
PID: Dem (no lean)	26%	(223)	40%	(344)	10%	(83)	11%	(92)	13%	(114)	856
PID: Ind (no lean)	16%	(110)	34%	(241)	12%	(82)	14%	(99)	24%	(169)	700
PID: Rep (no lean)	20%	(127)	37%	(241)	13%	(83)	19%	(126)	11%	(71)	649
PID/Gender: Dem Men	27%	(112)	38%	(158)	12%	(49)	11%	(47)	11%	(46)	413
PID/Gender: Dem Women	25%	(110)	42%	(186)	7%	(33)	10%	(45)	15%	(68)	442
PID/Gender: Ind Men	16%	(54)	36%	(125)	14%	(48)	14%	(47)	21%	(71)	345
PID/Gender: Ind Women	16%	(56)	33%	(116)	10%	(34)	15%	(53)	27%	(97)	355
PID/Gender: Rep Men	21%	(65)	39%	(121)	12%	(39)	18%	(58)	10%	(31)	313
PID/Gender: Rep Women	19%	(62)	36%	(120)	13%	(44)	20%	(69)	12%	(40)	335
Ideo: Liberal (1-3)	27%	(168)	41%	(257)	10%	(61)	10%	(61)	13%	(81)	628
Ideo: Moderate (4)	21%	(149)	37%	(260)	12%	(84)	14%	(100)	16%	(115)	708
Ideo: Conservative (5-7)	18%	(124)	37%	(258)	14%	(96)	20%	(139)	13%	(89)	706
Educ: < College	21%	(302)	36%	(512)	10%	(151)	16%	(225)	17%	(250)	1441
Educ: Bachelors degree	21%	(103)	42%	(203)	12%	(58)	11%	(52)	14%	(69)	485
Educ: Post-grad	20%	(55)	40%	(111)	14%	(38)	14%	(40)	12%	(35)	279
Income: Under 50k	18%	(219)	35%	(428)	12%	(142)	16%	(192)	20%	(247)	1228
Income: 50k-100k	24%	(150)	41%	(262)	11%	(69)	12%	(79)	12%	(80)	640
Income: 100k+	27%	(90)	41%	(137)	11%	(37)	14%	(46)	8%	(27)	337
Ethnicity: White	19%	(329)	37%	(633)	12%	(212)	16%	(278)	15%	(250)	1702
Ethnicity: Hispanic	27%	(104)	43%	(164)	7%	(28)	12%	(47)	10%	(37)	380

Continued on next page

**Table MCFE19\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements with celebrities

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(460)	37%	(826)	11%	(248)	14%	(317)	16%	(354)	2205
Ethnicity: Black	32%	(90)	37%	(104)	7%	(19)	6%	(17)	19%	(53)	283
Ethnicity: Other	18%	(40)	40%	(88)	8%	(17)	11%	(23)	23%	(51)	220
All Christian	21%	(194)	39%	(366)	12%	(110)	15%	(140)	14%	(131)	941
All Non-Christian	25%	(39)	36%	(56)	8%	(12)	16%	(24)	15%	(24)	156
Atheist	7%	(7)	47%	(44)	12%	(11)	23%	(22)	11%	(11)	95
Agnostic/Nothing in particular	19%	(124)	35%	(229)	12%	(78)	15%	(98)	20%	(130)	658
Something Else	27%	(96)	37%	(131)	10%	(36)	9%	(33)	16%	(58)	355
Religious Non-Protestant/Catholic	24%	(40)	36%	(61)	8%	(13)	16%	(27)	16%	(28)	168
Evangelical	23%	(124)	37%	(202)	11%	(63)	16%	(90)	13%	(70)	549
Non-Evangelical	22%	(162)	40%	(286)	11%	(81)	11%	(77)	16%	(114)	721
Community: Urban	24%	(165)	38%	(264)	11%	(73)	12%	(83)	15%	(104)	688
Community: Suburban	21%	(210)	37%	(365)	11%	(108)	15%	(147)	16%	(153)	984
Community: Rural	16%	(85)	37%	(197)	12%	(66)	16%	(88)	18%	(97)	533
Employ: Private Sector	30%	(209)	41%	(292)	9%	(67)	10%	(73)	9%	(66)	708
Employ: Government	22%	(23)	33%	(33)	12%	(12)	19%	(19)	14%	(15)	102
Employ: Self-Employed	17%	(37)	45%	(100)	15%	(33)	10%	(21)	14%	(31)	222
Employ: Homemaker	21%	(33)	41%	(62)	9%	(14)	10%	(15)	19%	(29)	153
Employ: Student	23%	(16)	31%	(21)	5%	(3)	16%	(11)	25%	(18)	69
Employ: Retired	9%	(51)	34%	(192)	15%	(84)	23%	(128)	20%	(111)	565
Employ: Unemployed	22%	(57)	31%	(81)	10%	(25)	14%	(37)	24%	(62)	262
Employ: Other	28%	(35)	36%	(45)	7%	(8)	11%	(14)	18%	(22)	124
Military HH: Yes	17%	(51)	38%	(117)	14%	(44)	16%	(50)	15%	(46)	306
Military HH: No	22%	(409)	37%	(709)	11%	(204)	14%	(268)	16%	(308)	1899
RD/WT: Right Direction	28%	(205)	39%	(281)	8%	(59)	9%	(62)	16%	(114)	721
RD/WT: Wrong Track	17%	(255)	37%	(545)	13%	(189)	17%	(256)	16%	(240)	1484
Biden Job Approve	26%	(238)	41%	(381)	9%	(87)	10%	(89)	14%	(134)	930
Biden Job Disapprove	18%	(203)	36%	(415)	14%	(156)	19%	(215)	14%	(166)	1155

Continued on next page

**Table MCFE19\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements with celebrities

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(460)	37%	(826)	11%	(248)	14%	(317)	16%	(354)	2205
Biden Job Strongly Approve	29%	(122)	40%	(166)	9%	(36)	9%	(37)	14%	(58)	418
Biden Job Somewhat Approve	23%	(117)	42%	(215)	10%	(51)	10%	(53)	15%	(76)	512
Biden Job Somewhat Disapprove	22%	(76)	39%	(134)	11%	(37)	12%	(43)	17%	(57)	347
Biden Job Strongly Disapprove	16%	(127)	35%	(281)	15%	(119)	21%	(172)	13%	(109)	808
Favorable of Biden	28%	(258)	40%	(372)	9%	(83)	9%	(88)	14%	(135)	936
Unfavorable of Biden	16%	(179)	37%	(420)	14%	(156)	19%	(218)	13%	(152)	1125
Very Favorable of Biden	31%	(131)	37%	(158)	8%	(34)	9%	(36)	15%	(65)	424
Somewhat Favorable of Biden	25%	(127)	42%	(213)	10%	(49)	10%	(52)	14%	(70)	512
Somewhat Unfavorable of Biden	18%	(54)	43%	(124)	12%	(35)	15%	(43)	12%	(35)	290
Very Unfavorable of Biden	15%	(125)	36%	(297)	15%	(122)	21%	(174)	14%	(116)	835
#1 Issue: Economy	24%	(224)	39%	(361)	10%	(90)	13%	(116)	14%	(126)	917
#1 Issue: Security	16%	(38)	29%	(69)	17%	(39)	23%	(53)	15%	(37)	237
#1 Issue: Health Care	26%	(47)	38%	(69)	7%	(13)	13%	(23)	16%	(30)	183
#1 Issue: Medicare / Social Security	13%	(39)	40%	(118)	14%	(41)	14%	(43)	18%	(53)	293
#1 Issue: Women's Issues	26%	(57)	35%	(76)	9%	(20)	7%	(16)	22%	(48)	217
#1 Issue: Education	21%	(18)	29%	(26)	6%	(5)	20%	(18)	24%	(21)	88
#1 Issue: Energy	16%	(21)	54%	(72)	11%	(15)	10%	(14)	8%	(11)	132
#1 Issue: Other	11%	(15)	25%	(35)	17%	(24)	25%	(35)	22%	(30)	139
2022 House Vote: Democrat	26%	(208)	41%	(329)	10%	(83)	10%	(79)	12%	(99)	799
2022 House Vote: Republican	19%	(121)	36%	(229)	12%	(78)	22%	(138)	11%	(72)	638
2022 House Vote: Didnt Vote	17%	(126)	36%	(259)	10%	(74)	13%	(93)	24%	(176)	727
2020 Vote: Joe Biden	27%	(230)	40%	(349)	10%	(85)	9%	(79)	14%	(121)	864
2020 Vote: Donald Trump	17%	(114)	36%	(233)	15%	(96)	22%	(144)	10%	(68)	655
2020 Vote: Other	16%	(11)	35%	(24)	16%	(11)	13%	(9)	21%	(14)	68
2020 Vote: Didn't Vote	17%	(105)	36%	(220)	9%	(56)	14%	(86)	24%	(151)	618
2018 House Vote: Democrat	26%	(188)	43%	(307)	10%	(73)	7%	(53)	13%	(96)	718
2018 House Vote: Republican	17%	(101)	36%	(205)	14%	(80)	23%	(133)	10%	(59)	577
2018 House Vote: Didnt Vote	19%	(167)	34%	(300)	10%	(86)	15%	(127)	22%	(191)	870

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**Table MCFE19\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements with celebrities

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(460)	37%	(826)	11%	(248)	14%	(317)	16%	(354)	2205
4-Region: Northeast	20%	(76)	36%	(139)	14%	(55)	15%	(56)	15%	(60)	386
4-Region: Midwest	19%	(87)	35%	(161)	15%	(66)	13%	(61)	18%	(81)	456
4-Region: South	23%	(192)	39%	(325)	9%	(78)	15%	(129)	14%	(116)	841
4-Region: West	20%	(106)	38%	(200)	9%	(47)	14%	(72)	19%	(97)	522
Sports Fan	25%	(386)	43%	(674)	11%	(178)	11%	(167)	11%	(169)	1573
Avid Sports Fan	32%	(199)	43%	(266)	11%	(66)	7%	(42)	8%	(52)	625
Casual Sports Fan	20%	(188)	43%	(408)	12%	(112)	13%	(124)	12%	(117)	948
Football Fan	25%	(379)	43%	(643)	12%	(179)	10%	(150)	10%	(153)	1504
Avid Football Fan	31%	(208)	43%	(287)	10%	(66)	8%	(56)	8%	(53)	670
NFL Fan	25%	(369)	44%	(649)	12%	(182)	9%	(141)	10%	(148)	1488
Avid NFL Fan	31%	(211)	43%	(292)	10%	(71)	8%	(55)	8%	(53)	682
Rihanna Fan	32%	(347)	43%	(465)	8%	(85)	5%	(58)	12%	(131)	1086
Pro Football is Favorite	33%	(209)	42%	(262)	10%	(64)	7%	(41)	8%	(54)	630
Like Pro Football but not Favorite	19%	(178)	44%	(421)	13%	(126)	13%	(121)	12%	(113)	958
Watched SB LVI and Plan to Watch LVII	28%	(318)	44%	(500)	11%	(129)	9%	(105)	8%	(89)	1141
Likely to Watch SB LVII	27%	(388)	44%	(638)	12%	(176)	9%	(126)	9%	(124)	1452
Want Eagles to Win	28%	(217)	42%	(323)	10%	(80)	11%	(82)	9%	(69)	770
Want Chiefs to Win	25%	(173)	44%	(302)	12%	(85)	11%	(74)	8%	(59)	692
Typically Host SB Party and Likely Host this Year	38%	(160)	45%	(186)	9%	(37)	5%	(22)	3%	(12)	416
Likely Host SB Party this Year	35%	(249)	44%	(313)	10%	(70)	5%	(37)	5%	(38)	707
Sports Bettors	32%	(204)	40%	(255)	10%	(67)	7%	(47)	11%	(71)	644
Sports Bettors Weekly+	40%	(95)	40%	(96)	10%	(23)	3%	(7)	7%	(18)	239
Non/Infrequent Bettor	17%	(308)	38%	(667)	11%	(201)	17%	(294)	17%	(294)	1764
Sports Bettors Monthly+	36%	(137)	38%	(145)	11%	(44)	5%	(21)	10%	(38)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	31%	(47)	42%	(62)	11%	(17)	10%	(15)	6%	(9)	149
Plan to Bet on SB LVII	37%	(162)	41%	(180)	10%	(45)	6%	(27)	6%	(26)	440

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

**Table MCFE19\_10: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements with subtle and/or deeper meaning*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	20%	(431)	36%	(786)	12%	(274)	14%	(314)	18%	(401)	2205
Gender: Male	20%	(215)	37%	(392)	15%	(156)	13%	(142)	16%	(168)	1072
Gender: Female	19%	(216)	35%	(394)	10%	(117)	15%	(172)	20%	(232)	1132
Age: 18-34	26%	(162)	36%	(228)	10%	(66)	12%	(75)	16%	(102)	632
Age: 35-44	25%	(94)	31%	(117)	11%	(41)	10%	(36)	23%	(85)	372
Age: 45-64	18%	(130)	38%	(271)	12%	(85)	18%	(128)	14%	(100)	712
Age: 65+	9%	(45)	35%	(170)	17%	(82)	15%	(75)	24%	(115)	488
GenZers: 1997-2012	21%	(53)	36%	(93)	10%	(24)	14%	(35)	20%	(50)	256
Millennials: 1981-1996	27%	(184)	34%	(229)	11%	(71)	10%	(68)	18%	(120)	673
GenXers: 1965-1980	20%	(113)	38%	(212)	11%	(62)	16%	(87)	14%	(80)	553
Baby Boomers: 1946-1964	12%	(77)	36%	(236)	16%	(106)	17%	(110)	20%	(132)	660
PID: Dem (no lean)	26%	(225)	38%	(325)	10%	(84)	11%	(96)	15%	(127)	856
PID: Ind (no lean)	15%	(103)	32%	(221)	13%	(91)	16%	(113)	25%	(173)	700
PID: Rep (no lean)	16%	(103)	37%	(241)	15%	(99)	16%	(105)	16%	(101)	649
PID/Gender: Dem Men	25%	(105)	40%	(164)	13%	(53)	10%	(42)	12%	(49)	413
PID/Gender: Dem Women	27%	(120)	36%	(161)	7%	(30)	12%	(53)	17%	(77)	442
PID/Gender: Ind Men	16%	(56)	33%	(112)	14%	(50)	15%	(52)	22%	(75)	345
PID/Gender: Ind Women	13%	(47)	31%	(109)	12%	(41)	17%	(60)	28%	(98)	355
PID/Gender: Rep Men	17%	(53)	37%	(116)	17%	(53)	15%	(47)	14%	(44)	313
PID/Gender: Rep Women	15%	(49)	37%	(125)	14%	(46)	17%	(58)	17%	(57)	335
Ideo: Liberal (1-3)	27%	(168)	42%	(261)	9%	(59)	9%	(58)	13%	(83)	628
Ideo: Moderate (4)	21%	(149)	32%	(228)	14%	(97)	14%	(98)	19%	(135)	708
Ideo: Conservative (5-7)	14%	(100)	36%	(252)	15%	(108)	18%	(128)	17%	(117)	706
Educ: < College	18%	(260)	33%	(469)	13%	(182)	16%	(232)	21%	(298)	1441
Educ: Bachelors degree	21%	(102)	42%	(203)	12%	(58)	11%	(51)	15%	(71)	485
Educ: Post-grad	24%	(68)	41%	(115)	12%	(33)	11%	(31)	12%	(32)	279
Income: Under 50k	18%	(217)	32%	(396)	10%	(124)	17%	(203)	23%	(287)	1228
Income: 50k-100k	20%	(128)	40%	(255)	17%	(109)	10%	(65)	13%	(83)	640
Income: 100k+	25%	(86)	40%	(135)	12%	(40)	13%	(45)	9%	(31)	337
Ethnicity: White	19%	(317)	35%	(603)	14%	(231)	15%	(263)	17%	(286)	1702
Ethnicity: Hispanic	24%	(91)	33%	(125)	14%	(53)	12%	(46)	17%	(64)	380

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**Table MCFE19\_10:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements with subtle and/or deeper meaning

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	20%	(431)	36%	(786)	12%	(274)	14%	(314)	18%	(401)	2205
Ethnicity: Black	26%	(73)	36%	(101)	10%	(27)	8%	(24)	21%	(58)	283
Ethnicity: Other	18%	(40)	37%	(82)	7%	(15)	12%	(27)	26%	(56)	220
All Christian	19%	(176)	38%	(353)	15%	(139)	13%	(124)	16%	(149)	941
All Non-Christian	22%	(35)	36%	(56)	11%	(17)	8%	(13)	22%	(35)	156
Atheist	13%	(12)	34%	(33)	19%	(18)	18%	(17)	15%	(15)	95
Agnostic/Nothing in particular	19%	(127)	31%	(203)	11%	(70)	18%	(115)	22%	(143)	658
Something Else	23%	(80)	40%	(141)	8%	(30)	12%	(44)	17%	(60)	355
Religious Non-Protestant/Catholic	22%	(37)	37%	(62)	10%	(17)	8%	(13)	23%	(39)	168
Evangelical	20%	(109)	37%	(205)	12%	(65)	15%	(81)	16%	(89)	549
Non-Evangelical	20%	(142)	38%	(277)	14%	(103)	12%	(85)	16%	(114)	721
Community: Urban	20%	(138)	39%	(268)	11%	(78)	12%	(82)	18%	(123)	688
Community: Suburban	21%	(208)	34%	(339)	14%	(134)	14%	(134)	17%	(169)	984
Community: Rural	16%	(85)	34%	(180)	11%	(61)	18%	(98)	20%	(109)	533
Employ: Private Sector	28%	(198)	39%	(277)	13%	(90)	10%	(72)	10%	(70)	708
Employ: Government	14%	(14)	35%	(36)	15%	(15)	19%	(19)	18%	(18)	102
Employ: Self-Employed	21%	(46)	38%	(85)	13%	(30)	15%	(32)	13%	(29)	222
Employ: Homemaker	16%	(25)	38%	(58)	7%	(10)	17%	(26)	22%	(34)	153
Employ: Student	16%	(11)	42%	(29)	1%	(1)	11%	(8)	30%	(21)	69
Employ: Retired	10%	(58)	34%	(193)	15%	(84)	17%	(96)	24%	(134)	565
Employ: Unemployed	20%	(52)	25%	(66)	11%	(28)	18%	(46)	26%	(69)	262
Employ: Other	21%	(26)	33%	(41)	12%	(15)	12%	(15)	21%	(26)	124
Military HH: Yes	17%	(51)	38%	(115)	18%	(56)	13%	(40)	15%	(44)	306
Military HH: No	20%	(380)	35%	(671)	11%	(218)	14%	(274)	19%	(356)	1899
RD/WT: Right Direction	27%	(195)	37%	(267)	9%	(66)	10%	(74)	16%	(119)	721
RD/WT: Wrong Track	16%	(236)	35%	(519)	14%	(207)	16%	(240)	19%	(282)	1484
Biden Job Approve	26%	(243)	39%	(361)	10%	(92)	10%	(92)	15%	(143)	930
Biden Job Disapprove	15%	(177)	34%	(392)	15%	(173)	18%	(208)	18%	(205)	1155

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**Table MCFE19\_10:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements with subtle and/or deeper meaning

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	20%	(431)	36%	(786)	12%	(274)	14%	(314)	18%	(401)	2205
Biden Job Strongly Approve	30%	(127)	34%	(140)	9%	(40)	11%	(47)	15%	(64)	418
Biden Job Somewhat Approve	23%	(116)	43%	(220)	10%	(52)	9%	(45)	15%	(79)	512
Biden Job Somewhat Disapprove	17%	(60)	40%	(141)	13%	(45)	8%	(29)	21%	(73)	347
Biden Job Strongly Disapprove	14%	(117)	31%	(252)	16%	(128)	22%	(179)	16%	(132)	808
Favorable of Biden	25%	(237)	40%	(377)	9%	(87)	9%	(88)	16%	(147)	936
Unfavorable of Biden	16%	(179)	34%	(380)	15%	(171)	19%	(214)	16%	(182)	1125
Very Favorable of Biden	31%	(130)	34%	(144)	8%	(35)	10%	(41)	18%	(74)	424
Somewhat Favorable of Biden	21%	(107)	45%	(232)	10%	(53)	9%	(47)	14%	(73)	512
Somewhat Unfavorable of Biden	20%	(59)	41%	(119)	14%	(41)	12%	(34)	13%	(38)	290
Very Unfavorable of Biden	14%	(120)	31%	(261)	16%	(130)	22%	(180)	17%	(144)	835
#1 Issue: Economy	21%	(195)	34%	(308)	14%	(131)	15%	(141)	15%	(141)	917
#1 Issue: Security	17%	(41)	29%	(70)	16%	(38)	15%	(36)	22%	(53)	237
#1 Issue: Health Care	25%	(46)	34%	(61)	5%	(8)	15%	(28)	22%	(39)	183
#1 Issue: Medicare / Social Security	10%	(29)	35%	(101)	14%	(42)	18%	(54)	23%	(67)	293
#1 Issue: Women's Issues	24%	(51)	42%	(90)	8%	(18)	9%	(20)	17%	(38)	217
#1 Issue: Education	19%	(16)	48%	(42)	7%	(6)	6%	(5)	20%	(18)	88
#1 Issue: Energy	15%	(19)	52%	(69)	17%	(22)	8%	(11)	8%	(11)	132
#1 Issue: Other	23%	(32)	32%	(45)	6%	(9)	13%	(18)	25%	(35)	139
2022 House Vote: Democrat	26%	(206)	41%	(326)	10%	(79)	9%	(73)	14%	(115)	799
2022 House Vote: Republican	15%	(96)	34%	(219)	18%	(112)	17%	(110)	16%	(100)	638
2022 House Vote: Didnt Vote	17%	(123)	32%	(229)	10%	(73)	17%	(122)	25%	(180)	727
2020 Vote: Joe Biden	25%	(219)	40%	(346)	10%	(84)	10%	(86)	15%	(128)	864
2020 Vote: Donald Trump	15%	(95)	36%	(236)	17%	(114)	17%	(114)	15%	(96)	655
2020 Vote: Other	10%	(6)	35%	(24)	22%	(15)	19%	(13)	15%	(10)	68
2020 Vote: Didn't Vote	18%	(109)	29%	(181)	10%	(61)	16%	(101)	27%	(166)	618
2018 House Vote: Democrat	27%	(191)	40%	(289)	10%	(72)	9%	(64)	14%	(102)	718
2018 House Vote: Republican	15%	(85)	37%	(214)	16%	(94)	17%	(98)	15%	(86)	577
2018 House Vote: Didnt Vote	17%	(151)	31%	(269)	11%	(97)	17%	(145)	24%	(208)	870

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**Table MCFE19\_10:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
 Advertisements with subtle and/or deeper meaning

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	20%	(431)	36%	(786)	12%	(274)	14%	(314)	18%	(401)	2205
4-Region: Northeast	20%	(79)	35%	(136)	11%	(43)	17%	(64)	17%	(64)	386
4-Region: Midwest	19%	(87)	35%	(159)	13%	(58)	14%	(66)	19%	(86)	456
4-Region: South	21%	(173)	38%	(317)	10%	(87)	15%	(128)	16%	(137)	841
4-Region: West	18%	(92)	33%	(174)	16%	(86)	11%	(56)	22%	(114)	522
Sports Fan	22%	(353)	40%	(625)	14%	(224)	10%	(159)	13%	(212)	1573
Avid Sports Fan	27%	(166)	37%	(230)	14%	(89)	11%	(66)	12%	(75)	625
Casual Sports Fan	20%	(187)	42%	(395)	14%	(136)	10%	(93)	14%	(137)	948
Football Fan	22%	(331)	41%	(617)	14%	(218)	10%	(153)	12%	(185)	1504
Avid Football Fan	26%	(171)	36%	(243)	16%	(108)	10%	(70)	12%	(78)	670
NFL Fan	22%	(331)	41%	(608)	15%	(220)	10%	(153)	12%	(176)	1488
Avid NFL Fan	27%	(182)	37%	(253)	15%	(99)	11%	(75)	11%	(73)	682
Rihanna Fan	27%	(289)	41%	(442)	10%	(107)	9%	(93)	14%	(155)	1086
Pro Football is Favorite	27%	(171)	38%	(237)	14%	(89)	9%	(55)	12%	(77)	630
Like Pro Football but not Favorite	20%	(189)	42%	(401)	14%	(133)	11%	(105)	14%	(130)	958
Watched SB LVI and Plan to Watch LVII	25%	(283)	40%	(460)	15%	(171)	10%	(112)	10%	(115)	1141
Likely to Watch SB LVII	24%	(344)	41%	(593)	15%	(213)	10%	(142)	11%	(160)	1452
Want Eagles to Win	24%	(188)	38%	(289)	16%	(122)	12%	(91)	10%	(80)	770
Want Chiefs to Win	22%	(155)	41%	(284)	13%	(91)	12%	(85)	11%	(77)	692
Typically Host SB Party and Likely Host this Year	33%	(137)	40%	(168)	14%	(57)	6%	(27)	7%	(27)	416
Likely Host SB Party this Year	28%	(199)	42%	(297)	13%	(91)	8%	(55)	9%	(64)	707
Sports Bettors	28%	(183)	35%	(225)	15%	(97)	9%	(60)	12%	(79)	644
Sports Bettors Weekly+	36%	(86)	33%	(79)	16%	(38)	8%	(20)	6%	(15)	239
Non/Infrequent Bettor	17%	(306)	36%	(640)	12%	(211)	15%	(266)	19%	(339)	1764
Sports Bettors Monthly+	31%	(121)	33%	(128)	15%	(59)	11%	(41)	10%	(37)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	27%	(40)	41%	(62)	14%	(20)	7%	(11)	11%	(16)	149
Plan to Bet on SB LVII	32%	(140)	37%	(165)	15%	(64)	9%	(38)	8%	(34)	440

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

**Table MCFE19\_11: To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote awareness of an issue**

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(386)	31%	(686)	15%	(338)	19%	(417)	17%	(380)	2205
Gender: Male	20%	(215)	31%	(331)	17%	(181)	18%	(196)	14%	(149)	1072
Gender: Female	15%	(170)	31%	(354)	14%	(157)	19%	(220)	20%	(231)	1132
Age: 18-34	24%	(153)	36%	(228)	11%	(70)	11%	(71)	17%	(110)	632
Age: 35-44	22%	(82)	30%	(113)	12%	(44)	15%	(57)	21%	(76)	372
Age: 45-64	16%	(117)	31%	(220)	16%	(117)	23%	(166)	13%	(92)	712
Age: 65+	7%	(33)	26%	(124)	22%	(106)	25%	(123)	21%	(101)	488
GenZers: 1997-2012	26%	(66)	39%	(100)	11%	(28)	7%	(18)	17%	(44)	256
Millennials: 1981-1996	24%	(161)	32%	(212)	11%	(76)	14%	(96)	19%	(127)	673
GenXers: 1965-1980	17%	(92)	33%	(181)	17%	(93)	20%	(113)	13%	(74)	553
Baby Boomers: 1946-1964	10%	(63)	27%	(180)	19%	(124)	26%	(174)	18%	(119)	660
PID: Dem (no lean)	26%	(221)	37%	(321)	11%	(90)	12%	(99)	15%	(125)	856
PID: Ind (no lean)	12%	(85)	29%	(202)	17%	(118)	20%	(140)	22%	(155)	700
PID: Rep (no lean)	12%	(80)	25%	(162)	20%	(129)	27%	(177)	15%	(99)	649
PID/Gender: Dem Men	30%	(123)	36%	(149)	11%	(46)	12%	(51)	11%	(44)	413
PID/Gender: Dem Women	22%	(97)	39%	(171)	10%	(44)	11%	(48)	18%	(81)	442
PID/Gender: Ind Men	12%	(40)	31%	(108)	20%	(68)	19%	(64)	19%	(65)	345
PID/Gender: Ind Women	13%	(44)	27%	(94)	14%	(50)	21%	(76)	25%	(90)	355
PID/Gender: Rep Men	16%	(52)	23%	(74)	21%	(67)	26%	(82)	13%	(40)	313
PID/Gender: Rep Women	9%	(29)	26%	(89)	19%	(63)	28%	(96)	18%	(60)	335
Ideo: Liberal (1-3)	27%	(169)	40%	(251)	10%	(64)	10%	(63)	13%	(81)	628
Ideo: Moderate (4)	17%	(119)	33%	(237)	15%	(103)	18%	(125)	18%	(125)	708
Ideo: Conservative (5-7)	12%	(82)	22%	(152)	23%	(160)	29%	(201)	16%	(110)	706
Educ: < College	17%	(248)	30%	(431)	14%	(204)	19%	(271)	20%	(287)	1441
Educ: Bachelors degree	17%	(82)	33%	(159)	19%	(90)	19%	(92)	13%	(63)	485
Educ: Post-grad	20%	(55)	34%	(96)	16%	(44)	19%	(53)	11%	(30)	279
Income: Under 50k	16%	(198)	30%	(366)	14%	(168)	18%	(218)	23%	(278)	1228
Income: 50k-100k	18%	(115)	33%	(213)	17%	(112)	19%	(122)	12%	(78)	640
Income: 100k+	21%	(72)	32%	(107)	17%	(58)	23%	(77)	7%	(24)	337
Ethnicity: White	16%	(266)	30%	(513)	16%	(272)	22%	(375)	16%	(276)	1702
Ethnicity: Hispanic	21%	(79)	37%	(142)	12%	(47)	12%	(47)	17%	(65)	380

Continued on next page

**Table MCFE19\_11: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that promote awareness of an issue*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(386)	31%	(686)	15%	(338)	19%	(417)	17%	(380)	2205
Ethnicity: Black	29%	(83)	37%	(104)	11%	(30)	5%	(15)	18%	(51)	283
Ethnicity: Other	16%	(36)	31%	(69)	16%	(36)	12%	(27)	24%	(52)	220
All Christian	16%	(148)	31%	(288)	19%	(175)	20%	(185)	15%	(145)	941
All Non-Christian	27%	(42)	31%	(48)	11%	(18)	14%	(22)	17%	(27)	156
Atheist	16%	(16)	35%	(34)	16%	(16)	23%	(22)	9%	(9)	95
Agnostic/Nothing in particular	16%	(106)	30%	(198)	13%	(82)	20%	(133)	21%	(139)	658
Something Else	21%	(75)	33%	(118)	13%	(47)	16%	(55)	17%	(60)	355
Religious Non-Protestant/Catholic	26%	(43)	30%	(51)	12%	(21)	13%	(22)	18%	(31)	168
Evangelical	20%	(111)	29%	(158)	16%	(89)	21%	(113)	14%	(78)	549
Non-Evangelical	15%	(108)	33%	(241)	18%	(128)	17%	(123)	17%	(122)	721
Community: Urban	20%	(141)	36%	(248)	14%	(93)	14%	(94)	16%	(112)	688
Community: Suburban	17%	(167)	30%	(292)	17%	(165)	21%	(203)	16%	(156)	984
Community: Rural	14%	(77)	27%	(146)	15%	(79)	22%	(119)	21%	(112)	533
Employ: Private Sector	25%	(177)	32%	(230)	16%	(114)	16%	(115)	10%	(71)	708
Employ: Government	18%	(19)	28%	(29)	21%	(22)	20%	(20)	12%	(12)	102
Employ: Self-Employed	22%	(50)	33%	(73)	18%	(40)	16%	(35)	11%	(25)	222
Employ: Homemaker	11%	(17)	36%	(55)	11%	(17)	19%	(28)	23%	(35)	153
Employ: Student	7%	(4)	51%	(35)	1%	(1)	8%	(5)	34%	(23)	69
Employ: Retired	9%	(51)	27%	(151)	17%	(99)	25%	(142)	22%	(123)	565
Employ: Unemployed	15%	(39)	31%	(82)	9%	(23)	20%	(52)	25%	(66)	262
Employ: Other	23%	(28)	25%	(31)	18%	(23)	14%	(18)	19%	(24)	124
Military HH: Yes	16%	(48)	28%	(85)	22%	(69)	21%	(64)	13%	(41)	306
Military HH: No	18%	(337)	32%	(601)	14%	(269)	19%	(353)	18%	(339)	1899
RD/WT: Right Direction	28%	(202)	35%	(255)	11%	(82)	9%	(66)	16%	(115)	721
RD/WT: Wrong Track	12%	(183)	29%	(431)	17%	(256)	24%	(350)	18%	(265)	1484
Biden Job Approve	27%	(247)	38%	(356)	11%	(101)	10%	(94)	14%	(132)	930
Biden Job Disapprove	11%	(127)	26%	(301)	20%	(228)	26%	(304)	17%	(194)	1155

Continued on next page

**Table MCFE19\_11: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that promote awareness of an issue*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(386)	31%	(686)	15%	(338)	19%	(417)	17%	(380)	2205
Biden Job Strongly Approve	34%	(142)	34%	(140)	8%	(33)	11%	(45)	14%	(58)	418
Biden Job Somewhat Approve	21%	(105)	42%	(216)	13%	(68)	10%	(49)	14%	(74)	512
Biden Job Somewhat Disapprove	11%	(39)	38%	(131)	16%	(55)	14%	(48)	21%	(74)	347
Biden Job Strongly Disapprove	11%	(88)	21%	(170)	21%	(173)	32%	(256)	15%	(121)	808
Favorable of Biden	27%	(255)	38%	(357)	11%	(99)	10%	(94)	14%	(131)	936
Unfavorable of Biden	10%	(115)	26%	(296)	20%	(228)	27%	(307)	16%	(179)	1125
Very Favorable of Biden	36%	(152)	31%	(133)	7%	(31)	10%	(40)	16%	(68)	424
Somewhat Favorable of Biden	20%	(103)	44%	(223)	13%	(68)	11%	(54)	12%	(63)	512
Somewhat Unfavorable of Biden	12%	(35)	35%	(103)	18%	(52)	18%	(53)	16%	(47)	290
Very Unfavorable of Biden	9%	(79)	23%	(193)	21%	(177)	30%	(254)	16%	(132)	835
#1 Issue: Economy	16%	(150)	31%	(282)	16%	(146)	21%	(195)	16%	(144)	917
#1 Issue: Security	14%	(33)	23%	(56)	20%	(47)	26%	(63)	17%	(39)	237
#1 Issue: Health Care	25%	(46)	32%	(58)	6%	(11)	17%	(31)	20%	(36)	183
#1 Issue: Medicare / Social Security	13%	(37)	32%	(93)	15%	(45)	21%	(61)	20%	(58)	293
#1 Issue: Women's Issues	21%	(45)	40%	(87)	13%	(29)	7%	(16)	19%	(40)	217
#1 Issue: Education	27%	(24)	30%	(26)	18%	(16)	6%	(5)	20%	(17)	88
#1 Issue: Energy	17%	(22)	41%	(55)	20%	(27)	13%	(17)	8%	(11)	132
#1 Issue: Other	20%	(28)	22%	(30)	13%	(18)	21%	(29)	24%	(34)	139
2022 House Vote: Democrat	27%	(215)	38%	(300)	13%	(100)	10%	(83)	13%	(100)	799
2022 House Vote: Republican	11%	(71)	21%	(135)	23%	(146)	30%	(194)	14%	(92)	638
2022 House Vote: Didnt Vote	13%	(94)	33%	(239)	12%	(85)	17%	(127)	25%	(183)	727
2020 Vote: Joe Biden	26%	(226)	37%	(322)	13%	(110)	11%	(92)	13%	(114)	864
2020 Vote: Donald Trump	10%	(69)	24%	(158)	21%	(137)	31%	(202)	14%	(91)	655
2020 Vote: Other	14%	(9)	20%	(14)	23%	(16)	30%	(20)	13%	(9)	68
2020 Vote: Didn't Vote	13%	(82)	31%	(192)	12%	(75)	17%	(103)	27%	(166)	618
2018 House Vote: Democrat	28%	(203)	37%	(262)	13%	(90)	9%	(67)	13%	(96)	718
2018 House Vote: Republican	10%	(55)	25%	(145)	22%	(127)	30%	(175)	13%	(75)	577
2018 House Vote: Didnt Vote	14%	(124)	31%	(267)	13%	(116)	19%	(161)	23%	(203)	870

Continued on next page

**Table MCFE19\_11:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote awareness of an issue

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	17%	(386)	31%	(686)	15%	(338)	19%	(417)	17%	(380)	2205
4-Region: Northeast	19%	(72)	30%	(117)	18%	(68)	18%	(70)	16%	(60)	386
4-Region: Midwest	15%	(71)	29%	(133)	17%	(76)	22%	(101)	17%	(76)	456
4-Region: South	20%	(167)	31%	(260)	15%	(124)	19%	(159)	16%	(132)	841
4-Region: West	15%	(77)	34%	(177)	13%	(70)	17%	(87)	21%	(112)	522
Sports Fan	20%	(320)	35%	(553)	17%	(269)	15%	(237)	12%	(194)	1573
Avid Sports Fan	29%	(179)	33%	(208)	14%	(90)	14%	(90)	9%	(57)	625
Casual Sports Fan	15%	(141)	36%	(344)	19%	(179)	16%	(148)	14%	(137)	948
Football Fan	21%	(312)	36%	(537)	17%	(256)	15%	(228)	11%	(170)	1504
Avid Football Fan	27%	(179)	33%	(220)	16%	(104)	16%	(106)	9%	(62)	670
NFL Fan	20%	(294)	36%	(533)	17%	(256)	15%	(229)	12%	(175)	1488
Avid NFL Fan	26%	(178)	33%	(224)	16%	(109)	16%	(108)	9%	(64)	682
Rihanna Fan	25%	(276)	39%	(426)	13%	(140)	10%	(105)	13%	(139)	1086
Pro Football is Favorite	27%	(169)	35%	(218)	16%	(98)	14%	(88)	9%	(58)	630
Like Pro Football but not Favorite	17%	(159)	35%	(338)	18%	(172)	16%	(149)	15%	(140)	958
Watched SB LVI and Plan to Watch LVII	21%	(239)	35%	(400)	18%	(204)	17%	(195)	9%	(104)	1141
Likely to Watch SB LVII	21%	(300)	36%	(519)	18%	(258)	15%	(224)	10%	(152)	1452
Want Eagles to Win	22%	(171)	34%	(260)	18%	(139)	16%	(124)	10%	(76)	770
Want Chiefs to Win	20%	(137)	35%	(241)	16%	(113)	17%	(117)	12%	(85)	692
Typically Host SB Party and Likely Host this Year	32%	(131)	34%	(143)	16%	(66)	10%	(42)	8%	(33)	416
Likely Host SB Party this Year	28%	(195)	37%	(263)	16%	(112)	10%	(69)	10%	(67)	707
Sports Bettors	27%	(176)	36%	(229)	14%	(93)	11%	(72)	12%	(75)	644
Sports Bettors Weekly+	36%	(86)	33%	(79)	15%	(37)	8%	(19)	7%	(18)	239
Non/Infrequent Bettor	15%	(256)	30%	(532)	16%	(283)	21%	(370)	18%	(322)	1764
Sports Bettors Monthly+	31%	(121)	34%	(130)	13%	(52)	11%	(42)	10%	(40)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	25%	(37)	36%	(54)	23%	(34)	13%	(19)	4%	(6)	149
Plan to Bet on SB LVII	32%	(139)	35%	(154)	17%	(76)	11%	(47)	6%	(25)	440

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

**Table MCFE20: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that			Advertisements that discuss the COVID-19 pandemic (coronavirus)	Informative advertisements	Advertisements with			Advertisements that promote awareness of an issue
				that make a political statement	that promote social justice	Patriotic advertisements			celebrities	subtle and/or deeper meaning		
Adults	1% (22)	56% (1242)	4% (81)	1% (20)	2% (49)	4% (89)	1% (27)	4% (79)	5% (105)	2% (51)	3% (55)	18%
Gender: Male	1% (15)	57% (615)	3% (31)	1% (13)	2% (23)	4% (43)	2% (22)	5% (50)	4% (41)	3% (27)	3% (33)	15%
Gender: Female	1% (7)	55% (627)	4% (50)	1% (7)	2% (24)	4% (45)	— (5)	3% (29)	6% (63)	2% (23)	2% (22)	20%
Age: 18-34	2% (13)	51% (323)	3% (21)	2% (13)	3% (19)	3% (21)	2% (12)	5% (29)	7% (42)	4% (26)	3% (22)	14%
Age: 35-44	1% (5)	60% (224)	4% (13)	1% (5)	2% (8)	2% (9)	2% (6)	4% (14)	4% (14)	2% (7)	2% (8)	16%
Age: 45-64	— (3)	59% (422)	3% (20)	— (1)	2% (15)	4% (31)	1% (7)	3% (24)	5% (36)	2% (12)	3% (20)	17%
Age: 65+	— (1)	56% (273)	5% (27)	— (0)	1% (7)	6% (28)	— (1)	2% (12)	3% (12)	1% (5)	1% (5)	24%
GenZers: 1997-2012	1% (3)	49% (124)	3% (9)	1% (2)	3% (8)	3% (8)	1% (3)	4% (10)	8% (20)	6% (16)	4% (11)	16%
Millennials: 1981-1996	2% (13)	56% (377)	3% (22)	2% (14)	3% (18)	3% (20)	2% (15)	4% (29)	5% (31)	3% (17)	3% (18)	15%
GenXers: 1965-1980	1% (4)	61% (337)	3% (14)	1% (3)	3% (15)	4% (22)	— (3)	4% (22)	5% (27)	1% (7)	3% (15)	15%
Baby Boomers: 1946-1964	— (3)	57% (377)	5% (34)	— (0)	1% (7)	5% (32)	1% (6)	2% (11)	4% (25)	1% (10)	2% (11)	22%
PID: Dem (no lean)	2% (15)	56% (476)	4% (32)	1% (12)	3% (28)	1% (13)	2% (18)	4% (38)	5% (47)	3% (24)	3% (26)	15%
PID: Ind (no lean)	— (3)	55% (388)	3% (19)	— (1)	1% (8)	3% (23)	1% (9)	4% (26)	5% (32)	3% (20)	2% (15)	22%
PID: Rep (no lean)	1% (4)	58% (378)	5% (29)	1% (7)	2% (12)	8% (52)	— (1)	2% (15)	4% (26)	1% (6)	2% (14)	16%
PID/Gender: Dem Men	3% (12)	53% (219)	3% (12)	1% (6)	4% (15)	2% (8)	4% (16)	6% (26)	4% (17)	4% (16)	4% (17)	12%
PID/Gender: Dem Women	1% (3)	58% (257)	5% (21)	1% (6)	3% (12)	1% (5)	— (1)	3% (12)	7% (30)	2% (8)	2% (9)	18%
PID/Gender: Ind Men	— (1)	59% (204)	2% (6)	— (0)	1% (2)	2% (8)	2% (5)	6% (19)	4% (12)	2% (8)	2% (8)	20%
PID/Gender: Ind Women	— (1)	52% (184)	4% (14)	— (1)	2% (6)	4% (15)	1% (3)	2% (6)	6% (20)	3% (12)	2% (6)	24%
PID/Gender: Rep Men	1% (2)	61% (192)	4% (13)	2% (7)	2% (6)	9% (27)	— (1)	1% (4)	4% (12)	1% (3)	2% (8)	12%
PID/Gender: Rep Women	1% (3)	55% (186)	5% (16)	— (0)	2% (6)	8% (25)	— (0)	3% (11)	4% (13)	1% (3)	2% (7)	20%
Ideo: Liberal (1-3)	1% (9)	56% (350)	3% (22)	2% (10)	5% (29)	1% (9)	1% (5)	4% (26)	6% (37)	4% (24)	3% (22)	13%
Ideo: Moderate (4)	1% (5)	59% (417)	3% (24)	— (3)	1% (9)	2% (17)	1% (9)	5% (33)	5% (34)	2% (15)	3% (20)	17%
Ideo: Conservative (5-7)	1% (7)	57% (402)	5% (34)	1% (7)	2% (11)	9% (61)	1% (8)	3% (18)	3% (23)	1% (10)	1% (10)	16%
Educ: < College	— (7)	55% (794)	3% (40)	1% (12)	2% (29)	4% (56)	1% (14)	3% (42)	5% (70)	2% (26)	3% (41)	22%
Educ: Bachelors degree	2% (9)	63% (308)	7% (33)	1% (3)	2% (8)	4% (19)	1% (7)	2% (11)	4% (21)	3% (14)	1% (7)	9%
Educ: Post-grad	2% (7)	50% (139)	3% (9)	2% (5)	4% (12)	5% (14)	2% (6)	9% (26)	5% (14)	4% (10)	3% (7)	11%
Income: Under 50k	1% (10)	52% (635)	3% (38)	1% (8)	2% (28)	4% (46)	1% (10)	3% (38)	4% (55)	2% (21)	3% (39)	24%
Income: 50k-100k	1% (5)	64% (411)	4% (28)	1% (6)	2% (12)	4% (27)	1% (9)	3% (19)	6% (36)	2% (16)	1% (9)	10%
Income: 100k+	2% (8)	58% (196)	4% (15)	2% (5)	3% (9)	5% (16)	3% (9)	6% (21)	4% (14)	4% (14)	2% (8)	7%
Ethnicity: White	1% (13)	58% (991)	4% (74)	1% (16)	2% (35)	5% (81)	1% (13)	3% (53)	4% (74)	2% (30)	2% (37)	17%
Ethnicity: Hispanic	1% (5)	54% (205)	2% (6)	2% (8)	3% (11)	5% (21)	1% (3)	3% (12)	8% (31)	3% (12)	4% (14)	14%
Ethnicity: Black	2% (5)	48% (137)	1% (2)	1% (3)	3% (9)	1% (3)	4% (11)	6% (16)	6% (16)	5% (14)	5% (13)	19%
Ethnicity: Other	2% (4)	51% (113)	2% (5)	1% (1)	2% (4)	2% (4)	2% (3)	5% (10)	7% (14)	3% (7)	3% (6)	21%
All Christian	1% (7)	56% (529)	5% (45)	1% (10)	2% (22)	6% (52)	1% (9)	4% (41)	5% (44)	2% (20)	2% (22)	15%
All Non-Christian	4% (6)	45% (71)	5% (7)	4% (6)	4% (6)	2% (3)	3% (5)	7% (11)	6% (9)	5% (7)	4% (7)	12%
Atheist	— (0)	57% (55)	1% (1)	2% (2)	3% (3)	3% (2)	— (0)	3% (3)	1% (1)	7% (7)	4% (4)	19%
Agnostic/Nothing in particular	— (3)	58% (380)	2% (16)	— (1)	1% (7)	4% (26)	1% (7)	2% (16)	5% (34)	2% (12)	2% (12)	22%
Something Else	2% (5)	58% (207)	3% (12)	— (1)	3% (11)	2% (5)	2% (6)	2% (8)	5% (17)	1% (4)	3% (11)	19%
Religious Non-Protestant/Catholic	4% (6)	46% (78)	5% (8)	4% (7)	3% (6)	2% (3)	3% (5)	6% (11)	5% (9)	4% (7)	4% (7)	13%

Continued on next page



**Table MCFE20: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Political campaign advertisements			Advertisements that make a political statement			Advertisements that promote social justice			Advertisements that discuss the COVID-19 pandemic (coronavirus)			Advertisements with subtle and/or deeper meaning			Advertisements that promote awareness of an issue								
	Percentage	Count	Percentage	Percentage	Count	Percentage	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count						
Adults	1%	(22)	56%	(1242)	4%	(81)	1%	(20)	2%	(49)	4%	(89)	1%	(27)	4%	(79)	5%	(105)	2%	(51)	3%	(55)	18%	(396)
Evangelical	2%	(9)	49%	(269)	4%	(24)	1%	(7)	3%	(19)	5%	(28)	1%	(5)	4%	(21)	6%	(31)	1%	(8)	3%	(19)	20%	(105)
Non-Evangelical	—	(3)	63%	(453)	4%	(32)	—	(3)	2%	(14)	4%	(29)	1%	(9)	4%	(29)	4%	(30)	2%	(16)	2%	(14)	12%	(61)
Community: Urban	2%	(12)	54%	(374)	3%	(18)	2%	(11)	3%	(21)	2%	(16)	2%	(16)	5%	(35)	6%	(39)	3%	(19)	3%	(18)	16%	(81)
Community: Suburban	1%	(8)	60%	(587)	4%	(41)	1%	(8)	2%	(20)	4%	(40)	1%	(12)	3%	(28)	4%	(37)	3%	(27)	2%	(21)	16%	(79)
Community: Rural	—	(2)	53%	(281)	4%	(22)	—	(1)	1%	(7)	6%	(32)	—	(0)	3%	(15)	5%	(29)	1%	(5)	3%	(16)	23%	(114)
Employ: Private Sector	1%	(8)	63%	(445)	3%	(24)	1%	(9)	1%	(10)	4%	(32)	2%	(12)	5%	(37)	5%	(38)	3%	(18)	3%	(18)	8%	(39)
Employ: Government	1%	(1)	57%	(58)	2%	(2)	—	(0)	4%	(4)	—	(0)	4%	(4)	3%	(3)	5%	(5)	7%	(7)	1%	(1)	15%	(73)
Employ: Self-Employed	2%	(4)	47%	(105)	6%	(13)	3%	(7)	4%	(8)	8%	(17)	1%	(3)	4%	(10)	3%	(8)	5%	(11)	3%	(6)	13%	(63)
Employ: Homemaker	—	(1)	54%	(82)	4%	(6)	—	(0)	5%	(8)	4%	(6)	—	(0)	3%	(4)	6%	(9)	2%	(3)	2%	(4)	20%	(97)
Employ: Student	4%	(3)	49%	(34)	3%	(2)	1%	(1)	2%	(1)	—	(0)	—	(0)	2%	(1)	9%	(6)	1%	(1)	7%	(5)	22%	(107)
Employ: Retired	—	(1)	57%	(324)	4%	(23)	—	(0)	2%	(9)	5%	(28)	—	(1)	2%	(12)	3%	(18)	—	(3)	2%	(11)	24%	(117)
Employ: Unemployed	1%	(2)	47%	(124)	3%	(8)	1%	(2)	3%	(9)	1%	(4)	2%	(4)	3%	(7)	6%	(16)	3%	(7)	1%	(4)	28%	(135)
Employ: Other	2%	(3)	56%	(70)	2%	(3)	—	(0)	—	(1)	2%	(2)	2%	(2)	3%	(4)	4%	(5)	1%	(1)	5%	(7)	21%	(101)
Military HH: Yes	—	(1)	57%	(175)	4%	(14)	1%	(3)	3%	(9)	6%	(19)	2%	(6)	4%	(14)	1%	(4)	4%	(11)	2%	(7)	14%	(67)
Military HH: No	1%	(21)	56%	(1067)	4%	(68)	1%	(17)	2%	(39)	4%	(69)	1%	(22)	3%	(65)	5%	(100)	2%	(40)	3%	(49)	18%	(87)
RD/WT: Right Direction	2%	(14)	50%	(359)	4%	(31)	2%	(15)	3%	(20)	2%	(14)	2%	(17)	4%	(30)	7%	(52)	3%	(25)	4%	(26)	16%	(77)
RD/WT: Wrong Track	1%	(8)	59%	(882)	3%	(50)	—	(5)	2%	(29)	5%	(75)	1%	(10)	3%	(49)	4%	(53)	2%	(26)	2%	(29)	18%	(87)
Biden Job Approve	2%	(16)	54%	(498)	4%	(40)	2%	(14)	3%	(32)	2%	(18)	2%	(19)	4%	(41)	6%	(56)	3%	(28)	3%	(31)	15%	(72)
Biden Job Disapprove	—	(6)	60%	(697)	3%	(38)	—	(5)	1%	(16)	6%	(71)	—	(5)	3%	(35)	4%	(43)	2%	(22)	2%	(24)	17%	(81)
Biden Job Strongly Approve	3%	(14)	47%	(195)	3%	(14)	2%	(9)	4%	(16)	2%	(7)	3%	(13)	4%	(18)	8%	(35)	4%	(16)	4%	(15)	16%	(77)
Biden Job Somewhat Approve	—	(2)	59%	(303)	5%	(26)	1%	(5)	3%	(16)	2%	(11)	1%	(6)	4%	(23)	4%	(21)	2%	(12)	3%	(16)	14%	(67)
Biden Job Somewhat Disapprove	—	(1)	63%	(218)	4%	(12)	1%	(2)	1%	(4)	2%	(7)	1%	(2)	3%	(11)	4%	(12)	2%	(7)	3%	(11)	17%	(81)
Biden Job Strongly Disapprove	1%	(5)	59%	(479)	3%	(26)	—	(3)	1%	(12)	8%	(64)	—	(3)	3%	(24)	4%	(30)	2%	(15)	2%	(12)	17%	(81)
Favorable of Biden	1%	(11)	54%	(508)	4%	(39)	1%	(12)	4%	(33)	2%	(17)	2%	(17)	5%	(43)	6%	(57)	3%	(31)	3%	(28)	15%	(72)
Unfavorable of Biden	1%	(10)	61%	(686)	3%	(37)	1%	(7)	1%	(16)	6%	(72)	1%	(6)	3%	(33)	3%	(38)	2%	(17)	2%	(25)	16%	(77)
Very Favorable of Biden	2%	(7)	49%	(208)	3%	(13)	2%	(7)	4%	(16)	2%	(7)	3%	(13)	5%	(22)	8%	(34)	4%	(16)	3%	(15)	16%	(77)
Somewhat Favorable of Biden	1%	(4)	59%	(300)	5%	(26)	1%	(5)	3%	(17)	2%	(10)	1%	(4)	4%	(21)	4%	(23)	3%	(16)	3%	(13)	14%	(67)
Somewhat Unfavorable of Biden	1%	(2)	66%	(192)	3%	(7)	1%	(2)	1%	(4)	1%	(4)	1%	(3)	3%	(9)	4%	(13)	2%	(5)	3%	(9)	14%	(67)
Very Unfavorable of Biden	1%	(8)	59%	(494)	4%	(30)	1%	(4)	1%	(12)	8%	(68)	—	(3)	3%	(24)	3%	(25)	1%	(12)	2%	(16)	17%	(81)
#1 Issue: Economy	1%	(5)	60%	(552)	4%	(33)	1%	(6)	1%	(13)	4%	(36)	1%	(12)	3%	(30)	6%	(56)	3%	(24)	3%	(23)	14%	(67)
#1 Issue: Security	1%	(2)	51%	(121)	5%	(12)	1%	(3)	1%	(3)	9%	(21)	1%	(2)	5%	(13)	4%	(10)	1%	(1)	2%	(4)	19%	(91)
#1 Issue: Health Care	1%	(2)	54%	(99)	3%	(5)	—	(0)	6%	(11)	1%	(2)	2%	(4)	8%	(14)	2%	(4)	1%	(3)	2%	(4)	19%	(91)
#1 Issue: Medicare / Social Security	1%	(4)	52%	(153)	4%	(13)	1%	(3)	3%	(8)	6%	(17)	1%	(3)	1%	(4)	3%	(9)	1%	(4)	3%	(10)	23%	(111)
#1 Issue: Women's Issues	1%	(2)	66%	(144)	3%	(7)	1%	(3)	1%	(2)	1%	(1)	—	(0)	2%	(4)	7%	(14)	2%	(4)	3%	(6)	13%	(61)
#1 Issue: Education	2%	(1)	50%	(44)	1%	(1)	4%	(4)	3%	(2)	5%	(4)	2%	(1)	4%	(4)	5%	(4)	2%	(2)	1%	(1)	22%	(107)
#1 Issue: Energy	4%	(5)	52%	(68)	5%	(6)	—	(0)	3%	(3)	1%	(2)	2%	(3)	6%	(7)	5%	(6)	9%	(12)	1%	(1)	13%	(61)
#1 Issue: Other	1%	(1)	44%	(61)	4%	(5)	—	(0)	4%	(5)	4%	(5)	2%	(2)	3%	(4)	1%	(1)	1%	(1)	5%	(7)	33%	(157)
2022 House Vote: Democrat	2%	(13)	57%	(458)	4%	(33)	1%	(12)	3%	(28)	2%	(16)	2%	(17)	5%	(37)	5%	(40)	3%	(23)	3%	(27)	12%	(57)
2022 House Vote: Republican	1%	(4)	60%	(380)	4%	(29)	1%	(6)	2%	(13)	8%	(52)	—	(0)	3%	(17)	4%	(26)	2%	(10)	2%	(10)	15%	(72)
2022 House Vote: Didnt Vote	1%	(5)	52%	(381)	2%	(17)	—	(2)	1%	(7)	3%	(21)	1%	(6)	3%	(24)	5%	(37)	2%	(18)	3%	(19)	26%	(124)

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**Table MCFE20: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Political			Advertisements that make a political statement			Advertisements that promote social justice			Advertisements that discuss the COVID-19 pandemic (coronavirus)			Advertisements with subtle and/or deeper meaning			Advertisements that promote awareness of an issue		
	campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements	Advertisements that discuss the COVID-19 pandemic (coronavirus)	Informative advertisements	Advertisements with celebrities	Advertisements with subtle and/or deeper meaning	Advertisements that promote awareness of an issue	Advertisements that discuss the COVID-19 pandemic (coronavirus)	Informative advertisements	Advertisements with celebrities	Advertisements with subtle and/or deeper meaning	Advertisements that promote awareness of an issue		
Adults	1% (22)	56% (1242)	4% (81)	1% (20)	2% (49)	4% (89)	1% (27)	4% (79)	5% (105)	2% (51)	3% (55)	18%						
2020 Vote: Joe Biden	2% (14)	58% (497)	4% (33)	2% (15)	3% (27)	1% (13)	2% (19)	4% (36)	5% (42)	3% (24)	3% (29)	13%						
2020 Vote: Donald Trump	— (3)	61% (402)	5% (34)	1% (3)	1% (9)	9% (56)	— (1)	3% (17)	4% (25)	1% (7)	1% (7)	14%						
2020 Vote: Other	1% (1)	60% (41)	— (0)	— (0)	2% (1)	3% (2)	3% (2)	2% (1)	3% (2)	— (0)	6% (4)	20%						
2020 Vote: Didn't Vote	1% (4)	49% (303)	2% (15)	— (2)	2% (11)	3% (17)	1% (6)	4% (25)	6% (36)	3% (19)	2% (14)	27%						
2018 House Vote: Democrat	1% (10)	56% (403)	4% (30)	2% (11)	4% (27)	2% (14)	2% (15)	5% (34)	5% (37)	3% (19)	4% (25)	13%						
2018 House Vote: Republican	1% (4)	62% (356)	5% (26)	1% (5)	2% (10)	8% (44)	— (0)	3% (15)	4% (22)	1% (7)	1% (6)	15%						
2018 House Vote: Didnt Vote	1% (7)	53% (457)	3% (22)	— (4)	1% (11)	3% (30)	1% (10)	3% (29)	5% (46)	3% (25)	3% (24)	24%						
4-Region: Northeast	2% (8)	49% (189)	4% (14)	2% (7)	2% (7)	8% (32)	3% (10)	2% (8)	5% (21)	3% (11)	3% (13)	17%						
4-Region: Midwest	1% (5)	58% (262)	5% (21)	1% (3)	1% (3)	4% (17)	1% (3)	3% (16)	4% (18)	1% (6)	4% (18)	18%						
4-Region: South	1% (6)	58% (490)	3% (28)	1% (5)	3% (25)	3% (25)	1% (6)	3% (28)	4% (37)	2% (21)	2% (20)	18%						
4-Region: West	1% (3)	57% (300)	4% (19)	1% (4)	3% (14)	3% (15)	2% (8)	5% (27)	5% (28)	2% (13)	1% (5)	17%						
Sports Fan	1% (18)	61% (967)	4% (57)	1% (18)	3% (41)	4% (70)	1% (21)	4% (60)	5% (74)	3% (43)	3% (41)	10%						
Avid Sports Fan	2% (9)	59% (370)	3% (21)	2% (11)	3% (18)	5% (29)	3% (16)	5% (29)	6% (40)	2% (13)	3% (22)	7%						
Casual Sports Fan	1% (8)	63% (597)	4% (37)	1% (6)	2% (23)	4% (41)	1% (5)	3% (31)	4% (34)	3% (30)	2% (20)	12%						
Football Fan	1% (19)	62% (929)	4% (61)	1% (17)	3% (39)	4% (67)	2% (23)	4% (64)	5% (75)	3% (41)	2% (34)	9%						
Avid Football Fan	2% (14)	60% (404)	4% (29)	2% (12)	3% (22)	5% (31)	2% (14)	4% (26)	5% (36)	2% (13)	3% (20)	7%						
NFL Fan	1% (19)	62% (917)	4% (59)	1% (17)	3% (39)	5% (67)	1% (22)	4% (63)	5% (73)	3% (41)	2% (34)	9%						
Avid NFL Fan	2% (13)	60% (411)	4% (25)	2% (15)	3% (20)	4% (29)	2% (14)	5% (33)	5% (33)	2% (15)	3% (18)	8%						
Rihanna Fan	1% (15)	56% (606)	4% (44)	1% (16)	3% (35)	3% (31)	2% (21)	5% (50)	7% (75)	3% (30)	3% (33)	12%						
Pro Football is Favorite	2% (11)	60% (379)	4% (27)	2% (13)	2% (13)	4% (24)	2% (16)	5% (29)	5% (34)	4% (24)	2% (16)	7%						
Like Pro Football but not Favorite	1% (8)	62% (592)	4% (35)	— (5)	3% (27)	5% (46)	1% (10)	4% (37)	4% (41)	2% (17)	3% (26)	12%						
Watched SB LVI and Plan to Watch LVII	1% (13)	65% (746)	4% (47)	2% (18)	2% (26)	4% (48)	1% (15)	4% (46)	5% (59)	3% (29)	3% (29)	6%						
Likely to Watch SB LVII	1% (16)	63% (914)	4% (60)	1% (18)	3% (39)	4% (60)	2% (24)	4% (64)	5% (79)	3% (40)	2% (34)	7%						
Want Eagles to Win	2% (13)	61% (467)	4% (29)	2% (12)	3% (22)	4% (35)	2% (14)	4% (27)	7% (51)	3% (26)	3% (21)	7%						
Want Chiefs to Win	1% (8)	63% (436)	5% (37)	1% (5)	3% (19)	5% (35)	1% (7)	5% (38)	4% (29)	2% (15)	2% (14)	7%						
Typically Host SB Party and Likely Host this Year	2% (10)	57% (239)	5% (19)	3% (14)	3% (12)	4% (18)	3% (13)	5% (19)	5% (22)	6% (25)	4% (17)	2%						
Likely Host SB Party this Year	2% (15)	57% (406)	4% (32)	2% (14)	3% (24)	5% (32)	3% (20)	4% (31)	6% (45)	4% (32)	3% (23)	5%						
Sports Bettors	3% (19)	51% (330)	4% (27)	3% (17)	4% (23)	4% (29)	2% (16)	5% (34)	7% (42)	4% (27)	4% (27)	8%						
Sports Bettors Weekly+	5% (11)	41% (97)	5% (12)	2% (5)	5% (13)	4% (9)	4% (10)	7% (18)	8% (19)	8% (19)	6% (14)	5%						
Non/Infrequent Bettor	— (5)	60% (1049)	4% (64)	— (6)	2% (29)	4% (65)	1% (13)	3% (53)	4% (75)	2% (29)	2% (39)	19%						
Sports Bettors Monthly+	4% (16)	44% (169)	5% (18)	3% (13)	5% (18)	6% (24)	4% (14)	6% (25)	7% (26)	5% (20)	4% (17)	7%						
Non/Infrequent Bettor, Plan to Bet on SB LVII	1% (1)	69% (103)	5% (7)	2% (3)	2% (3)	3% (5)	1% (1)	5% (7)	3% (4)	3% (4)	2% (4)	5%						
Plan to Bet on SB LVII	3% (14)	52% (228)	5% (22)	3% (15)	4% (16)	5% (20)	3% (13)	7% (29)	6% (27)	5% (22)	4% (19)	3%						

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

**Table MCFE20a:** When it comes to Super Bowl advertisement campaigns, which of the following is closest to your opinion, even if neither is exactly right?

Demographic	The best Super Bowl advertisement campaigns are only on TV during the Super Bowl game	The best Super Bowl advertisement campaigns are on multiple platforms, including online, and air before and after the Super Bowl	Don't know / No opinion	Total N
Adults	40% (888)	28% (608)	32% (709)	2205
Gender: Male	44% (473)	30% (317)	26% (282)	1072
Gender: Female	37% (416)	26% (289)	38% (427)	1132
Age: 18-34	39% (246)	33% (209)	28% (177)	632
Age: 35-44	41% (153)	30% (113)	29% (106)	372
Age: 45-64	46% (325)	24% (169)	31% (218)	712
Age: 65+	34% (165)	24% (116)	42% (207)	488
GenZers: 1997-2012	38% (97)	29% (74)	33% (85)	256
Millennials: 1981-1996	40% (272)	34% (230)	25% (171)	673
GenXers: 1965-1980	47% (261)	24% (135)	28% (157)	553
Baby Boomers: 1946-1964	36% (236)	24% (160)	40% (265)	660
PID: Dem (no lean)	42% (356)	33% (285)	25% (215)	856
PID: Ind (no lean)	33% (233)	23% (163)	43% (305)	700
PID: Rep (no lean)	46% (300)	25% (160)	29% (189)	649
PID/Gender: Dem Men	48% (197)	34% (142)	18% (75)	413
PID/Gender: Dem Women	36% (159)	32% (143)	32% (140)	442
PID/Gender: Ind Men	36% (126)	24% (83)	39% (136)	345
PID/Gender: Ind Women	30% (107)	22% (79)	48% (169)	355
PID/Gender: Rep Men	48% (150)	29% (92)	23% (71)	313
PID/Gender: Rep Women	45% (150)	20% (67)	35% (118)	335
Ideo: Liberal (1-3)	39% (245)	37% (232)	24% (151)	628
Ideo: Moderate (4)	40% (283)	24% (170)	36% (255)	708
Ideo: Conservative (5-7)	46% (322)	25% (178)	29% (206)	706
Educ: < College	40% (578)	24% (340)	36% (522)	1441
Educ: Bachelors degree	44% (214)	33% (158)	23% (113)	485
Educ: Post-grad	34% (96)	39% (109)	26% (74)	279

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**Table MCFE20a:** When it comes to Super Bowl advertisement campaigns, which of the following is closest to your opinion, even if neither is exactly right?

Demographic	The best Super Bowl advertisement campaigns are only on TV during the Super Bowl game		The best Super Bowl advertisement campaigns are on multiple platforms, including online, and air before and after the Super Bowl		Don't know / No opinion		Total N
Adults	40%	(888)	28%	(608)	32%	(709)	2205
Income: Under 50k	38%	(463)	23%	(280)	39%	(484)	1228
Income: 50k-100k	44%	(280)	31%	(197)	25%	(163)	640
Income: 100k+	43%	(145)	39%	(131)	18%	(62)	337
Ethnicity: White	41%	(698)	26%	(448)	33%	(556)	1702
Ethnicity: Hispanic	40%	(152)	35%	(132)	25%	(96)	380
Ethnicity: Black	39%	(109)	35%	(99)	27%	(75)	283
Ethnicity: Other	37%	(81)	28%	(62)	35%	(77)	220
All Christian	44%	(415)	28%	(263)	28%	(262)	941
All Non-Christian	35%	(55)	41%	(64)	23%	(37)	156
Atheist	36%	(34)	29%	(28)	35%	(33)	95
Agnostic/Nothing in particular	35%	(233)	23%	(155)	41%	(271)	658
Something Else	43%	(152)	27%	(97)	30%	(106)	355
Religious Non-Protestant/Catholic	36%	(61)	39%	(65)	25%	(42)	168
Evangelical	43%	(235)	27%	(150)	30%	(164)	549
Non-Evangelical	45%	(321)	29%	(207)	27%	(193)	721
Community: Urban	40%	(273)	30%	(209)	30%	(206)	688
Community: Suburban	41%	(404)	28%	(279)	30%	(300)	984
Community: Rural	40%	(211)	22%	(119)	38%	(203)	533
Employ: Private Sector	46%	(325)	34%	(242)	20%	(141)	708
Employ: Government	37%	(38)	38%	(38)	25%	(26)	102
Employ: Self-Employed	37%	(83)	36%	(81)	26%	(58)	222
Employ: Homemaker	43%	(66)	21%	(33)	36%	(54)	153
Employ: Student	30%	(21)	18%	(12)	52%	(36)	69
Employ: Retired	38%	(216)	21%	(117)	41%	(232)	565
Employ: Unemployed	35%	(91)	21%	(56)	44%	(115)	262
Employ: Other	39%	(48)	23%	(29)	38%	(47)	124

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**Table MCFE20a:** When it comes to Super Bowl advertisement campaigns, which of the following is closest to your opinion, even if neither is exactly right?

Demographic	The best Super Bowl advertisement campaigns are only on TV during the Super Bowl game		The best Super Bowl advertisement campaigns are on multiple platforms, including online, and air before and after the Super Bowl		Don't know / No opinion		Total N
Adults	40%	(888)	28%	(608)	32%	(709)	2205
Military HH: Yes	44%	(136)	28%	(87)	27%	(84)	306
Military HH: No	40%	(753)	27%	(521)	33%	(625)	1899
RD/WT: Right Direction	38%	(272)	34%	(248)	28%	(200)	721
RD/WT: Wrong Track	42%	(617)	24%	(359)	34%	(509)	1484
Biden Job Approve	40%	(372)	34%	(315)	26%	(243)	930
Biden Job Disapprove	42%	(488)	24%	(276)	34%	(391)	1155
Biden Job Strongly Approve	37%	(157)	35%	(148)	27%	(113)	418
Biden Job Somewhat Approve	42%	(216)	33%	(167)	25%	(129)	512
Biden Job Somewhat Disapprove	39%	(135)	29%	(99)	33%	(113)	347
Biden Job Strongly Disapprove	44%	(353)	22%	(177)	34%	(278)	808
Favorable of Biden	41%	(382)	34%	(317)	25%	(237)	936
Unfavorable of Biden	42%	(476)	24%	(267)	34%	(382)	1125
Very Favorable of Biden	38%	(159)	35%	(149)	27%	(116)	424
Somewhat Favorable of Biden	44%	(223)	33%	(169)	24%	(121)	512
Somewhat Unfavorable of Biden	40%	(115)	30%	(88)	30%	(87)	290
Very Unfavorable of Biden	43%	(361)	21%	(179)	35%	(294)	835
#1 Issue: Economy	41%	(379)	32%	(290)	27%	(247)	917
#1 Issue: Security	44%	(105)	22%	(52)	34%	(81)	237
#1 Issue: Health Care	34%	(61)	30%	(56)	36%	(66)	183
#1 Issue: Medicare / Social Security	42%	(124)	19%	(57)	39%	(113)	293
#1 Issue: Women's Issues	47%	(102)	24%	(51)	29%	(64)	217
#1 Issue: Education	27%	(24)	37%	(32)	35%	(31)	88
#1 Issue: Energy	51%	(67)	30%	(39)	19%	(25)	132
#1 Issue: Other	19%	(27)	22%	(30)	59%	(82)	139

Continued on next page

**Table MCFE20a:** When it comes to Super Bowl advertisement campaigns, which of the following is closest to your opinion, even if neither is exactly right?

Demographic	The best Super Bowl advertisement campaigns are only on TV during the Super Bowl game	The best Super Bowl advertisement campaigns are on multiple platforms, including online, and air before and after the Super Bowl	Don't know / No opinion	Total N
Adults	40% (888)	28% (608)	32% (709)	2205
2022 House Vote: Democrat	42% (337)	34% (275)	23% (187)	799
2022 House Vote: Republican	46% (291)	27% (170)	28% (177)	638
2022 House Vote: Didnt Vote	33% (241)	21% (155)	45% (331)	727
2020 Vote: Joe Biden	41% (358)	33% (285)	25% (220)	864
2020 Vote: Donald Trump	45% (295)	27% (177)	28% (184)	655
2020 Vote: Other	38% (26)	19% (13)	43% (30)	68
2020 Vote: Didn't Vote	34% (209)	22% (133)	45% (276)	618
2018 House Vote: Democrat	41% (296)	35% (253)	23% (168)	718
2018 House Vote: Republican	46% (267)	26% (153)	27% (158)	577
2018 House Vote: Didnt Vote	35% (306)	22% (193)	43% (371)	870
4-Region: Northeast	43% (166)	25% (97)	32% (124)	386
4-Region: Midwest	37% (169)	27% (121)	36% (166)	456
4-Region: South	39% (332)	30% (252)	31% (257)	841
4-Region: West	43% (222)	26% (138)	31% (162)	522
Sports Fan	47% (737)	31% (480)	23% (356)	1573
Avid Sports Fan	50% (310)	34% (211)	17% (104)	625
Casual Sports Fan	45% (427)	28% (269)	27% (252)	948
Football Fan	48% (716)	31% (459)	22% (329)	1504
Avid Football Fan	50% (335)	33% (223)	17% (112)	670
NFL Fan	49% (723)	30% (445)	21% (320)	1488
Avid NFL Fan	52% (354)	32% (218)	16% (110)	682
Rihanna Fan	44% (481)	34% (371)	22% (234)	1086
Pro Football is Favorite	54% (341)	30% (191)	16% (98)	630
Like Pro Football but not Favorite	43% (413)	30% (291)	27% (254)	958
Watched SB LVI and Plan to Watch LVII	53% (604)	30% (343)	17% (193)	1141
Likely to Watch SB LVII	51% (739)	31% (447)	18% (267)	1452

Continued on next page

**Table MCFE20a:** When it comes to Super Bowl advertisement campaigns, which of the following is closest to your opinion, even if neither is exactly right?

Demographic	The best Super Bowl advertisement campaigns are only on TV during the Super Bowl game		The best Super Bowl advertisement campaigns are on multiple platforms, including online, and air before and after the Super Bowl		Don't know / No opinion		Total N
Adults	40%	(888)	28%	(608)	32%	(709)	2205
Want Eagles to Win	52%	(398)	31%	(241)	17%	(132)	770
Want Chiefs to Win	47%	(328)	32%	(223)	20%	(141)	692
Typically Host SB Party and Likely Host this Year	54%	(225)	38%	(158)	8%	(33)	416
Likely Host SB Party this Year	49%	(347)	38%	(270)	13%	(90)	707
Sports Bettors	46%	(297)	39%	(249)	15%	(98)	644
Sports Bettors Weekly+	48%	(116)	42%	(100)	10%	(24)	239
Non/Infrequent Bettor	40%	(702)	24%	(426)	36%	(636)	1764
Sports Bettors Monthly+	44%	(170)	43%	(167)	13%	(48)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	61%	(91)	32%	(47)	8%	(11)	149
Plan to Bet on SB LVII	50%	(220)	43%	(187)	7%	(33)	440

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

**Table MCFE21:** As you may know, recording artist Rihanna will headline the Super Bowl LVII halftime show. Do you have a favorable or unfavorable opinion of her?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	27% (606)	9% (196)	8% (178)	25% (552)	5% (121)	2205
Gender: Male	27% (291)	25% (264)	9% (100)	8% (90)	25% (272)	5% (55)	1072
Gender: Female	23% (260)	30% (342)	9% (96)	8% (88)	25% (279)	6% (66)	1132
Age: 18-34	35% (224)	30% (192)	8% (48)	6% (39)	14% (90)	6% (38)	632
Age: 35-44	34% (128)	33% (123)	7% (25)	6% (22)	16% (61)	4% (14)	372
Age: 45-64	24% (169)	26% (187)	9% (68)	8% (60)	28% (197)	4% (31)	712
Age: 65+	6% (30)	21% (104)	12% (56)	12% (56)	42% (204)	8% (37)	488
GenZers: 1997-2012	37% (95)	26% (67)	7% (19)	7% (17)	13% (34)	10% (24)	256
Millennials: 1981-1996	35% (233)	34% (226)	7% (48)	5% (36)	16% (106)	4% (25)	673
GenXers: 1965-1980	25% (141)	30% (164)	9% (52)	9% (50)	22% (122)	4% (24)	553
Baby Boomers: 1946-1964	12% (80)	21% (139)	11% (70)	10% (69)	40% (265)	6% (39)	660
PID: Dem (no lean)	35% (301)	30% (258)	5% (45)	6% (48)	20% (173)	4% (31)	856
PID: Ind (no lean)	20% (138)	26% (179)	10% (69)	7% (48)	30% (210)	8% (57)	700
PID: Rep (no lean)	17% (113)	26% (169)	13% (82)	13% (82)	26% (170)	5% (33)	649
PID/Gender: Dem Men	39% (163)	25% (103)	5% (21)	7% (28)	19% (79)	5% (19)	413
PID/Gender: Dem Women	31% (138)	35% (155)	5% (24)	4% (19)	21% (93)	3% (13)	442
PID/Gender: Ind Men	18% (63)	24% (84)	11% (39)	7% (23)	32% (109)	8% (27)	345
PID/Gender: Ind Women	21% (75)	27% (95)	9% (30)	7% (25)	28% (100)	8% (30)	355
PID/Gender: Rep Men	21% (65)	25% (78)	13% (40)	12% (38)	27% (84)	3% (9)	313
PID/Gender: Rep Women	14% (48)	27% (92)	13% (42)	13% (44)	26% (86)	7% (24)	335
Ideo: Liberal (1-3)	37% (233)	30% (188)	4% (26)	6% (38)	20% (126)	3% (17)	628
Ideo: Moderate (4)	25% (176)	27% (192)	7% (50)	6% (45)	28% (199)	6% (45)	708
Ideo: Conservative (5-7)	16% (115)	27% (189)	16% (111)	12% (83)	25% (180)	4% (29)	706
Educ: < College	24% (341)	28% (404)	9% (124)	8% (113)	25% (359)	7% (100)	1441
Educ: Bachelors degree	26% (128)	27% (133)	9% (45)	9% (43)	25% (124)	3% (13)	485
Educ: Post-grad	29% (82)	25% (70)	10% (27)	8% (22)	25% (70)	3% (8)	279
Income: Under 50k	23% (287)	27% (326)	8% (98)	7% (91)	27% (327)	8% (98)	1228
Income: 50k-100k	25% (161)	30% (190)	10% (63)	11% (67)	22% (144)	2% (15)	640
Income: 100k+	31% (103)	27% (90)	11% (36)	6% (19)	24% (81)	2% (8)	337
Ethnicity: White	21% (363)	27% (465)	10% (172)	9% (151)	27% (461)	5% (90)	1702
Ethnicity: Hispanic	28% (106)	33% (127)	11% (42)	6% (24)	16% (61)	5% (20)	380

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**Table MCFE21:** As you may know, recording artist Rihanna will headline the Super Bowl LVII halftime show. Do you have a favorable or unfavorable opinion of her?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	27% (606)	9% (196)	8% (178)	25% (552)	5% (121)	2205
Ethnicity: Black	49% (139)	28% (80)	5% (14)	3% (10)	13% (36)	2% (6)	283
Ethnicity: Other	23% (50)	28% (61)	5% (11)	8% (17)	25% (56)	12% (26)	220
All Christian	25% (238)	25% (239)	10% (93)	9% (88)	26% (241)	4% (41)	941
All Non-Christian	35% (54)	24% (37)	10% (15)	8% (12)	18% (28)	6% (9)	156
Atheist	19% (18)	29% (27)	12% (11)	6% (6)	30% (28)	5% (5)	95
Agnostic/Nothing in particular	19% (125)	29% (190)	8% (55)	8% (53)	28% (186)	8% (49)	658
Something Else	33% (115)	32% (112)	6% (21)	6% (20)	19% (69)	5% (17)	355
Religious Non-Protestant/Catholic	33% (56)	24% (40)	9% (15)	7% (12)	19% (32)	7% (12)	168
Evangelical	29% (160)	25% (136)	10% (52)	10% (53)	22% (122)	5% (25)	549
Non-Evangelical	26% (187)	29% (210)	8% (60)	7% (53)	25% (181)	4% (29)	721
Community: Urban	32% (222)	28% (191)	9% (60)	6% (41)	19% (131)	6% (42)	688
Community: Suburban	24% (233)	28% (279)	9% (90)	8% (77)	26% (255)	5% (50)	984
Community: Rural	18% (97)	25% (136)	9% (45)	11% (60)	31% (166)	5% (29)	533
Employ: Private Sector	34% (239)	31% (221)	9% (61)	7% (51)	18% (125)	2% (11)	708
Employ: Government	28% (29)	29% (29)	11% (12)	7% (8)	14% (14)	11% (11)	102
Employ: Self-Employed	33% (72)	25% (56)	8% (18)	10% (23)	21% (46)	4% (8)	222
Employ: Homemaker	31% (47)	25% (38)	8% (13)	6% (10)	23% (36)	7% (10)	153
Employ: Student	29% (20)	31% (21)	3% (2)	3% (2)	29% (20)	4% (3)	69
Employ: Retired	8% (45)	22% (122)	12% (67)	11% (60)	41% (234)	7% (38)	565
Employ: Unemployed	26% (68)	31% (80)	7% (17)	6% (17)	21% (55)	9% (24)	262
Employ: Other	26% (32)	32% (39)	6% (7)	6% (7)	18% (23)	13% (16)	124
Military HH: Yes	25% (76)	25% (75)	10% (30)	9% (29)	27% (84)	4% (12)	306
Military HH: No	25% (476)	28% (531)	9% (166)	8% (149)	25% (468)	6% (109)	1899
RD/WT: Right Direction	37% (265)	26% (191)	4% (30)	5% (37)	22% (157)	6% (40)	721
RD/WT: Wrong Track	19% (286)	28% (416)	11% (166)	9% (140)	27% (395)	5% (81)	1484
Biden Job Approve	34% (320)	30% (278)	6% (51)	5% (46)	21% (195)	4% (39)	930
Biden Job Disapprove	18% (210)	27% (308)	12% (141)	11% (127)	27% (310)	5% (59)	1155

Continued on next page

**Table MCFE21:** As you may know, recording artist Rihanna will headline the Super Bowl LVII halftime show. Do you have a favorable or unfavorable opinion of her?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	27% (606)	9% (196)	8% (178)	25% (552)	5% (121)	2205
Biden Job Strongly Approve	44% (185)	22% (93)	3% (13)	6% (25)	19% (80)	5% (23)	418
Biden Job Somewhat Approve	26% (135)	36% (186)	8% (39)	4% (21)	23% (115)	3% (16)	512
Biden Job Somewhat Disapprove	21% (72)	38% (131)	10% (34)	5% (17)	24% (83)	3% (11)	347
Biden Job Strongly Disapprove	17% (139)	22% (177)	13% (107)	14% (110)	28% (227)	6% (48)	808
Favorable of Biden	35% (325)	29% (273)	5% (46)	5% (49)	22% (203)	4% (41)	936
Unfavorable of Biden	18% (200)	26% (295)	13% (146)	11% (122)	27% (299)	6% (64)	1125
Very Favorable of Biden	42% (179)	23% (99)	3% (11)	5% (23)	21% (88)	5% (23)	424
Somewhat Favorable of Biden	28% (146)	34% (173)	7% (35)	5% (26)	23% (115)	3% (17)	512
Somewhat Unfavorable of Biden	23% (67)	36% (103)	10% (28)	5% (14)	23% (66)	4% (12)	290
Very Unfavorable of Biden	16% (133)	23% (192)	14% (118)	13% (108)	28% (232)	6% (52)	835
#1 Issue: Economy	26% (237)	30% (273)	10% (88)	9% (78)	21% (196)	5% (44)	917
#1 Issue: Security	18% (43)	24% (56)	11% (26)	11% (26)	31% (73)	6% (13)	237
#1 Issue: Health Care	34% (61)	24% (44)	5% (10)	11% (20)	20% (36)	7% (12)	183
#1 Issue: Medicare / Social Security	16% (48)	27% (79)	7% (20)	9% (26)	32% (95)	9% (26)	293
#1 Issue: Women's Issues	35% (75)	29% (62)	8% (18)	4% (8)	22% (47)	3% (6)	217
#1 Issue: Education	32% (28)	26% (23)	16% (14)	1% (1)	21% (18)	4% (4)	88
#1 Issue: Energy	25% (34)	30% (39)	11% (14)	4% (5)	28% (37)	2% (3)	132
#1 Issue: Other	18% (25)	22% (30)	4% (6)	10% (14)	36% (51)	10% (14)	139
2022 House Vote: Democrat	38% (305)	26% (208)	5% (44)	6% (47)	22% (175)	3% (21)	799
2022 House Vote: Republican	17% (110)	21% (137)	14% (92)	13% (85)	30% (193)	3% (22)	638
2022 House Vote: Didnt Vote	18% (128)	35% (253)	7% (54)	6% (42)	24% (175)	10% (75)	727
2020 Vote: Joe Biden	36% (315)	27% (234)	5% (43)	5% (46)	23% (196)	3% (29)	864
2020 Vote: Donald Trump	16% (102)	24% (156)	14% (93)	14% (92)	29% (191)	3% (22)	655
2020 Vote: Other	18% (13)	22% (15)	15% (10)	3% (2)	33% (22)	9% (6)	68
2020 Vote: Didn't Vote	20% (122)	33% (201)	8% (50)	6% (38)	23% (143)	10% (65)	618
2018 House Vote: Democrat	36% (257)	29% (208)	4% (28)	6% (42)	23% (162)	3% (21)	718
2018 House Vote: Republican	16% (95)	22% (126)	15% (88)	13% (76)	30% (171)	4% (21)	577
2018 House Vote: Didnt Vote	22% (193)	30% (261)	8% (71)	7% (58)	24% (211)	9% (77)	870

Continued on next page

**Table MCFE21:** As you may know, recording artist Rihanna will headline the Super Bowl LVII halftime show. Do you have a favorable or unfavorable opinion of her?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	27% (606)	9% (196)	8% (178)	25% (552)	5% (121)	2205
4-Region: Northeast	25% (97)	24% (92)	9% (33)	10% (40)	28% (109)	4% (15)	386
4-Region: Midwest	24% (109)	23% (107)	9% (42)	9% (39)	28% (128)	7% (31)	456
4-Region: South	27% (229)	30% (253)	10% (84)	6% (47)	22% (185)	5% (43)	841
4-Region: West	22% (116)	30% (155)	7% (37)	10% (52)	25% (130)	6% (32)	522
Sports Fan	29% (460)	29% (461)	9% (149)	7% (105)	22% (352)	3% (47)	1573
Avid Sports Fan	39% (244)	27% (168)	9% (59)	7% (41)	16% (99)	2% (13)	625
Casual Sports Fan	23% (216)	31% (293)	9% (89)	7% (64)	27% (253)	4% (33)	948
Football Fan	30% (454)	29% (431)	10% (146)	7% (103)	22% (329)	3% (41)	1504
Avid Football Fan	37% (248)	27% (183)	10% (66)	6% (40)	18% (120)	2% (14)	670
NFL Fan	30% (452)	30% (442)	9% (140)	6% (93)	22% (326)	2% (36)	1488
Avid NFL Fan	37% (255)	29% (195)	10% (70)	5% (35)	17% (113)	2% (13)	682
Rihanna Fan	47% (507)	38% (414)	3% (33)	2% (22)	7% (81)	3% (29)	1086
Pro Football is Favorite	38% (239)	30% (188)	9% (57)	6% (38)	15% (92)	2% (16)	630
Like Pro Football but not Favorite	23% (224)	29% (277)	10% (98)	7% (68)	26% (251)	4% (40)	958
Watched SB LVI and Plan to Watch LVII	32% (369)	31% (348)	10% (118)	6% (68)	20% (223)	1% (15)	1141
Likely to Watch SB LVII	32% (466)	30% (442)	10% (141)	6% (84)	20% (288)	2% (32)	1452
Want Eagles to Win	34% (265)	32% (246)	10% (78)	6% (43)	16% (124)	2% (14)	770
Want Chiefs to Win	29% (201)	28% (195)	10% (71)	10% (69)	20% (141)	2% (16)	692
Typically Host SB Party and Likely Host this Year	46% (192)	29% (122)	10% (40)	4% (18)	10% (43)	— (2)	416
Likely Host SB Party this Year	42% (293)	32% (225)	8% (60)	5% (36)	12% (83)	1% (9)	707
Sports Bettors	40% (260)	28% (178)	11% (70)	6% (40)	12% (78)	3% (19)	644
Sports Bettors Weekly+	55% (132)	21% (50)	10% (24)	5% (13)	8% (20)	— (0)	239
Non/Infrequent Bettor	20% (357)	28% (494)	9% (153)	8% (145)	29% (505)	6% (110)	1764
Sports Bettors Monthly+	48% (186)	25% (97)	10% (40)	8% (29)	8% (30)	1% (4)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	39% (58)	30% (45)	10% (15)	3% (5)	15% (23)	2% (3)	149
Plan to Bet on SB LVII	51% (226)	25% (110)	11% (48)	2% (11)	9% (41)	1% (5)	440

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

**Table MCFE22: How interested are you in the Super Bowl LVII halftime show featuring recording artist Rihanna?**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (525)	24% (532)	18% (405)	25% (557)	8% (186)	2205
Gender: Male	25% (264)	23% (245)	20% (218)	25% (267)	7% (77)	1072
Gender: Female	23% (261)	25% (287)	16% (186)	26% (289)	10% (109)	1132
Age: 18-34	35% (224)	28% (177)	15% (94)	10% (66)	11% (71)	632
Age: 35-44	35% (130)	27% (100)	13% (49)	16% (60)	9% (33)	372
Age: 45-64	20% (144)	25% (175)	20% (142)	29% (205)	6% (46)	712
Age: 65+	6% (28)	16% (80)	24% (119)	46% (225)	7% (36)	488
GenZers: 1997-2012	39% (100)	27% (69)	12% (32)	6% (15)	16% (41)	256
Millennials: 1981-1996	34% (230)	27% (184)	16% (105)	15% (100)	8% (54)	673
GenXers: 1965-1980	23% (126)	27% (149)	19% (108)	23% (127)	8% (43)	553
Baby Boomers: 1946-1964	10% (68)	19% (124)	22% (143)	43% (283)	6% (42)	660
PID: Dem (no lean)	33% (287)	27% (233)	17% (144)	17% (147)	5% (46)	856
PID: Ind (no lean)	19% (131)	22% (155)	16% (113)	28% (198)	15% (104)	700
PID: Rep (no lean)	17% (108)	22% (144)	23% (148)	33% (211)	6% (36)	649
PID/Gender: Dem Men	36% (149)	26% (109)	16% (67)	17% (71)	4% (18)	413
PID/Gender: Dem Women	31% (138)	28% (124)	17% (76)	17% (75)	6% (28)	442
PID/Gender: Ind Men	17% (59)	21% (72)	19% (66)	31% (106)	12% (42)	345
PID/Gender: Ind Women	20% (72)	23% (83)	13% (46)	26% (92)	17% (61)	355
PID/Gender: Rep Men	18% (57)	21% (65)	27% (85)	29% (90)	5% (17)	313
PID/Gender: Rep Women	15% (51)	24% (79)	19% (64)	36% (122)	6% (19)	335
Ideo: Liberal (1-3)	36% (226)	24% (153)	16% (101)	19% (119)	5% (29)	628
Ideo: Moderate (4)	22% (155)	26% (184)	18% (128)	24% (170)	10% (71)	708
Ideo: Conservative (5-7)	17% (118)	22% (158)	22% (157)	33% (230)	6% (42)	706
Educ: < College	22% (313)	25% (354)	18% (258)	26% (371)	10% (144)	1441
Educ: Bachelors degree	28% (134)	24% (115)	20% (95)	24% (116)	5% (26)	485
Educ: Post-grad	28% (78)	23% (63)	19% (52)	25% (70)	6% (16)	279
Income: Under 50k	21% (254)	24% (293)	17% (211)	27% (336)	11% (135)	1228
Income: 50k-100k	25% (158)	26% (167)	20% (125)	24% (153)	6% (37)	640
Income: 100k+	34% (113)	22% (73)	21% (69)	20% (68)	4% (14)	337
Ethnicity: White	21% (350)	23% (396)	20% (332)	29% (490)	8% (134)	1702
Ethnicity: Hispanic	29% (109)	29% (111)	16% (60)	17% (66)	9% (34)	380
Ethnicity: Black	46% (129)	30% (85)	12% (34)	7% (20)	6% (16)	283

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**Table MCFE22:** How interested are you in the Super Bowl LVII halftime show featuring recording artist Rihanna?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(525)	24%	(532)	18%	(405)	25%	(557)	8%	(186)	2205
Ethnicity: Other	21%	(47)	23%	(51)	18%	(39)	21%	(47)	16%	(36)	220
All Christian	24%	(222)	22%	(211)	19%	(175)	29%	(269)	7%	(63)	941
All Non-Christian	33%	(51)	25%	(39)	19%	(30)	12%	(19)	11%	(18)	156
Atheist	24%	(23)	23%	(22)	14%	(14)	31%	(30)	7%	(7)	95
Agnostic/Nothing in particular	18%	(122)	23%	(151)	21%	(137)	27%	(175)	11%	(74)	658
Something Else	30%	(107)	31%	(109)	14%	(49)	18%	(65)	7%	(24)	355
Religious Non-Protestant/Catholic	32%	(54)	23%	(39)	19%	(33)	13%	(22)	12%	(21)	168
Evangelical	28%	(155)	21%	(117)	16%	(88)	27%	(149)	7%	(39)	549
Non-Evangelical	23%	(164)	28%	(201)	18%	(133)	25%	(179)	6%	(43)	721
Community: Urban	32%	(217)	24%	(167)	16%	(112)	20%	(138)	8%	(55)	688
Community: Suburban	23%	(222)	24%	(233)	20%	(195)	25%	(251)	8%	(82)	984
Community: Rural	16%	(86)	25%	(132)	18%	(99)	31%	(168)	9%	(49)	533
Employ: Private Sector	34%	(238)	26%	(184)	17%	(122)	18%	(127)	5%	(36)	708
Employ: Government	23%	(24)	33%	(33)	13%	(13)	17%	(17)	15%	(15)	102
Employ: Self-Employed	28%	(63)	24%	(53)	22%	(48)	18%	(40)	8%	(18)	222
Employ: Homemaker	32%	(49)	24%	(37)	12%	(19)	21%	(33)	10%	(15)	153
Employ: Student	21%	(15)	34%	(23)	16%	(11)	10%	(7)	18%	(13)	69
Employ: Retired	8%	(45)	17%	(99)	24%	(133)	42%	(239)	9%	(49)	565
Employ: Unemployed	23%	(59)	25%	(65)	16%	(42)	28%	(73)	8%	(22)	262
Employ: Other	27%	(33)	29%	(36)	13%	(17)	17%	(21)	14%	(17)	124
Military HH: Yes	24%	(72)	23%	(71)	21%	(63)	27%	(83)	5%	(17)	306
Military HH: No	24%	(453)	24%	(461)	18%	(342)	25%	(474)	9%	(169)	1899
RD/WT: Right Direction	35%	(251)	24%	(176)	15%	(106)	18%	(129)	8%	(58)	721
RD/WT: Wrong Track	18%	(274)	24%	(356)	20%	(299)	29%	(428)	9%	(127)	1484
Biden Job Approve	33%	(303)	27%	(249)	16%	(151)	18%	(170)	6%	(57)	930
Biden Job Disapprove	18%	(203)	22%	(260)	21%	(245)	32%	(368)	7%	(80)	1155
Biden Job Strongly Approve	40%	(169)	23%	(97)	12%	(49)	18%	(74)	7%	(29)	418
Biden Job Somewhat Approve	26%	(134)	30%	(151)	20%	(101)	19%	(96)	6%	(29)	512
Biden Job Somewhat Disapprove	22%	(77)	32%	(110)	19%	(67)	21%	(74)	6%	(20)	347
Biden Job Strongly Disapprove	16%	(126)	19%	(150)	22%	(178)	36%	(294)	7%	(60)	808

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**Table MCFE22:** How interested are you in the Super Bowl LVII halftime show featuring recording artist Rihanna?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (525)	24% (532)	18% (405)	25% (557)	8% (186)	2205
Favorable of Biden	32% (304)	27% (250)	16% (148)	19% (175)	6% (60)	936
Unfavorable of Biden	17% (195)	22% (251)	22% (249)	31% (349)	7% (82)	1125
Very Favorable of Biden	38% (162)	24% (101)	14% (59)	18% (77)	6% (26)	424
Somewhat Favorable of Biden	28% (141)	29% (149)	17% (89)	19% (98)	7% (34)	512
Somewhat Unfavorable of Biden	25% (72)	29% (83)	23% (67)	19% (55)	5% (13)	290
Very Unfavorable of Biden	15% (123)	20% (168)	22% (182)	35% (293)	8% (69)	835
#1 Issue: Economy	25% (233)	25% (228)	19% (177)	23% (215)	7% (64)	917
#1 Issue: Security	21% (50)	18% (42)	17% (40)	37% (88)	7% (17)	237
#1 Issue: Health Care	27% (49)	27% (49)	13% (24)	26% (47)	8% (14)	183
#1 Issue: Medicare / Social Security	12% (37)	20% (57)	24% (70)	32% (94)	12% (36)	293
#1 Issue: Women's Issues	36% (78)	27% (59)	17% (36)	12% (25)	8% (18)	217
#1 Issue: Education	29% (26)	29% (26)	12% (10)	17% (15)	12% (11)	88
#1 Issue: Energy	25% (33)	29% (38)	19% (25)	21% (27)	6% (8)	132
#1 Issue: Other	14% (19)	24% (34)	16% (23)	33% (45)	13% (18)	139
2022 House Vote: Democrat	34% (274)	26% (204)	17% (137)	19% (150)	4% (34)	799
2022 House Vote: Republican	16% (105)	21% (133)	21% (137)	36% (230)	5% (33)	638
2022 House Vote: Didn't Vote	19% (140)	26% (188)	17% (125)	22% (159)	16% (115)	727
2020 Vote: Joe Biden	34% (293)	26% (220)	17% (147)	18% (159)	5% (44)	864
2020 Vote: Donald Trump	15% (97)	22% (144)	22% (143)	36% (235)	6% (38)	655
2020 Vote: Other	15% (10)	22% (15)	15% (10)	34% (23)	14% (10)	68
2020 Vote: Didn't Vote	20% (125)	25% (153)	17% (105)	23% (139)	15% (95)	618
2018 House Vote: Democrat	35% (253)	24% (172)	17% (124)	19% (136)	5% (33)	718
2018 House Vote: Republican	14% (83)	22% (124)	22% (127)	37% (214)	5% (30)	577
2018 House Vote: Didn't Vote	21% (183)	26% (228)	16% (143)	22% (195)	14% (121)	870
4-Region: Northeast	25% (97)	20% (78)	23% (90)	24% (93)	7% (28)	386
4-Region: Midwest	21% (98)	22% (100)	19% (87)	28% (126)	10% (45)	456
4-Region: South	25% (212)	29% (244)	15% (122)	24% (203)	7% (60)	841
4-Region: West	23% (118)	21% (110)	20% (106)	26% (134)	10% (54)	522
Sports Fan	28% (448)	27% (419)	21% (324)	18% (282)	6% (99)	1573
Avid Sports Fan	39% (242)	22% (137)	19% (121)	17% (106)	3% (19)	625
Casual Sports Fan	22% (206)	30% (282)	21% (203)	19% (177)	9% (81)	948

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**Table MCFE22:** How interested are you in the Super Bowl LVII halftime show featuring recording artist Rihanna?

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (525)	24% (532)	18% (405)	25% (557)	8% (186)	2205
Football Fan	29% (434)	27% (412)	20% (300)	18% (270)	6% (87)	1504
Avid Football Fan	37% (249)	22% (147)	20% (136)	18% (123)	2% (16)	670
NFL Fan	29% (432)	28% (409)	20% (299)	18% (267)	5% (82)	1488
Avid NFL Fan	36% (247)	24% (160)	21% (140)	18% (121)	2% (14)	682
Rihanna Fan	44% (474)	35% (383)	11% (118)	4% (45)	6% (67)	1086
Pro Football is Favorite	40% (254)	25% (157)	17% (106)	14% (87)	4% (26)	630
Like Pro Football but not Favorite	21% (206)	29% (276)	22% (211)	19% (186)	8% (79)	958
Watched SB LVI and Plan to Watch LVII	34% (384)	26% (294)	21% (245)	16% (178)	4% (40)	1141
Likely to Watch SB LVII	32% (467)	28% (406)	20% (293)	15% (220)	5% (66)	1452
Want Eagles to Win	34% (264)	28% (214)	18% (139)	17% (128)	3% (25)	770
Want Chiefs to Win	28% (196)	27% (187)	22% (151)	19% (133)	4% (26)	692
Typically Host SB Party and Likely Host this Year	50% (209)	27% (114)	12% (51)	8% (34)	2% (8)	416
Likely Host SB Party this Year	43% (303)	31% (217)	15% (104)	9% (62)	3% (20)	707
Sports Bettors	42% (269)	26% (167)	15% (96)	11% (74)	6% (38)	644
Sports Bettors Weekly+	55% (131)	26% (61)	13% (31)	4% (10)	2% (5)	239
Non/Infrequent Bettor	19% (327)	24% (422)	19% (343)	29% (517)	9% (155)	1764
Sports Bettors Monthly+	49% (188)	25% (98)	15% (58)	8% (32)	3% (10)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	41% (61)	25% (37)	20% (30)	13% (20)	1% (2)	149
Plan to Bet on SB LVII	51% (223)	25% (110)	15% (64)	8% (35)	2% (7)	440

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

**Table MCFE23\_1NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	47%	(676)	53%	(776)	1452
Gender: Male	45%	(358)	55%	(437)	795
Gender: Female	48%	(319)	52%	(339)	657
Age: 18-34	60%	(250)	40%	(166)	416
Age: 35-44	53%	(135)	47%	(118)	253
Age: 45-64	45%	(220)	55%	(272)	492
Age: 65+	24%	(71)	76%	(220)	291
GenZers: 1997-2012	68%	(105)	32%	(50)	155
Millennials: 1981-1996	56%	(258)	44%	(206)	464
GenXers: 1965-1980	46%	(176)	54%	(210)	386
Baby Boomers: 1946-1964	32%	(132)	68%	(283)	414
PID: Dem (no lean)	47%	(284)	53%	(323)	608
PID: Ind (no lean)	48%	(190)	52%	(205)	395
PID: Rep (no lean)	45%	(202)	55%	(247)	450
PID/Gender: Dem Men	43%	(141)	57%	(185)	326
PID/Gender: Dem Women	51%	(143)	49%	(138)	281
PID/Gender: Ind Men	51%	(116)	49%	(112)	227
PID/Gender: Ind Women	44%	(74)	56%	(94)	168
PID/Gender: Rep Men	42%	(101)	58%	(140)	241
PID/Gender: Rep Women	49%	(102)	51%	(107)	209
Ideo: Liberal (1-3)	48%	(206)	52%	(226)	433
Ideo: Moderate (4)	49%	(227)	51%	(232)	460
Ideo: Conservative (5-7)	41%	(203)	59%	(290)	492
Educ: < College	50%	(452)	50%	(460)	912
Educ: Bachelors degree	42%	(138)	58%	(193)	331
Educ: Post-grad	41%	(86)	59%	(123)	209
Income: Under 50k	47%	(344)	53%	(382)	726
Income: 50k-100k	47%	(213)	53%	(239)	452
Income: 100k+	44%	(120)	56%	(155)	275
Ethnicity: White	41%	(454)	59%	(654)	1108
Ethnicity: Hispanic	49%	(129)	51%	(134)	263

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**Table MCFE23\_INET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	47%	(676)	53%	(776)	1452
Ethnicity: Black	69%	(147)	31%	(67)	214
Ethnicity: Other	58%	(75)	42%	(55)	130
All Christian	43%	(296)	57%	(385)	681
All Non-Christian	48%	(48)	52%	(51)	99
Atheist	44%	(24)	56%	(30)	54
Agnostic/Nothing in particular	44%	(169)	56%	(212)	380
Something Else	59%	(140)	41%	(97)	237
Religious Non-Protestant/Catholic	46%	(49)	54%	(57)	107
Evangelical	47%	(180)	53%	(202)	382
Non-Evangelical	48%	(249)	52%	(270)	520
Community: Urban	48%	(220)	52%	(243)	464
Community: Suburban	48%	(318)	52%	(343)	661
Community: Rural	42%	(138)	58%	(189)	328
Employ: Private Sector	53%	(279)	47%	(251)	530
Employ: Government	58%	(42)	42%	(30)	72
Employ: Self-Employed	45%	(71)	55%	(86)	157
Employ: Homemaker	52%	(48)	48%	(44)	91
Employ: Retired	29%	(101)	71%	(252)	354
Employ: Unemployed	51%	(67)	49%	(64)	130
Employ: Other	60%	(47)	40%	(31)	78
Military HH: Yes	44%	(99)	56%	(128)	227
Military HH: No	47%	(577)	53%	(648)	1225
RD/WT: Right Direction	46%	(226)	54%	(267)	493
RD/WT: Wrong Track	47%	(450)	53%	(509)	960
Biden Job Approve	46%	(308)	54%	(356)	664
Biden Job Disapprove	46%	(341)	54%	(398)	739
Biden Job Strongly Approve	41%	(127)	59%	(182)	309
Biden Job Somewhat Approve	51%	(181)	49%	(174)	355
Biden Job Somewhat Disapprove	51%	(118)	49%	(114)	232
Biden Job Strongly Disapprove	44%	(223)	56%	(284)	507

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**Table MCFE23\_1NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected	Not Selected	Total N
Adults	47% (676)	53% (776)	1452
Favorable of Biden	47% (311)	53% (356)	667
Unfavorable of Biden	46% (332)	54% (388)	720
Very Favorable of Biden	42% (131)	58% (180)	311
Somewhat Favorable of Biden	51% (180)	49% (176)	356
Somewhat Unfavorable of Biden	51% (102)	49% (98)	200
Very Unfavorable of Biden	44% (230)	56% (290)	520
#1 Issue: Economy	52% (331)	48% (300)	631
#1 Issue: Security	35% (52)	65% (98)	150
#1 Issue: Health Care	55% (62)	45% (51)	113
#1 Issue: Medicare / Social Security	26% (48)	74% (141)	189
#1 Issue: Women's Issues	57% (79)	43% (59)	139
#1 Issue: Education	42% (24)	58% (33)	58
#1 Issue: Energy	51% (49)	49% (47)	96
#1 Issue: Other	39% (30)	61% (47)	77
2022 House Vote: Democrat	44% (260)	56% (328)	588
2022 House Vote: Republican	45% (204)	55% (251)	455
2022 House Vote: Didnt Vote	52% (198)	48% (183)	381
2020 Vote: Joe Biden	47% (292)	53% (332)	625
2020 Vote: Donald Trump	45% (204)	55% (252)	456
2020 Vote: Didn't Vote	48% (157)	52% (172)	329
2018 House Vote: Democrat	48% (250)	52% (273)	523
2018 House Vote: Republican	43% (172)	57% (229)	401
2018 House Vote: Didnt Vote	48% (242)	52% (259)	502
4-Region: Northeast	48% (125)	52% (134)	259
4-Region: Midwest	43% (130)	57% (171)	300
4-Region: South	51% (281)	49% (275)	557
4-Region: West	42% (140)	58% (196)	336
Sports Fan	47% (616)	53% (699)	1315
Avid Sports Fan	52% (301)	48% (274)	576
Casual Sports Fan	43% (315)	57% (425)	740

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**Table MCFE23\_INET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected	Not Selected	Total N
Adults	47% (676)	53% (776)	1452
Football Fan	47% (610)	53% (698)	1308
Avid Football Fan	48% (309)	52% (330)	639
NFL Fan	46% (609)	54% (703)	1313
Avid NFL Fan	49% (322)	51% (334)	656
Rihanna Fan	57% (462)	43% (354)	816
Pro Football is Favorite	49% (294)	51% (310)	604
Like Pro Football but not Favorite	46% (351)	54% (420)	771
Watched SB LVI and Plan to Watch LVII	46% (526)	54% (615)	1141
Likely to Watch SB LVII	47% (676)	53% (776)	1452
Want Eagles to Win	49% (310)	51% (319)	629
Want Chiefs to Win	46% (268)	54% (315)	582
Typically Host SB Party and Likely Host this Year	62% (247)	38% (151)	398
Likely Host SB Party this Year	57% (374)	43% (279)	653
Sports Bettors	53% (291)	47% (253)	545
Sports Bettors Weekly+	52% (118)	48% (110)	228
Non/Infrequent Bettor	44% (480)	56% (602)	1082
Sports Bettors Monthly+	51% (174)	49% (167)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	59% (82)	41% (57)	139
Plan to Bet on SB LVII	55% (230)	45% (190)	420

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

**Table MCFE23\_2NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	49%	(717)	51%	(736)	1452
Gender: Male	48%	(384)	52%	(411)	795
Gender: Female	51%	(333)	49%	(325)	657
Age: 18-34	55%	(228)	45%	(187)	416
Age: 35-44	60%	(152)	40%	(101)	253
Age: 45-64	49%	(240)	51%	(252)	492
Age: 65+	33%	(96)	67%	(195)	291
GenZers: 1997-2012	56%	(87)	44%	(68)	155
Millennials: 1981-1996	57%	(263)	43%	(201)	464
GenXers: 1965-1980	53%	(206)	47%	(180)	386
Baby Boomers: 1946-1964	36%	(150)	64%	(264)	414
PID: Dem (no lean)	54%	(327)	46%	(280)	608
PID: Ind (no lean)	46%	(180)	54%	(215)	395
PID: Rep (no lean)	46%	(209)	54%	(241)	450
PID/Gender: Dem Men	51%	(168)	49%	(159)	326
PID/Gender: Dem Women	57%	(160)	43%	(121)	281
PID/Gender: Ind Men	45%	(103)	55%	(124)	227
PID/Gender: Ind Women	46%	(77)	54%	(91)	168
PID/Gender: Rep Men	47%	(113)	53%	(128)	241
PID/Gender: Rep Women	46%	(96)	54%	(113)	209
Ideo: Liberal (1-3)	56%	(241)	44%	(192)	433
Ideo: Moderate (4)	48%	(222)	52%	(237)	460
Ideo: Conservative (5-7)	45%	(220)	55%	(272)	492
Educ: < College	50%	(460)	50%	(452)	912
Educ: Bachelors degree	45%	(149)	55%	(181)	331
Educ: Post-grad	51%	(107)	49%	(102)	209
Income: Under 50k	49%	(354)	51%	(372)	726
Income: 50k-100k	50%	(228)	50%	(224)	452
Income: 100k+	49%	(135)	51%	(140)	275
Ethnicity: White	48%	(536)	52%	(572)	1108
Ethnicity: Hispanic	54%	(143)	46%	(120)	263

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**Table MCFE23\_2NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	49%	(717)	51%	(736)	1452
Ethnicity: Black	52%	(112)	48%	(102)	214
Ethnicity: Other	53%	(68)	47%	(62)	130
All Christian	46%	(312)	54%	(369)	681
All Non-Christian	51%	(51)	49%	(48)	99
Atheist	50%	(27)	50%	(27)	54
Agnostic/Nothing in particular	52%	(196)	48%	(184)	380
Something Else	55%	(130)	45%	(107)	237
Religious Non-Protestant/Catholic	50%	(53)	50%	(53)	107
Evangelical	50%	(192)	50%	(191)	382
Non-Evangelical	47%	(244)	53%	(276)	520
Community: Urban	49%	(229)	51%	(235)	464
Community: Suburban	50%	(328)	50%	(333)	661
Community: Rural	49%	(160)	51%	(168)	328
Employ: Private Sector	57%	(301)	43%	(229)	530
Employ: Government	53%	(38)	47%	(34)	72
Employ: Self-Employed	53%	(83)	47%	(74)	157
Employ: Homemaker	50%	(45)	50%	(46)	91
Employ: Retired	37%	(129)	63%	(224)	354
Employ: Unemployed	52%	(68)	48%	(63)	130
Employ: Other	54%	(42)	46%	(36)	78
Military HH: Yes	52%	(117)	48%	(110)	227
Military HH: No	49%	(599)	51%	(626)	1225
RD/WT: Right Direction	52%	(256)	48%	(236)	493
RD/WT: Wrong Track	48%	(460)	52%	(499)	960
Biden Job Approve	51%	(341)	49%	(323)	664
Biden Job Disapprove	47%	(346)	53%	(393)	739
Biden Job Strongly Approve	51%	(158)	49%	(151)	309
Biden Job Somewhat Approve	52%	(183)	48%	(172)	355
Biden Job Somewhat Disapprove	50%	(117)	50%	(115)	232
Biden Job Strongly Disapprove	45%	(229)	55%	(278)	507

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**Table MCFE23\_2NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected	Not Selected	Total N
Adults	49% (717)	51% (736)	1452
Favorable of Biden	52% (345)	48% (322)	667
Unfavorable of Biden	47% (339)	53% (381)	720
Very Favorable of Biden	52% (161)	48% (150)	311
Somewhat Favorable of Biden	52% (184)	48% (172)	356
Somewhat Unfavorable of Biden	50% (99)	50% (101)	200
Very Unfavorable of Biden	46% (240)	54% (281)	520
#1 Issue: Economy	54% (339)	46% (292)	631
#1 Issue: Security	44% (67)	56% (84)	150
#1 Issue: Health Care	48% (55)	52% (58)	113
#1 Issue: Medicare / Social Security	48% (90)	52% (99)	189
#1 Issue: Women's Issues	45% (62)	55% (76)	139
#1 Issue: Education	56% (32)	44% (25)	58
#1 Issue: Energy	46% (44)	54% (52)	96
#1 Issue: Other	36% (28)	64% (49)	77
2022 House Vote: Democrat	50% (296)	50% (293)	588
2022 House Vote: Republican	46% (211)	54% (244)	455
2022 House Vote: Didnt Vote	53% (203)	47% (178)	381
2020 Vote: Joe Biden	50% (310)	50% (315)	625
2020 Vote: Donald Trump	48% (218)	52% (238)	456
2020 Vote: Didn't Vote	52% (170)	48% (159)	329
2018 House Vote: Democrat	53% (276)	47% (248)	523
2018 House Vote: Republican	45% (181)	55% (220)	401
2018 House Vote: Didnt Vote	49% (247)	51% (255)	502
4-Region: Northeast	50% (131)	50% (129)	259
4-Region: Midwest	46% (138)	54% (162)	300
4-Region: South	50% (281)	50% (276)	557
4-Region: West	50% (166)	50% (169)	336
Sports Fan	50% (664)	50% (652)	1315
Avid Sports Fan	53% (304)	47% (272)	576
Casual Sports Fan	49% (360)	51% (380)	740

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**Table MCFE23\_2NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	49%	(717)	51%	(736)	1452
Football Fan	51%	(663)	49%	(645)	1308
Avid Football Fan	51%	(327)	49%	(312)	639
NFL Fan	50%	(652)	50%	(661)	1313
Avid NFL Fan	50%	(329)	50%	(328)	656
Rihanna Fan	56%	(453)	44%	(363)	816
Pro Football is Favorite	51%	(308)	49%	(296)	604
Like Pro Football but not Favorite	49%	(376)	51%	(394)	771
Watched SB LVI and Plan to Watch LVII	49%	(565)	51%	(576)	1141
Likely to Watch SB LVII	49%	(717)	51%	(736)	1452
Want Eagles to Win	52%	(325)	48%	(304)	629
Want Chiefs to Win	47%	(277)	53%	(306)	582
Typically Host SB Party and Likely Host this Year	58%	(232)	42%	(165)	398
Likely Host SB Party this Year	54%	(355)	46%	(298)	653
Sports Bettors	53%	(290)	47%	(255)	545
Sports Bettors Weekly+	53%	(120)	47%	(108)	228
Non/Infrequent Bettor	48%	(520)	52%	(561)	1082
Sports Bettors Monthly+	52%	(177)	48%	(164)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	54%	(75)	46%	(64)	139
Plan to Bet on SB LVII	52%	(217)	48%	(203)	420

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

**Table MCFE23\_3NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	36%	(521)	64%	(932)	1452
Gender: Male	33%	(266)	67%	(529)	795
Gender: Female	39%	(255)	61%	(403)	657
Age: 18-34	41%	(172)	59%	(244)	416
Age: 35-44	42%	(106)	58%	(147)	253
Age: 45-64	38%	(185)	62%	(308)	492
Age: 65+	20%	(58)	80%	(233)	291
GenZers: 1997-2012	40%	(63)	60%	(92)	155
Millennials: 1981-1996	42%	(194)	58%	(270)	464
GenXers: 1965-1980	40%	(153)	60%	(233)	386
Baby Boomers: 1946-1964	26%	(107)	74%	(308)	414
PID: Dem (no lean)	35%	(214)	65%	(393)	608
PID: Ind (no lean)	35%	(137)	65%	(258)	395
PID: Rep (no lean)	38%	(169)	62%	(281)	450
PID/Gender: Dem Men	31%	(101)	69%	(226)	326
PID/Gender: Dem Women	40%	(114)	60%	(167)	281
PID/Gender: Ind Men	33%	(76)	67%	(152)	227
PID/Gender: Ind Women	37%	(62)	63%	(106)	168
PID/Gender: Rep Men	37%	(89)	63%	(152)	241
PID/Gender: Rep Women	38%	(80)	62%	(129)	209
Ideo: Liberal (1-3)	36%	(157)	64%	(275)	433
Ideo: Moderate (4)	36%	(165)	64%	(295)	460
Ideo: Conservative (5-7)	35%	(174)	65%	(318)	492
Educ: < College	37%	(337)	63%	(576)	912
Educ: Bachelors degree	36%	(120)	64%	(210)	331
Educ: Post-grad	30%	(64)	70%	(146)	209
Income: Under 50k	37%	(268)	63%	(458)	726
Income: 50k-100k	35%	(158)	65%	(294)	452
Income: 100k+	34%	(95)	66%	(180)	275
Ethnicity: White	34%	(380)	66%	(728)	1108
Ethnicity: Hispanic	46%	(122)	54%	(141)	263

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**Table MCFE23\_3NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	36%	(521)	64%	(932)	1452
Ethnicity: Black	38%	(81)	62%	(133)	214
Ethnicity: Other	46%	(60)	54%	(70)	130
All Christian	32%	(221)	68%	(460)	681
All Non-Christian	38%	(38)	62%	(61)	99
Atheist	33%	(18)	67%	(36)	54
Agnostic/Nothing in particular	36%	(136)	64%	(244)	380
Something Else	45%	(107)	55%	(130)	237
Religious Non-Protestant/Catholic	38%	(41)	62%	(66)	107
Evangelical	38%	(147)	62%	(235)	382
Non-Evangelical	34%	(176)	66%	(343)	520
Community: Urban	34%	(158)	66%	(306)	464
Community: Suburban	37%	(243)	63%	(418)	661
Community: Rural	37%	(120)	63%	(208)	328
Employ: Private Sector	41%	(218)	59%	(313)	530
Employ: Government	39%	(28)	61%	(44)	72
Employ: Self-Employed	36%	(56)	64%	(101)	157
Employ: Homemaker	40%	(37)	60%	(55)	91
Employ: Retired	25%	(90)	75%	(264)	354
Employ: Unemployed	35%	(45)	65%	(85)	130
Employ: Other	42%	(33)	58%	(45)	78
Military HH: Yes	33%	(74)	67%	(153)	227
Military HH: No	36%	(447)	64%	(778)	1225
RD/WT: Right Direction	35%	(173)	65%	(320)	493
RD/WT: Wrong Track	36%	(348)	64%	(612)	960
Biden Job Approve	34%	(227)	66%	(436)	664
Biden Job Disapprove	37%	(273)	63%	(465)	739
Biden Job Strongly Approve	32%	(98)	68%	(211)	309
Biden Job Somewhat Approve	36%	(129)	64%	(226)	355
Biden Job Somewhat Disapprove	40%	(93)	60%	(139)	232
Biden Job Strongly Disapprove	36%	(180)	64%	(326)	507

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**Table MCFE23\_3NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected	Not Selected	Total N
Adults	36% (521)	64% (932)	1452
Favorable of Biden	36% (241)	64% (426)	667
Unfavorable of Biden	36% (259)	64% (461)	720
Very Favorable of Biden	31% (97)	69% (213)	311
Somewhat Favorable of Biden	40% (144)	60% (212)	356
Somewhat Unfavorable of Biden	34% (68)	66% (132)	200
Very Unfavorable of Biden	37% (191)	63% (330)	520
#1 Issue: Economy	39% (246)	61% (385)	631
#1 Issue: Security	34% (51)	66% (99)	150
#1 Issue: Health Care	37% (42)	63% (71)	113
#1 Issue: Medicare / Social Security	18% (35)	82% (154)	189
#1 Issue: Women's Issues	45% (63)	55% (76)	139
#1 Issue: Education	38% (22)	62% (36)	58
#1 Issue: Energy	49% (47)	51% (49)	96
#1 Issue: Other	20% (15)	80% (62)	77
2022 House Vote: Democrat	34% (201)	66% (387)	588
2022 House Vote: Republican	39% (178)	61% (277)	455
2022 House Vote: Didnt Vote	35% (134)	65% (247)	381
2020 Vote: Joe Biden	34% (210)	66% (415)	625
2020 Vote: Donald Trump	38% (173)	62% (283)	456
2020 Vote: Didn't Vote	38% (126)	62% (203)	329
2018 House Vote: Democrat	35% (185)	65% (338)	523
2018 House Vote: Republican	37% (148)	63% (252)	401
2018 House Vote: Didnt Vote	36% (183)	64% (319)	502
4-Region: Northeast	32% (82)	68% (177)	259
4-Region: Midwest	27% (81)	73% (219)	300
4-Region: South	41% (226)	59% (331)	557
4-Region: West	39% (131)	61% (205)	336
Sports Fan	36% (474)	64% (842)	1315
Avid Sports Fan	40% (228)	60% (347)	576
Casual Sports Fan	33% (245)	67% (494)	740

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**Table MCFE23\_3NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected	Not Selected	Total N
Adults	36% (521)	64% (932)	1452
Football Fan	35% (458)	65% (850)	1308
Avid Football Fan	38% (243)	62% (396)	639
NFL Fan	36% (466)	64% (847)	1313
Avid NFL Fan	38% (247)	62% (410)	656
Rihanna Fan	40% (328)	60% (488)	816
Pro Football is Favorite	39% (238)	61% (366)	604
Like Pro Football but not Favorite	33% (256)	67% (514)	771
Watched SB LVI and Plan to Watch LVII	38% (433)	62% (708)	1141
Likely to Watch SB LVII	36% (521)	64% (932)	1452
Want Eagles to Win	36% (229)	64% (400)	629
Want Chiefs to Win	38% (222)	62% (360)	582
Typically Host SB Party and Likely Host this Year	52% (208)	48% (190)	398
Likely Host SB Party this Year	44% (288)	56% (366)	653
Sports Bettors	41% (223)	59% (322)	545
Sports Bettors Weekly+	44% (99)	56% (129)	228
Non/Infrequent Bettor	34% (371)	66% (711)	1082
Sports Bettors Monthly+	40% (138)	60% (203)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	46% (64)	54% (75)	139
Plan to Bet on SB LVII	42% (178)	58% (242)	420

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

**Table MCFE23\_4NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected	Not Selected	Total N
Adults	57% (829)	43% (623)	1452
Gender: Male	52% (414)	48% (381)	795
Gender: Female	63% (415)	37% (242)	657
Age: 18-34	55% (231)	45% (185)	416
Age: 35-44	57% (145)	43% (108)	253
Age: 45-64	60% (298)	40% (195)	492
Age: 65+	54% (156)	46% (135)	291
GenZers: 1997-2012	57% (88)	43% (66)	155
Millennials: 1981-1996	55% (257)	45% (207)	464
GenXers: 1965-1980	62% (239)	38% (147)	386
Baby Boomers: 1946-1964	55% (228)	45% (186)	414
PID: Dem (no lean)	56% (343)	44% (265)	608
PID: Ind (no lean)	58% (229)	42% (166)	395
PID: Rep (no lean)	57% (257)	43% (192)	450
PID/Gender: Dem Men	51% (168)	49% (159)	326
PID/Gender: Dem Women	62% (175)	38% (106)	281
PID/Gender: Ind Men	54% (123)	46% (105)	227
PID/Gender: Ind Women	63% (106)	37% (61)	168
PID/Gender: Rep Men	51% (124)	49% (117)	241
PID/Gender: Rep Women	64% (134)	36% (75)	209
Ideo: Liberal (1-3)	60% (261)	40% (172)	433
Ideo: Moderate (4)	56% (258)	44% (202)	460
Ideo: Conservative (5-7)	55% (268)	45% (224)	492
Educ: < College	57% (524)	43% (388)	912
Educ: Bachelors degree	57% (189)	43% (142)	331
Educ: Post-grad	55% (116)	45% (93)	209
Income: Under 50k	57% (414)	43% (312)	726
Income: 50k-100k	56% (255)	44% (197)	452
Income: 100k+	58% (160)	42% (114)	275
Ethnicity: White	57% (635)	43% (472)	1108
Ethnicity: Hispanic	58% (154)	42% (110)	263

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**Table MCFE23\_4NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected	Not Selected	Total N
Adults	57% (829)	43% (623)	1452
Ethnicity: Black	52% (111)	48% (103)	214
Ethnicity: Other	64% (83)	36% (47)	130
All Christian	58% (392)	42% (289)	681
All Non-Christian	47% (46)	53% (53)	99
Atheist	52% (28)	48% (26)	54
Agnostic/Nothing in particular	55% (208)	45% (172)	380
Something Else	65% (155)	35% (82)	237
Religious Non-Protestant/Catholic	48% (51)	52% (55)	107
Evangelical	57% (218)	43% (164)	382
Non-Evangelical	61% (319)	39% (200)	520
Community: Urban	54% (251)	46% (213)	464
Community: Suburban	60% (393)	40% (267)	661
Community: Rural	56% (185)	44% (143)	328
Employ: Private Sector	56% (297)	44% (234)	530
Employ: Government	58% (42)	42% (30)	72
Employ: Self-Employed	60% (94)	40% (64)	157
Employ: Homemaker	61% (56)	39% (35)	91
Employ: Retired	53% (187)	47% (166)	354
Employ: Unemployed	68% (89)	32% (42)	130
Employ: Other	60% (46)	40% (31)	78
Military HH: Yes	55% (125)	45% (102)	227
Military HH: No	57% (704)	43% (521)	1225
RD/WT: Right Direction	52% (258)	48% (234)	493
RD/WT: Wrong Track	59% (571)	41% (389)	960
Biden Job Approve	57% (376)	43% (288)	664
Biden Job Disapprove	57% (421)	43% (318)	739
Biden Job Strongly Approve	50% (156)	50% (153)	309
Biden Job Somewhat Approve	62% (220)	38% (135)	355
Biden Job Somewhat Disapprove	60% (138)	40% (94)	232
Biden Job Strongly Disapprove	56% (283)	44% (224)	507

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**Table MCFE23\_4NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected	Not Selected	Total N
Adults	57% (829)	43% (623)	1452
Favorable of Biden	57% (379)	43% (287)	667
Unfavorable of Biden	57% (410)	43% (310)	720
Very Favorable of Biden	54% (168)	46% (143)	311
Somewhat Favorable of Biden	59% (211)	41% (145)	356
Somewhat Unfavorable of Biden	56% (112)	44% (88)	200
Very Unfavorable of Biden	57% (298)	43% (222)	520
#1 Issue: Economy	60% (376)	40% (255)	631
#1 Issue: Security	59% (88)	41% (62)	150
#1 Issue: Health Care	57% (65)	43% (48)	113
#1 Issue: Medicare / Social Security	57% (109)	43% (80)	189
#1 Issue: Women's Issues	57% (79)	43% (60)	139
#1 Issue: Education	47% (27)	53% (30)	58
#1 Issue: Energy	51% (49)	49% (47)	96
#1 Issue: Other	48% (37)	52% (40)	77
2022 House Vote: Democrat	55% (326)	45% (262)	588
2022 House Vote: Republican	58% (263)	42% (192)	455
2022 House Vote: Didnt Vote	59% (223)	41% (158)	381
2020 Vote: Joe Biden	55% (346)	45% (279)	625
2020 Vote: Donald Trump	58% (264)	42% (192)	456
2020 Vote: Didn't Vote	59% (194)	41% (135)	329
2018 House Vote: Democrat	59% (307)	41% (216)	523
2018 House Vote: Republican	58% (231)	42% (169)	401
2018 House Vote: Didnt Vote	54% (272)	46% (229)	502
4-Region: Northeast	52% (135)	48% (124)	259
4-Region: Midwest	53% (159)	47% (141)	300
4-Region: South	59% (326)	41% (231)	557
4-Region: West	62% (209)	38% (127)	336
Sports Fan	57% (754)	43% (561)	1315
Avid Sports Fan	54% (309)	46% (266)	576
Casual Sports Fan	60% (445)	40% (295)	740

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**Table MCFE23\_4NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected	Not Selected	Total N
Adults	57% (829)	43% (623)	1452
Football Fan	57% (749)	43% (560)	1308
Avid Football Fan	54% (344)	46% (295)	639
NFL Fan	57% (744)	43% (569)	1313
Avid NFL Fan	55% (359)	45% (297)	656
Rihanna Fan	60% (492)	40% (323)	816
Pro Football is Favorite	58% (348)	42% (256)	604
Like Pro Football but not Favorite	57% (436)	43% (335)	771
Watched SB LVI and Plan to Watch LVII	57% (655)	43% (485)	1141
Likely to Watch SB LVII	57% (829)	43% (623)	1452
Want Eagles to Win	56% (349)	44% (280)	629
Want Chiefs to Win	56% (327)	44% (255)	582
Typically Host SB Party and Likely Host this Year	63% (250)	37% (148)	398
Likely Host SB Party this Year	62% (404)	38% (249)	653
Sports Bettors	52% (286)	48% (259)	545
Sports Bettors Weekly+	45% (103)	55% (125)	228
Non/Infrequent Bettor	60% (645)	40% (436)	1082
Sports Bettors Monthly+	48% (165)	52% (176)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	63% (87)	37% (52)	139
Plan to Bet on SB LVII	52% (220)	48% (200)	420

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

**Table MCFE23\_5NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected	Not Selected	Total N
Adults	43% (624)	57% (829)	1452
Gender: Male	37% (295)	63% (500)	795
Gender: Female	50% (329)	50% (329)	657
Age: 18-34	43% (179)	57% (237)	416
Age: 35-44	46% (118)	54% (136)	253
Age: 45-64	44% (218)	56% (274)	492
Age: 65+	37% (109)	63% (182)	291
GenZers: 1997-2012	42% (65)	58% (90)	155
Millennials: 1981-1996	45% (211)	55% (253)	464
GenXers: 1965-1980	47% (182)	53% (204)	386
Baby Boomers: 1946-1964	37% (154)	63% (260)	414
PID: Dem (no lean)	41% (250)	59% (357)	608
PID: Ind (no lean)	45% (177)	55% (218)	395
PID: Rep (no lean)	44% (197)	56% (253)	450
PID/Gender: Dem Men	35% (113)	65% (213)	326
PID/Gender: Dem Women	49% (137)	51% (144)	281
PID/Gender: Ind Men	41% (93)	59% (134)	227
PID/Gender: Ind Women	50% (84)	50% (84)	168
PID/Gender: Rep Men	37% (89)	63% (152)	241
PID/Gender: Rep Women	52% (108)	48% (101)	209
Ideo: Liberal (1-3)	45% (196)	55% (236)	433
Ideo: Moderate (4)	42% (195)	58% (264)	460
Ideo: Conservative (5-7)	40% (199)	60% (294)	492
Educ: < College	43% (392)	57% (520)	912
Educ: Bachelors degree	47% (154)	53% (177)	331
Educ: Post-grad	37% (77)	63% (132)	209
Income: Under 50k	42% (304)	58% (422)	726
Income: 50k-100k	43% (194)	57% (258)	452
Income: 100k+	46% (126)	54% (149)	275
Ethnicity: White	45% (499)	55% (609)	1108
Ethnicity: Hispanic	47% (124)	53% (140)	263

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**Table MCFE23\_5NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected	Not Selected	Total N
Adults	43% (624)	57% (829)	1452
Ethnicity: Black	36% (77)	64% (138)	214
Ethnicity: Other	37% (48)	63% (82)	130
All Christian	42% (289)	58% (392)	681
All Non-Christian	27% (27)	73% (72)	99
Atheist	38% (21)	62% (34)	54
Agnostic/Nothing in particular	42% (160)	58% (221)	380
Something Else	54% (128)	46% (110)	237
Religious Non-Protestant/Catholic	30% (32)	70% (75)	107
Evangelical	43% (166)	57% (216)	382
Non-Evangelical	47% (243)	53% (277)	520
Community: Urban	37% (173)	63% (291)	464
Community: Suburban	46% (304)	54% (356)	661
Community: Rural	45% (146)	55% (181)	328
Employ: Private Sector	45% (237)	55% (293)	530
Employ: Government	51% (37)	49% (35)	72
Employ: Self-Employed	45% (71)	55% (87)	157
Employ: Homemaker	47% (43)	53% (48)	91
Employ: Retired	37% (131)	63% (223)	354
Employ: Unemployed	35% (46)	65% (85)	130
Employ: Other	55% (43)	45% (35)	78
Military HH: Yes	41% (93)	59% (135)	227
Military HH: No	43% (531)	57% (694)	1225
RD/WT: Right Direction	39% (194)	61% (299)	493
RD/WT: Wrong Track	45% (430)	55% (530)	960
Biden Job Approve	41% (271)	59% (392)	664
Biden Job Disapprove	44% (326)	56% (413)	739
Biden Job Strongly Approve	39% (119)	61% (189)	309
Biden Job Somewhat Approve	43% (152)	57% (203)	355
Biden Job Somewhat Disapprove	47% (109)	53% (123)	232
Biden Job Strongly Disapprove	43% (216)	57% (290)	507

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**Table MCFE23\_5NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected	Not Selected	Total N
Adults	43% (624)	57% (829)	1452
Favorable of Biden	43% (284)	57% (383)	667
Unfavorable of Biden	43% (312)	57% (408)	720
Very Favorable of Biden	39% (121)	61% (189)	311
Somewhat Favorable of Biden	46% (163)	54% (193)	356
Somewhat Unfavorable of Biden	42% (85)	58% (115)	200
Very Unfavorable of Biden	44% (227)	56% (293)	520
#1 Issue: Economy	44% (280)	56% (351)	631
#1 Issue: Security	40% (60)	60% (90)	150
#1 Issue: Health Care	40% (45)	60% (68)	113
#1 Issue: Medicare / Social Security	39% (74)	61% (115)	189
#1 Issue: Women's Issues	50% (69)	50% (70)	139
#1 Issue: Education	41% (24)	59% (34)	58
#1 Issue: Energy	48% (46)	52% (50)	96
#1 Issue: Other	33% (25)	67% (52)	77
2022 House Vote: Democrat	42% (245)	58% (343)	588
2022 House Vote: Republican	44% (201)	56% (254)	455
2022 House Vote: Didnt Vote	43% (162)	57% (219)	381
2020 Vote: Joe Biden	41% (256)	59% (369)	625
2020 Vote: Donald Trump	46% (208)	54% (248)	456
2020 Vote: Didn't Vote	42% (138)	58% (191)	329
2018 House Vote: Democrat	44% (229)	56% (294)	523
2018 House Vote: Republican	45% (181)	55% (220)	401
2018 House Vote: Didnt Vote	40% (203)	60% (299)	502
4-Region: Northeast	41% (106)	59% (153)	259
4-Region: Midwest	40% (122)	60% (179)	300
4-Region: South	45% (249)	55% (308)	557
4-Region: West	44% (147)	56% (188)	336
Sports Fan	42% (557)	58% (758)	1315
Avid Sports Fan	39% (222)	61% (354)	576
Casual Sports Fan	45% (335)	55% (404)	740

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**Table MCFE23\_5NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected	Not Selected	Total N
Adults	43% (624)	57% (829)	1452
Football Fan	43% (559)	57% (750)	1308
Avid Football Fan	40% (256)	60% (383)	639
NFL Fan	42% (555)	58% (757)	1313
Avid NFL Fan	40% (263)	60% (394)	656
Rihanna Fan	48% (389)	52% (427)	816
Pro Football is Favorite	45% (272)	55% (331)	604
Like Pro Football but not Favorite	40% (311)	60% (460)	771
Watched SB LVI and Plan to Watch LVII	43% (489)	57% (652)	1141
Likely to Watch SB LVII	43% (624)	57% (829)	1452
Want Eagles to Win	41% (261)	59% (368)	629
Want Chiefs to Win	46% (269)	54% (313)	582
Typically Host SB Party and Likely Host this Year	56% (222)	44% (176)	398
Likely Host SB Party this Year	51% (335)	49% (318)	653
Sports Bettors	43% (233)	57% (312)	545
Sports Bettors Weekly+	35% (80)	65% (148)	228
Non/Infrequent Bettor	44% (480)	56% (601)	1082
Sports Bettors Monthly+	38% (131)	62% (210)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	51% (72)	49% (68)	139
Plan to Bet on SB LVII	42% (177)	58% (243)	420

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

**Table MCFE23\_6NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Burgers or sliders*

Demographic	Selected		Not Selected		Total N
Adults	26%	(373)	74%	(1079)	1452
Gender: Male	25%	(198)	75%	(597)	795
Gender: Female	27%	(176)	73%	(482)	657
Age: 18-34	35%	(146)	65%	(270)	416
Age: 35-44	29%	(74)	71%	(180)	253
Age: 45-64	24%	(117)	76%	(375)	492
Age: 65+	13%	(37)	87%	(254)	291
GenZers: 1997-2012	42%	(65)	58%	(90)	155
Millennials: 1981-1996	31%	(144)	69%	(321)	464
GenXers: 1965-1980	24%	(93)	76%	(293)	386
Baby Boomers: 1946-1964	16%	(67)	84%	(347)	414
PID: Dem (no lean)	26%	(155)	74%	(452)	608
PID: Ind (no lean)	25%	(100)	75%	(295)	395
PID: Rep (no lean)	26%	(118)	74%	(331)	450
PID/Gender: Dem Men	24%	(78)	76%	(248)	326
PID/Gender: Dem Women	27%	(77)	73%	(204)	281
PID/Gender: Ind Men	27%	(61)	73%	(166)	227
PID/Gender: Ind Women	23%	(38)	77%	(129)	168
PID/Gender: Rep Men	24%	(58)	76%	(183)	241
PID/Gender: Rep Women	29%	(60)	71%	(149)	209
Ideo: Liberal (1-3)	26%	(113)	74%	(319)	433
Ideo: Moderate (4)	28%	(128)	72%	(332)	460
Ideo: Conservative (5-7)	23%	(113)	77%	(379)	492
Educ: < College	27%	(246)	73%	(666)	912
Educ: Bachelors degree	24%	(79)	76%	(252)	331
Educ: Post-grad	23%	(49)	77%	(161)	209
Income: Under 50k	26%	(190)	74%	(536)	726
Income: 50k-100k	26%	(117)	74%	(335)	452
Income: 100k+	24%	(66)	76%	(208)	275
Ethnicity: White	25%	(280)	75%	(828)	1108
Ethnicity: Hispanic	39%	(103)	61%	(161)	263

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**Table MCFE23\_6NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	26%	(373)	74%	(1079)	1452
Ethnicity: Black	28%	(59)	72%	(155)	214
Ethnicity: Other	26%	(34)	74%	(96)	130
All Christian	26%	(176)	74%	(505)	681
All Non-Christian	20%	(20)	80%	(80)	99
Atheist	25%	(14)	75%	(40)	54
Agnostic/Nothing in particular	23%	(89)	77%	(291)	380
Something Else	31%	(75)	69%	(163)	237
Religious Non-Protestant/Catholic	19%	(20)	81%	(87)	107
Evangelical	27%	(103)	73%	(279)	382
Non-Evangelical	28%	(145)	72%	(374)	520
Community: Urban	28%	(128)	72%	(336)	464
Community: Suburban	26%	(170)	74%	(491)	661
Community: Rural	23%	(75)	77%	(252)	328
Employ: Private Sector	25%	(135)	75%	(396)	530
Employ: Government	32%	(23)	68%	(49)	72
Employ: Self-Employed	28%	(44)	72%	(113)	157
Employ: Homemaker	25%	(23)	75%	(68)	91
Employ: Retired	18%	(64)	82%	(289)	354
Employ: Unemployed	31%	(41)	69%	(90)	130
Employ: Other	29%	(22)	71%	(56)	78
Military HH: Yes	25%	(57)	75%	(171)	227
Military HH: No	26%	(317)	74%	(908)	1225
RD/WT: Right Direction	26%	(126)	74%	(366)	493
RD/WT: Wrong Track	26%	(247)	74%	(713)	960
Biden Job Approve	27%	(177)	73%	(487)	664
Biden Job Disapprove	25%	(186)	75%	(553)	739
Biden Job Strongly Approve	26%	(82)	74%	(227)	309
Biden Job Somewhat Approve	27%	(95)	73%	(260)	355
Biden Job Somewhat Disapprove	25%	(58)	75%	(174)	232
Biden Job Strongly Disapprove	25%	(128)	75%	(378)	507

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**Table MCFE23\_6NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Burgers or sliders

Demographic	Selected	Not Selected	Total N
Adults	26% (373)	74% (1079)	1452
Favorable of Biden	28% (189)	72% (478)	667
Unfavorable of Biden	23% (168)	77% (552)	720
Very Favorable of Biden	28% (86)	72% (224)	311
Somewhat Favorable of Biden	29% (102)	71% (254)	356
Somewhat Unfavorable of Biden	16% (32)	84% (168)	200
Very Unfavorable of Biden	26% (136)	74% (384)	520
#1 Issue: Economy	27% (170)	73% (461)	631
#1 Issue: Security	23% (34)	77% (116)	150
#1 Issue: Health Care	33% (37)	67% (76)	113
#1 Issue: Medicare / Social Security	21% (40)	79% (149)	189
#1 Issue: Women's Issues	31% (43)	69% (96)	139
#1 Issue: Education	22% (13)	78% (45)	58
#1 Issue: Energy	19% (18)	81% (78)	96
#1 Issue: Other	25% (19)	75% (58)	77
2022 House Vote: Democrat	25% (145)	75% (443)	588
2022 House Vote: Republican	26% (116)	74% (339)	455
2022 House Vote: Didnt Vote	28% (108)	72% (273)	381
2020 Vote: Joe Biden	25% (154)	75% (471)	625
2020 Vote: Donald Trump	25% (115)	75% (340)	456
2020 Vote: Didn't Vote	29% (95)	71% (234)	329
2018 House Vote: Democrat	25% (130)	75% (393)	523
2018 House Vote: Republican	23% (91)	77% (310)	401
2018 House Vote: Didnt Vote	29% (148)	71% (354)	502
4-Region: Northeast	21% (53)	79% (206)	259
4-Region: Midwest	20% (60)	80% (240)	300
4-Region: South	28% (153)	72% (403)	557
4-Region: West	32% (106)	68% (229)	336
Sports Fan	25% (327)	75% (988)	1315
Avid Sports Fan	28% (160)	72% (416)	576
Casual Sports Fan	23% (167)	77% (573)	740

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**Table MCFE23\_6NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Burgers or sliders

Demographic	Selected	Not Selected	Total N
Adults	26% (373)	74% (1079)	1452
Football Fan	25% (327)	75% (981)	1308
Avid Football Fan	25% (160)	75% (479)	639
NFL Fan	25% (326)	75% (987)	1313
Avid NFL Fan	25% (161)	75% (495)	656
Rihanna Fan	32% (264)	68% (552)	816
Pro Football is Favorite	27% (164)	73% (439)	604
Like Pro Football but not Favorite	24% (184)	76% (587)	771
Watched SB LVI and Plan to Watch LVII	25% (283)	75% (857)	1141
Likely to Watch SB LVII	26% (373)	74% (1079)	1452
Want Eagles to Win	25% (157)	75% (473)	629
Want Chiefs to Win	27% (158)	73% (424)	582
Typically Host SB Party and Likely Host this Year	35% (138)	65% (260)	398
Likely Host SB Party this Year	34% (223)	66% (430)	653
Sports Bettors	32% (175)	68% (369)	545
Sports Bettors Weekly+	35% (81)	65% (147)	228
Non/Infrequent Bettor	23% (245)	77% (837)	1082
Sports Bettors Monthly+	34% (114)	66% (227)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	27% (38)	73% (101)	139
Plan to Bet on SB LVII	32% (135)	68% (285)	420

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

**Table MCFE23\_7NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected	Not Selected	Total N
Adults	18% (265)	82% (1188)	1452
Gender: Male	19% (148)	81% (646)	795
Gender: Female	18% (116)	82% (541)	657
Age: 18-34	29% (121)	71% (295)	416
Age: 35-44	18% (45)	82% (209)	253
Age: 45-64	15% (76)	85% (416)	492
Age: 65+	8% (23)	92% (268)	291
GenZers: 1997-2012	29% (45)	71% (109)	155
Millennials: 1981-1996	25% (115)	75% (349)	464
GenXers: 1965-1980	16% (61)	84% (325)	386
Baby Boomers: 1946-1964	10% (41)	90% (373)	414
PID: Dem (no lean)	19% (115)	81% (492)	608
PID: Ind (no lean)	17% (69)	83% (326)	395
PID: Rep (no lean)	18% (81)	82% (369)	450
PID/Gender: Dem Men	18% (57)	82% (269)	326
PID/Gender: Dem Women	21% (58)	79% (223)	281
PID/Gender: Ind Men	19% (43)	81% (184)	227
PID/Gender: Ind Women	15% (25)	85% (142)	168
PID/Gender: Rep Men	20% (48)	80% (193)	241
PID/Gender: Rep Women	16% (33)	84% (176)	209
Ideo: Liberal (1-3)	19% (82)	81% (350)	433
Ideo: Moderate (4)	19% (88)	81% (372)	460
Ideo: Conservative (5-7)	16% (79)	84% (413)	492
Educ: < College	20% (183)	80% (729)	912
Educ: Bachelors degree	16% (54)	84% (276)	331
Educ: Post-grad	13% (27)	87% (183)	209
Income: Under 50k	19% (135)	81% (591)	726
Income: 50k-100k	19% (85)	81% (367)	452
Income: 100k+	16% (45)	84% (230)	275
Ethnicity: White	18% (197)	82% (911)	1108
Ethnicity: Hispanic	33% (87)	67% (176)	263

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**Table MCFE23\_7NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected	Not Selected	Total N
Adults	18% (265)	82% (1188)	1452
Ethnicity: Black	22% (47)	78% (167)	214
Ethnicity: Other	16% (21)	84% (109)	130
All Christian	16% (109)	84% (572)	681
All Non-Christian	11% (11)	89% (89)	99
Atheist	9% (5)	91% (49)	54
Agnostic/Nothing in particular	19% (74)	81% (307)	380
Something Else	28% (66)	72% (171)	237
Religious Non-Protestant/Catholic	11% (12)	89% (95)	107
Evangelical	19% (74)	81% (308)	382
Non-Evangelical	19% (97)	81% (422)	520
Community: Urban	22% (101)	78% (363)	464
Community: Suburban	18% (120)	82% (541)	661
Community: Rural	13% (44)	87% (284)	328
Employ: Private Sector	22% (117)	78% (413)	530
Employ: Government	19% (14)	81% (58)	72
Employ: Self-Employed	22% (35)	78% (122)	157
Employ: Homemaker	14% (13)	86% (78)	91
Employ: Retired	9% (33)	91% (320)	354
Employ: Unemployed	14% (18)	86% (112)	130
Employ: Other	30% (24)	70% (54)	78
Military HH: Yes	15% (34)	85% (193)	227
Military HH: No	19% (230)	81% (995)	1225
RD/WT: Right Direction	21% (105)	79% (387)	493
RD/WT: Wrong Track	17% (159)	83% (800)	960
Biden Job Approve	19% (123)	81% (540)	664
Biden Job Disapprove	18% (132)	82% (607)	739
Biden Job Strongly Approve	20% (61)	80% (248)	309
Biden Job Somewhat Approve	18% (63)	82% (292)	355
Biden Job Somewhat Disapprove	20% (46)	80% (186)	232
Biden Job Strongly Disapprove	17% (86)	83% (421)	507

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**Table MCFE23\_7NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected	Not Selected	Total N
Adults	18% (265)	82% (1188)	1452
Favorable of Biden	19% (128)	81% (538)	667
Unfavorable of Biden	17% (123)	83% (597)	720
Very Favorable of Biden	20% (62)	80% (249)	311
Somewhat Favorable of Biden	19% (66)	81% (290)	356
Somewhat Unfavorable of Biden	16% (33)	84% (167)	200
Very Unfavorable of Biden	17% (90)	83% (430)	520
#1 Issue: Economy	18% (112)	82% (519)	631
#1 Issue: Security	14% (21)	86% (129)	150
#1 Issue: Health Care	21% (23)	79% (89)	113
#1 Issue: Medicare / Social Security	19% (35)	81% (154)	189
#1 Issue: Women's Issues	23% (31)	77% (107)	139
#1 Issue: Education	23% (13)	77% (45)	58
#1 Issue: Energy	14% (14)	86% (82)	96
#1 Issue: Other	20% (15)	80% (62)	77
2022 House Vote: Democrat	17% (98)	83% (490)	588
2022 House Vote: Republican	18% (83)	82% (372)	455
2022 House Vote: Didnt Vote	21% (79)	79% (302)	381
2020 Vote: Joe Biden	17% (108)	83% (517)	625
2020 Vote: Donald Trump	17% (78)	83% (378)	456
2020 Vote: Didn't Vote	19% (63)	81% (266)	329
2018 House Vote: Democrat	18% (93)	82% (430)	523
2018 House Vote: Republican	18% (70)	82% (331)	401
2018 House Vote: Didnt Vote	19% (93)	81% (408)	502
4-Region: Northeast	14% (36)	86% (223)	259
4-Region: Midwest	15% (45)	85% (255)	300
4-Region: South	20% (111)	80% (446)	557
4-Region: West	22% (72)	78% (263)	336
Sports Fan	18% (231)	82% (1085)	1315
Avid Sports Fan	19% (112)	81% (464)	576
Casual Sports Fan	16% (119)	84% (621)	740

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**Table MCFE23\_7NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected	Not Selected	Total N
Adults	18% (265)	82% (1188)	1452
Football Fan	18% (237)	82% (1071)	1308
Avid Football Fan	18% (116)	82% (523)	639
NFL Fan	18% (234)	82% (1079)	1313
Avid NFL Fan	18% (120)	82% (536)	656
Rihanna Fan	22% (180)	78% (635)	816
Pro Football is Favorite	17% (104)	83% (500)	604
Like Pro Football but not Favorite	19% (148)	81% (623)	771
Watched SB LVI and Plan to Watch LVII	18% (203)	82% (938)	1141
Likely to Watch SB LVII	18% (265)	82% (1188)	1452
Want Eagles to Win	20% (126)	80% (503)	629
Want Chiefs to Win	18% (106)	82% (477)	582
Typically Host SB Party and Likely Host this Year	30% (121)	70% (277)	398
Likely Host SB Party this Year	26% (171)	74% (482)	653
Sports Bettors	28% (150)	72% (395)	545
Sports Bettors Weekly+	31% (71)	69% (157)	228
Non/Infrequent Bettor	14% (153)	86% (929)	1082
Sports Bettors Monthly+	30% (101)	70% (240)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	20% (29)	80% (111)	139
Plan to Bet on SB LVII	27% (114)	73% (306)	420

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

**Table MCFE23\_8NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected	Not Selected	Total N
Adults	11% (165)	89% (1287)	1452
Gender: Male	11% (85)	89% (710)	795
Gender: Female	12% (81)	88% (577)	657
Age: 18-34	17% (72)	83% (343)	416
Age: 35-44	9% (23)	91% (230)	253
Age: 45-64	10% (49)	90% (444)	492
Age: 65+	7% (21)	93% (270)	291
GenZers: 1997-2012	13% (20)	87% (135)	155
Millennials: 1981-1996	15% (71)	85% (393)	464
GenXers: 1965-1980	11% (44)	89% (342)	386
Baby Boomers: 1946-1964	7% (29)	93% (385)	414
PID: Dem (no lean)	12% (74)	88% (534)	608
PID: Ind (no lean)	10% (38)	90% (357)	395
PID: Rep (no lean)	12% (54)	88% (396)	450
PID/Gender: Dem Men	11% (37)	89% (289)	326
PID/Gender: Dem Women	13% (37)	87% (244)	281
PID/Gender: Ind Men	8% (18)	92% (210)	227
PID/Gender: Ind Women	12% (20)	88% (148)	168
PID/Gender: Rep Men	12% (30)	88% (211)	241
PID/Gender: Rep Women	12% (24)	88% (185)	209
Ideo: Liberal (1-3)	13% (56)	87% (377)	433
Ideo: Moderate (4)	11% (53)	89% (407)	460
Ideo: Conservative (5-7)	11% (54)	89% (438)	492
Educ: < College	12% (105)	88% (807)	912
Educ: Bachelors degree	11% (35)	89% (296)	331
Educ: Post-grad	12% (25)	88% (184)	209
Income: Under 50k	11% (78)	89% (648)	726
Income: 50k-100k	12% (54)	88% (398)	452
Income: 100k+	12% (33)	88% (242)	275
Ethnicity: White	11% (126)	89% (982)	1108
Ethnicity: Hispanic	12% (31)	88% (233)	263

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**Table MCFE23\_8NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	11%	(165)	89%	(1287)	1452
Ethnicity: Black	14%	(30)	86%	(184)	214
Ethnicity: Other	7%	(9)	93%	(121)	130
All Christian	13%	(86)	87%	(595)	681
All Non-Christian	15%	(15)	85%	(85)	99
Atheist	3%	(2)	97%	(52)	54
Agnostic/Nothing in particular	10%	(38)	90%	(342)	380
Something Else	10%	(24)	90%	(213)	237
Religious Non-Protestant/Catholic	14%	(15)	86%	(91)	107
Evangelical	13%	(48)	87%	(334)	382
Non-Evangelical	12%	(61)	88%	(458)	520
Community: Urban	11%	(50)	89%	(414)	464
Community: Suburban	11%	(71)	89%	(590)	661
Community: Rural	14%	(44)	86%	(283)	328
Employ: Private Sector	17%	(90)	83%	(440)	530
Employ: Government	13%	(9)	87%	(62)	72
Employ: Self-Employed	14%	(22)	86%	(135)	157
Employ: Homemaker	8%	(8)	92%	(84)	91
Employ: Retired	8%	(27)	92%	(327)	354
Employ: Unemployed	5%	(7)	95%	(124)	130
Employ: Other	1%	(1)	99%	(77)	78
Military HH: Yes	10%	(22)	90%	(205)	227
Military HH: No	12%	(143)	88%	(1082)	1225
RD/WT: Right Direction	12%	(61)	88%	(432)	493
RD/WT: Wrong Track	11%	(104)	89%	(855)	960
Biden Job Approve	12%	(78)	88%	(586)	664
Biden Job Disapprove	11%	(81)	89%	(658)	739
Biden Job Strongly Approve	12%	(37)	88%	(271)	309
Biden Job Somewhat Approve	11%	(41)	89%	(314)	355
Biden Job Somewhat Disapprove	14%	(32)	86%	(200)	232
Biden Job Strongly Disapprove	10%	(48)	90%	(458)	507

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**Table MCFE23\_8NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	11%	(165)	89%	(1287)	1452
Favorable of Biden	13%	(87)	87%	(580)	667
Unfavorable of Biden	10%	(72)	90%	(648)	720
Very Favorable of Biden	12%	(37)	88%	(273)	311
Somewhat Favorable of Biden	14%	(50)	86%	(306)	356
Somewhat Unfavorable of Biden	9%	(18)	91%	(182)	200
Very Unfavorable of Biden	10%	(54)	90%	(466)	520
#1 Issue: Economy	12%	(79)	88%	(552)	631
#1 Issue: Security	8%	(12)	92%	(138)	150
#1 Issue: Health Care	9%	(10)	91%	(103)	113
#1 Issue: Medicare / Social Security	10%	(19)	90%	(170)	189
#1 Issue: Women's Issues	14%	(20)	86%	(119)	139
#1 Issue: Education	20%	(11)	80%	(47)	58
#1 Issue: Energy	13%	(12)	87%	(84)	96
#1 Issue: Other	3%	(2)	97%	(75)	77
2022 House Vote: Democrat	12%	(68)	88%	(521)	588
2022 House Vote: Republican	12%	(54)	88%	(401)	455
2022 House Vote: Didnt Vote	10%	(37)	90%	(344)	381
2020 Vote: Joe Biden	12%	(77)	88%	(548)	625
2020 Vote: Donald Trump	11%	(49)	89%	(406)	456
2020 Vote: Didn't Vote	11%	(35)	89%	(294)	329
2018 House Vote: Democrat	12%	(64)	88%	(459)	523
2018 House Vote: Republican	12%	(49)	88%	(352)	401
2018 House Vote: Didnt Vote	10%	(50)	90%	(451)	502
4-Region: Northeast	11%	(27)	89%	(232)	259
4-Region: Midwest	12%	(35)	88%	(265)	300
4-Region: South	10%	(57)	90%	(500)	557
4-Region: West	14%	(46)	86%	(290)	336
Sports Fan	11%	(149)	89%	(1166)	1315
Avid Sports Fan	12%	(70)	88%	(506)	576
Casual Sports Fan	11%	(80)	89%	(660)	740

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**Table MCFE23\_8NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Meatballs*

Demographic	Selected	Not Selected	Total N
Adults	11% (165)	89% (1287)	1452
Football Fan	11% (148)	89% (1160)	1308
Avid Football Fan	12% (76)	88% (563)	639
NFL Fan	11% (149)	89% (1163)	1313
Avid NFL Fan	12% (80)	88% (576)	656
Rihanna Fan	12% (99)	88% (717)	816
Pro Football is Favorite	13% (78)	87% (526)	604
Like Pro Football but not Favorite	10% (78)	90% (693)	771
Watched SB LVI and Plan to Watch LVII	11% (129)	89% (1012)	1141
Likely to Watch SB LVII	11% (165)	89% (1287)	1452
Want Eagles to Win	10% (64)	90% (566)	629
Want Chiefs to Win	15% (88)	85% (494)	582
Typically Host SB Party and Likely Host this Year	23% (93)	77% (305)	398
Likely Host SB Party this Year	18% (119)	82% (534)	653
Sports Bettors	14% (78)	86% (467)	545
Sports Bettors Weekly+	17% (38)	83% (189)	228
Non/Infrequent Bettor	10% (110)	90% (971)	1082
Sports Bettors Monthly+	16% (53)	84% (288)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	14% (20)	86% (119)	139
Plan to Bet on SB LVII	16% (66)	84% (354)	420

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

**Table MCFE23\_9NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected	Not Selected	Total N
Adults	12% (177)	88% (1275)	1452
Gender: Male	14% (113)	86% (682)	795
Gender: Female	10% (64)	90% (594)	657
Age: 18-34	17% (72)	83% (344)	416
Age: 35-44	12% (30)	88% (224)	253
Age: 45-64	12% (60)	88% (432)	492
Age: 65+	5% (15)	95% (276)	291
GenZers: 1997-2012	17% (26)	83% (129)	155
Millennials: 1981-1996	15% (68)	85% (397)	464
GenXers: 1965-1980	15% (56)	85% (329)	386
Baby Boomers: 1946-1964	6% (24)	94% (391)	414
PID: Dem (no lean)	12% (75)	88% (533)	608
PID: Ind (no lean)	13% (52)	87% (343)	395
PID: Rep (no lean)	11% (50)	89% (400)	450
PID/Gender: Dem Men	14% (45)	86% (281)	326
PID/Gender: Dem Women	11% (30)	89% (251)	281
PID/Gender: Ind Men	15% (35)	85% (192)	227
PID/Gender: Ind Women	10% (17)	90% (150)	168
PID/Gender: Rep Men	14% (33)	86% (208)	241
PID/Gender: Rep Women	8% (17)	92% (192)	209
Ideo: Liberal (1-3)	11% (49)	89% (383)	433
Ideo: Moderate (4)	14% (63)	86% (396)	460
Ideo: Conservative (5-7)	11% (53)	89% (439)	492
Educ: < College	14% (126)	86% (786)	912
Educ: Bachelors degree	10% (33)	90% (298)	331
Educ: Post-grad	8% (18)	92% (192)	209
Income: Under 50k	13% (94)	87% (632)	726
Income: 50k-100k	13% (58)	87% (394)	452
Income: 100k+	9% (24)	91% (250)	275
Ethnicity: White	10% (116)	90% (992)	1108
Ethnicity: Hispanic	17% (45)	83% (218)	263

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**Table MCFE23\_9NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected	Not Selected	Total N
Adults	12% (177)	88% (1275)	1452
Ethnicity: Black	18% (39)	82% (176)	214
Ethnicity: Other	17% (22)	83% (108)	130
All Christian	12% (79)	88% (602)	681
All Non-Christian	18% (18)	82% (82)	99
Atheist	9% (5)	91% (49)	54
Agnostic/Nothing in particular	9% (35)	91% (345)	380
Something Else	17% (40)	83% (197)	237
Religious Non-Protestant/Catholic	17% (18)	83% (89)	107
Evangelical	16% (61)	84% (321)	382
Non-Evangelical	11% (55)	89% (464)	520
Community: Urban	15% (71)	85% (393)	464
Community: Suburban	12% (76)	88% (584)	661
Community: Rural	9% (30)	91% (298)	328
Employ: Private Sector	13% (67)	87% (463)	530
Employ: Government	14% (10)	86% (62)	72
Employ: Self-Employed	24% (38)	76% (119)	157
Employ: Homemaker	6% (6)	94% (86)	91
Employ: Retired	7% (26)	93% (327)	354
Employ: Unemployed	7% (9)	93% (121)	130
Employ: Other	16% (13)	84% (65)	78
Military HH: Yes	9% (21)	91% (206)	227
Military HH: No	13% (155)	87% (1070)	1225
RD/WT: Right Direction	13% (63)	87% (429)	493
RD/WT: Wrong Track	12% (114)	88% (846)	960
Biden Job Approve	12% (79)	88% (584)	664
Biden Job Disapprove	12% (89)	88% (650)	739
Biden Job Strongly Approve	11% (33)	89% (276)	309
Biden Job Somewhat Approve	13% (46)	87% (309)	355
Biden Job Somewhat Disapprove	14% (33)	86% (199)	232
Biden Job Strongly Disapprove	11% (56)	89% (450)	507

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**Table MCFE23\_9NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected	Not Selected	Total N
Adults	12% (177)	88% (1275)	1452
Favorable of Biden	13% (87)	87% (580)	667
Unfavorable of Biden	11% (80)	89% (640)	720
Very Favorable of Biden	11% (35)	89% (276)	311
Somewhat Favorable of Biden	15% (52)	85% (304)	356
Somewhat Unfavorable of Biden	9% (18)	91% (182)	200
Very Unfavorable of Biden	12% (62)	88% (458)	520
#1 Issue: Economy	12% (76)	88% (555)	631
#1 Issue: Security	13% (20)	87% (130)	150
#1 Issue: Health Care	9% (10)	91% (103)	113
#1 Issue: Medicare / Social Security	11% (20)	89% (169)	189
#1 Issue: Women's Issues	19% (26)	81% (113)	139
#1 Issue: Education	6% (3)	94% (54)	58
#1 Issue: Energy	13% (12)	87% (84)	96
#1 Issue: Other	13% (10)	87% (67)	77
2022 House Vote: Democrat	12% (73)	88% (515)	588
2022 House Vote: Republican	13% (60)	87% (395)	455
2022 House Vote: Didnt Vote	11% (41)	89% (340)	381
2020 Vote: Joe Biden	13% (79)	87% (546)	625
2020 Vote: Donald Trump	10% (46)	90% (410)	456
2020 Vote: Didn't Vote	13% (44)	87% (285)	329
2018 House Vote: Democrat	14% (72)	86% (451)	523
2018 House Vote: Republican	12% (47)	88% (354)	401
2018 House Vote: Didnt Vote	10% (52)	90% (449)	502
4-Region: Northeast	8% (21)	92% (238)	259
4-Region: Midwest	9% (27)	91% (274)	300
4-Region: South	15% (84)	85% (473)	557
4-Region: West	13% (45)	87% (291)	336
Sports Fan	12% (164)	88% (1152)	1315
Avid Sports Fan	15% (87)	85% (489)	576
Casual Sports Fan	10% (77)	90% (663)	740

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**Table MCFE23\_9NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Demographic	Selected		Not Selected		Total N
Adults	12%	(177)	88%	(1275)	1452
Football Fan	12%	(160)	88%	(1148)	1308
Avid Football Fan	14%	(91)	86%	(548)	639
NFL Fan	13%	(166)	87%	(1147)	1313
Avid NFL Fan	14%	(94)	86%	(562)	656
Rihanna Fan	16%	(130)	84%	(686)	816
Pro Football is Favorite	16%	(96)	84%	(508)	604
Like Pro Football but not Favorite	9%	(72)	91%	(698)	771
Watched SB LVI and Plan to Watch LVII	12%	(142)	88%	(998)	1141
Likely to Watch SB LVII	12%	(177)	88%	(1275)	1452
Want Eagles to Win	14%	(88)	86%	(542)	629
Want Chiefs to Win	13%	(76)	87%	(507)	582
Typically Host SB Party and Likely Host this Year	17%	(68)	83%	(330)	398
Likely Host SB Party this Year	17%	(110)	83%	(543)	653
Sports Bettors	17%	(91)	83%	(453)	545
Sports Bettors Weekly+	19%	(43)	81%	(185)	228
Non/Infrequent Bettor	10%	(112)	90%	(969)	1082
Sports Bettors Monthly+	17%	(57)	83%	(284)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	11%	(15)	89%	(124)	139
Plan to Bet on SB LVII	16%	(68)	84%	(352)	420

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

**Table MCFE23\_10NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected	Not Selected	Total N
Adults	19% (272)	81% (1181)	1452
Gender: Male	16% (130)	84% (664)	795
Gender: Female	21% (141)	79% (516)	657
Age: 18-34	28% (116)	72% (300)	416
Age: 35-44	20% (50)	80% (203)	253
Age: 45-64	17% (84)	83% (409)	492
Age: 65+	8% (22)	92% (269)	291
GenZers: 1997-2012	30% (46)	70% (108)	155
Millennials: 1981-1996	23% (106)	77% (358)	464
GenXers: 1965-1980	21% (82)	79% (304)	386
Baby Boomers: 1946-1964	8% (34)	92% (380)	414
PID: Dem (no lean)	20% (120)	80% (487)	608
PID: Ind (no lean)	17% (67)	83% (328)	395
PID: Rep (no lean)	19% (84)	81% (365)	450
PID/Gender: Dem Men	19% (61)	81% (265)	326
PID/Gender: Dem Women	21% (59)	79% (222)	281
PID/Gender: Ind Men	12% (28)	88% (199)	227
PID/Gender: Ind Women	23% (39)	77% (129)	168
PID/Gender: Rep Men	17% (41)	83% (200)	241
PID/Gender: Rep Women	21% (43)	79% (166)	209
Ideo: Liberal (1-3)	21% (89)	79% (343)	433
Ideo: Moderate (4)	19% (87)	81% (373)	460
Ideo: Conservative (5-7)	17% (84)	83% (408)	492
Educ: < College	20% (178)	80% (734)	912
Educ: Bachelors degree	16% (53)	84% (278)	331
Educ: Post-grad	19% (41)	81% (169)	209
Income: Under 50k	18% (134)	82% (592)	726
Income: 50k-100k	19% (88)	81% (364)	452
Income: 100k+	18% (50)	82% (225)	275
Ethnicity: White	19% (211)	81% (897)	1108
Ethnicity: Hispanic	28% (73)	72% (190)	263

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**Table MCFE23\_10NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected	Not Selected	Total N
Adults	19% (272)	81% (1181)	1452
Ethnicity: Black	15% (32)	85% (182)	214
Ethnicity: Other	22% (28)	78% (102)	130
All Christian	18% (121)	82% (560)	681
All Non-Christian	14% (14)	86% (85)	99
Atheist	15% (8)	85% (46)	54
Agnostic/Nothing in particular	21% (80)	79% (301)	380
Something Else	21% (49)	79% (189)	237
Religious Non-Protestant/Catholic	14% (15)	86% (92)	107
Evangelical	20% (75)	80% (307)	382
Non-Evangelical	18% (92)	82% (428)	520
Community: Urban	17% (78)	83% (385)	464
Community: Suburban	19% (127)	81% (533)	661
Community: Rural	20% (66)	80% (262)	328
Employ: Private Sector	23% (124)	77% (406)	530
Employ: Government	24% (17)	76% (55)	72
Employ: Self-Employed	28% (44)	72% (113)	157
Employ: Homemaker	20% (19)	80% (73)	91
Employ: Retired	8% (29)	92% (325)	354
Employ: Unemployed	19% (25)	81% (105)	130
Employ: Other	6% (5)	94% (73)	78
Military HH: Yes	12% (28)	88% (200)	227
Military HH: No	20% (244)	80% (981)	1225
RD/WT: Right Direction	17% (84)	83% (408)	493
RD/WT: Wrong Track	19% (187)	81% (773)	960
Biden Job Approve	19% (129)	81% (535)	664
Biden Job Disapprove	18% (136)	82% (602)	739
Biden Job Strongly Approve	19% (58)	81% (251)	309
Biden Job Somewhat Approve	20% (71)	80% (284)	355
Biden Job Somewhat Disapprove	20% (46)	80% (186)	232
Biden Job Strongly Disapprove	18% (90)	82% (416)	507

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**Table MCFE23\_10NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected	Not Selected	Total N
Adults	19% (272)	81% (1181)	1452
Favorable of Biden	21% (137)	79% (529)	667
Unfavorable of Biden	18% (130)	82% (591)	720
Very Favorable of Biden	18% (55)	82% (255)	311
Somewhat Favorable of Biden	23% (82)	77% (274)	356
Somewhat Unfavorable of Biden	16% (32)	84% (168)	200
Very Unfavorable of Biden	19% (98)	81% (423)	520
#1 Issue: Economy	18% (115)	82% (516)	631
#1 Issue: Security	15% (22)	85% (128)	150
#1 Issue: Health Care	21% (24)	79% (89)	113
#1 Issue: Medicare / Social Security	16% (30)	84% (159)	189
#1 Issue: Women's Issues	31% (43)	69% (96)	139
#1 Issue: Education	16% (9)	84% (49)	58
#1 Issue: Energy	22% (21)	78% (75)	96
#1 Issue: Other	10% (7)	90% (70)	77
2022 House Vote: Democrat	18% (105)	82% (484)	588
2022 House Vote: Republican	18% (80)	82% (375)	455
2022 House Vote: Didn't Vote	22% (85)	78% (296)	381
2020 Vote: Joe Biden	18% (115)	82% (509)	625
2020 Vote: Donald Trump	16% (73)	84% (382)	456
2020 Vote: Didn't Vote	24% (79)	76% (250)	329
2018 House Vote: Democrat	20% (103)	80% (420)	523
2018 House Vote: Republican	16% (63)	84% (337)	401
2018 House Vote: Didn't Vote	20% (102)	80% (399)	502
4-Region: Northeast	19% (48)	81% (211)	259
4-Region: Midwest	17% (52)	83% (249)	300
4-Region: South	20% (114)	80% (443)	557
4-Region: West	17% (57)	83% (278)	336
Sports Fan	19% (247)	81% (1068)	1315
Avid Sports Fan	17% (100)	83% (475)	576
Casual Sports Fan	20% (147)	80% (593)	740

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**Table MCFE23\_10NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected	Not Selected	Total N
Adults	19% (272)	81% (1181)	1452
Football Fan	18% (241)	82% (1068)	1308
Avid Football Fan	17% (108)	83% (530)	639
NFL Fan	18% (243)	82% (1070)	1313
Avid NFL Fan	17% (113)	83% (543)	656
Rihanna Fan	23% (186)	77% (630)	816
Pro Football is Favorite	18% (108)	82% (496)	604
Like Pro Football but not Favorite	19% (147)	81% (624)	771
Watched SB LVI and Plan to Watch LVII	18% (203)	82% (938)	1141
Likely to Watch SB LVII	19% (272)	81% (1181)	1452
Want Eagles to Win	19% (119)	81% (511)	629
Want Chiefs to Win	21% (120)	79% (462)	582
Typically Host SB Party and Likely Host this Year	27% (109)	73% (289)	398
Likely Host SB Party this Year	26% (168)	74% (485)	653
Sports Bettors	25% (137)	75% (408)	545
Sports Bettors Weekly+	22% (51)	78% (177)	228
Non/Infrequent Bettor	17% (182)	83% (900)	1082
Sports Bettors Monthly+	24% (81)	76% (260)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	24% (34)	76% (105)	139
Plan to Bet on SB LVII	23% (98)	77% (322)	420

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

**Table MCFE23\_11NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected	Not Selected	Total N
Adults	20% (292)	80% (1160)	1452
Gender: Male	20% (159)	80% (635)	795
Gender: Female	20% (133)	80% (524)	657
Age: 18-34	25% (103)	75% (313)	416
Age: 35-44	20% (49)	80% (204)	253
Age: 45-64	18% (87)	82% (406)	492
Age: 65+	18% (53)	82% (238)	291
GenZers: 1997-2012	30% (46)	70% (109)	155
Millennials: 1981-1996	20% (94)	80% (370)	464
GenXers: 1965-1980	21% (80)	79% (306)	386
Baby Boomers: 1946-1964	16% (65)	84% (349)	414
PID: Dem (no lean)	22% (133)	78% (474)	608
PID: Ind (no lean)	20% (78)	80% (317)	395
PID: Rep (no lean)	18% (81)	82% (369)	450
PID/Gender: Dem Men	23% (76)	77% (250)	326
PID/Gender: Dem Women	20% (57)	80% (224)	281
PID/Gender: Ind Men	16% (36)	84% (191)	227
PID/Gender: Ind Women	25% (42)	75% (125)	168
PID/Gender: Rep Men	20% (47)	80% (194)	241
PID/Gender: Rep Women	16% (34)	84% (175)	209
Ideo: Liberal (1-3)	22% (94)	78% (338)	433
Ideo: Moderate (4)	23% (104)	77% (355)	460
Ideo: Conservative (5-7)	16% (79)	84% (413)	492
Educ: < College	20% (179)	80% (733)	912
Educ: Bachelors degree	20% (68)	80% (263)	331
Educ: Post-grad	22% (46)	78% (163)	209
Income: Under 50k	21% (152)	79% (574)	726
Income: 50k-100k	21% (97)	79% (355)	452
Income: 100k+	16% (44)	84% (230)	275
Ethnicity: White	20% (226)	80% (882)	1108
Ethnicity: Hispanic	24% (64)	76% (199)	263

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**Table MCFE23\_11NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	20%	(292)	80%	(1160)	1452
Ethnicity: Black	21%	(45)	79%	(170)	214
Ethnicity: Other	17%	(22)	83%	(108)	130
All Christian	20%	(135)	80%	(546)	681
All Non-Christian	22%	(22)	78%	(77)	99
Atheist	12%	(6)	88%	(48)	54
Agnostic/Nothing in particular	21%	(79)	79%	(302)	380
Something Else	21%	(51)	79%	(187)	237
Religious Non-Protestant/Catholic	21%	(23)	79%	(84)	107
Evangelical	23%	(88)	77%	(294)	382
Non-Evangelical	18%	(94)	82%	(426)	520
Community: Urban	23%	(108)	77%	(356)	464
Community: Suburban	19%	(127)	81%	(533)	661
Community: Rural	18%	(57)	82%	(270)	328
Employ: Private Sector	20%	(105)	80%	(425)	530
Employ: Government	16%	(11)	84%	(60)	72
Employ: Self-Employed	22%	(34)	78%	(123)	157
Employ: Homemaker	20%	(19)	80%	(73)	91
Employ: Retired	18%	(63)	82%	(291)	354
Employ: Unemployed	23%	(30)	77%	(101)	130
Employ: Other	23%	(18)	77%	(60)	78
Military HH: Yes	23%	(52)	77%	(175)	227
Military HH: No	20%	(240)	80%	(984)	1225
RD/WT: Right Direction	23%	(114)	77%	(379)	493
RD/WT: Wrong Track	19%	(179)	81%	(781)	960
Biden Job Approve	23%	(150)	77%	(514)	664
Biden Job Disapprove	17%	(126)	83%	(613)	739
Biden Job Strongly Approve	25%	(77)	75%	(232)	309
Biden Job Somewhat Approve	20%	(73)	80%	(282)	355
Biden Job Somewhat Disapprove	15%	(34)	85%	(198)	232
Biden Job Strongly Disapprove	18%	(92)	82%	(415)	507

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**Table MCFE23\_11NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected	Not Selected	Total N
Adults	20% (292)	80% (1160)	1452
Favorable of Biden	24% (159)	76% (508)	667
Unfavorable of Biden	17% (121)	83% (599)	720
Very Favorable of Biden	24% (75)	76% (236)	311
Somewhat Favorable of Biden	24% (84)	76% (272)	356
Somewhat Unfavorable of Biden	15% (30)	85% (170)	200
Very Unfavorable of Biden	17% (91)	83% (429)	520
#1 Issue: Economy	19% (118)	81% (513)	631
#1 Issue: Security	19% (28)	81% (122)	150
#1 Issue: Health Care	22% (25)	78% (88)	113
#1 Issue: Medicare / Social Security	18% (35)	82% (154)	189
#1 Issue: Women's Issues	28% (39)	72% (100)	139
#1 Issue: Education	23% (13)	77% (44)	58
#1 Issue: Energy	27% (26)	73% (70)	96
#1 Issue: Other	11% (8)	89% (69)	77
2022 House Vote: Democrat	22% (128)	78% (461)	588
2022 House Vote: Republican	18% (80)	82% (375)	455
2022 House Vote: Didnt Vote	20% (77)	80% (304)	381
2020 Vote: Joe Biden	21% (134)	79% (491)	625
2020 Vote: Donald Trump	18% (81)	82% (375)	456
2020 Vote: Didn't Vote	21% (68)	79% (261)	329
2018 House Vote: Democrat	22% (116)	78% (407)	523
2018 House Vote: Republican	19% (76)	81% (325)	401
2018 House Vote: Didnt Vote	18% (93)	82% (409)	502
4-Region: Northeast	17% (45)	83% (214)	259
4-Region: Midwest	20% (59)	80% (242)	300
4-Region: South	21% (116)	79% (441)	557
4-Region: West	22% (73)	78% (263)	336
Sports Fan	20% (268)	80% (1048)	1315
Avid Sports Fan	20% (114)	80% (462)	576
Casual Sports Fan	21% (154)	79% (586)	740

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**Table MCFE23\_11NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected	Not Selected	Total N
Adults	20% (292)	80% (1160)	1452
Football Fan	20% (266)	80% (1042)	1308
Avid Football Fan	19% (123)	81% (516)	639
NFL Fan	20% (266)	80% (1046)	1313
Avid NFL Fan	19% (126)	81% (530)	656
Rihanna Fan	22% (181)	78% (635)	816
Pro Football is Favorite	23% (138)	77% (466)	604
Like Pro Football but not Favorite	18% (141)	82% (629)	771
Watched SB LVI and Plan to Watch LVII	20% (231)	80% (910)	1141
Likely to Watch SB LVII	20% (292)	80% (1160)	1452
Want Eagles to Win	19% (118)	81% (512)	629
Want Chiefs to Win	20% (115)	80% (467)	582
Typically Host SB Party and Likely Host this Year	23% (91)	77% (307)	398
Likely Host SB Party this Year	24% (158)	76% (495)	653
Sports Bettors	24% (129)	76% (416)	545
Sports Bettors Weekly+	27% (61)	73% (167)	228
Non/Infrequent Bettor	18% (198)	82% (883)	1082
Sports Bettors Monthly+	25% (84)	75% (257)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	24% (33)	76% (106)	139
Plan to Bet on SB LVII	25% (105)	75% (315)	420

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

**Table MCFE23\_12NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected	Not Selected	Total N
Adults	20% (291)	80% (1161)	1452
Gender: Male	18% (142)	82% (653)	795
Gender: Female	23% (150)	77% (508)	657
Age: 18-34	29% (121)	71% (294)	416
Age: 35-44	23% (58)	77% (195)	253
Age: 45-64	19% (94)	81% (399)	492
Age: 65+	6% (18)	94% (273)	291
GenZers: 1997-2012	35% (53)	65% (101)	155
Millennials: 1981-1996	24% (114)	76% (351)	464
GenXers: 1965-1980	21% (81)	79% (305)	386
Baby Boomers: 1946-1964	10% (41)	90% (373)	414
PID: Dem (no lean)	22% (133)	78% (474)	608
PID: Ind (no lean)	21% (84)	79% (311)	395
PID: Rep (no lean)	16% (74)	84% (376)	450
PID/Gender: Dem Men	20% (65)	80% (261)	326
PID/Gender: Dem Women	24% (68)	76% (213)	281
PID/Gender: Ind Men	18% (41)	82% (186)	227
PID/Gender: Ind Women	26% (43)	74% (125)	168
PID/Gender: Rep Men	15% (35)	85% (206)	241
PID/Gender: Rep Women	18% (39)	82% (170)	209
Ideo: Liberal (1-3)	19% (82)	81% (351)	433
Ideo: Moderate (4)	26% (117)	74% (342)	460
Ideo: Conservative (5-7)	15% (75)	85% (418)	492
Educ: < College	22% (200)	78% (712)	912
Educ: Bachelors degree	20% (66)	80% (265)	331
Educ: Post-grad	12% (25)	88% (184)	209
Income: Under 50k	23% (170)	77% (556)	726
Income: 50k-100k	17% (77)	83% (375)	452
Income: 100k+	16% (44)	84% (230)	275
Ethnicity: White	18% (203)	82% (905)	1108
Ethnicity: Hispanic	27% (72)	73% (191)	263

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**Table MCFE23\_12NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(291)	80%	(1161)	1452
Ethnicity: Black	24%	(52)	76%	(163)	214
Ethnicity: Other	28%	(37)	72%	(93)	130
All Christian	19%	(130)	81%	(551)	681
All Non-Christian	20%	(20)	80%	(80)	99
Atheist	11%	(6)	89%	(48)	54
Agnostic/Nothing in particular	21%	(78)	79%	(302)	380
Something Else	24%	(58)	76%	(180)	237
Religious Non-Protestant/Catholic	19%	(20)	81%	(86)	107
Evangelical	21%	(81)	79%	(301)	382
Non-Evangelical	20%	(102)	80%	(417)	520
Community: Urban	22%	(102)	78%	(362)	464
Community: Suburban	19%	(124)	81%	(537)	661
Community: Rural	20%	(65)	80%	(263)	328
Employ: Private Sector	24%	(126)	76%	(405)	530
Employ: Government	19%	(14)	81%	(58)	72
Employ: Self-Employed	24%	(38)	76%	(119)	157
Employ: Homemaker	31%	(29)	69%	(63)	91
Employ: Retired	8%	(29)	92%	(324)	354
Employ: Unemployed	20%	(26)	80%	(105)	130
Employ: Other	22%	(17)	78%	(61)	78
Military HH: Yes	17%	(39)	83%	(188)	227
Military HH: No	21%	(252)	79%	(973)	1225
RD/WT: Right Direction	20%	(98)	80%	(394)	493
RD/WT: Wrong Track	20%	(193)	80%	(767)	960
Biden Job Approve	20%	(133)	80%	(531)	664
Biden Job Disapprove	20%	(148)	80%	(591)	739
Biden Job Strongly Approve	19%	(60)	81%	(249)	309
Biden Job Somewhat Approve	21%	(73)	79%	(282)	355
Biden Job Somewhat Disapprove	26%	(61)	74%	(172)	232
Biden Job Strongly Disapprove	17%	(87)	83%	(419)	507

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**Table MCFE23\_12NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected	Not Selected	Total N
Adults	20% (291)	80% (1161)	1452
Favorable of Biden	21% (138)	79% (529)	667
Unfavorable of Biden	20% (143)	80% (577)	720
Very Favorable of Biden	19% (60)	81% (250)	311
Somewhat Favorable of Biden	22% (77)	78% (279)	356
Somewhat Unfavorable of Biden	22% (44)	78% (156)	200
Very Unfavorable of Biden	19% (99)	81% (421)	520
#1 Issue: Economy	22% (140)	78% (491)	631
#1 Issue: Security	11% (16)	89% (134)	150
#1 Issue: Health Care	20% (22)	80% (91)	113
#1 Issue: Medicare / Social Security	19% (35)	81% (154)	189
#1 Issue: Women's Issues	26% (36)	74% (103)	139
#1 Issue: Education	17% (10)	83% (48)	58
#1 Issue: Energy	15% (14)	85% (81)	96
#1 Issue: Other	23% (18)	77% (59)	77
2022 House Vote: Democrat	18% (104)	82% (484)	588
2022 House Vote: Republican	16% (73)	84% (382)	455
2022 House Vote: Didnt Vote	28% (105)	72% (276)	381
2020 Vote: Joe Biden	18% (111)	82% (514)	625
2020 Vote: Donald Trump	19% (86)	81% (370)	456
2020 Vote: Didn't Vote	28% (91)	72% (238)	329
2018 House Vote: Democrat	18% (96)	82% (427)	523
2018 House Vote: Republican	17% (66)	83% (334)	401
2018 House Vote: Didnt Vote	23% (117)	77% (384)	502
4-Region: Northeast	16% (41)	84% (218)	259
4-Region: Midwest	18% (55)	82% (245)	300
4-Region: South	22% (125)	78% (432)	557
4-Region: West	21% (71)	79% (265)	336
Sports Fan	19% (256)	81% (1059)	1315
Avid Sports Fan	19% (109)	81% (467)	576
Casual Sports Fan	20% (148)	80% (592)	740

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**Table MCFE23\_12NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected	Not Selected	Total N
Adults	20% (291)	80% (1161)	1452
Football Fan	19% (247)	81% (1061)	1308
Avid Football Fan	17% (110)	83% (529)	639
NFL Fan	19% (254)	81% (1058)	1313
Avid NFL Fan	17% (115)	83% (542)	656
Rihanna Fan	26% (214)	74% (601)	816
Pro Football is Favorite	21% (124)	79% (480)	604
Like Pro Football but not Favorite	19% (147)	81% (623)	771
Watched SB LVI and Plan to Watch LVII	19% (219)	81% (921)	1141
Likely to Watch SB LVII	20% (291)	80% (1161)	1452
Want Eagles to Win	21% (129)	79% (500)	629
Want Chiefs to Win	20% (118)	80% (465)	582
Typically Host SB Party and Likely Host this Year	26% (103)	74% (294)	398
Likely Host SB Party this Year	26% (167)	74% (486)	653
Sports Bettors	23% (124)	77% (421)	545
Sports Bettors Weekly+	26% (60)	74% (168)	228
Non/Infrequent Bettor	18% (196)	82% (885)	1082
Sports Bettors Monthly+	25% (85)	75% (256)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	22% (31)	78% (108)	139
Plan to Bet on SB LVII	25% (105)	75% (315)	420

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

**Table MCFE23\_13NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected	Not Selected	Total N
Adults	13% (191)	87% (1262)	1452
Gender: Male	13% (107)	87% (688)	795
Gender: Female	13% (84)	87% (574)	657
Age: 18-34	18% (76)	82% (340)	416
Age: 35-44	18% (46)	82% (207)	253
Age: 45-64	11% (56)	89% (437)	492
Age: 65+	5% (13)	95% (278)	291
GenZers: 1997-2012	18% (27)	82% (127)	155
Millennials: 1981-1996	18% (86)	82% (379)	464
GenXers: 1965-1980	13% (49)	87% (336)	386
Baby Boomers: 1946-1964	6% (25)	94% (389)	414
PID: Dem (no lean)	15% (88)	85% (519)	608
PID: Ind (no lean)	12% (49)	88% (346)	395
PID: Rep (no lean)	12% (54)	88% (396)	450
PID/Gender: Dem Men	18% (59)	82% (268)	326
PID/Gender: Dem Women	11% (30)	89% (251)	281
PID/Gender: Ind Men	10% (23)	90% (204)	227
PID/Gender: Ind Women	15% (26)	85% (142)	168
PID/Gender: Rep Men	11% (26)	89% (216)	241
PID/Gender: Rep Women	13% (28)	87% (181)	209
Ideo: Liberal (1-3)	15% (64)	85% (369)	433
Ideo: Moderate (4)	14% (63)	86% (397)	460
Ideo: Conservative (5-7)	11% (55)	89% (437)	492
Educ: < College	12% (110)	88% (802)	912
Educ: Bachelors degree	13% (44)	87% (287)	331
Educ: Post-grad	18% (37)	82% (173)	209
Income: Under 50k	14% (101)	86% (625)	726
Income: 50k-100k	11% (50)	89% (401)	452
Income: 100k+	14% (40)	86% (235)	275
Ethnicity: White	13% (139)	87% (968)	1108
Ethnicity: Hispanic	12% (32)	88% (231)	263

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**Table MCFE23\_13NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	13%	(191)	87%	(1262)	1452
Ethnicity: Black	17%	(36)	83%	(178)	214
Ethnicity: Other	11%	(15)	89%	(115)	130
All Christian	13%	(88)	87%	(593)	681
All Non-Christian	20%	(20)	80%	(80)	99
Atheist	5%	(3)	95%	(52)	54
Agnostic/Nothing in particular	12%	(44)	88%	(337)	380
Something Else	15%	(37)	85%	(201)	237
Religious Non-Protestant/Catholic	18%	(20)	82%	(87)	107
Evangelical	13%	(51)	87%	(331)	382
Non-Evangelical	14%	(71)	86%	(448)	520
Community: Urban	16%	(76)	84%	(387)	464
Community: Suburban	12%	(76)	88%	(584)	661
Community: Rural	12%	(38)	88%	(290)	328
Employ: Private Sector	15%	(78)	85%	(453)	530
Employ: Government	16%	(12)	84%	(60)	72
Employ: Self-Employed	22%	(35)	78%	(122)	157
Employ: Homemaker	23%	(21)	77%	(71)	91
Employ: Retired	5%	(18)	95%	(336)	354
Employ: Unemployed	9%	(12)	91%	(118)	130
Employ: Other	10%	(8)	90%	(70)	78
Military HH: Yes	15%	(34)	85%	(194)	227
Military HH: No	13%	(157)	87%	(1068)	1225
RD/WT: Right Direction	14%	(68)	86%	(425)	493
RD/WT: Wrong Track	13%	(123)	87%	(837)	960
Biden Job Approve	13%	(86)	87%	(578)	664
Biden Job Disapprove	13%	(96)	87%	(643)	739
Biden Job Strongly Approve	12%	(38)	88%	(271)	309
Biden Job Somewhat Approve	14%	(48)	86%	(307)	355
Biden Job Somewhat Disapprove	14%	(33)	86%	(199)	232
Biden Job Strongly Disapprove	12%	(63)	88%	(443)	507

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**Table MCFE23\_13NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	13%	(191)	87%	(1262)	1452
Favorable of Biden	13%	(89)	87%	(578)	667
Unfavorable of Biden	12%	(88)	88%	(632)	720
Very Favorable of Biden	15%	(45)	85%	(265)	311
Somewhat Favorable of Biden	12%	(43)	88%	(313)	356
Somewhat Unfavorable of Biden	13%	(27)	87%	(173)	200
Very Unfavorable of Biden	12%	(61)	88%	(459)	520
#1 Issue: Economy	13%	(80)	87%	(551)	631
#1 Issue: Security	9%	(13)	91%	(137)	150
#1 Issue: Health Care	24%	(27)	76%	(86)	113
#1 Issue: Medicare / Social Security	7%	(14)	93%	(175)	189
#1 Issue: Women's Issues	15%	(21)	85%	(117)	139
#1 Issue: Education	13%	(8)	87%	(50)	58
#1 Issue: Energy	16%	(15)	84%	(80)	96
#1 Issue: Other	15%	(11)	85%	(66)	77
2022 House Vote: Democrat	13%	(79)	87%	(510)	588
2022 House Vote: Republican	12%	(55)	88%	(400)	455
2022 House Vote: Didnt Vote	12%	(47)	88%	(334)	381
2020 Vote: Joe Biden	13%	(83)	87%	(541)	625
2020 Vote: Donald Trump	13%	(57)	87%	(398)	456
2020 Vote: Didn't Vote	14%	(46)	86%	(283)	329
2018 House Vote: Democrat	14%	(76)	86%	(448)	523
2018 House Vote: Republican	13%	(51)	87%	(350)	401
2018 House Vote: Didnt Vote	12%	(59)	88%	(443)	502
4-Region: Northeast	12%	(32)	88%	(227)	259
4-Region: Midwest	13%	(38)	87%	(263)	300
4-Region: South	13%	(75)	87%	(482)	557
4-Region: West	14%	(46)	86%	(290)	336
Sports Fan	13%	(169)	87%	(1147)	1315
Avid Sports Fan	13%	(76)	87%	(500)	576
Casual Sports Fan	13%	(93)	87%	(647)	740

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**Table MCFE23\_13NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected	Not Selected	Total N
Adults	13% (191)	87% (1262)	1452
Football Fan	13% (167)	87% (1141)	1308
Avid Football Fan	13% (81)	87% (558)	639
NFL Fan	13% (169)	87% (1144)	1313
Avid NFL Fan	13% (86)	87% (570)	656
Rihanna Fan	17% (141)	83% (674)	816
Pro Football is Favorite	13% (78)	87% (525)	604
Like Pro Football but not Favorite	13% (101)	87% (670)	771
Watched SB LVI and Plan to Watch LVII	13% (151)	87% (989)	1141
Likely to Watch SB LVII	13% (191)	87% (1262)	1452
Want Eagles to Win	14% (86)	86% (544)	629
Want Chiefs to Win	14% (80)	86% (502)	582
Typically Host SB Party and Likely Host this Year	19% (77)	81% (321)	398
Likely Host SB Party this Year	17% (109)	83% (544)	653
Sports Bettors	19% (102)	81% (443)	545
Sports Bettors Weekly+	24% (56)	76% (172)	228
Non/Infrequent Bettor	11% (114)	89% (967)	1082
Sports Bettors Monthly+	20% (69)	80% (272)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (21)	85% (119)	139
Plan to Bet on SB LVII	19% (80)	81% (340)	420

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

**Table MCFE23\_14NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected	Not Selected	Total N
Adults	13% (194)	87% (1259)	1452
Gender: Male	16% (126)	84% (668)	795
Gender: Female	10% (67)	90% (590)	657
Age: 18-34	16% (68)	84% (348)	416
Age: 35-44	11% (27)	89% (226)	253
Age: 45-64	15% (72)	85% (420)	492
Age: 65+	9% (27)	91% (264)	291
GenZers: 1997-2012	12% (19)	88% (136)	155
Millennials: 1981-1996	15% (70)	85% (394)	464
GenXers: 1965-1980	14% (54)	86% (332)	386
Baby Boomers: 1946-1964	12% (49)	88% (366)	414
PID: Dem (no lean)	13% (82)	87% (526)	608
PID: Ind (no lean)	13% (50)	87% (345)	395
PID: Rep (no lean)	14% (61)	86% (388)	450
PID/Gender: Dem Men	16% (51)	84% (275)	326
PID/Gender: Dem Women	11% (31)	89% (251)	281
PID/Gender: Ind Men	15% (35)	85% (192)	227
PID/Gender: Ind Women	9% (16)	91% (152)	168
PID/Gender: Rep Men	17% (40)	83% (201)	241
PID/Gender: Rep Women	10% (21)	90% (188)	209
Ideo: Liberal (1-3)	13% (56)	87% (377)	433
Ideo: Moderate (4)	15% (68)	85% (391)	460
Ideo: Conservative (5-7)	13% (62)	87% (430)	492
Educ: < College	13% (121)	87% (791)	912
Educ: Bachelors degree	13% (42)	87% (289)	331
Educ: Post-grad	15% (31)	85% (179)	209
Income: Under 50k	11% (83)	89% (643)	726
Income: 50k-100k	15% (67)	85% (384)	452
Income: 100k+	16% (43)	84% (231)	275
Ethnicity: White	14% (158)	86% (950)	1108
Ethnicity: Hispanic	15% (41)	85% (222)	263

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**Table MCFE23\_14NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected	Not Selected	Total N
Adults	13% (194)	87% (1259)	1452
Ethnicity: Black	10% (20)	90% (194)	214
Ethnicity: Other	12% (15)	88% (115)	130
All Christian	14% (96)	86% (585)	681
All Non-Christian	14% (14)	86% (85)	99
Atheist	21% (11)	79% (43)	54
Agnostic/Nothing in particular	11% (41)	89% (339)	380
Something Else	13% (30)	87% (207)	237
Religious Non-Protestant/Catholic	13% (14)	87% (93)	107
Evangelical	15% (58)	85% (324)	382
Non-Evangelical	13% (67)	87% (452)	520
Community: Urban	13% (62)	87% (402)	464
Community: Suburban	13% (86)	87% (575)	661
Community: Rural	14% (46)	86% (282)	328
Employ: Private Sector	16% (86)	84% (444)	530
Employ: Government	11% (8)	89% (64)	72
Employ: Self-Employed	17% (26)	83% (131)	157
Employ: Homemaker	13% (12)	87% (79)	91
Employ: Retired	9% (34)	91% (320)	354
Employ: Unemployed	8% (10)	92% (120)	130
Employ: Other	10% (8)	90% (70)	78
Military HH: Yes	12% (27)	88% (200)	227
Military HH: No	14% (166)	86% (1059)	1225
RD/WT: Right Direction	13% (66)	87% (426)	493
RD/WT: Wrong Track	13% (127)	87% (832)	960
Biden Job Approve	13% (85)	87% (579)	664
Biden Job Disapprove	14% (104)	86% (635)	739
Biden Job Strongly Approve	14% (44)	86% (265)	309
Biden Job Somewhat Approve	12% (41)	88% (314)	355
Biden Job Somewhat Disapprove	17% (39)	83% (193)	232
Biden Job Strongly Disapprove	13% (65)	87% (442)	507

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**Table MCFE23\_14NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected	Not Selected	Total N
Adults	13% (194)	87% (1259)	1452
Favorable of Biden	14% (95)	86% (571)	667
Unfavorable of Biden	13% (93)	87% (627)	720
Very Favorable of Biden	16% (49)	84% (262)	311
Somewhat Favorable of Biden	13% (46)	87% (310)	356
Somewhat Unfavorable of Biden	14% (29)	86% (171)	200
Very Unfavorable of Biden	12% (65)	88% (456)	520
#1 Issue: Economy	14% (91)	86% (540)	631
#1 Issue: Security	9% (14)	91% (136)	150
#1 Issue: Health Care	13% (15)	87% (98)	113
#1 Issue: Medicare / Social Security	12% (23)	88% (166)	189
#1 Issue: Women's Issues	12% (17)	88% (122)	139
#1 Issue: Education	13% (7)	87% (50)	58
#1 Issue: Energy	18% (17)	82% (79)	96
#1 Issue: Other	13% (10)	87% (67)	77
2022 House Vote: Democrat	13% (78)	87% (510)	588
2022 House Vote: Republican	13% (60)	87% (395)	455
2022 House Vote: Didnt Vote	13% (48)	87% (333)	381
2020 Vote: Joe Biden	14% (89)	86% (536)	625
2020 Vote: Donald Trump	13% (59)	87% (396)	456
2020 Vote: Didn't Vote	12% (38)	88% (291)	329
2018 House Vote: Democrat	13% (68)	87% (455)	523
2018 House Vote: Republican	15% (58)	85% (342)	401
2018 House Vote: Didnt Vote	12% (61)	88% (440)	502
4-Region: Northeast	11% (30)	89% (230)	259
4-Region: Midwest	13% (40)	87% (260)	300
4-Region: South	12% (69)	88% (488)	557
4-Region: West	16% (55)	84% (281)	336
Sports Fan	14% (178)	86% (1137)	1315
Avid Sports Fan	15% (85)	85% (491)	576
Casual Sports Fan	13% (93)	87% (646)	740

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**Table MCFE23\_14NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chili*

Demographic	Selected	Not Selected	Total N
Adults	13% (194)	87% (1259)	1452
Football Fan	13% (176)	87% (1132)	1308
Avid Football Fan	15% (93)	85% (546)	639
NFL Fan	14% (178)	86% (1134)	1313
Avid NFL Fan	15% (101)	85% (556)	656
Rihanna Fan	13% (104)	87% (712)	816
Pro Football is Favorite	15% (91)	85% (513)	604
Like Pro Football but not Favorite	13% (97)	87% (674)	771
Watched SB LVI and Plan to Watch LVII	14% (157)	86% (984)	1141
Likely to Watch SB LVII	13% (194)	87% (1259)	1452
Want Eagles to Win	14% (90)	86% (539)	629
Want Chiefs to Win	15% (86)	85% (496)	582
Typically Host SB Party and Likely Host this Year	24% (95)	76% (303)	398
Likely Host SB Party this Year	20% (130)	80% (524)	653
Sports Bettors	19% (101)	81% (444)	545
Sports Bettors Weekly+	22% (50)	78% (178)	228
Non/Infrequent Bettor	12% (127)	88% (955)	1082
Sports Bettors Monthly+	18% (63)	82% (278)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	21% (29)	79% (111)	139
Plan to Bet on SB LVII	21% (86)	79% (334)	420

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

**Table MCFE23\_15NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	7% (95)	93% (1358)	1452
Gender: Male	7% (56)	93% (738)	795
Gender: Female	6% (39)	94% (619)	657
Age: 18-34	2% (8)	98% (407)	416
Age: 35-44	4% (10)	96% (243)	253
Age: 45-64	7% (33)	93% (460)	492
Age: 65+	15% (43)	85% (248)	291
GenZers: 1997-2012	4% (6)	96% (149)	155
Millennials: 1981-1996	2% (10)	98% (455)	464
GenXers: 1965-1980	5% (19)	95% (367)	386
Baby Boomers: 1946-1964	13% (54)	87% (360)	414
PID: Dem (no lean)	5% (30)	95% (577)	608
PID: Ind (no lean)	9% (36)	91% (359)	395
PID: Rep (no lean)	6% (28)	94% (421)	450
PID/Gender: Dem Men	4% (15)	96% (312)	326
PID/Gender: Dem Women	6% (16)	94% (265)	281
PID/Gender: Ind Men	10% (23)	90% (204)	227
PID/Gender: Ind Women	8% (13)	92% (155)	168
PID/Gender: Rep Men	8% (18)	92% (223)	241
PID/Gender: Rep Women	5% (10)	95% (198)	209
Ideo: Liberal (1-3)	4% (17)	96% (416)	433
Ideo: Moderate (4)	7% (33)	93% (427)	460
Ideo: Conservative (5-7)	8% (38)	92% (454)	492
Educ: < College	6% (56)	94% (856)	912
Educ: Bachelors degree	6% (20)	94% (311)	331
Educ: Post-grad	9% (18)	91% (191)	209
Income: Under 50k	6% (46)	94% (680)	726
Income: 50k-100k	7% (31)	93% (421)	452
Income: 100k+	6% (17)	94% (257)	275
Ethnicity: White	7% (77)	93% (1031)	1108
Ethnicity: Hispanic	4% (11)	96% (253)	263

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**Table MCFE23\_15NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(95)	93%	(1358)	1452
Ethnicity: Black	6%	(13)	94%	(201)	214
Ethnicity: Other	4%	(5)	96%	(125)	130
All Christian	7%	(50)	93%	(631)	681
All Non-Christian	5%	(5)	95%	(94)	99
Atheist	12%	(7)	88%	(48)	54
Agnostic/Nothing in particular	6%	(24)	94%	(356)	380
Something Else	4%	(9)	96%	(228)	237
Religious Non-Protestant/Catholic	7%	(7)	93%	(99)	107
Evangelical	6%	(23)	94%	(359)	382
Non-Evangelical	6%	(34)	94%	(486)	520
Community: Urban	5%	(23)	95%	(441)	464
Community: Suburban	7%	(47)	93%	(614)	661
Community: Rural	8%	(25)	92%	(303)	328
Employ: Private Sector	3%	(17)	97%	(514)	530
Employ: Government	2%	(1)	98%	(70)	72
Employ: Self-Employed	3%	(5)	97%	(153)	157
Employ: Homemaker	6%	(6)	94%	(86)	91
Employ: Retired	14%	(50)	86%	(303)	354
Employ: Unemployed	5%	(6)	95%	(124)	130
Employ: Other	10%	(7)	90%	(70)	78
Military HH: Yes	7%	(16)	93%	(211)	227
Military HH: No	6%	(79)	94%	(1146)	1225
RD/WT: Right Direction	5%	(23)	95%	(469)	493
RD/WT: Wrong Track	7%	(71)	93%	(888)	960
Biden Job Approve	6%	(38)	94%	(626)	664
Biden Job Disapprove	8%	(56)	92%	(683)	739
Biden Job Strongly Approve	5%	(15)	95%	(294)	309
Biden Job Somewhat Approve	6%	(23)	94%	(332)	355
Biden Job Somewhat Disapprove	7%	(16)	93%	(216)	232
Biden Job Strongly Disapprove	8%	(40)	92%	(467)	507

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**Table MCFE23\_15NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(95)	93%	(1358)	1452
Favorable of Biden	6%	(39)	94%	(628)	667
Unfavorable of Biden	7%	(53)	93%	(667)	720
Very Favorable of Biden	5%	(16)	95%	(294)	311
Somewhat Favorable of Biden	6%	(22)	94%	(334)	356
Somewhat Unfavorable of Biden	8%	(16)	92%	(184)	200
Very Unfavorable of Biden	7%	(38)	93%	(483)	520
#1 Issue: Economy	5%	(35)	95%	(596)	631
#1 Issue: Security	10%	(16)	90%	(135)	150
#1 Issue: Health Care	4%	(5)	96%	(108)	113
#1 Issue: Medicare / Social Security	7%	(14)	93%	(175)	189
#1 Issue: Women's Issues	3%	(4)	97%	(134)	139
#1 Issue: Education	3%	(2)	97%	(56)	58
#1 Issue: Energy	2%	(2)	98%	(94)	96
#1 Issue: Other	23%	(18)	77%	(59)	77
2022 House Vote: Democrat	6%	(34)	94%	(554)	588
2022 House Vote: Republican	7%	(32)	93%	(423)	455
2022 House Vote: Didnt Vote	6%	(25)	94%	(356)	381
2020 Vote: Joe Biden	7%	(41)	93%	(583)	625
2020 Vote: Donald Trump	6%	(29)	94%	(426)	456
2020 Vote: Didn't Vote	6%	(20)	94%	(309)	329
2018 House Vote: Democrat	5%	(29)	95%	(495)	523
2018 House Vote: Republican	8%	(30)	92%	(370)	401
2018 House Vote: Didnt Vote	7%	(35)	93%	(467)	502
4-Region: Northeast	9%	(22)	91%	(237)	259
4-Region: Midwest	8%	(23)	92%	(277)	300
4-Region: South	6%	(33)	94%	(524)	557
4-Region: West	5%	(17)	95%	(319)	336
Sports Fan	6%	(81)	94%	(1234)	1315
Avid Sports Fan	6%	(33)	94%	(542)	576
Casual Sports Fan	6%	(48)	94%	(692)	740

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**Table MCFE23\_15NET:** You previously indicated you plan to watch Super Bowl LVII in February 2023. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(95)	93%	(1358)	1452
Football Fan	6%	(82)	94%	(1226)	1308
Avid Football Fan	6%	(39)	94%	(600)	639
NFL Fan	6%	(85)	94%	(1228)	1313
Avid NFL Fan	6%	(42)	94%	(615)	656
Rihanna Fan	3%	(23)	97%	(793)	816
Pro Football is Favorite	5%	(31)	95%	(572)	604
Like Pro Football but not Favorite	7%	(57)	93%	(713)	771
Watched SB LVI and Plan to Watch LVII	6%	(71)	94%	(1069)	1141
Likely to Watch SB LVII	7%	(95)	93%	(1358)	1452
Want Eagles to Win	6%	(35)	94%	(595)	629
Want Chiefs to Win	7%	(39)	93%	(544)	582
Typically Host SB Party and Likely Host this Year	1%	(5)	99%	(393)	398
Likely Host SB Party this Year	2%	(14)	98%	(639)	653
Sports Bettors	2%	(11)	98%	(534)	545
Sports Bettors Weekly+	1%	(2)	99%	(226)	228
Non/Infrequent Bettor	8%	(86)	92%	(995)	1082
Sports Bettors Monthly+	2%	(6)	98%	(335)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	—	(1)	100%	(139)	139
Plan to Bet on SB LVII	1%	(2)	99%	(418)	420

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

**Table MCFE24\_1NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
*Light beer*

Demographic	Selected		Not Selected		Total N
Adults	30%	(420)	70%	(1003)	1422
Gender: Male	31%	(243)	69%	(543)	785
Gender: Female	28%	(177)	72%	(460)	637
Age: 18-34	34%	(131)	66%	(255)	386
Age: 35-44	35%	(89)	65%	(164)	253
Age: 45-64	29%	(144)	71%	(348)	492
Age: 65+	19%	(55)	81%	(236)	291
GenZers: 1997-2012	32%	(40)	68%	(85)	125
Millennials: 1981-1996	35%	(160)	65%	(304)	464
GenXers: 1965-1980	33%	(128)	67%	(258)	386
Baby Boomers: 1946-1964	21%	(87)	79%	(327)	414
PID: Dem (no lean)	29%	(175)	71%	(423)	597
PID: Ind (no lean)	29%	(110)	71%	(273)	384
PID: Rep (no lean)	30%	(134)	70%	(307)	441
PID/Gender: Dem Men	33%	(107)	67%	(216)	323
PID/Gender: Dem Women	25%	(68)	75%	(207)	275
PID/Gender: Ind Men	26%	(59)	74%	(166)	225
PID/Gender: Ind Women	33%	(52)	67%	(107)	159
PID/Gender: Rep Men	32%	(77)	68%	(161)	238
PID/Gender: Rep Women	28%	(57)	72%	(146)	203
Ideo: Liberal (1-3)	29%	(123)	71%	(305)	427
Ideo: Moderate (4)	32%	(146)	68%	(305)	451
Ideo: Conservative (5-7)	29%	(142)	71%	(344)	487
Educ: < College	30%	(267)	70%	(616)	883
Educ: Bachelors degree	26%	(85)	74%	(245)	330
Educ: Post-grad	32%	(68)	68%	(142)	209
Income: Under 50k	28%	(198)	72%	(507)	705
Income: 50k-100k	30%	(135)	70%	(312)	447
Income: 100k+	32%	(87)	68%	(184)	271
Ethnicity: White	31%	(338)	69%	(752)	1090
Ethnicity: Hispanic	38%	(96)	62%	(154)	251

Continued on next page

**Table MCFE24\_INET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected	Not Selected	Total N
Adults	30% (420)	70% (1003)	1422
Ethnicity: Black	22% (46)	78% (162)	207
Ethnicity: Other	29% (36)	71% (89)	125
All Christian	29% (198)	71% (478)	676
All Non-Christian	29% (29)	71% (70)	99
Atheist	14% (8)	86% (46)	54
Agnostic/Nothing in particular	31% (112)	69% (255)	367
Something Else	32% (73)	68% (154)	227
Religious Non-Protestant/Catholic	28% (30)	72% (77)	106
Evangelical	29% (110)	71% (267)	377
Non-Evangelical	31% (157)	69% (352)	509
Community: Urban	28% (127)	72% (329)	456
Community: Suburban	30% (191)	70% (454)	646
Community: Rural	32% (101)	68% (219)	321
Employ: Private Sector	38% (202)	62% (328)	529
Employ: Government	23% (15)	77% (51)	66
Employ: Self-Employed	37% (56)	63% (97)	154
Employ: Homemaker	26% (24)	74% (67)	91
Employ: Retired	20% (69)	80% (284)	354
Employ: Unemployed	17% (21)	83% (107)	128
Employ: Other	31% (22)	69% (51)	73
Military HH: Yes	22% (51)	78% (175)	226
Military HH: No	31% (369)	69% (828)	1197
RD/WT: Right Direction	32% (152)	68% (329)	481
RD/WT: Wrong Track	28% (268)	72% (673)	941
Biden Job Approve	30% (196)	70% (455)	650
Biden Job Disapprove	29% (214)	71% (514)	728
Biden Job Strongly Approve	32% (98)	68% (211)	309
Biden Job Somewhat Approve	29% (98)	71% (244)	342
Biden Job Somewhat Disapprove	29% (66)	71% (161)	227
Biden Job Strongly Disapprove	29% (148)	71% (354)	501

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**Table MCFE24\_1NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected	Not Selected	Total N
Adults	30% (420)	70% (1003)	1422
Favorable of Biden	30% (196)	70% (453)	649
Unfavorable of Biden	29% (204)	71% (510)	714
Very Favorable of Biden	33% (101)	67% (207)	308
Somewhat Favorable of Biden	28% (95)	72% (246)	341
Somewhat Unfavorable of Biden	26% (52)	74% (147)	199
Very Unfavorable of Biden	30% (152)	70% (363)	516
#1 Issue: Economy	34% (208)	66% (405)	612
#1 Issue: Security	27% (39)	73% (108)	148
#1 Issue: Health Care	35% (39)	65% (72)	111
#1 Issue: Medicare / Social Security	21% (40)	79% (149)	189
#1 Issue: Women's Issues	26% (35)	74% (99)	134
#1 Issue: Education	25% (14)	75% (43)	57
#1 Issue: Energy	37% (36)	63% (60)	95
#1 Issue: Other	12% (9)	88% (67)	76
2022 House Vote: Democrat	31% (180)	69% (406)	586
2022 House Vote: Republican	31% (142)	69% (310)	452
2022 House Vote: Didnt Vote	25% (90)	75% (268)	357
2020 Vote: Joe Biden	32% (199)	68% (426)	625
2020 Vote: Donald Trump	30% (135)	70% (316)	451
2020 Vote: Didn't Vote	25% (75)	75% (229)	304
2018 House Vote: Democrat	30% (159)	70% (364)	523
2018 House Vote: Republican	34% (138)	66% (263)	401
2018 House Vote: Didnt Vote	26% (121)	74% (351)	472
4-Region: Northeast	26% (67)	74% (188)	256
4-Region: Midwest	29% (85)	71% (207)	292
4-Region: South	32% (174)	68% (368)	542
4-Region: West	28% (93)	72% (239)	333
Sports Fan	31% (396)	69% (894)	1290
Avid Sports Fan	34% (194)	66% (372)	566
Casual Sports Fan	28% (202)	72% (522)	724

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**Table MCFE24\_INET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected	Not Selected	Total N
Adults	30% (420)	70% (1003)	1422
Football Fan	31% (397)	69% (890)	1286
Avid Football Fan	33% (207)	67% (424)	631
NFL Fan	30% (393)	70% (900)	1293
Avid NFL Fan	32% (210)	68% (441)	651
Rihanna Fan	34% (270)	66% (522)	792
Pro Football is Favorite	32% (188)	68% (406)	594
Like Pro Football but not Favorite	28% (214)	72% (539)	753
Watched SB LVI and Plan to Watch LVII	31% (350)	69% (777)	1128
Likely to Watch SB LVII	30% (420)	70% (1003)	1422
Want Eagles to Win	32% (200)	68% (425)	625
Want Chiefs to Win	30% (169)	70% (401)	570
Typically Host SB Party and Likely Host this Year	44% (173)	56% (221)	394
Likely Host SB Party this Year	43% (278)	57% (362)	640
Sports Bettors	41% (211)	59% (304)	515
Sports Bettors Weekly+	45% (103)	55% (125)	228
Non/Infrequent Bettor	25% (274)	75% (808)	1082
Sports Bettors Monthly+	43% (146)	57% (195)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	35% (48)	65% (91)	139
Plan to Bet on SB LVII	42% (177)	58% (243)	420

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

**Table MCFE24\_2NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Craft beer

Demographic	Selected		Not Selected		Total N
Adults	21%	(293)	79%	(1129)	1422
Gender: Male	25%	(194)	75%	(592)	785
Gender: Female	16%	(99)	84%	(537)	637
Age: 18-34	24%	(94)	76%	(292)	386
Age: 35-44	31%	(78)	69%	(175)	253
Age: 45-64	20%	(97)	80%	(396)	492
Age: 65+	8%	(24)	92%	(267)	291
GenZers: 1997-2012	25%	(31)	75%	(94)	125
Millennials: 1981-1996	28%	(129)	72%	(336)	464
GenXers: 1965-1980	22%	(84)	78%	(302)	386
Baby Boomers: 1946-1964	11%	(47)	89%	(367)	414
PID: Dem (no lean)	21%	(128)	79%	(469)	597
PID: Ind (no lean)	19%	(74)	81%	(310)	384
PID: Rep (no lean)	21%	(91)	79%	(350)	441
PID/Gender: Dem Men	28%	(91)	72%	(231)	323
PID/Gender: Dem Women	13%	(37)	87%	(238)	275
PID/Gender: Ind Men	19%	(43)	81%	(181)	225
PID/Gender: Ind Women	19%	(31)	81%	(128)	159
PID/Gender: Rep Men	25%	(59)	75%	(179)	238
PID/Gender: Rep Women	16%	(32)	84%	(171)	203
Ideo: Liberal (1-3)	25%	(106)	75%	(321)	427
Ideo: Moderate (4)	20%	(89)	80%	(362)	451
Ideo: Conservative (5-7)	20%	(95)	80%	(392)	487
Educ: < College	19%	(169)	81%	(714)	883
Educ: Bachelors degree	24%	(78)	76%	(251)	330
Educ: Post-grad	22%	(46)	78%	(163)	209
Income: Under 50k	17%	(119)	83%	(586)	705
Income: 50k-100k	24%	(106)	76%	(341)	447
Income: 100k+	25%	(69)	75%	(202)	271
Ethnicity: White	20%	(216)	80%	(874)	1090
Ethnicity: Hispanic	26%	(65)	74%	(185)	251

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**Table MCFE24\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
 Craft beer

Demographic	Selected		Not Selected		Total N
Adults	21%	(293)	79%	(1129)	1422
Ethnicity: Black	22%	(45)	78%	(162)	207
Ethnicity: Other	26%	(32)	74%	(93)	125
All Christian	21%	(144)	79%	(532)	676
All Non-Christian	20%	(20)	80%	(78)	99
Atheist	33%	(18)	67%	(36)	54
Agnostic/Nothing in particular	18%	(67)	82%	(300)	367
Something Else	19%	(44)	81%	(183)	227
Religious Non-Protestant/Catholic	19%	(20)	81%	(86)	106
Evangelical	22%	(84)	78%	(293)	377
Non-Evangelical	20%	(101)	80%	(408)	509
Community: Urban	23%	(105)	77%	(351)	456
Community: Suburban	22%	(142)	78%	(503)	646
Community: Rural	14%	(46)	86%	(274)	321
Employ: Private Sector	27%	(142)	73%	(387)	529
Employ: Government	23%	(15)	77%	(51)	66
Employ: Self-Employed	24%	(37)	76%	(117)	154
Employ: Homemaker	14%	(12)	86%	(79)	91
Employ: Retired	12%	(43)	88%	(310)	354
Employ: Unemployed	14%	(18)	86%	(110)	128
Employ: Other	23%	(17)	77%	(57)	73
Military HH: Yes	26%	(58)	74%	(167)	226
Military HH: No	20%	(235)	80%	(962)	1197
RD/WT: Right Direction	23%	(110)	77%	(372)	481
RD/WT: Wrong Track	20%	(184)	80%	(757)	941
Biden Job Approve	23%	(153)	77%	(498)	650
Biden Job Disapprove	18%	(134)	82%	(594)	728
Biden Job Strongly Approve	25%	(77)	75%	(231)	309
Biden Job Somewhat Approve	22%	(75)	78%	(266)	342
Biden Job Somewhat Disapprove	16%	(37)	84%	(190)	227
Biden Job Strongly Disapprove	19%	(97)	81%	(404)	501

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**Table MCFE24\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Craft beer

Demographic	Selected	Not Selected	Total N
Adults	21% (293)	79% (1129)	1422
Favorable of Biden	23% (147)	77% (502)	649
Unfavorable of Biden	19% (138)	81% (576)	714
Very Favorable of Biden	22% (68)	78% (241)	308
Somewhat Favorable of Biden	23% (80)	77% (261)	341
Somewhat Unfavorable of Biden	16% (33)	84% (166)	199
Very Unfavorable of Biden	20% (105)	80% (410)	516
#1 Issue: Economy	22% (133)	78% (480)	612
#1 Issue: Security	19% (28)	81% (119)	148
#1 Issue: Health Care	24% (27)	76% (85)	111
#1 Issue: Medicare / Social Security	17% (33)	83% (156)	189
#1 Issue: Women's Issues	22% (29)	78% (105)	134
#1 Issue: Education	20% (11)	80% (46)	57
#1 Issue: Energy	25% (24)	75% (72)	95
#1 Issue: Other	12% (9)	88% (67)	76
2022 House Vote: Democrat	22% (131)	78% (455)	586
2022 House Vote: Republican	20% (91)	80% (362)	452
2022 House Vote: Didnt Vote	18% (66)	82% (291)	357
2020 Vote: Joe Biden	24% (149)	76% (476)	625
2020 Vote: Donald Trump	18% (82)	82% (369)	451
2020 Vote: Didn't Vote	17% (51)	83% (253)	304
2018 House Vote: Democrat	23% (121)	77% (402)	523
2018 House Vote: Republican	19% (78)	81% (323)	401
2018 House Vote: Didnt Vote	18% (86)	82% (387)	472
4-Region: Northeast	21% (53)	79% (202)	256
4-Region: Midwest	21% (61)	79% (231)	292
4-Region: South	19% (101)	81% (442)	542
4-Region: West	24% (78)	76% (254)	333
Sports Fan	21% (272)	79% (1018)	1290
Avid Sports Fan	27% (153)	73% (413)	566
Casual Sports Fan	16% (119)	84% (605)	724

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**Table MCFE24\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
 Craft beer

Demographic	Selected	Not Selected	Total N
Adults	21% (293)	79% (1129)	1422
Football Fan	21% (269)	79% (1017)	1286
Avid Football Fan	25% (157)	75% (474)	631
NFL Fan	21% (272)	79% (1021)	1293
Avid NFL Fan	25% (165)	75% (486)	651
Rihanna Fan	25% (198)	75% (594)	792
Pro Football is Favorite	24% (142)	76% (452)	594
Like Pro Football but not Favorite	18% (135)	82% (618)	753
Watched SB LVI and Plan to Watch LVII	22% (243)	78% (885)	1128
Likely to Watch SB LVII	21% (293)	79% (1129)	1422
Want Eagles to Win	22% (137)	78% (488)	625
Want Chiefs to Win	22% (124)	78% (446)	570
Typically Host SB Party and Likely Host this Year	31% (123)	69% (271)	394
Likely Host SB Party this Year	31% (198)	69% (442)	640
Sports Bettors	30% (155)	70% (360)	515
Sports Bettors Weekly+	33% (76)	67% (152)	228
Non/Infrequent Bettor	17% (185)	83% (897)	1082
Sports Bettors Monthly+	32% (109)	68% (232)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	30% (42)	70% (97)	139
Plan to Bet on SB LVII	32% (135)	68% (285)	420

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

**Table MCFE24\_3NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(288)	80%	(1135)	1422
Gender: Male	21%	(168)	79%	(618)	785
Gender: Female	19%	(120)	81%	(517)	637
Age: 18-34	20%	(77)	80%	(309)	386
Age: 35-44	28%	(72)	72%	(181)	253
Age: 45-64	18%	(91)	82%	(402)	492
Age: 65+	16%	(48)	84%	(243)	291
GenZers: 1997-2012	18%	(23)	82%	(102)	125
Millennials: 1981-1996	25%	(115)	75%	(349)	464
GenXers: 1965-1980	20%	(76)	80%	(310)	386
Baby Boomers: 1946-1964	16%	(68)	84%	(347)	414
PID: Dem (no lean)	22%	(130)	78%	(468)	597
PID: Ind (no lean)	20%	(76)	80%	(308)	384
PID: Rep (no lean)	19%	(82)	81%	(359)	441
PID/Gender: Dem Men	25%	(81)	75%	(241)	323
PID/Gender: Dem Women	18%	(48)	82%	(226)	275
PID/Gender: Ind Men	19%	(42)	81%	(183)	225
PID/Gender: Ind Women	22%	(34)	78%	(125)	159
PID/Gender: Rep Men	19%	(45)	81%	(193)	238
PID/Gender: Rep Women	18%	(37)	82%	(166)	203
Ideo: Liberal (1-3)	23%	(98)	77%	(330)	427
Ideo: Moderate (4)	22%	(99)	78%	(352)	451
Ideo: Conservative (5-7)	17%	(83)	83%	(403)	487
Educ: < College	17%	(154)	83%	(729)	883
Educ: Bachelors degree	22%	(73)	78%	(257)	330
Educ: Post-grad	29%	(60)	71%	(149)	209
Income: Under 50k	15%	(107)	85%	(599)	705
Income: 50k-100k	24%	(107)	76%	(340)	447
Income: 100k+	27%	(74)	73%	(197)	271
Ethnicity: White	20%	(213)	80%	(877)	1090
Ethnicity: Hispanic	24%	(60)	76%	(190)	251

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**Table MCFE24\_3NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
 Wine

Demographic	Selected	Not Selected	Total N
Adults	20% (288)	80% (1135)	1422
Ethnicity: Black	22% (46)	78% (162)	207
Ethnicity: Other	23% (29)	77% (96)	125
All Christian	22% (148)	78% (528)	676
All Non-Christian	31% (30)	69% (69)	99
Atheist	17% (9)	83% (45)	54
Agnostic/Nothing in particular	13% (46)	87% (321)	367
Something Else	24% (54)	76% (173)	227
Religious Non-Protestant/Catholic	28% (30)	72% (76)	106
Evangelical	23% (88)	77% (289)	377
Non-Evangelical	22% (111)	78% (398)	509
Community: Urban	26% (118)	74% (338)	456
Community: Suburban	20% (130)	80% (515)	646
Community: Rural	12% (39)	88% (282)	321
Employ: Private Sector	24% (128)	76% (401)	529
Employ: Government	23% (15)	77% (51)	66
Employ: Self-Employed	24% (37)	76% (117)	154
Employ: Homemaker	15% (14)	85% (78)	91
Employ: Retired	15% (53)	85% (300)	354
Employ: Unemployed	15% (20)	85% (109)	128
Employ: Other	26% (19)	74% (55)	73
Military HH: Yes	18% (41)	82% (185)	226
Military HH: No	21% (247)	79% (950)	1197
RD/WT: Right Direction	24% (117)	76% (364)	481
RD/WT: Wrong Track	18% (171)	82% (770)	941
Biden Job Approve	22% (144)	78% (506)	650
Biden Job Disapprove	19% (137)	81% (591)	728
Biden Job Strongly Approve	27% (83)	73% (225)	309
Biden Job Somewhat Approve	18% (61)	82% (281)	342
Biden Job Somewhat Disapprove	19% (44)	81% (183)	227
Biden Job Strongly Disapprove	19% (93)	81% (408)	501

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**Table MCFE24\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(288)	80%	(1135)	1422
Favorable of Biden	23%	(147)	77%	(502)	649
Unfavorable of Biden	18%	(127)	82%	(588)	714
Very Favorable of Biden	26%	(82)	74%	(227)	308
Somewhat Favorable of Biden	19%	(66)	81%	(275)	341
Somewhat Unfavorable of Biden	15%	(31)	85%	(168)	199
Very Unfavorable of Biden	19%	(96)	81%	(420)	516
#1 Issue: Economy	21%	(126)	79%	(486)	612
#1 Issue: Security	21%	(31)	79%	(116)	148
#1 Issue: Health Care	23%	(26)	77%	(85)	111
#1 Issue: Medicare / Social Security	19%	(36)	81%	(153)	189
#1 Issue: Women's Issues	22%	(29)	78%	(105)	134
#1 Issue: Education	19%	(11)	81%	(46)	57
#1 Issue: Energy	18%	(17)	82%	(78)	95
#1 Issue: Other	14%	(11)	86%	(65)	76
2022 House Vote: Democrat	23%	(133)	77%	(454)	586
2022 House Vote: Republican	22%	(101)	78%	(351)	452
2022 House Vote: Didnt Vote	15%	(52)	85%	(305)	357
2020 Vote: Joe Biden	23%	(143)	77%	(482)	625
2020 Vote: Donald Trump	19%	(87)	81%	(364)	451
2020 Vote: Didn't Vote	16%	(49)	84%	(255)	304
2018 House Vote: Democrat	25%	(132)	75%	(392)	523
2018 House Vote: Republican	21%	(83)	79%	(318)	401
2018 House Vote: Didnt Vote	15%	(70)	85%	(402)	472
4-Region: Northeast	21%	(53)	79%	(203)	256
4-Region: Midwest	20%	(59)	80%	(233)	292
4-Region: South	19%	(104)	81%	(438)	542
4-Region: West	22%	(72)	78%	(261)	333
Sports Fan	20%	(261)	80%	(1029)	1290
Avid Sports Fan	24%	(135)	76%	(431)	566
Casual Sports Fan	17%	(126)	83%	(598)	724

Continued on next page

**Table MCFE24\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Wine

Demographic	Selected	Not Selected	Total N
Adults	20% (288)	80% (1135)	1422
Football Fan	20% (261)	80% (1026)	1286
Avid Football Fan	23% (144)	77% (487)	631
NFL Fan	20% (260)	80% (1033)	1293
Avid NFL Fan	22% (145)	78% (506)	651
Rihanna Fan	24% (190)	76% (602)	792
Pro Football is Favorite	22% (131)	78% (463)	594
Like Pro Football but not Favorite	19% (144)	81% (610)	753
Watched SB LVI and Plan to Watch LVII	22% (245)	78% (883)	1128
Likely to Watch SB LVII	20% (288)	80% (1135)	1422
Want Eagles to Win	19% (119)	81% (506)	625
Want Chiefs to Win	23% (130)	77% (440)	570
Typically Host SB Party and Likely Host this Year	38% (148)	62% (246)	394
Likely Host SB Party this Year	32% (205)	68% (434)	640
Sports Bettors	27% (137)	73% (378)	515
Sports Bettors Weekly+	33% (74)	67% (153)	228
Non/Infrequent Bettor	17% (187)	83% (895)	1082
Sports Bettors Monthly+	30% (101)	70% (240)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	30% (42)	70% (97)	139
Plan to Bet on SB LVII	33% (137)	67% (283)	420

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

**Table MCFE24\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected	Not Selected	Total N
Adults	13% (182)	87% (1241)	1422
Gender: Male	12% (92)	88% (694)	785
Gender: Female	14% (90)	86% (546)	637
Age: 18-34	23% (91)	77% (295)	386
Age: 35-44	15% (39)	85% (214)	253
Age: 45-64	10% (48)	90% (444)	492
Age: 65+	1% (4)	99% (287)	291
GenZers: 1997-2012	27% (34)	73% (91)	125
Millennials: 1981-1996	20% (92)	80% (372)	464
GenXers: 1965-1980	9% (36)	91% (350)	386
Baby Boomers: 1946-1964	5% (19)	95% (395)	414
PID: Dem (no lean)	13% (79)	87% (518)	597
PID: Ind (no lean)	11% (42)	89% (342)	384
PID: Rep (no lean)	14% (61)	86% (380)	441
PID/Gender: Dem Men	13% (40)	87% (282)	323
PID/Gender: Dem Women	14% (39)	86% (236)	275
PID/Gender: Ind Men	10% (22)	90% (203)	225
PID/Gender: Ind Women	12% (20)	88% (139)	159
PID/Gender: Rep Men	12% (29)	88% (209)	238
PID/Gender: Rep Women	16% (32)	84% (171)	203
Ideo: Liberal (1-3)	18% (75)	82% (352)	427
Ideo: Moderate (4)	11% (51)	89% (400)	451
Ideo: Conservative (5-7)	11% (52)	89% (435)	487
Educ: < College	11% (99)	89% (784)	883
Educ: Bachelors degree	16% (52)	84% (278)	330
Educ: Post-grad	15% (31)	85% (178)	209
Income: Under 50k	9% (63)	91% (643)	705
Income: 50k-100k	17% (75)	83% (372)	447
Income: 100k+	16% (45)	84% (226)	271
Ethnicity: White	13% (147)	87% (943)	1090
Ethnicity: Hispanic	18% (44)	82% (206)	251

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**Table MCFE24\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected	Not Selected	Total N
Adults	13% (182)	87% (1241)	1422
Ethnicity: Black	9% (18)	91% (189)	207
Ethnicity: Other	13% (17)	87% (109)	125
All Christian	13% (85)	87% (591)	676
All Non-Christian	16% (16)	84% (83)	99
Atheist	13% (7)	87% (47)	54
Agnostic/Nothing in particular	14% (53)	86% (314)	367
Something Else	9% (21)	91% (206)	227
Religious Non-Protestant/Catholic	16% (17)	84% (89)	106
Evangelical	13% (48)	87% (329)	377
Non-Evangelical	11% (57)	89% (452)	509
Community: Urban	13% (58)	87% (398)	456
Community: Suburban	15% (94)	85% (552)	646
Community: Rural	9% (30)	91% (291)	321
Employ: Private Sector	20% (105)	80% (424)	529
Employ: Government	16% (10)	84% (56)	66
Employ: Self-Employed	12% (19)	88% (135)	154
Employ: Homemaker	13% (12)	87% (80)	91
Employ: Retired	3% (11)	97% (343)	354
Employ: Unemployed	9% (12)	91% (116)	128
Employ: Other	12% (9)	88% (64)	73
Military HH: Yes	12% (27)	88% (199)	226
Military HH: No	13% (155)	87% (1041)	1197
RD/WT: Right Direction	14% (66)	86% (416)	481
RD/WT: Wrong Track	12% (116)	88% (825)	941
Biden Job Approve	14% (90)	86% (560)	650
Biden Job Disapprove	12% (88)	88% (640)	728
Biden Job Strongly Approve	12% (38)	88% (271)	309
Biden Job Somewhat Approve	15% (53)	85% (289)	342
Biden Job Somewhat Disapprove	15% (34)	85% (193)	227
Biden Job Strongly Disapprove	11% (54)	89% (447)	501

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**Table MCFE24\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	13%	(182)	87%	(1241)	1422
Favorable of Biden	14%	(94)	86%	(555)	649
Unfavorable of Biden	11%	(81)	89%	(633)	714
Very Favorable of Biden	11%	(33)	89%	(275)	308
Somewhat Favorable of Biden	18%	(61)	82%	(280)	341
Somewhat Unfavorable of Biden	13%	(27)	87%	(172)	199
Very Unfavorable of Biden	11%	(55)	89%	(461)	516
#1 Issue: Economy	16%	(98)	84%	(515)	612
#1 Issue: Security	8%	(12)	92%	(136)	148
#1 Issue: Health Care	12%	(14)	88%	(98)	111
#1 Issue: Medicare / Social Security	3%	(5)	97%	(184)	189
#1 Issue: Women's Issues	20%	(27)	80%	(107)	134
#1 Issue: Education	13%	(7)	87%	(49)	57
#1 Issue: Energy	17%	(16)	83%	(79)	95
#1 Issue: Other	4%	(3)	96%	(73)	76
2022 House Vote: Democrat	15%	(87)	85%	(499)	586
2022 House Vote: Republican	12%	(56)	88%	(397)	452
2022 House Vote: Didnt Vote	11%	(39)	89%	(318)	357
2020 Vote: Joe Biden	15%	(95)	85%	(530)	625
2020 Vote: Donald Trump	13%	(57)	87%	(394)	451
2020 Vote: Didn't Vote	10%	(29)	90%	(275)	304
2018 House Vote: Democrat	15%	(76)	85%	(447)	523
2018 House Vote: Republican	12%	(47)	88%	(353)	401
2018 House Vote: Didnt Vote	12%	(57)	88%	(415)	472
4-Region: Northeast	10%	(27)	90%	(229)	256
4-Region: Midwest	12%	(34)	88%	(258)	292
4-Region: South	13%	(70)	87%	(472)	542
4-Region: West	15%	(51)	85%	(282)	333
Sports Fan	13%	(172)	87%	(1118)	1290
Avid Sports Fan	16%	(88)	84%	(478)	566
Casual Sports Fan	12%	(84)	88%	(640)	724

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**Table MCFE24\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected	Not Selected	Total N
Adults	13% (182)	87% (1241)	1422
Football Fan	13% (172)	87% (1115)	1286
Avid Football Fan	14% (91)	86% (540)	631
NFL Fan	13% (165)	87% (1128)	1293
Avid NFL Fan	14% (90)	86% (561)	651
Rihanna Fan	18% (139)	82% (653)	792
Pro Football is Favorite	13% (80)	87% (514)	594
Like Pro Football but not Favorite	13% (96)	87% (657)	753
Watched SB LVI and Plan to Watch LVII	14% (154)	86% (974)	1128
Likely to Watch SB LVII	13% (182)	87% (1241)	1422
Want Eagles to Win	13% (80)	87% (546)	625
Want Chiefs to Win	15% (83)	85% (487)	570
Typically Host SB Party and Likely Host this Year	22% (89)	78% (305)	394
Likely Host SB Party this Year	21% (131)	79% (508)	640
Sports Bettors	21% (111)	79% (404)	515
Sports Bettors Weekly+	23% (53)	77% (174)	228
Non/Infrequent Bettor	9% (102)	91% (979)	1082
Sports Bettors Monthly+	23% (80)	77% (261)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	18% (25)	82% (114)	139
Plan to Bet on SB LVII	22% (92)	78% (328)	420

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

**Table MCFE24\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected	Not Selected	Total N
Adults	6% (86)	94% (1336)	1422
Gender: Male	6% (49)	94% (736)	785
Gender: Female	6% (37)	94% (600)	637
Age: 18-34	10% (39)	90% (347)	386
Age: 35-44	9% (22)	91% (232)	253
Age: 45-64	5% (24)	95% (468)	492
Age: 65+	— (1)	100% (290)	291
GenZers: 1997-2012	7% (9)	93% (116)	125
Millennials: 1981-1996	11% (49)	89% (415)	464
GenXers: 1965-1980	7% (25)	93% (361)	386
Baby Boomers: 1946-1964	1% (3)	99% (412)	414
PID: Dem (no lean)	6% (34)	94% (563)	597
PID: Ind (no lean)	4% (16)	96% (368)	384
PID: Rep (no lean)	8% (36)	92% (406)	441
PID/Gender: Dem Men	8% (25)	92% (297)	323
PID/Gender: Dem Women	3% (9)	97% (265)	275
PID/Gender: Ind Men	3% (6)	97% (219)	225
PID/Gender: Ind Women	7% (11)	93% (149)	159
PID/Gender: Rep Men	8% (18)	92% (220)	238
PID/Gender: Rep Women	9% (17)	91% (186)	203
Ideo: Liberal (1-3)	8% (34)	92% (393)	427
Ideo: Moderate (4)	5% (22)	95% (428)	451
Ideo: Conservative (5-7)	6% (28)	94% (458)	487
Educ: < College	5% (46)	95% (837)	883
Educ: Bachelors degree	7% (23)	93% (307)	330
Educ: Post-grad	8% (18)	92% (192)	209
Income: Under 50k	5% (39)	95% (666)	705
Income: 50k-100k	6% (29)	94% (418)	447
Income: 100k+	7% (18)	93% (252)	271
Ethnicity: White	6% (70)	94% (1021)	1090
Ethnicity: Hispanic	10% (25)	90% (226)	251

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**Table MCFE24\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	6%	(86)	94%	(1336)	1422
Ethnicity: Black	5%	(11)	95%	(196)	207
Ethnicity: Other	4%	(5)	96%	(120)	125
All Christian	7%	(50)	93%	(626)	676
All Non-Christian	4%	(4)	96%	(95)	99
Atheist	2%	(1)	98%	(53)	54
Agnostic/Nothing in particular	5%	(17)	95%	(350)	367
Something Else	6%	(14)	94%	(213)	227
Religious Non-Protestant/Catholic	4%	(4)	96%	(102)	106
Evangelical	8%	(29)	92%	(348)	377
Non-Evangelical	7%	(33)	93%	(476)	509
Community: Urban	8%	(38)	92%	(419)	456
Community: Suburban	6%	(36)	94%	(610)	646
Community: Rural	4%	(12)	96%	(308)	321
Employ: Private Sector	9%	(45)	91%	(484)	529
Employ: Government	6%	(4)	94%	(62)	66
Employ: Self-Employed	10%	(15)	90%	(139)	154
Employ: Homemaker	5%	(5)	95%	(86)	91
Employ: Retired	1%	(5)	99%	(348)	354
Employ: Unemployed	4%	(5)	96%	(124)	128
Employ: Other	9%	(7)	91%	(67)	73
Military HH: Yes	6%	(13)	94%	(213)	226
Military HH: No	6%	(73)	94%	(1123)	1197
RD/WT: Right Direction	9%	(44)	91%	(438)	481
RD/WT: Wrong Track	4%	(42)	96%	(899)	941
Biden Job Approve	7%	(46)	93%	(604)	650
Biden Job Disapprove	5%	(37)	95%	(691)	728
Biden Job Strongly Approve	8%	(26)	92%	(283)	309
Biden Job Somewhat Approve	6%	(20)	94%	(322)	342
Biden Job Somewhat Disapprove	4%	(8)	96%	(219)	227
Biden Job Strongly Disapprove	6%	(29)	94%	(472)	501

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**Table MCFE24\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	6%	(86)	94%	(1336)	1422
Favorable of Biden	7%	(48)	93%	(602)	649
Unfavorable of Biden	5%	(33)	95%	(681)	714
Very Favorable of Biden	7%	(23)	93%	(285)	308
Somewhat Favorable of Biden	7%	(24)	93%	(317)	341
Somewhat Unfavorable of Biden	4%	(8)	96%	(191)	199
Very Unfavorable of Biden	5%	(26)	95%	(490)	516
#1 Issue: Economy	7%	(40)	93%	(572)	612
#1 Issue: Security	5%	(7)	95%	(141)	148
#1 Issue: Health Care	9%	(10)	91%	(101)	111
#1 Issue: Medicare / Social Security	3%	(5)	97%	(184)	189
#1 Issue: Women's Issues	8%	(11)	92%	(123)	134
#1 Issue: Education	3%	(2)	97%	(55)	57
#1 Issue: Energy	9%	(9)	91%	(87)	95
#1 Issue: Other	3%	(2)	97%	(74)	76
2022 House Vote: Democrat	6%	(38)	94%	(548)	586
2022 House Vote: Republican	8%	(38)	92%	(414)	452
2022 House Vote: Didnt Vote	3%	(10)	97%	(348)	357
2020 Vote: Joe Biden	7%	(45)	93%	(580)	625
2020 Vote: Donald Trump	7%	(31)	93%	(420)	451
2020 Vote: Didn't Vote	3%	(10)	97%	(294)	304
2018 House Vote: Democrat	7%	(37)	93%	(486)	523
2018 House Vote: Republican	6%	(26)	94%	(375)	401
2018 House Vote: Didnt Vote	5%	(22)	95%	(450)	472
4-Region: Northeast	7%	(18)	93%	(237)	256
4-Region: Midwest	6%	(16)	94%	(276)	292
4-Region: South	5%	(27)	95%	(516)	542
4-Region: West	7%	(25)	93%	(308)	333
Sports Fan	6%	(79)	94%	(1211)	1290
Avid Sports Fan	9%	(53)	91%	(513)	566
Casual Sports Fan	4%	(26)	96%	(698)	724

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**Table MCFE24\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected	Not Selected	Total N
Adults	6% (86)	94% (1336)	1422
Football Fan	6% (75)	94% (1211)	1286
Avid Football Fan	8% (51)	92% (580)	631
NFL Fan	6% (77)	94% (1216)	1293
Avid NFL Fan	8% (54)	92% (596)	651
Rihanna Fan	8% (66)	92% (726)	792
Pro Football is Favorite	7% (44)	93% (550)	594
Like Pro Football but not Favorite	5% (38)	95% (716)	753
Watched SB LVI and Plan to Watch LVII	6% (67)	94% (1060)	1128
Likely to Watch SB LVII	6% (86)	94% (1336)	1422
Want Eagles to Win	6% (37)	94% (589)	625
Want Chiefs to Win	8% (45)	92% (525)	570
Typically Host SB Party and Likely Host this Year	14% (54)	86% (340)	394
Likely Host SB Party this Year	11% (69)	89% (571)	640
Sports Bettors	11% (58)	89% (457)	515
Sports Bettors Weekly+	14% (31)	86% (197)	228
Non/Infrequent Bettor	4% (43)	96% (1039)	1082
Sports Bettors Monthly+	13% (43)	87% (298)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	10% (13)	90% (126)	139
Plan to Bet on SB LVII	12% (52)	88% (368)	420

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

**Table MCFE24\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected	Not Selected	Total N
Adults	18% (262)	82% (1160)	1422
Gender: Male	18% (143)	82% (642)	785
Gender: Female	19% (119)	81% (518)	637
Age: 18-34	25% (97)	75% (289)	386
Age: 35-44	25% (64)	75% (189)	253
Age: 45-64	15% (73)	85% (420)	492
Age: 65+	10% (29)	90% (262)	291
GenZers: 1997-2012	21% (26)	79% (99)	125
Millennials: 1981-1996	26% (123)	74% (342)	464
GenXers: 1965-1980	18% (69)	82% (317)	386
Baby Boomers: 1946-1964	10% (41)	90% (373)	414
PID: Dem (no lean)	18% (106)	82% (491)	597
PID: Ind (no lean)	20% (77)	80% (307)	384
PID: Rep (no lean)	18% (79)	82% (362)	441
PID/Gender: Dem Men	17% (55)	83% (268)	323
PID/Gender: Dem Women	19% (51)	81% (224)	275
PID/Gender: Ind Men	19% (42)	81% (183)	225
PID/Gender: Ind Women	22% (35)	78% (124)	159
PID/Gender: Rep Men	19% (46)	81% (192)	238
PID/Gender: Rep Women	16% (33)	84% (170)	203
Ideo: Liberal (1-3)	20% (83)	80% (344)	427
Ideo: Moderate (4)	21% (94)	79% (357)	451
Ideo: Conservative (5-7)	15% (74)	85% (412)	487
Educ: < College	18% (155)	82% (728)	883
Educ: Bachelors degree	21% (68)	79% (262)	330
Educ: Post-grad	19% (39)	81% (171)	209
Income: Under 50k	15% (108)	85% (597)	705
Income: 50k-100k	19% (85)	81% (362)	447
Income: 100k+	26% (69)	74% (201)	271
Ethnicity: White	18% (197)	82% (893)	1090
Ethnicity: Hispanic	27% (68)	73% (182)	251

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**Table MCFE24\_6NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*

Cocktails

Demographic	Selected	Not Selected	Total N
Adults	18% (262)	82% (1160)	1422
Ethnicity: Black	20% (42)	80% (166)	207
Ethnicity: Other	19% (23)	81% (102)	125
All Christian	18% (120)	82% (556)	676
All Non-Christian	16% (16)	84% (83)	99
Atheist	20% (11)	80% (43)	54
Agnostic/Nothing in particular	18% (66)	82% (301)	367
Something Else	22% (50)	78% (177)	227
Religious Non-Protestant/Catholic	15% (16)	85% (90)	106
Evangelical	20% (75)	80% (302)	377
Non-Evangelical	18% (93)	82% (416)	509
Community: Urban	25% (114)	75% (342)	456
Community: Suburban	17% (108)	83% (537)	646
Community: Rural	12% (40)	88% (281)	321
Employ: Private Sector	27% (144)	73% (386)	529
Employ: Government	11% (8)	89% (59)	66
Employ: Self-Employed	20% (31)	80% (123)	154
Employ: Homemaker	15% (14)	85% (77)	91
Employ: Retired	11% (38)	89% (316)	354
Employ: Unemployed	9% (12)	91% (116)	128
Employ: Other	18% (14)	82% (60)	73
Military HH: Yes	14% (31)	86% (195)	226
Military HH: No	19% (231)	81% (966)	1197
RD/WT: Right Direction	20% (98)	80% (383)	481
RD/WT: Wrong Track	17% (164)	83% (777)	941
Biden Job Approve	19% (126)	81% (525)	650
Biden Job Disapprove	18% (130)	82% (598)	728
Biden Job Strongly Approve	18% (54)	82% (254)	309
Biden Job Somewhat Approve	21% (72)	79% (270)	342
Biden Job Somewhat Disapprove	22% (49)	78% (178)	227
Biden Job Strongly Disapprove	16% (81)	84% (420)	501

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**Table MCFE24\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(262)	82%	(1160)	1422
Favorable of Biden	19%	(122)	81%	(527)	649
Unfavorable of Biden	18%	(128)	82%	(586)	714
Very Favorable of Biden	20%	(63)	80%	(246)	308
Somewhat Favorable of Biden	17%	(59)	83%	(282)	341
Somewhat Unfavorable of Biden	22%	(43)	78%	(155)	199
Very Unfavorable of Biden	16%	(85)	84%	(431)	516
#1 Issue: Economy	21%	(131)	79%	(481)	612
#1 Issue: Security	12%	(18)	88%	(130)	148
#1 Issue: Health Care	26%	(28)	74%	(83)	111
#1 Issue: Medicare / Social Security	11%	(21)	89%	(168)	189
#1 Issue: Women's Issues	20%	(27)	80%	(107)	134
#1 Issue: Education	30%	(17)	70%	(40)	57
#1 Issue: Energy	14%	(13)	86%	(82)	95
#1 Issue: Other	7%	(6)	93%	(70)	76
2022 House Vote: Democrat	19%	(110)	81%	(476)	586
2022 House Vote: Republican	18%	(81)	82%	(372)	452
2022 House Vote: Didnt Vote	18%	(65)	82%	(292)	357
2020 Vote: Joe Biden	18%	(114)	82%	(510)	625
2020 Vote: Donald Trump	18%	(79)	82%	(371)	451
2020 Vote: Didn't Vote	19%	(57)	81%	(247)	304
2018 House Vote: Democrat	21%	(111)	79%	(412)	523
2018 House Vote: Republican	21%	(82)	79%	(319)	401
2018 House Vote: Didnt Vote	14%	(65)	86%	(407)	472
4-Region: Northeast	14%	(35)	86%	(220)	256
4-Region: Midwest	16%	(46)	84%	(246)	292
4-Region: South	20%	(108)	80%	(434)	542
4-Region: West	22%	(73)	78%	(260)	333
Sports Fan	18%	(235)	82%	(1055)	1290
Avid Sports Fan	21%	(120)	79%	(446)	566
Casual Sports Fan	16%	(115)	84%	(609)	724

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**Table MCFE24\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected	Not Selected	Total N
Adults	18% (262)	82% (1160)	1422
Football Fan	18% (233)	82% (1053)	1286
Avid Football Fan	20% (125)	80% (506)	631
NFL Fan	18% (238)	82% (1055)	1293
Avid NFL Fan	20% (133)	80% (518)	651
Rihanna Fan	23% (180)	77% (613)	792
Pro Football is Favorite	20% (118)	80% (476)	594
Like Pro Football but not Favorite	18% (133)	82% (620)	753
Watched SB LVI and Plan to Watch LVII	19% (214)	81% (913)	1128
Likely to Watch SB LVII	18% (262)	82% (1160)	1422
Want Eagles to Win	19% (120)	81% (505)	625
Want Chiefs to Win	21% (117)	79% (453)	570
Typically Host SB Party and Likely Host this Year	36% (140)	64% (254)	394
Likely Host SB Party this Year	30% (190)	70% (450)	640
Sports Bettors	28% (146)	72% (369)	515
Sports Bettors Weekly+	27% (61)	73% (167)	228
Non/Infrequent Bettor	15% (163)	85% (919)	1082
Sports Bettors Monthly+	29% (99)	71% (242)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	25% (35)	75% (104)	139
Plan to Bet on SB LVII	29% (124)	71% (296)	420

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

**Table MCFE24\_7NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Soda

Demographic	Selected		Not Selected		Total N
Adults	55%	(789)	45%	(633)	1422
Gender: Male	52%	(407)	48%	(378)	785
Gender: Female	60%	(381)	40%	(255)	637
Age: 18-34	58%	(222)	42%	(164)	386
Age: 35-44	59%	(149)	41%	(104)	253
Age: 45-64	57%	(281)	43%	(212)	492
Age: 65+	47%	(137)	53%	(154)	291
GenZers: 1997-2012	58%	(73)	42%	(52)	125
Millennials: 1981-1996	58%	(268)	42%	(196)	464
GenXers: 1965-1980	60%	(230)	40%	(156)	386
Baby Boomers: 1946-1964	48%	(200)	52%	(214)	414
PID: Dem (no lean)	53%	(316)	47%	(281)	597
PID: Ind (no lean)	56%	(213)	44%	(171)	384
PID: Rep (no lean)	59%	(259)	41%	(182)	441
PID/Gender: Dem Men	51%	(164)	49%	(159)	323
PID/Gender: Dem Women	56%	(153)	44%	(122)	275
PID/Gender: Ind Men	56%	(126)	44%	(99)	225
PID/Gender: Ind Women	55%	(88)	45%	(72)	159
PID/Gender: Rep Men	50%	(118)	50%	(120)	238
PID/Gender: Rep Women	70%	(141)	30%	(62)	203
Ideo: Liberal (1-3)	55%	(235)	45%	(192)	427
Ideo: Moderate (4)	55%	(246)	45%	(204)	451
Ideo: Conservative (5-7)	55%	(269)	45%	(217)	487
Educ: < College	59%	(519)	41%	(364)	883
Educ: Bachelors degree	52%	(171)	48%	(159)	330
Educ: Post-grad	48%	(100)	52%	(110)	209
Income: Under 50k	58%	(406)	42%	(299)	705
Income: 50k-100k	55%	(247)	45%	(200)	447
Income: 100k+	50%	(136)	50%	(134)	271
Ethnicity: White	53%	(582)	47%	(508)	1090
Ethnicity: Hispanic	51%	(129)	49%	(122)	251

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**Table MCFE24\_7NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
 Soda

Demographic	Selected	Not Selected	Total N
Adults	55% (789)	45% (633)	1422
Ethnicity: Black	62% (129)	38% (78)	207
Ethnicity: Other	62% (77)	38% (48)	125
All Christian	55% (375)	45% (301)	676
All Non-Christian	48% (47)	52% (51)	99
Atheist	47% (25)	53% (28)	54
Agnostic/Nothing in particular	53% (196)	47% (171)	367
Something Else	64% (145)	36% (82)	227
Religious Non-Protestant/Catholic	51% (54)	49% (52)	106
Evangelical	58% (220)	42% (158)	377
Non-Evangelical	57% (288)	43% (221)	509
Community: Urban	54% (247)	46% (209)	456
Community: Suburban	57% (370)	43% (276)	646
Community: Rural	54% (172)	46% (149)	321
Employ: Private Sector	55% (293)	45% (236)	529
Employ: Government	61% (40)	39% (26)	66
Employ: Self-Employed	58% (89)	42% (65)	154
Employ: Homemaker	69% (63)	31% (28)	91
Employ: Retired	45% (161)	55% (193)	354
Employ: Unemployed	64% (82)	36% (47)	128
Employ: Other	63% (46)	37% (27)	73
Military HH: Yes	54% (121)	46% (105)	226
Military HH: No	56% (668)	44% (529)	1197
RD/WT: Right Direction	52% (250)	48% (232)	481
RD/WT: Wrong Track	57% (539)	43% (402)	941
Biden Job Approve	54% (352)	46% (298)	650
Biden Job Disapprove	56% (411)	44% (317)	728
Biden Job Strongly Approve	47% (145)	53% (163)	309
Biden Job Somewhat Approve	61% (207)	39% (135)	342
Biden Job Somewhat Disapprove	54% (122)	46% (105)	227
Biden Job Strongly Disapprove	58% (290)	42% (212)	501

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**Table MCFE24\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	55%	(789)	45%	(633)	1422
Favorable of Biden	55%	(358)	45%	(291)	649
Unfavorable of Biden	56%	(400)	44%	(314)	714
Very Favorable of Biden	51%	(159)	49%	(150)	308
Somewhat Favorable of Biden	58%	(199)	42%	(142)	341
Somewhat Unfavorable of Biden	51%	(102)	49%	(97)	199
Very Unfavorable of Biden	58%	(298)	42%	(217)	516
#1 Issue: Economy	55%	(339)	45%	(273)	612
#1 Issue: Security	57%	(84)	43%	(63)	148
#1 Issue: Health Care	66%	(74)	34%	(38)	111
#1 Issue: Medicare / Social Security	46%	(87)	54%	(102)	189
#1 Issue: Women's Issues	61%	(82)	39%	(52)	134
#1 Issue: Education	46%	(26)	54%	(31)	57
#1 Issue: Energy	60%	(57)	40%	(38)	95
#1 Issue: Other	52%	(40)	48%	(36)	76
2022 House Vote: Democrat	52%	(305)	48%	(281)	586
2022 House Vote: Republican	56%	(254)	44%	(199)	452
2022 House Vote: Didnt Vote	60%	(215)	40%	(142)	357
2020 Vote: Joe Biden	52%	(328)	48%	(297)	625
2020 Vote: Donald Trump	57%	(257)	43%	(194)	451
2020 Vote: Didn't Vote	61%	(186)	39%	(118)	304
2018 House Vote: Democrat	54%	(282)	46%	(241)	523
2018 House Vote: Republican	52%	(208)	48%	(192)	401
2018 House Vote: Didnt Vote	60%	(284)	40%	(188)	472
4-Region: Northeast	55%	(141)	45%	(114)	256
4-Region: Midwest	57%	(167)	43%	(124)	292
4-Region: South	58%	(313)	42%	(229)	542
4-Region: West	50%	(167)	50%	(165)	333
Sports Fan	55%	(709)	45%	(581)	1290
Avid Sports Fan	54%	(309)	46%	(258)	566
Casual Sports Fan	55%	(400)	45%	(323)	724

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**Table MCFE24\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
 Soda

Demographic	Selected	Not Selected	Total N
Adults	55% (789)	45% (633)	1422
Football Fan	55% (709)	45% (577)	1286
Avid Football Fan	55% (345)	45% (286)	631
NFL Fan	55% (711)	45% (582)	1293
Avid NFL Fan	54% (351)	46% (300)	651
Rihanna Fan	58% (457)	42% (335)	792
Pro Football is Favorite	59% (349)	41% (245)	594
Like Pro Football but not Favorite	52% (393)	48% (360)	753
Watched SB LVI and Plan to Watch LVII	56% (631)	44% (496)	1128
Likely to Watch SB LVII	55% (789)	45% (633)	1422
Want Eagles to Win	56% (348)	44% (277)	625
Want Chiefs to Win	56% (316)	44% (254)	570
Typically Host SB Party and Likely Host this Year	62% (243)	38% (151)	394
Likely Host SB Party this Year	59% (375)	41% (265)	640
Sports Bettors	55% (284)	45% (231)	515
Sports Bettors Weekly+	57% (131)	43% (97)	228
Non/Infrequent Bettor	56% (602)	44% (479)	1082
Sports Bettors Monthly+	55% (187)	45% (154)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	58% (81)	42% (59)	139
Plan to Bet on SB LVII	55% (233)	45% (187)	420

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

**Table MCFE24\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected	Not Selected	Total N
Adults	4% (61)	96% (1361)	1422
Gender: Male	5% (37)	95% (748)	785
Gender: Female	4% (24)	96% (613)	637
Age: 18-34	7% (28)	93% (358)	386
Age: 35-44	4% (11)	96% (243)	253
Age: 45-64	4% (18)	96% (475)	492
Age: 65+	2% (5)	98% (286)	291
GenZers: 1997-2012	6% (7)	94% (118)	125
Millennials: 1981-1996	7% (31)	93% (433)	464
GenXers: 1965-1980	5% (18)	95% (368)	386
Baby Boomers: 1946-1964	1% (5)	99% (409)	414
PID: Dem (no lean)	4% (22)	96% (575)	597
PID: Ind (no lean)	5% (18)	95% (366)	384
PID: Rep (no lean)	5% (21)	95% (420)	441
PID/Gender: Dem Men	4% (14)	96% (309)	323
PID/Gender: Dem Women	3% (8)	97% (267)	275
PID/Gender: Ind Men	5% (11)	95% (213)	225
PID/Gender: Ind Women	4% (7)	96% (152)	159
PID/Gender: Rep Men	5% (12)	95% (226)	238
PID/Gender: Rep Women	4% (9)	96% (194)	203
Ideo: Liberal (1-3)	5% (20)	95% (408)	427
Ideo: Moderate (4)	5% (24)	95% (427)	451
Ideo: Conservative (5-7)	3% (16)	97% (471)	487
Educ: < College	4% (36)	96% (847)	883
Educ: Bachelors degree	4% (12)	96% (318)	330
Educ: Post-grad	6% (13)	94% (197)	209
Income: Under 50k	4% (31)	96% (674)	705
Income: 50k-100k	5% (20)	95% (426)	447
Income: 100k+	4% (10)	96% (261)	271
Ethnicity: White	4% (47)	96% (1043)	1090
Ethnicity: Hispanic	7% (18)	93% (233)	251

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**Table MCFE24\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected	Not Selected	Total N
Adults	4% (61)	96% (1361)	1422
Ethnicity: Black	4% (9)	96% (199)	207
Ethnicity: Other	4% (5)	96% (120)	125
All Christian	4% (25)	96% (651)	676
All Non-Christian	6% (6)	94% (93)	99
Atheist	3% (1)	97% (52)	54
Agnostic/Nothing in particular	3% (13)	97% (354)	367
Something Else	7% (16)	93% (211)	227
Religious Non-Protestant/Catholic	6% (6)	94% (100)	106
Evangelical	4% (16)	96% (361)	377
Non-Evangelical	5% (24)	95% (485)	509
Community: Urban	6% (29)	94% (427)	456
Community: Suburban	4% (23)	96% (623)	646
Community: Rural	3% (9)	97% (311)	321
Employ: Private Sector	4% (20)	96% (509)	529
Employ: Government	9% (6)	91% (60)	66
Employ: Self-Employed	11% (17)	89% (136)	154
Employ: Homemaker	2% (2)	98% (90)	91
Employ: Retired	2% (7)	98% (347)	354
Employ: Unemployed	5% (7)	95% (122)	128
Employ: Other	2% (2)	98% (72)	73
Military HH: Yes	5% (12)	95% (214)	226
Military HH: No	4% (49)	96% (1147)	1197
RD/WT: Right Direction	5% (23)	95% (458)	481
RD/WT: Wrong Track	4% (38)	96% (903)	941
Biden Job Approve	4% (26)	96% (625)	650
Biden Job Disapprove	5% (33)	95% (695)	728
Biden Job Strongly Approve	4% (13)	96% (295)	309
Biden Job Somewhat Approve	4% (12)	96% (329)	342
Biden Job Somewhat Disapprove	5% (11)	95% (216)	227
Biden Job Strongly Disapprove	4% (22)	96% (479)	501

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**Table MCFE24\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	4%	(61)	96%	(1361)	1422
Favorable of Biden	4%	(27)	96%	(623)	649
Unfavorable of Biden	4%	(30)	96%	(685)	714
Very Favorable of Biden	5%	(16)	95%	(292)	308
Somewhat Favorable of Biden	3%	(11)	97%	(330)	341
Somewhat Unfavorable of Biden	5%	(11)	95%	(188)	199
Very Unfavorable of Biden	4%	(19)	96%	(497)	516
#1 Issue: Economy	4%	(23)	96%	(589)	612
#1 Issue: Security	2%	(3)	98%	(144)	148
#1 Issue: Health Care	7%	(8)	93%	(103)	111
#1 Issue: Medicare / Social Security	6%	(11)	94%	(178)	189
#1 Issue: Women's Issues	3%	(4)	97%	(130)	134
#1 Issue: Education	5%	(3)	95%	(54)	57
#1 Issue: Energy	2%	(2)	98%	(93)	95
#1 Issue: Other	9%	(7)	91%	(69)	76
2022 House Vote: Democrat	4%	(21)	96%	(566)	586
2022 House Vote: Republican	5%	(25)	95%	(428)	452
2022 House Vote: Didnt Vote	4%	(13)	96%	(344)	357
2020 Vote: Joe Biden	4%	(24)	96%	(601)	625
2020 Vote: Donald Trump	6%	(26)	94%	(425)	451
2020 Vote: Didn't Vote	4%	(12)	96%	(292)	304
2018 House Vote: Democrat	4%	(19)	96%	(504)	523
2018 House Vote: Republican	5%	(21)	95%	(380)	401
2018 House Vote: Didnt Vote	4%	(18)	96%	(454)	472
4-Region: Northeast	7%	(18)	93%	(238)	256
4-Region: Midwest	2%	(7)	98%	(285)	292
4-Region: South	6%	(31)	94%	(511)	542
4-Region: West	1%	(5)	99%	(328)	333
Sports Fan	5%	(61)	95%	(1229)	1290
Avid Sports Fan	5%	(26)	95%	(540)	566
Casual Sports Fan	5%	(34)	95%	(689)	724

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**Table MCFE24\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected	Not Selected	Total N
Adults	4% (61)	96% (1361)	1422
Football Fan	4% (57)	96% (1229)	1286
Avid Football Fan	5% (29)	95% (603)	631
NFL Fan	5% (60)	95% (1233)	1293
Avid NFL Fan	4% (28)	96% (623)	651
Rihanna Fan	6% (49)	94% (743)	792
Pro Football is Favorite	5% (29)	95% (565)	594
Like Pro Football but not Favorite	4% (32)	96% (721)	753
Watched SB LVI and Plan to Watch LVII	4% (47)	96% (1080)	1128
Likely to Watch SB LVII	4% (61)	96% (1361)	1422
Want Eagles to Win	5% (34)	95% (591)	625
Want Chiefs to Win	4% (25)	96% (545)	570
Typically Host SB Party and Likely Host this Year	8% (31)	92% (364)	394
Likely Host SB Party this Year	7% (42)	93% (597)	640
Sports Bettors	7% (34)	93% (481)	515
Sports Bettors Weekly+	11% (24)	89% (204)	228
Non/Infrequent Bettor	3% (34)	97% (1048)	1082
Sports Bettors Monthly+	8% (27)	92% (314)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	3% (4)	97% (135)	139
Plan to Bet on SB LVII	7% (30)	93% (390)	420

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

**Table MCFE24\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	15%	(208)	85%	(1215)	1422
Gender: Male	13%	(102)	87%	(684)	785
Gender: Female	17%	(106)	83%	(531)	637
Age: 18-34	15%	(59)	85%	(327)	386
Age: 35-44	15%	(38)	85%	(215)	253
Age: 45-64	13%	(63)	87%	(430)	492
Age: 65+	17%	(48)	83%	(243)	291
GenZers: 1997-2012	13%	(16)	87%	(109)	125
Millennials: 1981-1996	16%	(76)	84%	(388)	464
GenXers: 1965-1980	12%	(46)	88%	(340)	386
Baby Boomers: 1946-1964	16%	(64)	84%	(350)	414
PID: Dem (no lean)	16%	(94)	84%	(503)	597
PID: Ind (no lean)	18%	(68)	82%	(316)	384
PID: Rep (no lean)	10%	(46)	90%	(395)	441
PID/Gender: Dem Men	15%	(48)	85%	(275)	323
PID/Gender: Dem Women	17%	(46)	83%	(228)	275
PID/Gender: Ind Men	16%	(37)	84%	(188)	225
PID/Gender: Ind Women	19%	(31)	81%	(128)	159
PID/Gender: Rep Men	7%	(17)	93%	(221)	238
PID/Gender: Rep Women	14%	(29)	86%	(174)	203
Ideo: Liberal (1-3)	14%	(59)	86%	(369)	427
Ideo: Moderate (4)	20%	(89)	80%	(362)	451
Ideo: Conservative (5-7)	11%	(53)	89%	(433)	487
Educ: < College	15%	(132)	85%	(751)	883
Educ: Bachelors degree	16%	(51)	84%	(278)	330
Educ: Post-grad	12%	(25)	88%	(185)	209
Income: Under 50k	17%	(118)	83%	(587)	705
Income: 50k-100k	12%	(52)	88%	(395)	447
Income: 100k+	14%	(38)	86%	(232)	271
Ethnicity: White	14%	(157)	86%	(933)	1090
Ethnicity: Hispanic	14%	(35)	86%	(215)	251

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**Table MCFE24\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected	Not Selected	Total N
Adults	15% (208)	85% (1215)	1422
Ethnicity: Black	15% (32)	85% (175)	207
Ethnicity: Other	15% (19)	85% (106)	125
All Christian	14% (94)	86% (582)	676
All Non-Christian	6% (6)	94% (92)	99
Atheist	7% (4)	93% (50)	54
Agnostic/Nothing in particular	17% (61)	83% (306)	367
Something Else	19% (42)	81% (185)	227
Religious Non-Protestant/Catholic	8% (9)	92% (97)	106
Evangelical	15% (55)	85% (322)	377
Non-Evangelical	15% (78)	85% (431)	509
Community: Urban	15% (68)	85% (389)	456
Community: Suburban	12% (79)	88% (567)	646
Community: Rural	19% (61)	81% (259)	321
Employ: Private Sector	12% (66)	88% (463)	529
Employ: Government	18% (12)	82% (54)	66
Employ: Self-Employed	17% (27)	83% (127)	154
Employ: Homemaker	15% (14)	85% (78)	91
Employ: Retired	16% (55)	84% (298)	354
Employ: Unemployed	15% (19)	85% (109)	128
Employ: Other	19% (14)	81% (59)	73
Military HH: Yes	17% (39)	83% (187)	226
Military HH: No	14% (169)	86% (1028)	1197
RD/WT: Right Direction	15% (70)	85% (411)	481
RD/WT: Wrong Track	15% (137)	85% (804)	941
Biden Job Approve	14% (94)	86% (556)	650
Biden Job Disapprove	15% (106)	85% (622)	728
Biden Job Strongly Approve	15% (45)	85% (264)	309
Biden Job Somewhat Approve	14% (49)	86% (293)	342
Biden Job Somewhat Disapprove	16% (36)	84% (192)	227
Biden Job Strongly Disapprove	14% (70)	86% (431)	501

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**Table MCFE24\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected	Not Selected	Total N
Adults	15% (208)	85% (1215)	1422
Favorable of Biden	15% (96)	85% (554)	649
Unfavorable of Biden	15% (104)	85% (610)	714
Very Favorable of Biden	14% (45)	86% (264)	308
Somewhat Favorable of Biden	15% (51)	85% (290)	341
Somewhat Unfavorable of Biden	17% (34)	83% (164)	199
Very Unfavorable of Biden	14% (70)	86% (446)	516
#1 Issue: Economy	14% (85)	86% (527)	612
#1 Issue: Security	12% (18)	88% (129)	148
#1 Issue: Health Care	11% (13)	89% (99)	111
#1 Issue: Medicare / Social Security	15% (29)	85% (160)	189
#1 Issue: Women's Issues	21% (28)	79% (106)	134
#1 Issue: Education	13% (8)	87% (49)	57
#1 Issue: Energy	14% (13)	86% (82)	95
#1 Issue: Other	18% (14)	82% (62)	76
2022 House Vote: Democrat	14% (84)	86% (502)	586
2022 House Vote: Republican	10% (47)	90% (405)	452
2022 House Vote: Didnt Vote	19% (68)	81% (290)	357
2020 Vote: Joe Biden	14% (87)	86% (538)	625
2020 Vote: Donald Trump	14% (64)	86% (387)	451
2020 Vote: Didn't Vote	15% (47)	85% (257)	304
2018 House Vote: Democrat	15% (79)	85% (444)	523
2018 House Vote: Republican	12% (46)	88% (354)	401
2018 House Vote: Didnt Vote	15% (71)	85% (401)	472
4-Region: Northeast	15% (38)	85% (218)	256
4-Region: Midwest	14% (42)	86% (250)	292
4-Region: South	15% (79)	85% (463)	542
4-Region: West	15% (49)	85% (284)	333
Sports Fan	15% (187)	85% (1103)	1290
Avid Sports Fan	12% (71)	88% (496)	566
Casual Sports Fan	16% (117)	84% (607)	724

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**Table MCFE24\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

*Other non-alcoholic beverages*

Demographic	Selected	Not Selected	Total N
Adults	15% (208)	85% (1215)	1422
Football Fan	14% (186)	86% (1101)	1286
Avid Football Fan	12% (79)	88% (553)	631
NFL Fan	15% (189)	85% (1104)	1293
Avid NFL Fan	12% (79)	88% (572)	651
Rihanna Fan	13% (104)	87% (688)	792
Pro Football is Favorite	14% (85)	86% (509)	594
Like Pro Football but not Favorite	15% (112)	85% (641)	753
Watched SB LVI and Plan to Watch LVII	14% (163)	86% (964)	1128
Likely to Watch SB LVII	15% (208)	85% (1215)	1422
Want Eagles to Win	14% (90)	86% (536)	625
Want Chiefs to Win	15% (86)	85% (485)	570
Typically Host SB Party and Likely Host this Year	16% (62)	84% (332)	394
Likely Host SB Party this Year	14% (91)	86% (548)	640
Sports Bettors	12% (62)	88% (452)	515
Sports Bettors Weekly+	10% (22)	90% (206)	228
Non/Infrequent Bettor	16% (174)	84% (907)	1082
Sports Bettors Monthly+	10% (34)	90% (307)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (21)	85% (118)	139
Plan to Bet on SB LVII	11% (47)	89% (373)	420

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

**Table MCFE24\_10NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*

*None of the above*

Demographic	Selected	Not Selected	Total N
Adults	9% (130)	91% (1292)	1422
Gender: Male	9% (68)	91% (717)	785
Gender: Female	10% (62)	90% (575)	637
Age: 18-34	4% (15)	96% (371)	386
Age: 35-44	4% (11)	96% (242)	253
Age: 45-64	11% (53)	89% (440)	492
Age: 65+	17% (51)	83% (240)	291
GenZers: 1997-2012	6% (8)	94% (117)	125
Millennials: 1981-1996	3% (15)	97% (449)	464
GenXers: 1965-1980	9% (37)	91% (349)	386
Baby Boomers: 1946-1964	15% (62)	85% (353)	414
PID: Dem (no lean)	8% (49)	92% (548)	597
PID: Ind (no lean)	11% (40)	89% (344)	384
PID: Rep (no lean)	9% (41)	91% (401)	441
PID/Gender: Dem Men	4% (14)	96% (308)	323
PID/Gender: Dem Women	13% (35)	87% (240)	275
PID/Gender: Ind Men	11% (26)	89% (199)	225
PID/Gender: Ind Women	9% (15)	91% (144)	159
PID/Gender: Rep Men	12% (29)	88% (210)	238
PID/Gender: Rep Women	6% (12)	94% (191)	203
Ideo: Liberal (1-3)	7% (32)	93% (395)	427
Ideo: Moderate (4)	8% (36)	92% (415)	451
Ideo: Conservative (5-7)	11% (54)	89% (432)	487
Educ: < College	9% (77)	91% (806)	883
Educ: Bachelors degree	9% (31)	91% (299)	330
Educ: Post-grad	10% (22)	90% (188)	209
Income: Under 50k	10% (72)	90% (633)	705
Income: 50k-100k	8% (36)	92% (411)	447
Income: 100k+	8% (23)	92% (248)	271
Ethnicity: White	9% (102)	91% (988)	1090
Ethnicity: Hispanic	5% (12)	95% (239)	251

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**Table MCFE24\_10NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
*None of the above*

Demographic	Selected		Not Selected		Total N
Adults	9%	(130)	91%	(1292)	1422
Ethnicity: Black	9%	(18)	91%	(189)	207
Ethnicity: Other	8%	(10)	92%	(115)	125
All Christian	8%	(53)	92%	(623)	676
All Non-Christian	13%	(13)	87%	(86)	99
Atheist	9%	(5)	91%	(49)	54
Agnostic/Nothing in particular	12%	(43)	88%	(324)	367
Something Else	7%	(17)	93%	(210)	227
Religious Non-Protestant/Catholic	13%	(14)	87%	(93)	106
Evangelical	7%	(26)	93%	(351)	377
Non-Evangelical	8%	(42)	92%	(467)	509
Community: Urban	7%	(34)	93%	(423)	456
Community: Suburban	10%	(62)	90%	(583)	646
Community: Rural	11%	(34)	89%	(287)	321
Employ: Private Sector	4%	(23)	96%	(506)	529
Employ: Government	4%	(3)	96%	(64)	66
Employ: Self-Employed	5%	(7)	95%	(147)	154
Employ: Homemaker	11%	(10)	89%	(81)	91
Employ: Retired	19%	(67)	81%	(286)	354
Employ: Unemployed	10%	(13)	90%	(115)	128
Employ: Other	8%	(6)	92%	(67)	73
Military HH: Yes	10%	(23)	90%	(203)	226
Military HH: No	9%	(107)	91%	(1089)	1197
RD/WT: Right Direction	7%	(35)	93%	(447)	481
RD/WT: Wrong Track	10%	(95)	90%	(846)	941
Biden Job Approve	9%	(57)	91%	(594)	650
Biden Job Disapprove	10%	(70)	90%	(658)	728
Biden Job Strongly Approve	8%	(26)	92%	(283)	309
Biden Job Somewhat Approve	9%	(31)	91%	(311)	342
Biden Job Somewhat Disapprove	6%	(15)	94%	(212)	227
Biden Job Strongly Disapprove	11%	(55)	89%	(446)	501

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**Table MCFE24\_10NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(130)	91%	(1292)	1422
Favorable of Biden	8%	(54)	92%	(595)	649
Unfavorable of Biden	10%	(70)	90%	(644)	714
Very Favorable of Biden	8%	(25)	92%	(284)	308
Somewhat Favorable of Biden	9%	(29)	91%	(312)	341
Somewhat Unfavorable of Biden	6%	(13)	94%	(186)	199
Very Unfavorable of Biden	11%	(57)	89%	(458)	516
#1 Issue: Economy	8%	(48)	92%	(565)	612
#1 Issue: Security	11%	(16)	89%	(132)	148
#1 Issue: Health Care	5%	(5)	95%	(106)	111
#1 Issue: Medicare / Social Security	13%	(25)	87%	(164)	189
#1 Issue: Women's Issues	5%	(7)	95%	(127)	134
#1 Issue: Education	2%	(1)	98%	(56)	57
#1 Issue: Energy	6%	(6)	94%	(90)	95
#1 Issue: Other	29%	(22)	71%	(54)	76
2022 House Vote: Democrat	8%	(49)	92%	(538)	586
2022 House Vote: Republican	12%	(53)	88%	(399)	452
2022 House Vote: Didnt Vote	8%	(28)	92%	(329)	357
2020 Vote: Joe Biden	9%	(56)	91%	(568)	625
2020 Vote: Donald Trump	10%	(46)	90%	(405)	451
2020 Vote: Didn't Vote	7%	(21)	93%	(283)	304
2018 House Vote: Democrat	8%	(42)	92%	(481)	523
2018 House Vote: Republican	10%	(40)	90%	(361)	401
2018 House Vote: Didnt Vote	9%	(43)	91%	(429)	472
4-Region: Northeast	9%	(24)	91%	(231)	256
4-Region: Midwest	8%	(22)	92%	(270)	292
4-Region: South	10%	(53)	90%	(490)	542
4-Region: West	9%	(31)	91%	(301)	333
Sports Fan	9%	(115)	91%	(1176)	1290
Avid Sports Fan	8%	(46)	92%	(520)	566
Casual Sports Fan	9%	(68)	91%	(655)	724

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**Table MCFE24\_10NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(130)	91%	(1292)	1422
Football Fan	9%	(116)	91%	(1170)	1286
Avid Football Fan	8%	(51)	92%	(580)	631
NFL Fan	9%	(117)	91%	(1176)	1293
Avid NFL Fan	8%	(55)	92%	(596)	651
Rihanna Fan	6%	(45)	94%	(747)	792
Pro Football is Favorite	8%	(47)	92%	(547)	594
Like Pro Football but not Favorite	10%	(79)	90%	(675)	753
Watched SB LVI and Plan to Watch LVII	9%	(100)	91%	(1027)	1128
Likely to Watch SB LVII	9%	(130)	91%	(1292)	1422
Want Eagles to Win	8%	(50)	92%	(575)	625
Want Chiefs to Win	10%	(57)	90%	(514)	570
Typically Host SB Party and Likely Host this Year	2%	(7)	98%	(387)	394
Likely Host SB Party this Year	3%	(17)	97%	(622)	640
Sports Bettors	3%	(16)	97%	(499)	515
Sports Bettors Weekly+	2%	(5)	98%	(222)	228
Non/Infrequent Bettor	11%	(119)	89%	(962)	1082
Sports Bettors Monthly+	3%	(11)	97%	(330)	341
Non/Infrequent Bettor, Plan to Bet on SB LVII	4%	(5)	96%	(134)	139
Plan to Bet on SB LVII	3%	(13)	97%	(407)	420

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

**Table MCFE25\_1NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	49%	(1083)	51%	(1122)	2205
Gender: Male	47%	(507)	53%	(565)	1072
Gender: Female	51%	(576)	49%	(555)	1132
Age: 18-34	46%	(288)	54%	(344)	632
Age: 35-44	49%	(182)	51%	(190)	372
Age: 45-64	56%	(397)	44%	(315)	712
Age: 65+	44%	(216)	56%	(272)	488
GenZers: 1997-2012	45%	(115)	55%	(141)	256
Millennials: 1981-1996	47%	(315)	53%	(358)	673
GenXers: 1965-1980	58%	(318)	42%	(235)	553
Baby Boomers: 1946-1964	47%	(310)	53%	(350)	660
PID: Dem (no lean)	50%	(429)	50%	(427)	856
PID: Ind (no lean)	45%	(315)	55%	(385)	700
PID: Rep (no lean)	52%	(340)	48%	(309)	649
PID/Gender: Dem Men	50%	(208)	50%	(205)	413
PID/Gender: Dem Women	50%	(220)	50%	(221)	442
PID/Gender: Ind Men	42%	(144)	58%	(202)	345
PID/Gender: Ind Women	48%	(172)	52%	(183)	355
PID/Gender: Rep Men	49%	(155)	51%	(158)	313
PID/Gender: Rep Women	55%	(185)	45%	(151)	335
Ideo: Liberal (1-3)	47%	(294)	53%	(334)	628
Ideo: Moderate (4)	51%	(358)	49%	(349)	708
Ideo: Conservative (5-7)	52%	(365)	48%	(341)	706
Educ: < College	48%	(698)	52%	(743)	1441
Educ: Bachelors degree	50%	(244)	50%	(241)	485
Educ: Post-grad	51%	(141)	49%	(137)	279
Income: Under 50k	46%	(565)	54%	(663)	1228
Income: 50k-100k	52%	(331)	48%	(309)	640
Income: 100k+	55%	(187)	45%	(150)	337
Ethnicity: White	49%	(837)	51%	(864)	1702
Ethnicity: Hispanic	48%	(184)	52%	(196)	380

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**Table MCFE25\_INET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
 I usually cook it

Demographic	Selected	Not Selected	Total N
Adults	49% (1083)	51% (1122)	2205
Ethnicity: Black	56% (160)	44% (124)	283
Ethnicity: Other	39% (86)	61% (134)	220
All Christian	54% (504)	46% (436)	941
All Non-Christian	44% (68)	56% (88)	156
Atheist	35% (33)	65% (62)	95
Agnostic/Nothing in particular	46% (301)	54% (358)	658
Something Else	50% (177)	50% (178)	355
Religious Non-Protestant/Catholic	46% (78)	54% (91)	168
Evangelical	49% (268)	51% (281)	549
Non-Evangelical	56% (401)	44% (319)	721
Community: Urban	46% (313)	54% (375)	688
Community: Suburban	50% (487)	50% (496)	984
Community: Rural	53% (283)	47% (251)	533
Employ: Private Sector	52% (364)	48% (343)	708
Employ: Government	48% (49)	52% (53)	102
Employ: Self-Employed	49% (110)	51% (112)	222
Employ: Homemaker	55% (84)	45% (69)	153
Employ: Student	45% (31)	55% (38)	69
Employ: Retired	47% (268)	53% (297)	565
Employ: Unemployed	41% (107)	59% (155)	262
Employ: Other	56% (69)	44% (55)	124
Military HH: Yes	52% (159)	48% (147)	306
Military HH: No	49% (924)	51% (974)	1899
RD/WT: Right Direction	48% (345)	52% (376)	721
RD/WT: Wrong Track	50% (739)	50% (746)	1484
Biden Job Approve	50% (463)	50% (466)	930
Biden Job Disapprove	50% (574)	50% (581)	1155

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**Table MCFE25\_1NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
I usually cook it

Demographic	Selected	Not Selected	Total N
Adults	49% (1083)	51% (1122)	2205
Biden Job Strongly Approve	51% (214)	49% (204)	418
Biden Job Somewhat Approve	49% (249)	51% (262)	512
Biden Job Somewhat Disapprove	56% (195)	44% (152)	347
Biden Job Strongly Disapprove	47% (379)	53% (429)	808
Favorable of Biden	49% (463)	51% (473)	936
Unfavorable of Biden	51% (570)	49% (555)	1125
Very Favorable of Biden	52% (220)	48% (204)	424
Somewhat Favorable of Biden	47% (243)	53% (269)	512
Somewhat Unfavorable of Biden	55% (160)	45% (130)	290
Very Unfavorable of Biden	49% (410)	51% (424)	835
#1 Issue: Economy	48% (445)	52% (472)	917
#1 Issue: Security	53% (127)	47% (110)	237
#1 Issue: Health Care	40% (74)	60% (109)	183
#1 Issue: Medicare / Social Security	48% (141)	52% (152)	293
#1 Issue: Women's Issues	51% (110)	49% (107)	217
#1 Issue: Education	56% (49)	44% (38)	88
#1 Issue: Energy	54% (71)	46% (61)	132
#1 Issue: Other	48% (66)	52% (72)	139
2022 House Vote: Democrat	50% (400)	50% (399)	799
2022 House Vote: Republican	54% (343)	46% (295)	638
2022 House Vote: Didnt Vote	44% (320)	56% (406)	727
2020 Vote: Joe Biden	51% (438)	49% (426)	864
2020 Vote: Donald Trump	52% (341)	48% (314)	655
2020 Vote: Other	58% (40)	42% (28)	68
2020 Vote: Didn't Vote	43% (265)	57% (353)	618
2018 House Vote: Democrat	50% (358)	50% (360)	718
2018 House Vote: Republican	52% (303)	48% (275)	577
2018 House Vote: Didnt Vote	46% (398)	54% (472)	870

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**Table MCFE25\_INET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
 I usually cook it

Demographic	Selected	Not Selected	Total N
Adults	49% (1083)	51% (1122)	2205
4-Region: Northeast	45% (174)	55% (212)	386
4-Region: Midwest	53% (243)	47% (213)	456
4-Region: South	51% (429)	49% (412)	841
4-Region: West	46% (238)	54% (284)	522
Sports Fan	55% (873)	45% (700)	1573
Avid Sports Fan	54% (337)	46% (288)	625
Casual Sports Fan	56% (536)	44% (413)	948
Football Fan	57% (858)	43% (647)	1504
Avid Football Fan	56% (378)	44% (292)	670
NFL Fan	58% (862)	42% (626)	1488
Avid NFL Fan	56% (379)	44% (303)	682
Rihanna Fan	51% (559)	49% (527)	1086
Pro Football is Favorite	58% (365)	42% (265)	630
Like Pro Football but not Favorite	57% (541)	43% (417)	958
Watched SB LVI and Plan to Watch LVII	61% (697)	39% (443)	1141
Likely to Watch SB LVII	61% (880)	39% (572)	1452
Want Eagles to Win	52% (399)	48% (371)	770
Want Chiefs to Win	61% (424)	39% (268)	692
Typically Host SB Party and Likely Host this Year	58% (242)	42% (174)	416
Likely Host SB Party this Year	56% (394)	44% (313)	707
Sports Bettors	50% (320)	50% (324)	644
Sports Bettors Weekly+	49% (117)	51% (122)	239
Non/Infrequent Bettor	50% (886)	50% (878)	1764
Sports Bettors Monthly+	46% (179)	54% (206)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	56% (84)	44% (66)	149
Plan to Bet on SB LVII	52% (228)	48% (212)	440

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

**Table MCFE25\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	17% (384)	83% (1821)	2205
Gender: Male	20% (219)	80% (853)	1072
Gender: Female	15% (165)	85% (967)	1132
Age: 18-34	23% (145)	77% (487)	632
Age: 35-44	21% (79)	79% (293)	372
Age: 45-64	17% (121)	83% (592)	712
Age: 65+	8% (38)	92% (450)	488
GenZers: 1997-2012	25% (65)	75% (191)	256
Millennials: 1981-1996	22% (149)	78% (523)	673
GenXers: 1965-1980	16% (90)	84% (463)	553
Baby Boomers: 1946-1964	11% (73)	89% (587)	660
PID: Dem (no lean)	21% (176)	79% (680)	856
PID: Ind (no lean)	15% (104)	85% (596)	700
PID: Rep (no lean)	16% (104)	84% (545)	649
PID/Gender: Dem Men	22% (90)	78% (323)	413
PID/Gender: Dem Women	19% (86)	81% (356)	442
PID/Gender: Ind Men	19% (66)	81% (280)	345
PID/Gender: Ind Women	11% (39)	89% (316)	355
PID/Gender: Rep Men	20% (63)	80% (250)	313
PID/Gender: Rep Women	12% (41)	88% (295)	335
Ideo: Liberal (1-3)	21% (129)	79% (499)	628
Ideo: Moderate (4)	17% (120)	83% (588)	708
Ideo: Conservative (5-7)	18% (124)	82% (581)	706
Educ: < College	15% (222)	85% (1218)	1441
Educ: Bachelors degree	22% (106)	78% (379)	485
Educ: Post-grad	20% (55)	80% (224)	279
Income: Under 50k	14% (175)	86% (1053)	1228
Income: 50k-100k	21% (132)	79% (508)	640
Income: 100k+	23% (77)	77% (261)	337
Ethnicity: White	16% (271)	84% (1431)	1702
Ethnicity: Hispanic	24% (93)	76% (287)	380

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**Table MCFE25\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	17% (384)	83% (1821)	2205
Ethnicity: Black	20% (57)	80% (226)	283
Ethnicity: Other	25% (56)	75% (164)	220
All Christian	16% (147)	84% (793)	941
All Non-Christian	24% (37)	76% (119)	156
Atheist	17% (16)	83% (79)	95
Agnostic/Nothing in particular	19% (122)	81% (536)	658
Something Else	17% (61)	83% (294)	355
Religious Non-Protestant/Catholic	24% (40)	76% (128)	168
Evangelical	15% (85)	85% (464)	549
Non-Evangelical	16% (117)	84% (604)	721
Community: Urban	19% (129)	81% (559)	688
Community: Suburban	19% (183)	81% (800)	984
Community: Rural	13% (71)	87% (462)	533
Employ: Private Sector	22% (158)	78% (550)	708
Employ: Government	24% (24)	76% (78)	102
Employ: Self-Employed	19% (43)	81% (179)	222
Employ: Homemaker	17% (25)	83% (128)	153
Employ: Student	16% (11)	84% (58)	69
Employ: Retired	11% (62)	89% (504)	565
Employ: Unemployed	16% (42)	84% (220)	262
Employ: Other	15% (19)	85% (105)	124
Military HH: Yes	15% (45)	85% (262)	306
Military HH: No	18% (339)	82% (1560)	1899
RD/WT: Right Direction	18% (127)	82% (594)	721
RD/WT: Wrong Track	17% (257)	83% (1227)	1484
Biden Job Approve	20% (185)	80% (745)	930
Biden Job Disapprove	16% (181)	84% (974)	1155

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**Table MCFE25\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
*I usually pick up takeout from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	17% (384)	83% (1821)	2205
Biden Job Strongly Approve	18% (76)	82% (342)	418
Biden Job Somewhat Approve	21% (109)	79% (403)	512
Biden Job Somewhat Disapprove	17% (59)	83% (288)	347
Biden Job Strongly Disapprove	15% (122)	85% (686)	808
Favorable of Biden	20% (188)	80% (749)	936
Unfavorable of Biden	15% (164)	85% (961)	1125
Very Favorable of Biden	18% (75)	82% (350)	424
Somewhat Favorable of Biden	22% (113)	78% (399)	512
Somewhat Unfavorable of Biden	17% (48)	83% (242)	290
Very Unfavorable of Biden	14% (116)	86% (719)	835
#1 Issue: Economy	22% (199)	78% (717)	917
#1 Issue: Security	14% (33)	86% (204)	237
#1 Issue: Health Care	21% (38)	79% (145)	183
#1 Issue: Medicare / Social Security	9% (26)	91% (267)	293
#1 Issue: Women's Issues	16% (35)	84% (182)	217
#1 Issue: Education	18% (16)	82% (72)	88
#1 Issue: Energy	16% (21)	84% (111)	132
#1 Issue: Other	12% (17)	88% (122)	139
2022 House Vote: Democrat	21% (167)	79% (632)	799
2022 House Vote: Republican	15% (96)	85% (542)	638
2022 House Vote: Didnt Vote	16% (114)	84% (612)	727
2020 Vote: Joe Biden	20% (172)	80% (691)	864
2020 Vote: Donald Trump	17% (113)	83% (543)	655
2020 Vote: Other	13% (9)	87% (59)	68
2020 Vote: Didn't Vote	15% (90)	85% (528)	618
2018 House Vote: Democrat	21% (150)	79% (568)	718
2018 House Vote: Republican	16% (94)	84% (484)	577
2018 House Vote: Didnt Vote	15% (134)	85% (736)	870

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**Table MCFE25\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	17% (384)	83% (1821)	2205
4-Region: Northeast	18% (71)	82% (315)	386
4-Region: Midwest	15% (67)	85% (388)	456
4-Region: South	17% (141)	83% (700)	841
4-Region: West	20% (104)	80% (418)	522
Sports Fan	20% (313)	80% (1261)	1573
Avid Sports Fan	26% (161)	74% (464)	625
Casual Sports Fan	16% (152)	84% (796)	948
Football Fan	21% (319)	79% (1185)	1504
Avid Football Fan	25% (165)	75% (505)	670
NFL Fan	21% (310)	79% (1179)	1488
Avid NFL Fan	25% (172)	75% (510)	682
Rihanna Fan	23% (245)	77% (841)	1086
Pro Football is Favorite	23% (147)	77% (483)	630
Like Pro Football but not Favorite	19% (177)	81% (781)	958
Watched SB LVI and Plan to Watch LVII	23% (261)	77% (880)	1141
Likely to Watch SB LVII	22% (314)	78% (1138)	1452
Want Eagles to Win	21% (161)	79% (609)	770
Want Chiefs to Win	21% (144)	79% (549)	692
Typically Host SB Party and Likely Host this Year	28% (119)	72% (298)	416
Likely Host SB Party this Year	25% (174)	75% (533)	707
Sports Bettors	27% (171)	73% (473)	644
Sports Bettors Weekly+	34% (82)	66% (157)	239
Non/Infrequent Bettor	14% (248)	86% (1516)	1764
Sports Bettors Monthly+	34% (129)	66% (256)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	18% (27)	82% (123)	149
Plan to Bet on SB LVII	28% (125)	72% (315)	440

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

**Table MCFE25\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1961)	2205
Gender: Male	12% (131)	88% (941)	1072
Gender: Female	10% (112)	90% (1019)	1132
Age: 18-34	18% (112)	82% (520)	632
Age: 35-44	15% (55)	85% (317)	372
Age: 45-64	7% (52)	93% (660)	712
Age: 65+	5% (24)	95% (464)	488
GenZers: 1997-2012	17% (45)	83% (211)	256
Millennials: 1981-1996	17% (115)	83% (558)	673
GenXers: 1965-1980	9% (49)	91% (503)	553
Baby Boomers: 1946-1964	5% (31)	95% (629)	660
PID: Dem (no lean)	12% (103)	88% (753)	856
PID: Ind (no lean)	11% (74)	89% (627)	700
PID: Rep (no lean)	10% (66)	90% (582)	649
PID/Gender: Dem Men	13% (52)	87% (361)	413
PID/Gender: Dem Women	12% (51)	88% (391)	442
PID/Gender: Ind Men	11% (40)	89% (306)	345
PID/Gender: Ind Women	10% (34)	90% (320)	355
PID/Gender: Rep Men	13% (39)	87% (274)	313
PID/Gender: Rep Women	8% (27)	92% (308)	335
Ideo: Liberal (1-3)	13% (83)	87% (546)	628
Ideo: Moderate (4)	12% (83)	88% (625)	708
Ideo: Conservative (5-7)	9% (66)	91% (640)	706
Educ: < College	11% (157)	89% (1284)	1441
Educ: Bachelors degree	10% (49)	90% (437)	485
Educ: Post-grad	13% (38)	87% (241)	279
Income: Under 50k	10% (117)	90% (1111)	1228
Income: 50k-100k	13% (84)	87% (555)	640
Income: 100k+	13% (42)	87% (295)	337
Ethnicity: White	10% (177)	90% (1524)	1702
Ethnicity: Hispanic	16% (60)	84% (320)	380

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**Table MCFE25\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1961)	2205
Ethnicity: Black	13% (38)	87% (245)	283
Ethnicity: Other	13% (28)	87% (192)	220
All Christian	11% (101)	89% (839)	941
All Non-Christian	11% (17)	89% (139)	156
Atheist	8% (8)	92% (87)	95
Agnostic/Nothing in particular	11% (74)	89% (584)	658
Something Else	12% (43)	88% (312)	355
Religious Non-Protestant/Catholic	10% (17)	90% (151)	168
Evangelical	11% (62)	89% (487)	549
Non-Evangelical	11% (78)	89% (642)	721
Community: Urban	13% (90)	87% (598)	688
Community: Suburban	11% (106)	89% (877)	984
Community: Rural	9% (47)	91% (486)	533
Employ: Private Sector	15% (109)	85% (599)	708
Employ: Government	10% (10)	90% (92)	102
Employ: Self-Employed	18% (40)	82% (182)	222
Employ: Homemaker	7% (10)	93% (143)	153
Employ: Student	17% (12)	83% (57)	69
Employ: Retired	4% (24)	96% (542)	565
Employ: Unemployed	7% (18)	93% (244)	262
Employ: Other	17% (21)	83% (103)	124
Military HH: Yes	10% (31)	90% (275)	306
Military HH: No	11% (212)	89% (1686)	1899
RD/WT: Right Direction	12% (85)	88% (635)	721
RD/WT: Wrong Track	11% (158)	89% (1326)	1484
Biden Job Approve	12% (113)	88% (817)	930
Biden Job Disapprove	10% (119)	90% (1036)	1155

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**Table MCFE25\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1961)	2205
Biden Job Strongly Approve	13% (54)	87% (364)	418
Biden Job Somewhat Approve	12% (59)	88% (453)	512
Biden Job Somewhat Disapprove	10% (34)	90% (313)	347
Biden Job Strongly Disapprove	10% (85)	90% (723)	808
Favorable of Biden	12% (113)	88% (823)	936
Unfavorable of Biden	10% (114)	90% (1011)	1125
Very Favorable of Biden	13% (55)	87% (370)	424
Somewhat Favorable of Biden	11% (59)	89% (453)	512
Somewhat Unfavorable of Biden	11% (32)	89% (258)	290
Very Unfavorable of Biden	10% (82)	90% (753)	835
#1 Issue: Economy	12% (111)	88% (806)	917
#1 Issue: Security	7% (18)	93% (219)	237
#1 Issue: Health Care	13% (23)	87% (160)	183
#1 Issue: Medicare / Social Security	7% (21)	93% (273)	293
#1 Issue: Women's Issues	19% (42)	81% (175)	217
#1 Issue: Education	6% (5)	94% (82)	88
#1 Issue: Energy	14% (19)	86% (113)	132
#1 Issue: Other	4% (5)	96% (134)	139
2022 House Vote: Democrat	13% (106)	87% (694)	799
2022 House Vote: Republican	10% (64)	90% (574)	638
2022 House Vote: Didnt Vote	9% (66)	91% (661)	727
2020 Vote: Joe Biden	12% (105)	88% (759)	864
2020 Vote: Donald Trump	9% (58)	91% (597)	655
2020 Vote: Other	13% (9)	87% (59)	68
2020 Vote: Didn't Vote	12% (72)	88% (546)	618
2018 House Vote: Democrat	14% (102)	86% (616)	718
2018 House Vote: Republican	10% (56)	90% (521)	577
2018 House Vote: Didnt Vote	9% (82)	91% (788)	870

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**Table MCFE25\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	11% (244)	89% (1961)	2205
4-Region: Northeast	14% (55)	86% (331)	386
4-Region: Midwest	8% (35)	92% (421)	456
4-Region: South	11% (89)	89% (752)	841
4-Region: West	12% (65)	88% (457)	522
Sports Fan	13% (211)	87% (1362)	1573
Avid Sports Fan	16% (98)	84% (527)	625
Casual Sports Fan	12% (113)	88% (835)	948
Football Fan	13% (201)	87% (1303)	1504
Avid Football Fan	16% (107)	84% (563)	670
NFL Fan	14% (201)	86% (1287)	1488
Avid NFL Fan	15% (104)	85% (578)	682
Rihanna Fan	16% (179)	84% (907)	1086
Pro Football is Favorite	15% (95)	85% (534)	630
Like Pro Football but not Favorite	12% (119)	88% (839)	958
Watched SB LVI and Plan to Watch LVII	14% (163)	86% (978)	1141
Likely to Watch SB LVII	14% (210)	86% (1242)	1452
Want Eagles to Win	15% (118)	85% (652)	770
Want Chiefs to Win	13% (90)	87% (603)	692
Typically Host SB Party and Likely Host this Year	21% (88)	79% (328)	416
Likely Host SB Party this Year	20% (143)	80% (564)	707
Sports Bettors	22% (144)	78% (500)	644
Sports Bettors Weekly+	26% (63)	74% (176)	239
Non/Infrequent Bettor	8% (134)	92% (1630)	1764
Sports Bettors Monthly+	25% (96)	75% (290)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	17% (26)	83% (124)	149
Plan to Bet on SB LVII	24% (107)	76% (333)	440

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

**Table MCFE25\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected	Not Selected	Total N
Adults	8% (185)	92% (2020)	2205
Gender: Male	9% (97)	91% (975)	1072
Gender: Female	8% (88)	92% (1044)	1132
Age: 18-34	16% (103)	84% (530)	632
Age: 35-44	12% (45)	88% (328)	372
Age: 45-64	4% (29)	96% (684)	712
Age: 65+	2% (9)	98% (479)	488
GenZers: 1997-2012	20% (51)	80% (205)	256
Millennials: 1981-1996	13% (89)	87% (584)	673
GenXers: 1965-1980	5% (27)	95% (526)	553
Baby Boomers: 1946-1964	2% (16)	98% (644)	660
PID: Dem (no lean)	12% (103)	88% (753)	856
PID: Ind (no lean)	6% (41)	94% (660)	700
PID: Rep (no lean)	6% (42)	94% (607)	649
PID/Gender: Dem Men	12% (51)	88% (362)	413
PID/Gender: Dem Women	12% (51)	88% (390)	442
PID/Gender: Ind Men	6% (21)	94% (325)	345
PID/Gender: Ind Women	6% (20)	94% (335)	355
PID/Gender: Rep Men	8% (25)	92% (288)	313
PID/Gender: Rep Women	5% (16)	95% (319)	335
Ideo: Liberal (1-3)	13% (80)	87% (548)	628
Ideo: Moderate (4)	9% (61)	91% (647)	708
Ideo: Conservative (5-7)	5% (36)	95% (670)	706
Educ: < College	7% (97)	93% (1344)	1441
Educ: Bachelors degree	10% (48)	90% (437)	485
Educ: Post-grad	14% (39)	86% (239)	279
Income: Under 50k	7% (80)	93% (1148)	1228
Income: 50k-100k	10% (63)	90% (577)	640
Income: 100k+	12% (42)	88% (295)	337
Ethnicity: White	8% (134)	92% (1568)	1702
Ethnicity: Hispanic	13% (50)	87% (329)	380

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**Table MCFE25\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2020)	2205
Ethnicity: Black	10%	(29)	90%	(254)	283
Ethnicity: Other	10%	(22)	90%	(198)	220
All Christian	8%	(73)	92%	(867)	941
All Non-Christian	10%	(15)	90%	(140)	156
Atheist	14%	(13)	86%	(82)	95
Agnostic/Nothing in particular	8%	(51)	92%	(607)	658
Something Else	9%	(32)	91%	(323)	355
Religious Non-Protestant/Catholic	10%	(16)	90%	(152)	168
Evangelical	10%	(54)	90%	(495)	549
Non-Evangelical	7%	(49)	93%	(671)	721
Community: Urban	15%	(104)	85%	(584)	688
Community: Suburban	7%	(70)	93%	(914)	984
Community: Rural	2%	(11)	98%	(522)	533
Employ: Private Sector	12%	(88)	88%	(620)	708
Employ: Government	8%	(8)	92%	(94)	102
Employ: Self-Employed	10%	(23)	90%	(199)	222
Employ: Homemaker	7%	(10)	93%	(143)	153
Employ: Student	17%	(12)	83%	(57)	69
Employ: Retired	2%	(13)	98%	(552)	565
Employ: Unemployed	8%	(20)	92%	(241)	262
Employ: Other	8%	(10)	92%	(114)	124
Military HH: Yes	6%	(18)	94%	(288)	306
Military HH: No	9%	(167)	91%	(1732)	1899
RD/WT: Right Direction	12%	(86)	88%	(635)	721
RD/WT: Wrong Track	7%	(99)	93%	(1385)	1484
Biden Job Approve	12%	(115)	88%	(814)	930
Biden Job Disapprove	5%	(61)	95%	(1094)	1155

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**Table MCFE25\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2020)	2205
Biden Job Strongly Approve	12%	(50)	88%	(368)	418
Biden Job Somewhat Approve	13%	(65)	87%	(446)	512
Biden Job Somewhat Disapprove	5%	(19)	95%	(328)	347
Biden Job Strongly Disapprove	5%	(42)	95%	(766)	808
Favorable of Biden	13%	(119)	87%	(817)	936
Unfavorable of Biden	5%	(60)	95%	(1065)	1125
Very Favorable of Biden	12%	(51)	88%	(374)	424
Somewhat Favorable of Biden	13%	(68)	87%	(444)	512
Somewhat Unfavorable of Biden	5%	(14)	95%	(277)	290
Very Unfavorable of Biden	6%	(46)	94%	(789)	835
#1 Issue: Economy	9%	(80)	91%	(837)	917
#1 Issue: Security	5%	(11)	95%	(226)	237
#1 Issue: Health Care	14%	(26)	86%	(157)	183
#1 Issue: Medicare / Social Security	7%	(20)	93%	(274)	293
#1 Issue: Women's Issues	13%	(28)	87%	(188)	217
#1 Issue: Education	6%	(5)	94%	(83)	88
#1 Issue: Energy	6%	(8)	94%	(124)	132
#1 Issue: Other	5%	(7)	95%	(132)	139
2022 House Vote: Democrat	12%	(96)	88%	(703)	799
2022 House Vote: Republican	6%	(39)	94%	(598)	638
2022 House Vote: Didnt Vote	6%	(46)	94%	(681)	727
2020 Vote: Joe Biden	11%	(99)	89%	(765)	864
2020 Vote: Donald Trump	6%	(38)	94%	(618)	655
2020 Vote: Other	4%	(3)	96%	(65)	68
2020 Vote: Didn't Vote	7%	(46)	93%	(572)	618
2018 House Vote: Democrat	13%	(90)	87%	(628)	718
2018 House Vote: Republican	5%	(30)	95%	(547)	577
2018 House Vote: Didnt Vote	7%	(62)	93%	(808)	870

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**Table MCFE25\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2020)	2205
4-Region: Northeast	8%	(30)	92%	(356)	386
4-Region: Midwest	5%	(22)	95%	(434)	456
4-Region: South	8%	(69)	92%	(772)	841
4-Region: West	12%	(64)	88%	(458)	522
Sports Fan	10%	(158)	90%	(1415)	1573
Avid Sports Fan	13%	(80)	87%	(545)	625
Casual Sports Fan	8%	(79)	92%	(869)	948
Football Fan	9%	(142)	91%	(1363)	1504
Avid Football Fan	11%	(76)	89%	(594)	670
NFL Fan	9%	(139)	91%	(1350)	1488
Avid NFL Fan	10%	(68)	90%	(614)	682
Rihanna Fan	13%	(143)	87%	(944)	1086
Pro Football is Favorite	12%	(79)	88%	(551)	630
Like Pro Football but not Favorite	8%	(72)	92%	(886)	958
Watched SB LVI and Plan to Watch LVII	10%	(114)	90%	(1027)	1141
Likely to Watch SB LVII	10%	(147)	90%	(1305)	1452
Want Eagles to Win	12%	(90)	88%	(680)	770
Want Chiefs to Win	9%	(60)	91%	(632)	692
Typically Host SB Party and Likely Host this Year	15%	(61)	85%	(355)	416
Likely Host SB Party this Year	14%	(102)	86%	(605)	707
Sports Bettors	17%	(107)	83%	(537)	644
Sports Bettors Weekly+	23%	(56)	77%	(183)	239
Non/Infrequent Bettor	6%	(98)	94%	(1666)	1764
Sports Bettors Monthly+	20%	(78)	80%	(307)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	10%	(15)	90%	(134)	149
Plan to Bet on SB LVII	19%	(82)	81%	(358)	440

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

**Table MCFE25\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected	Not Selected	Total N
Adults	25% (562)	75% (1643)	2205
Gender: Male	23% (247)	77% (825)	1072
Gender: Female	28% (314)	72% (818)	1132
Age: 18-34	17% (108)	83% (524)	632
Age: 35-44	19% (70)	81% (302)	372
Age: 45-64	24% (169)	76% (543)	712
Age: 65+	44% (215)	56% (273)	488
GenZers: 1997-2012	16% (41)	84% (215)	256
Millennials: 1981-1996	18% (118)	82% (555)	673
GenXers: 1965-1980	22% (120)	78% (433)	553
Baby Boomers: 1946-1964	38% (254)	62% (406)	660
PID: Dem (no lean)	21% (176)	79% (680)	856
PID: Ind (no lean)	33% (232)	67% (468)	700
PID: Rep (no lean)	24% (154)	76% (495)	649
PID/Gender: Dem Men	17% (70)	83% (343)	413
PID/Gender: Dem Women	24% (105)	76% (337)	442
PID/Gender: Ind Men	33% (115)	67% (230)	345
PID/Gender: Ind Women	33% (116)	67% (238)	355
PID/Gender: Rep Men	20% (62)	80% (252)	313
PID/Gender: Rep Women	28% (92)	72% (243)	335
Ideo: Liberal (1-3)	21% (133)	79% (496)	628
Ideo: Moderate (4)	27% (190)	73% (518)	708
Ideo: Conservative (5-7)	24% (169)	76% (537)	706
Educ: < College	28% (403)	72% (1037)	1441
Educ: Bachelors degree	21% (100)	79% (386)	485
Educ: Post-grad	21% (59)	79% (220)	279
Income: Under 50k	32% (387)	68% (841)	1228
Income: 50k-100k	19% (119)	81% (520)	640
Income: 100k+	16% (55)	84% (282)	337
Ethnicity: White	27% (453)	73% (1249)	1702
Ethnicity: Hispanic	16% (61)	84% (319)	380

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**Table MCFE25\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	25% (562)	75% (1643)	2205
Ethnicity: Black	18% (50)	82% (234)	283
Ethnicity: Other	27% (59)	73% (161)	220
All Christian	23% (220)	77% (720)	941
All Non-Christian	21% (32)	79% (124)	156
Atheist	38% (36)	62% (59)	95
Agnostic/Nothing in particular	29% (189)	71% (469)	658
Something Else	24% (85)	76% (270)	355
Religious Non-Protestant/Catholic	20% (34)	80% (134)	168
Evangelical	26% (145)	74% (404)	549
Non-Evangelical	21% (153)	79% (567)	721
Community: Urban	25% (169)	75% (519)	688
Community: Suburban	25% (244)	75% (740)	984
Community: Rural	28% (149)	72% (385)	533
Employ: Private Sector	15% (106)	85% (601)	708
Employ: Government	20% (20)	80% (82)	102
Employ: Self-Employed	18% (40)	82% (182)	222
Employ: Homemaker	22% (34)	78% (119)	153
Employ: Student	16% (11)	84% (58)	69
Employ: Retired	40% (226)	60% (339)	565
Employ: Unemployed	35% (91)	65% (171)	262
Employ: Other	26% (32)	74% (92)	124
Military HH: Yes	25% (78)	75% (229)	306
Military HH: No	25% (484)	75% (1415)	1899
RD/WT: Right Direction	23% (164)	77% (556)	721
RD/WT: Wrong Track	27% (398)	73% (1087)	1484
Biden Job Approve	22% (202)	78% (728)	930
Biden Job Disapprove	28% (319)	72% (836)	1155

Continued on next page

**Table MCFE25\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected	Not Selected	Total N
Adults	25% (562)	75% (1643)	2205
Biden Job Strongly Approve	18% (76)	82% (342)	418
Biden Job Somewhat Approve	25% (126)	75% (386)	512
Biden Job Somewhat Disapprove	20% (71)	80% (277)	347
Biden Job Strongly Disapprove	31% (248)	69% (560)	808
Favorable of Biden	22% (203)	78% (733)	936
Unfavorable of Biden	28% (312)	72% (813)	1125
Very Favorable of Biden	20% (86)	80% (338)	424
Somewhat Favorable of Biden	23% (117)	77% (395)	512
Somewhat Unfavorable of Biden	22% (65)	78% (226)	290
Very Unfavorable of Biden	30% (248)	70% (587)	835
#1 Issue: Economy	21% (191)	79% (726)	917
#1 Issue: Security	30% (70)	70% (167)	237
#1 Issue: Health Care	29% (52)	71% (130)	183
#1 Issue: Medicare / Social Security	34% (100)	66% (193)	293
#1 Issue: Women's Issues	18% (38)	82% (178)	217
#1 Issue: Education	24% (21)	76% (67)	88
#1 Issue: Energy	22% (29)	78% (103)	132
#1 Issue: Other	43% (60)	57% (78)	139
2022 House Vote: Democrat	19% (155)	81% (644)	799
2022 House Vote: Republican	24% (156)	76% (482)	638
2022 House Vote: Didnt Vote	33% (243)	67% (484)	727
2020 Vote: Joe Biden	20% (173)	80% (691)	864
2020 Vote: Donald Trump	27% (176)	73% (479)	655
2020 Vote: Other	21% (14)	79% (54)	68
2020 Vote: Didn't Vote	32% (199)	68% (419)	618
2018 House Vote: Democrat	20% (141)	80% (577)	718
2018 House Vote: Republican	26% (149)	74% (429)	577
2018 House Vote: Didnt Vote	30% (263)	70% (608)	870

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**Table MCFE25\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl? Please select all that apply.  
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	25% (562)	75% (1643)	2205
4-Region: Northeast	26% (102)	74% (285)	386
4-Region: Midwest	28% (127)	72% (328)	456
4-Region: South	24% (201)	76% (640)	841
4-Region: West	25% (132)	75% (390)	522
Sports Fan	15% (232)	85% (1341)	1573
Avid Sports Fan	10% (66)	90% (559)	625
Casual Sports Fan	18% (167)	82% (781)	948
Football Fan	13% (194)	87% (1311)	1504
Avid Football Fan	9% (58)	91% (612)	670
NFL Fan	13% (190)	87% (1299)	1488
Avid NFL Fan	10% (65)	90% (617)	682
Rihanna Fan	14% (157)	86% (929)	1086
Pro Football is Favorite	9% (56)	91% (574)	630
Like Pro Football but not Favorite	17% (161)	83% (797)	958
Watched SB LVI and Plan to Watch LVII	9% (100)	91% (1041)	1141
Likely to Watch SB LVII	9% (126)	91% (1326)	1452
Want Eagles to Win	14% (104)	86% (666)	770
Want Chiefs to Win	13% (88)	87% (604)	692
Typically Host SB Party and Likely Host this Year	4% (18)	96% (398)	416
Likely Host SB Party this Year	7% (48)	93% (659)	707
Sports Bettors	7% (42)	93% (602)	644
Sports Bettors Weekly+	2% (6)	98% (233)	239
Non/Infrequent Bettor	31% (540)	69% (1223)	1764
Sports Bettors Monthly+	3% (11)	97% (374)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (19)	88% (131)	149
Plan to Bet on SB LVII	5% (23)	95% (417)	440

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

**Table MCFE26\_1NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it*

Demographic	Selected	Not Selected	Total N
Adults	45% (999)	55% (1206)	2205
Gender: Male	43% (462)	57% (610)	1072
Gender: Female	47% (537)	53% (595)	1132
Age: 18-34	42% (265)	58% (367)	632
Age: 35-44	41% (153)	59% (220)	372
Age: 45-64	52% (368)	48% (344)	712
Age: 65+	44% (213)	56% (275)	488
GenZers: 1997-2012	43% (110)	57% (146)	256
Millennials: 1981-1996	42% (280)	58% (393)	673
GenXers: 1965-1980	51% (279)	49% (273)	553
Baby Boomers: 1946-1964	47% (308)	53% (352)	660
PID: Dem (no lean)	45% (387)	55% (469)	856
PID: Ind (no lean)	41% (287)	59% (414)	700
PID: Rep (no lean)	50% (324)	50% (324)	649
PID/Gender: Dem Men	44% (181)	56% (232)	413
PID/Gender: Dem Women	47% (206)	53% (235)	442
PID/Gender: Ind Men	38% (130)	62% (215)	345
PID/Gender: Ind Women	44% (157)	56% (198)	355
PID/Gender: Rep Men	48% (151)	52% (163)	313
PID/Gender: Rep Women	52% (174)	48% (162)	335
Ideo: Liberal (1-3)	46% (290)	54% (339)	628
Ideo: Moderate (4)	42% (295)	58% (413)	708
Ideo: Conservative (5-7)	50% (351)	50% (355)	706
Educ: < College	44% (640)	56% (800)	1441
Educ: Bachelors degree	46% (221)	54% (264)	485
Educ: Post-grad	49% (137)	51% (142)	279
Income: Under 50k	41% (503)	59% (725)	1228
Income: 50k-100k	51% (325)	49% (314)	640
Income: 100k+	51% (170)	49% (167)	337
Ethnicity: White	46% (786)	54% (915)	1702
Ethnicity: Hispanic	46% (174)	54% (206)	380
Ethnicity: Black	46% (131)	54% (152)	283

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**Table MCFE26\_INET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	45%	(999)	55%	(1206)	2205
Ethnicity: Other	37%	(81)	63%	(139)	220
All Christian	50%	(473)	50%	(467)	941
All Non-Christian	38%	(60)	62%	(96)	156
Atheist	29%	(28)	71%	(67)	95
Agnostic/Nothing in particular	41%	(272)	59%	(386)	658
Something Else	47%	(166)	53%	(189)	355
Religious Non-Protestant/Catholic	40%	(67)	60%	(101)	168
Evangelical	45%	(250)	55%	(299)	549
Non-Evangelical	53%	(379)	47%	(341)	721
Community: Urban	40%	(278)	60%	(410)	688
Community: Suburban	46%	(454)	54%	(529)	984
Community: Rural	50%	(266)	50%	(267)	533
Employ: Private Sector	48%	(343)	52%	(365)	708
Employ: Government	47%	(47)	53%	(54)	102
Employ: Self-Employed	42%	(94)	58%	(129)	222
Employ: Homemaker	45%	(69)	55%	(84)	153
Employ: Student	37%	(26)	63%	(43)	69
Employ: Retired	47%	(265)	53%	(301)	565
Employ: Unemployed	34%	(89)	66%	(173)	262
Employ: Other	53%	(66)	47%	(58)	124
Military HH: Yes	49%	(151)	51%	(156)	306
Military HH: No	45%	(848)	55%	(1051)	1899
RD/WT: Right Direction	44%	(315)	56%	(406)	721
RD/WT: Wrong Track	46%	(684)	54%	(801)	1484
Biden Job Approve	45%	(415)	55%	(515)	930
Biden Job Disapprove	47%	(540)	53%	(616)	1155
Biden Job Strongly Approve	45%	(187)	55%	(231)	418
Biden Job Somewhat Approve	45%	(228)	55%	(284)	512
Biden Job Somewhat Disapprove	52%	(181)	48%	(167)	347
Biden Job Strongly Disapprove	44%	(359)	56%	(449)	808

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**Table MCFE26\_1NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected	Not Selected	Total N
Adults	45% (999)	55% (1206)	2205
Favorable of Biden	44% (413)	56% (523)	936
Unfavorable of Biden	48% (537)	52% (588)	1125
Very Favorable of Biden	45% (191)	55% (233)	424
Somewhat Favorable of Biden	43% (222)	57% (290)	512
Somewhat Unfavorable of Biden	50% (146)	50% (144)	290
Very Unfavorable of Biden	47% (391)	53% (444)	835
#1 Issue: Economy	44% (407)	56% (510)	917
#1 Issue: Security	51% (120)	49% (117)	237
#1 Issue: Health Care	38% (69)	62% (114)	183
#1 Issue: Medicare / Social Security	45% (132)	55% (162)	293
#1 Issue: Women's Issues	47% (103)	53% (114)	217
#1 Issue: Education	56% (49)	44% (39)	88
#1 Issue: Energy	44% (58)	56% (74)	132
#1 Issue: Other	45% (62)	55% (77)	139
2022 House Vote: Democrat	48% (381)	52% (418)	799
2022 House Vote: Republican	49% (312)	51% (326)	638
2022 House Vote: Didnt Vote	39% (283)	61% (444)	727
2020 Vote: Joe Biden	45% (388)	55% (476)	864
2020 Vote: Donald Trump	49% (324)	51% (331)	655
2020 Vote: Other	57% (39)	43% (29)	68
2020 Vote: Didn't Vote	40% (248)	60% (370)	618
2018 House Vote: Democrat	46% (332)	54% (386)	718
2018 House Vote: Republican	51% (294)	49% (284)	577
2018 House Vote: Didnt Vote	40% (351)	60% (519)	870
4-Region: Northeast	40% (155)	60% (231)	386
4-Region: Midwest	49% (222)	51% (234)	456
4-Region: South	48% (406)	52% (435)	841
4-Region: West	41% (215)	59% (307)	522
Sports Fan	52% (814)	48% (759)	1573
Avid Sports Fan	51% (317)	49% (308)	625
Casual Sports Fan	52% (497)	48% (451)	948

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**Table MCFE26\_INET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 I plan to cook of it

Demographic	Selected	Not Selected	Total N
Adults	45% (999)	55% (1206)	2205
Football Fan	53% (796)	47% (709)	1504
Avid Football Fan	53% (354)	47% (316)	670
NFL Fan	54% (798)	46% (690)	1488
Avid NFL Fan	52% (357)	48% (325)	682
Rihanna Fan	46% (505)	54% (582)	1086
Pro Football is Favorite	52% (328)	48% (302)	630
Like Pro Football but not Favorite	54% (516)	46% (442)	958
Watched SB LVI and Plan to Watch LVII	56% (644)	44% (496)	1141
Likely to Watch SB LVII	56% (820)	44% (632)	1452
Want Eagles to Win	49% (374)	51% (396)	770
Want Chiefs to Win	57% (395)	43% (297)	692
Typically Host SB Party and Likely Host this Year	55% (230)	45% (186)	416
Likely Host SB Party this Year	53% (374)	47% (332)	707
Sports Bettors	45% (288)	55% (356)	644
Sports Bettors Weekly+	39% (93)	61% (145)	239
Non/Infrequent Bettor	46% (819)	54% (945)	1764
Sports Bettors Monthly+	41% (159)	59% (226)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	50% (75)	50% (74)	149
Plan to Bet on SB LVII	45% (199)	55% (241)	440

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

**Table MCFE26\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to pick up takeout from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	15%	(330)	85%	(1875)	2205
Gender: Male	17%	(181)	83%	(891)	1072
Gender: Female	13%	(149)	87%	(982)	1132
Age: 18-34	21%	(130)	79%	(502)	632
Age: 35-44	16%	(60)	84%	(313)	372
Age: 45-64	13%	(96)	87%	(617)	712
Age: 65+	9%	(45)	91%	(443)	488
GenZers: 1997-2012	20%	(52)	80%	(203)	256
Millennials: 1981-1996	19%	(128)	81%	(545)	673
GenXers: 1965-1980	14%	(75)	86%	(478)	553
Baby Boomers: 1946-1964	10%	(64)	90%	(596)	660
PID: Dem (no lean)	16%	(139)	84%	(717)	856
PID: Ind (no lean)	12%	(86)	88%	(615)	700
PID: Rep (no lean)	16%	(105)	84%	(544)	649
PID/Gender: Dem Men	17%	(69)	83%	(344)	413
PID/Gender: Dem Women	16%	(70)	84%	(371)	442
PID/Gender: Ind Men	15%	(52)	85%	(293)	345
PID/Gender: Ind Women	10%	(34)	90%	(321)	355
PID/Gender: Rep Men	19%	(60)	81%	(253)	313
PID/Gender: Rep Women	13%	(45)	87%	(290)	335
Ideo: Liberal (1-3)	17%	(107)	83%	(521)	628
Ideo: Moderate (4)	13%	(95)	87%	(613)	708
Ideo: Conservative (5-7)	16%	(113)	84%	(593)	706
Educ: < College	14%	(195)	86%	(1246)	1441
Educ: Bachelors degree	19%	(90)	81%	(395)	485
Educ: Post-grad	16%	(45)	84%	(234)	279
Income: Under 50k	12%	(152)	88%	(1076)	1228
Income: 50k-100k	19%	(119)	81%	(521)	640
Income: 100k+	17%	(59)	83%	(278)	337
Ethnicity: White	14%	(241)	86%	(1461)	1702
Ethnicity: Hispanic	18%	(68)	82%	(311)	380
Ethnicity: Black	15%	(43)	85%	(241)	283

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**Table MCFE26\_2NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to pick up takeout from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	15% (330)	85% (1875)	2205
Ethnicity: Other	21% (47)	79% (173)	220
All Christian	15% (141)	85% (799)	941
All Non-Christian	21% (33)	79% (123)	156
Atheist	13% (12)	87% (83)	95
Agnostic/Nothing in particular	14% (95)	86% (563)	658
Something Else	14% (48)	86% (307)	355
Religious Non-Protestant/Catholic	20% (34)	80% (135)	168
Evangelical	14% (75)	86% (474)	549
Non-Evangelical	15% (109)	85% (612)	721
Community: Urban	14% (99)	86% (589)	688
Community: Suburban	16% (157)	84% (827)	984
Community: Rural	14% (75)	86% (459)	533
Employ: Private Sector	20% (138)	80% (570)	708
Employ: Government	15% (15)	85% (87)	102
Employ: Self-Employed	15% (34)	85% (188)	222
Employ: Homemaker	15% (23)	85% (130)	153
Employ: Student	28% (20)	72% (49)	69
Employ: Retired	10% (54)	90% (511)	565
Employ: Unemployed	11% (28)	89% (233)	262
Employ: Other	15% (18)	85% (106)	124
Military HH: Yes	11% (35)	89% (272)	306
Military HH: No	16% (295)	84% (1603)	1899
RD/WT: Right Direction	16% (112)	84% (608)	721
RD/WT: Wrong Track	15% (218)	85% (1267)	1484
Biden Job Approve	17% (156)	83% (774)	930
Biden Job Disapprove	14% (162)	86% (993)	1155
Biden Job Strongly Approve	15% (65)	85% (354)	418
Biden Job Somewhat Approve	18% (91)	82% (420)	512
Biden Job Somewhat Disapprove	13% (45)	87% (302)	347
Biden Job Strongly Disapprove	15% (117)	85% (691)	808

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**Table MCFE26\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to pick up takeout from a restaurant or bar

Demographic	Selected	Not Selected	Total N
Adults	15% (330)	85% (1875)	2205
Favorable of Biden	17% (164)	83% (773)	936
Unfavorable of Biden	14% (153)	86% (972)	1125
Very Favorable of Biden	16% (68)	84% (356)	424
Somewhat Favorable of Biden	19% (95)	81% (417)	512
Somewhat Unfavorable of Biden	12% (35)	88% (255)	290
Very Unfavorable of Biden	14% (117)	86% (717)	835
#1 Issue: Economy	18% (167)	82% (750)	917
#1 Issue: Security	10% (25)	90% (212)	237
#1 Issue: Health Care	19% (34)	81% (149)	183
#1 Issue: Medicare / Social Security	11% (32)	89% (262)	293
#1 Issue: Women's Issues	17% (38)	83% (179)	217
#1 Issue: Education	11% (9)	89% (78)	88
#1 Issue: Energy	12% (16)	88% (116)	132
#1 Issue: Other	7% (9)	93% (129)	139
2022 House Vote: Democrat	18% (143)	82% (656)	799
2022 House Vote: Republican	15% (98)	85% (540)	638
2022 House Vote: Didnt Vote	11% (78)	89% (649)	727
2020 Vote: Joe Biden	17% (151)	83% (713)	864
2020 Vote: Donald Trump	17% (110)	83% (546)	655
2020 Vote: Other	17% (11)	83% (57)	68
2020 Vote: Didn't Vote	9% (58)	91% (560)	618
2018 House Vote: Democrat	16% (118)	84% (600)	718
2018 House Vote: Republican	14% (82)	86% (495)	577
2018 House Vote: Didnt Vote	14% (124)	86% (747)	870
4-Region: Northeast	18% (70)	82% (316)	386
4-Region: Midwest	12% (54)	88% (402)	456
4-Region: South	15% (124)	85% (717)	841
4-Region: West	16% (82)	84% (440)	522
Sports Fan	19% (294)	81% (1279)	1573
Avid Sports Fan	23% (146)	77% (479)	625
Casual Sports Fan	16% (148)	84% (800)	948

Continued on next page

**Table MCFE26\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 I plan to pick up takeout from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	15%	(330)	85%	(1875)	2205
Football Fan	19%	(289)	81%	(1215)	1504
Avid Football Fan	23%	(153)	77%	(517)	670
NFL Fan	19%	(286)	81%	(1202)	1488
Avid NFL Fan	23%	(160)	77%	(522)	682
Rihanna Fan	19%	(212)	81%	(875)	1086
Pro Football is Favorite	21%	(134)	79%	(496)	630
Like Pro Football but not Favorite	17%	(166)	83%	(792)	958
Watched SB LVI and Plan to Watch LVII	22%	(247)	78%	(894)	1141
Likely to Watch SB LVII	20%	(292)	80%	(1160)	1452
Want Eagles to Win	20%	(152)	80%	(618)	770
Want Chiefs to Win	18%	(122)	82%	(571)	692
Typically Host SB Party and Likely Host this Year	23%	(97)	77%	(319)	416
Likely Host SB Party this Year	22%	(158)	78%	(548)	707
Sports Bettors	21%	(137)	79%	(507)	644
Sports Bettors Weekly+	30%	(72)	70%	(167)	239
Non/Infrequent Bettor	13%	(235)	87%	(1529)	1764
Sports Bettors Monthly+	23%	(90)	77%	(295)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	20%	(30)	80%	(119)	149
Plan to Bet on SB LVII	25%	(111)	75%	(329)	440

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

**Table MCFE26\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar

Demographic	Selected	Not Selected	Total N
Adults	11% (252)	89% (1953)	2205
Gender: Male	13% (142)	87% (930)	1072
Gender: Female	10% (110)	90% (1022)	1132
Age: 18-34	16% (103)	84% (529)	632
Age: 35-44	16% (59)	84% (313)	372
Age: 45-64	10% (68)	90% (644)	712
Age: 65+	4% (21)	96% (467)	488
GenZers: 1997-2012	20% (51)	80% (205)	256
Millennials: 1981-1996	16% (106)	84% (567)	673
GenXers: 1965-1980	10% (53)	90% (500)	553
Baby Boomers: 1946-1964	6% (40)	94% (620)	660
PID: Dem (no lean)	14% (119)	86% (737)	856
PID: Ind (no lean)	10% (72)	90% (629)	700
PID: Rep (no lean)	9% (61)	91% (587)	649
PID/Gender: Dem Men	16% (66)	84% (348)	413
PID/Gender: Dem Women	12% (53)	88% (389)	442
PID/Gender: Ind Men	11% (38)	89% (308)	345
PID/Gender: Ind Women	10% (34)	90% (320)	355
PID/Gender: Rep Men	12% (38)	88% (275)	313
PID/Gender: Rep Women	7% (23)	93% (313)	335
Ideo: Liberal (1-3)	13% (83)	87% (545)	628
Ideo: Moderate (4)	14% (97)	86% (611)	708
Ideo: Conservative (5-7)	9% (64)	91% (641)	706
Educ: < College	10% (149)	90% (1292)	1441
Educ: Bachelors degree	12% (60)	88% (425)	485
Educ: Post-grad	15% (43)	85% (236)	279
Income: Under 50k	10% (122)	90% (1106)	1228
Income: 50k-100k	11% (73)	89% (567)	640
Income: 100k+	17% (56)	83% (281)	337
Ethnicity: White	11% (179)	89% (1522)	1702
Ethnicity: Hispanic	17% (64)	83% (316)	380
Ethnicity: Black	18% (50)	82% (234)	283

Continued on next page



**Table MCFE26\_3NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	11%	(252)	89%	(1953)	2205
Ethnicity: Other	10%	(23)	90%	(197)	220
All Christian	11%	(101)	89%	(839)	941
All Non-Christian	14%	(22)	86%	(134)	156
Atheist	12%	(11)	88%	(84)	95
Agnostic/Nothing in particular	10%	(66)	90%	(592)	658
Something Else	14%	(51)	86%	(304)	355
Religious Non-Protestant/Catholic	13%	(22)	87%	(146)	168
Evangelical	12%	(67)	88%	(482)	549
Non-Evangelical	11%	(81)	89%	(640)	721
Community: Urban	17%	(114)	83%	(574)	688
Community: Suburban	11%	(106)	89%	(878)	984
Community: Rural	6%	(32)	94%	(502)	533
Employ: Private Sector	15%	(110)	85%	(598)	708
Employ: Government	8%	(8)	92%	(94)	102
Employ: Self-Employed	14%	(31)	86%	(191)	222
Employ: Homemaker	9%	(14)	91%	(139)	153
Employ: Student	17%	(12)	83%	(57)	69
Employ: Retired	6%	(34)	94%	(531)	565
Employ: Unemployed	9%	(24)	91%	(237)	262
Employ: Other	15%	(19)	85%	(105)	124
Military HH: Yes	12%	(36)	88%	(271)	306
Military HH: No	11%	(216)	89%	(1683)	1899
RD/WT: Right Direction	14%	(102)	86%	(619)	721
RD/WT: Wrong Track	10%	(150)	90%	(1334)	1484
Biden Job Approve	14%	(134)	86%	(796)	930
Biden Job Disapprove	9%	(102)	91%	(1053)	1155
Biden Job Strongly Approve	18%	(76)	82%	(342)	418
Biden Job Somewhat Approve	11%	(58)	89%	(453)	512
Biden Job Somewhat Disapprove	9%	(32)	91%	(315)	347
Biden Job Strongly Disapprove	9%	(70)	91%	(738)	808

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**Table MCFE26\_3NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar*

Demographic	Selected	Not Selected	Total N
Adults	11% (252)	89% (1953)	2205
Favorable of Biden	14% (131)	86% (805)	936
Unfavorable of Biden	9% (97)	91% (1028)	1125
Very Favorable of Biden	18% (77)	82% (347)	424
Somewhat Favorable of Biden	11% (54)	89% (458)	512
Somewhat Unfavorable of Biden	10% (30)	90% (261)	290
Very Unfavorable of Biden	8% (67)	92% (768)	835
#1 Issue: Economy	13% (117)	87% (799)	917
#1 Issue: Security	6% (14)	94% (223)	237
#1 Issue: Health Care	12% (22)	88% (161)	183
#1 Issue: Medicare / Social Security	8% (22)	92% (271)	293
#1 Issue: Women's Issues	17% (37)	83% (180)	217
#1 Issue: Education	20% (17)	80% (70)	88
#1 Issue: Energy	13% (17)	87% (115)	132
#1 Issue: Other	4% (5)	96% (134)	139
2022 House Vote: Democrat	14% (109)	86% (690)	799
2022 House Vote: Republican	9% (59)	91% (579)	638
2022 House Vote: Didnt Vote	11% (79)	89% (647)	727
2020 Vote: Joe Biden	13% (110)	87% (753)	864
2020 Vote: Donald Trump	9% (60)	91% (596)	655
2020 Vote: Other	11% (8)	89% (60)	68
2020 Vote: Didn't Vote	12% (74)	88% (544)	618
2018 House Vote: Democrat	16% (112)	84% (606)	718
2018 House Vote: Republican	9% (53)	91% (525)	577
2018 House Vote: Didnt Vote	10% (85)	90% (785)	870
4-Region: Northeast	14% (53)	86% (333)	386
4-Region: Midwest	8% (37)	92% (418)	456
4-Region: South	13% (105)	87% (736)	841
4-Region: West	11% (55)	89% (467)	522
Sports Fan	14% (223)	86% (1350)	1573
Avid Sports Fan	17% (109)	83% (516)	625
Casual Sports Fan	12% (114)	88% (834)	948

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**Table MCFE26\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 I plan to order delivery directly from a restaurant or bar

Demographic	Selected	Not Selected	Total N
Adults	11% (252)	89% (1953)	2205
Football Fan	14% (214)	86% (1291)	1504
Avid Football Fan	16% (106)	84% (564)	670
NFL Fan	14% (211)	86% (1278)	1488
Avid NFL Fan	16% (108)	84% (574)	682
Rihanna Fan	17% (186)	83% (900)	1086
Pro Football is Favorite	18% (113)	82% (517)	630
Like Pro Football but not Favorite	12% (113)	88% (845)	958
Watched SB LVI and Plan to Watch LVII	15% (172)	85% (969)	1141
Likely to Watch SB LVII	15% (224)	85% (1228)	1452
Want Eagles to Win	17% (128)	83% (642)	770
Want Chiefs to Win	11% (79)	89% (613)	692
Typically Host SB Party and Likely Host this Year	24% (102)	76% (314)	416
Likely Host SB Party this Year	21% (148)	79% (559)	707
Sports Bettors	24% (153)	76% (491)	644
Sports Bettors Weekly+	25% (59)	75% (179)	239
Non/Infrequent Bettor	7% (131)	93% (1633)	1764
Sports Bettors Monthly+	28% (108)	72% (278)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	18% (27)	82% (123)	149
Plan to Bet on SB LVII	27% (120)	73% (320)	440

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

**Table MCFE26\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	8%	(182)	92%	(2023)	2205
Gender: Male	10%	(106)	90%	(966)	1072
Gender: Female	7%	(76)	93%	(1056)	1132
Age: 18-34	15%	(93)	85%	(540)	632
Age: 35-44	11%	(41)	89%	(331)	372
Age: 45-64	6%	(41)	94%	(671)	712
Age: 65+	1%	(6)	99%	(482)	488
GenZers: 1997-2012	16%	(42)	84%	(214)	256
Millennials: 1981-1996	13%	(84)	87%	(588)	673
GenXers: 1965-1980	7%	(40)	93%	(513)	553
Baby Boomers: 1946-1964	2%	(13)	98%	(647)	660
PID: Dem (no lean)	12%	(105)	88%	(751)	856
PID: Ind (no lean)	6%	(44)	94%	(657)	700
PID: Rep (no lean)	5%	(33)	95%	(615)	649
PID/Gender: Dem Men	15%	(62)	85%	(351)	413
PID/Gender: Dem Women	10%	(42)	90%	(399)	442
PID/Gender: Ind Men	7%	(24)	93%	(321)	345
PID/Gender: Ind Women	5%	(19)	95%	(336)	355
PID/Gender: Rep Men	6%	(19)	94%	(294)	313
PID/Gender: Rep Women	4%	(15)	96%	(321)	335
Ideo: Liberal (1-3)	12%	(78)	88%	(551)	628
Ideo: Moderate (4)	9%	(62)	91%	(646)	708
Ideo: Conservative (5-7)	5%	(38)	95%	(668)	706
Educ: < College	7%	(106)	93%	(1335)	1441
Educ: Bachelors degree	9%	(42)	91%	(443)	485
Educ: Post-grad	12%	(33)	88%	(246)	279
Income: Under 50k	7%	(84)	93%	(1144)	1228
Income: 50k-100k	9%	(58)	91%	(582)	640
Income: 100k+	12%	(40)	88%	(297)	337
Ethnicity: White	7%	(119)	93%	(1583)	1702
Ethnicity: Hispanic	12%	(44)	88%	(335)	380
Ethnicity: Black	13%	(37)	87%	(246)	283

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**Table MCFE26\_4NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order through a delivery service such as GrubHub or Postmates*

Demographic	Selected	Not Selected	Total N
Adults	8% (182)	92% (2023)	2205
Ethnicity: Other	11% (25)	89% (195)	220
All Christian	8% (76)	92% (865)	941
All Non-Christian	13% (21)	87% (135)	156
Atheist	7% (6)	93% (89)	95
Agnostic/Nothing in particular	7% (48)	93% (611)	658
Something Else	9% (31)	91% (324)	355
Religious Non-Protestant/Catholic	13% (21)	87% (147)	168
Evangelical	9% (52)	91% (497)	549
Non-Evangelical	7% (52)	93% (669)	721
Community: Urban	13% (87)	87% (601)	688
Community: Suburban	8% (74)	92% (909)	984
Community: Rural	4% (21)	96% (513)	533
Employ: Private Sector	11% (79)	89% (629)	708
Employ: Government	10% (10)	90% (92)	102
Employ: Self-Employed	15% (34)	85% (189)	222
Employ: Homemaker	5% (7)	95% (146)	153
Employ: Student	8% (5)	92% (64)	69
Employ: Retired	2% (13)	98% (552)	565
Employ: Unemployed	8% (22)	92% (240)	262
Employ: Other	9% (11)	91% (113)	124
Military HH: Yes	7% (22)	93% (284)	306
Military HH: No	8% (159)	92% (1739)	1899
RD/WT: Right Direction	11% (78)	89% (642)	721
RD/WT: Wrong Track	7% (103)	93% (1381)	1484
Biden Job Approve	11% (106)	89% (824)	930
Biden Job Disapprove	6% (74)	94% (1081)	1155
Biden Job Strongly Approve	12% (49)	88% (369)	418
Biden Job Somewhat Approve	11% (57)	89% (454)	512
Biden Job Somewhat Disapprove	8% (27)	92% (321)	347
Biden Job Strongly Disapprove	6% (47)	94% (760)	808

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**Table MCFE26\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected	Not Selected	Total N
Adults	8% (182)	92% (2023)	2205
Favorable of Biden	12% (109)	88% (827)	936
Unfavorable of Biden	6% (67)	94% (1058)	1125
Very Favorable of Biden	11% (45)	89% (379)	424
Somewhat Favorable of Biden	13% (65)	87% (447)	512
Somewhat Unfavorable of Biden	8% (23)	92% (267)	290
Very Unfavorable of Biden	5% (44)	95% (791)	835
#1 Issue: Economy	8% (73)	92% (844)	917
#1 Issue: Security	6% (15)	94% (222)	237
#1 Issue: Health Care	15% (28)	85% (155)	183
#1 Issue: Medicare / Social Security	6% (17)	94% (276)	293
#1 Issue: Women's Issues	12% (25)	88% (192)	217
#1 Issue: Education	3% (2)	97% (85)	88
#1 Issue: Energy	11% (15)	89% (117)	132
#1 Issue: Other	5% (7)	95% (132)	139
2022 House Vote: Democrat	12% (93)	88% (707)	799
2022 House Vote: Republican	6% (38)	94% (599)	638
2022 House Vote: Didnt Vote	6% (46)	94% (681)	727
2020 Vote: Joe Biden	12% (101)	88% (762)	864
2020 Vote: Donald Trump	5% (31)	95% (624)	655
2020 Vote: Other	4% (3)	96% (65)	68
2020 Vote: Didn't Vote	7% (46)	93% (572)	618
2018 House Vote: Democrat	13% (94)	87% (624)	718
2018 House Vote: Republican	5% (30)	95% (548)	577
2018 House Vote: Didnt Vote	6% (55)	94% (816)	870
4-Region: Northeast	7% (25)	93% (361)	386
4-Region: Midwest	6% (28)	94% (427)	456
4-Region: South	9% (79)	91% (762)	841
4-Region: West	9% (49)	91% (473)	522
Sports Fan	9% (144)	91% (1429)	1573
Avid Sports Fan	12% (73)	88% (552)	625
Casual Sports Fan	7% (71)	93% (877)	948

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**Table MCFE26\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected	Not Selected	Total N
Adults	8% (182)	92% (2023)	2205
Football Fan	9% (143)	91% (1362)	1504
Avid Football Fan	12% (80)	88% (590)	670
NFL Fan	9% (141)	91% (1348)	1488
Avid NFL Fan	11% (74)	89% (608)	682
Rihanna Fan	13% (140)	87% (946)	1086
Pro Football is Favorite	13% (79)	87% (551)	630
Like Pro Football but not Favorite	8% (73)	92% (886)	958
Watched SB LVI and Plan to Watch LVII	9% (108)	91% (1033)	1141
Likely to Watch SB LVII	10% (148)	90% (1304)	1452
Want Eagles to Win	11% (83)	89% (687)	770
Want Chiefs to Win	11% (75)	89% (617)	692
Typically Host SB Party and Likely Host this Year	16% (65)	84% (351)	416
Likely Host SB Party this Year	15% (107)	85% (599)	707
Sports Bettors	18% (116)	82% (528)	644
Sports Bettors Weekly+	27% (65)	73% (173)	239
Non/Infrequent Bettor	5% (87)	95% (1676)	1764
Sports Bettors Monthly+	23% (89)	77% (296)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	13% (19)	87% (130)	149
Plan to Bet on SB LVII	21% (92)	79% (348)	440

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

**Table MCFE26\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	29%	(647)	71%	(1558)	2205
Gender: Male	27%	(285)	73%	(787)	1072
Gender: Female	32%	(361)	68%	(771)	1132
Age: 18-34	22%	(138)	78%	(495)	632
Age: 35-44	26%	(98)	74%	(274)	372
Age: 45-64	27%	(194)	73%	(519)	712
Age: 65+	45%	(218)	55%	(270)	488
GenZers: 1997-2012	18%	(46)	82%	(210)	256
Millennials: 1981-1996	24%	(160)	76%	(513)	673
GenXers: 1965-1980	27%	(148)	73%	(405)	553
Baby Boomers: 1946-1964	40%	(262)	60%	(398)	660
PID: Dem (no lean)	25%	(214)	75%	(642)	856
PID: Ind (no lean)	39%	(270)	61%	(430)	700
PID: Rep (no lean)	25%	(162)	75%	(486)	649
PID/Gender: Dem Men	21%	(87)	79%	(326)	413
PID/Gender: Dem Women	29%	(126)	71%	(315)	442
PID/Gender: Ind Men	40%	(137)	60%	(208)	345
PID/Gender: Ind Women	37%	(133)	63%	(222)	355
PID/Gender: Rep Men	19%	(60)	81%	(253)	313
PID/Gender: Rep Women	30%	(102)	70%	(233)	335
Ideo: Liberal (1-3)	24%	(150)	76%	(478)	628
Ideo: Moderate (4)	32%	(228)	68%	(480)	708
Ideo: Conservative (5-7)	27%	(188)	73%	(517)	706
Educ: < College	32%	(463)	68%	(978)	1441
Educ: Bachelors degree	25%	(120)	75%	(365)	485
Educ: Post-grad	23%	(64)	77%	(214)	279
Income: Under 50k	37%	(451)	63%	(777)	1228
Income: 50k-100k	21%	(133)	79%	(506)	640
Income: 100k+	19%	(62)	81%	(275)	337
Ethnicity: White	30%	(515)	70%	(1187)	1702
Ethnicity: Hispanic	21%	(79)	79%	(301)	380
Ethnicity: Black	23%	(65)	77%	(219)	283

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**Table MCFE26\_5NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	29% (647)	71% (1558)	2205
Ethnicity: Other	31% (68)	69% (152)	220
All Christian	25% (239)	75% (702)	941
All Non-Christian	23% (36)	77% (120)	156
Atheist	44% (42)	56% (53)	95
Agnostic/Nothing in particular	35% (233)	65% (425)	658
Something Else	27% (97)	73% (258)	355
Religious Non-Protestant/Catholic	24% (41)	76% (128)	168
Evangelical	27% (148)	73% (401)	549
Non-Evangelical	25% (179)	75% (542)	721
Community: Urban	29% (201)	71% (487)	688
Community: Suburban	29% (282)	71% (701)	984
Community: Rural	31% (164)	69% (369)	533
Employ: Private Sector	18% (127)	82% (581)	708
Employ: Government	29% (30)	71% (72)	102
Employ: Self-Employed	25% (55)	75% (168)	222
Employ: Homemaker	32% (49)	68% (104)	153
Employ: Student	19% (13)	81% (56)	69
Employ: Retired	40% (227)	60% (338)	565
Employ: Unemployed	42% (111)	58% (151)	262
Employ: Other	29% (36)	71% (89)	124
Military HH: Yes	29% (89)	71% (217)	306
Military HH: No	29% (558)	71% (1341)	1899
RD/WT: Right Direction	26% (187)	74% (534)	721
RD/WT: Wrong Track	31% (460)	69% (1024)	1484
Biden Job Approve	25% (236)	75% (693)	930
Biden Job Disapprove	31% (355)	69% (800)	1155
Biden Job Strongly Approve	22% (94)	78% (324)	418
Biden Job Somewhat Approve	28% (142)	72% (369)	512
Biden Job Somewhat Disapprove	26% (90)	74% (258)	347
Biden Job Strongly Disapprove	33% (266)	67% (542)	808

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**Table MCFE26\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected	Not Selected	Total N
Adults	29% (647)	71% (1558)	2205
Favorable of Biden	26% (241)	74% (695)	936
Unfavorable of Biden	31% (344)	69% (782)	1125
Very Favorable of Biden	24% (101)	76% (324)	424
Somewhat Favorable of Biden	27% (140)	73% (372)	512
Somewhat Unfavorable of Biden	27% (79)	73% (211)	290
Very Unfavorable of Biden	32% (265)	68% (570)	835
#1 Issue: Economy	25% (230)	75% (687)	917
#1 Issue: Security	31% (74)	69% (163)	237
#1 Issue: Health Care	34% (62)	66% (121)	183
#1 Issue: Medicare / Social Security	38% (111)	62% (183)	293
#1 Issue: Women's Issues	22% (48)	78% (169)	217
#1 Issue: Education	20% (17)	80% (70)	88
#1 Issue: Energy	28% (37)	72% (95)	132
#1 Issue: Other	50% (69)	50% (70)	139
2022 House Vote: Democrat	23% (181)	77% (618)	799
2022 House Vote: Republican	27% (169)	73% (468)	638
2022 House Vote: Didnt Vote	40% (288)	60% (439)	727
2020 Vote: Joe Biden	26% (221)	74% (643)	864
2020 Vote: Donald Trump	28% (184)	72% (471)	655
2020 Vote: Other	25% (17)	75% (51)	68
2020 Vote: Didn't Vote	36% (225)	64% (393)	618
2018 House Vote: Democrat	23% (168)	77% (550)	718
2018 House Vote: Republican	27% (157)	73% (420)	577
2018 House Vote: Didnt Vote	35% (309)	65% (562)	870
4-Region: Northeast	30% (115)	70% (271)	386
4-Region: Midwest	32% (147)	68% (309)	456
4-Region: South	26% (221)	74% (620)	841
4-Region: West	31% (164)	69% (358)	522
Sports Fan	18% (278)	82% (1295)	1573
Avid Sports Fan	12% (74)	88% (551)	625
Casual Sports Fan	22% (204)	78% (744)	948

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**Table MCFE26\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	29% (647)	71% (1558)	2205
Football Fan	16% (243)	84% (1262)	1504
Avid Football Fan	11% (75)	89% (595)	670
NFL Fan	16% (237)	84% (1251)	1488
Avid NFL Fan	12% (82)	88% (600)	682
Rihanna Fan	18% (198)	82% (888)	1086
Pro Football is Favorite	11% (70)	89% (559)	630
Like Pro Football but not Favorite	20% (194)	80% (764)	958
Watched SB LVI and Plan to Watch LVII	11% (129)	89% (1011)	1141
Likely to Watch SB LVII	11% (166)	89% (1287)	1452
Want Eagles to Win	17% (127)	83% (643)	770
Want Chiefs to Win	15% (102)	85% (590)	692
Typically Host SB Party and Likely Host this Year	5% (20)	95% (396)	416
Likely Host SB Party this Year	8% (58)	92% (649)	707
Sports Bettors	10% (63)	90% (581)	644
Sports Bettors Weekly+	5% (13)	95% (226)	239
Non/Infrequent Bettor	34% (606)	66% (1158)	1764
Sports Bettors Monthly+	7% (27)	93% (358)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (17)	88% (132)	149
Plan to Bet on SB LVII	5% (24)	95% (416)	440

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

**Table MCFE27:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	5% (118)	13% (295)	14% (311)	13% (288)	28% (616)	26% (577)	2205
Gender: Male	7% (70)	14% (155)	17% (185)	13% (140)	30% (317)	19% (206)	1072
Gender: Female	4% (48)	12% (140)	11% (126)	13% (148)	26% (299)	33% (370)	1132
Age: 18-34	7% (41)	15% (96)	17% (105)	15% (98)	21% (132)	25% (160)	632
Age: 35-44	8% (30)	15% (54)	14% (51)	13% (47)	28% (105)	23% (86)	372
Age: 45-64	5% (34)	13% (92)	15% (106)	15% (104)	30% (213)	23% (164)	712
Age: 65+	3% (13)	11% (53)	10% (50)	8% (39)	34% (167)	34% (167)	488
GenZers: 1997-2012	4% (10)	17% (44)	17% (44)	13% (34)	24% (62)	25% (63)	256
Millennials: 1981-1996	8% (57)	14% (97)	15% (100)	15% (102)	24% (159)	24% (158)	673
GenXers: 1965-1980	5% (29)	15% (80)	17% (92)	15% (81)	27% (148)	22% (122)	553
Baby Boomers: 1946-1964	3% (21)	10% (67)	10% (69)	9% (61)	35% (232)	32% (210)	660
PID: Dem (no lean)	8% (66)	14% (119)	15% (129)	12% (107)	28% (244)	22% (192)	856
PID: Ind (no lean)	3% (24)	12% (86)	11% (80)	13% (93)	26% (182)	34% (236)	700
PID: Rep (no lean)	4% (28)	14% (89)	16% (103)	14% (88)	29% (190)	23% (149)	649
PID/Gender: Dem Men	11% (46)	15% (60)	18% (74)	13% (55)	29% (119)	14% (59)	413
PID/Gender: Dem Women	5% (20)	13% (59)	12% (55)	12% (51)	28% (125)	30% (132)	442
PID/Gender: Ind Men	3% (11)	13% (46)	15% (51)	14% (47)	27% (94)	28% (97)	345
PID/Gender: Ind Women	4% (13)	11% (41)	8% (29)	13% (46)	25% (87)	39% (138)	355
PID/Gender: Rep Men	4% (13)	16% (49)	19% (61)	12% (38)	33% (103)	16% (50)	313
PID/Gender: Rep Women	5% (15)	12% (40)	13% (42)	15% (51)	26% (87)	30% (100)	335
Ideo: Liberal (1-3)	7% (42)	15% (93)	15% (93)	13% (80)	30% (188)	21% (131)	628
Ideo: Moderate (4)	5% (37)	14% (99)	11% (79)	12% (85)	29% (203)	29% (204)	708
Ideo: Conservative (5-7)	6% (39)	14% (98)	16% (114)	14% (96)	29% (204)	22% (154)	706
Educ: < College	4% (55)	11% (162)	14% (203)	14% (200)	27% (384)	30% (438)	1441
Educ: Bachelors degree	6% (30)	17% (83)	16% (76)	12% (58)	30% (145)	19% (94)	485
Educ: Post-grad	12% (34)	18% (51)	12% (33)	11% (30)	31% (87)	16% (45)	279
Income: Under 50k	3% (42)	10% (128)	14% (168)	13% (160)	27% (331)	32% (398)	1228
Income: 50k-100k	6% (39)	17% (110)	16% (100)	14% (88)	27% (170)	21% (132)	640
Income: 100k+	11% (36)	17% (56)	13% (43)	12% (41)	34% (115)	14% (47)	337

Continued on next page

**Table MCFE27:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	5% (118)	13% (295)	14% (311)	13% (288)	28% (616)	26% (577)	2205
Ethnicity: White	5% (85)	13% (225)	14% (244)	12% (212)	29% (488)	26% (447)	1702
Ethnicity: Hispanic	2% (9)	13% (49)	22% (85)	15% (56)	24% (90)	24% (91)	380
Ethnicity: Black	10% (27)	14% (40)	15% (43)	15% (44)	22% (62)	24% (67)	283
Ethnicity: Other	3% (6)	13% (29)	11% (24)	15% (32)	30% (66)	29% (63)	220
All Christian	6% (58)	14% (134)	15% (137)	11% (105)	31% (290)	23% (215)	941
All Non-Christian	6% (10)	15% (23)	17% (26)	20% (31)	26% (40)	17% (26)	156
Atheist	4% (4)	13% (13)	8% (8)	6% (5)	38% (36)	31% (29)	95
Agnostic/Nothing in particular	5% (30)	11% (75)	13% (84)	12% (80)	26% (171)	33% (218)	658
Something Else	5% (16)	14% (50)	16% (56)	19% (66)	22% (78)	25% (88)	355
Religious Non-Protestant/Catholic	6% (10)	15% (26)	16% (27)	21% (35)	25% (43)	17% (28)	168
Evangelical	7% (40)	14% (76)	16% (86)	11% (61)	27% (149)	25% (136)	549
Non-Evangelical	5% (34)	14% (104)	15% (105)	15% (106)	29% (211)	22% (161)	721
Community: Urban	8% (58)	14% (97)	15% (103)	15% (100)	25% (170)	23% (159)	688
Community: Suburban	4% (39)	13% (130)	15% (143)	11% (110)	32% (313)	25% (248)	984
Community: Rural	4% (21)	13% (67)	12% (65)	15% (78)	25% (133)	32% (170)	533
Employ: Private Sector	8% (57)	18% (126)	17% (120)	11% (79)	28% (201)	18% (125)	708
Employ: Government	7% (7)	22% (22)	11% (11)	12% (12)	20% (20)	29% (29)	102
Employ: Self-Employed	7% (16)	14% (30)	19% (42)	21% (46)	23% (52)	16% (36)	222
Employ: Homemaker	5% (7)	10% (15)	10% (16)	12% (18)	34% (52)	29% (44)	153
Employ: Student	1% (1)	9% (7)	21% (14)	14% (9)	25% (17)	30% (20)	69
Employ: Retired	3% (16)	10% (56)	11% (64)	11% (61)	32% (183)	33% (185)	565
Employ: Unemployed	4% (10)	10% (26)	11% (30)	14% (37)	24% (64)	37% (96)	262
Employ: Other	2% (3)	11% (13)	11% (14)	20% (25)	22% (27)	33% (41)	124
Military HH: Yes	6% (18)	15% (47)	15% (47)	13% (41)	30% (92)	20% (62)	306
Military HH: No	5% (101)	13% (248)	14% (264)	13% (248)	28% (523)	27% (515)	1899
RD/WT: Right Direction	8% (54)	14% (102)	15% (106)	10% (74)	30% (218)	23% (166)	721
RD/WT: Wrong Track	4% (64)	13% (193)	14% (205)	14% (214)	27% (398)	28% (411)	1484

Continued on next page

**Table MCFE27:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	Plan to spend somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	5% (118)	13% (295)	14% (311)	13% (288)	28% (616)	26% (577)	2205
Biden Job Approve	8% (75)	14% (132)	15% (136)	11% (104)	31% (290)	21% (193)	930
Biden Job Disapprove	4% (41)	14% (157)	15% (169)	15% (172)	27% (307)	27% (309)	1155
Biden Job Strongly Approve	12% (49)	14% (60)	12% (52)	13% (52)	29% (123)	20% (82)	418
Biden Job Somewhat Approve	5% (26)	14% (72)	16% (84)	10% (51)	33% (167)	22% (111)	512
Biden Job Somewhat Disapprove	2% (8)	12% (43)	18% (63)	15% (54)	28% (97)	24% (82)	347
Biden Job Strongly Disapprove	4% (33)	14% (114)	13% (106)	15% (119)	26% (210)	28% (226)	808
Favorable of Biden	8% (71)	15% (139)	14% (131)	12% (110)	30% (283)	22% (202)	936
Unfavorable of Biden	3% (39)	13% (147)	15% (172)	14% (160)	27% (300)	27% (307)	1125
Very Favorable of Biden	11% (46)	16% (69)	11% (46)	11% (46)	30% (127)	21% (91)	424
Somewhat Favorable of Biden	5% (25)	14% (70)	17% (85)	13% (64)	30% (156)	22% (111)	512
Somewhat Unfavorable of Biden	3% (7)	13% (38)	15% (42)	15% (43)	29% (84)	26% (75)	290
Very Unfavorable of Biden	4% (31)	13% (109)	16% (130)	14% (117)	26% (216)	28% (232)	835
#1 Issue: Economy	5% (49)	15% (136)	14% (131)	15% (134)	28% (257)	23% (210)	917
#1 Issue: Security	4% (9)	15% (35)	13% (31)	13% (31)	30% (70)	26% (61)	237
#1 Issue: Health Care	8% (14)	12% (23)	12% (23)	10% (18)	27% (49)	31% (57)	183
#1 Issue: Medicare / Social Security	4% (12)	9% (26)	17% (51)	9% (28)	29% (85)	31% (91)	293
#1 Issue: Women's Issues	4% (8)	14% (31)	12% (27)	10% (23)	35% (75)	25% (53)	217
#1 Issue: Education	5% (4)	14% (12)	27% (23)	13% (11)	21% (18)	21% (18)	88
#1 Issue: Energy	13% (17)	17% (22)	13% (17)	13% (17)	23% (30)	21% (28)	132
#1 Issue: Other	3% (4)	6% (9)	6% (8)	20% (27)	22% (31)	43% (60)	139
2022 House Vote: Democrat	8% (63)	15% (117)	14% (110)	12% (93)	32% (255)	20% (161)	799
2022 House Vote: Republican	5% (31)	16% (101)	17% (105)	14% (87)	28% (177)	21% (136)	638
2022 House Vote: Didn't Vote	3% (21)	10% (72)	12% (89)	13% (98)	24% (172)	38% (274)	727
2020 Vote: Joe Biden	7% (64)	14% (125)	13% (113)	12% (104)	31% (270)	22% (188)	864
2020 Vote: Donald Trump	5% (31)	16% (106)	15% (97)	14% (91)	28% (183)	23% (149)	655
2020 Vote: Other	1% (1)	6% (4)	19% (13)	31% (21)	21% (14)	21% (15)	68
2020 Vote: Didn't Vote	4% (23)	10% (60)	14% (88)	12% (72)	24% (149)	37% (226)	618

Continued on next page

**Table MCFE27:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	5% (118)	13% (295)	14% (311)	13% (288)	28% (616)	26% (577)	2205
2018 House Vote: Democrat	9% (61)	16% (112)	13% (97)	11% (80)	30% (214)	22% (155)	718
2018 House Vote: Republican	5% (29)	16% (92)	16% (92)	13% (77)	27% (159)	22% (129)	577
2018 House Vote: Didnt Vote	3% (28)	10% (90)	13% (114)	14% (119)	27% (231)	33% (289)	870
4-Region: Northeast	6% (22)	18% (70)	14% (52)	11% (41)	26% (101)	26% (99)	386
4-Region: Midwest	6% (26)	13% (57)	12% (57)	14% (64)	30% (137)	25% (115)	456
4-Region: South	4% (35)	13% (108)	17% (140)	13% (110)	27% (231)	26% (218)	841
4-Region: West	7% (35)	11% (60)	12% (63)	14% (73)	28% (146)	28% (145)	522
Sports Fan	7% (103)	17% (266)	17% (263)	13% (205)	31% (480)	16% (257)	1573
Avid Sports Fan	10% (63)	21% (131)	17% (108)	10% (60)	32% (197)	11% (66)	625
Casual Sports Fan	4% (40)	14% (136)	16% (155)	15% (144)	30% (283)	20% (191)	948
Football Fan	7% (105)	17% (259)	17% (257)	14% (204)	31% (463)	14% (216)	1504
Avid Football Fan	10% (67)	21% (138)	18% (119)	11% (71)	32% (214)	9% (61)	670
NFL Fan	7% (108)	17% (260)	17% (252)	13% (199)	31% (461)	14% (209)	1488
Avid NFL Fan	10% (69)	20% (136)	18% (125)	10% (71)	33% (223)	9% (58)	682
Rihanna Fan	8% (88)	16% (169)	17% (183)	15% (162)	27% (292)	18% (192)	1086
Pro Football is Favorite	12% (75)	20% (123)	15% (92)	11% (72)	33% (210)	9% (58)	630
Like Pro Football but not Favorite	4% (36)	16% (151)	19% (178)	15% (142)	28% (271)	19% (180)	958
Watched SB LVI and Plan to Watch LVII	8% (92)	19% (222)	18% (202)	13% (143)	34% (391)	8% (90)	1141
Likely to Watch SB LVII	8% (112)	19% (273)	18% (261)	13% (192)	32% (469)	10% (145)	1452
Want Eagles to Win	8% (61)	18% (135)	16% (125)	13% (102)	32% (248)	13% (99)	770
Want Chiefs to Win	6% (43)	18% (123)	19% (130)	14% (98)	30% (210)	13% (89)	692
Typically Host SB Party and Likely Host this Year	15% (61)	30% (124)	17% (70)	10% (42)	25% (106)	3% (14)	416
Likely Host SB Party this Year	12% (86)	27% (189)	19% (134)	10% (74)	25% (179)	6% (46)	707
Sports Bettors	12% (79)	23% (146)	19% (122)	11% (73)	25% (160)	10% (64)	644
Sports Bettors Weekly+	21% (51)	24% (56)	16% (39)	12% (28)	23% (55)	4% (10)	239
Non/Infrequent Bettor	3% (55)	11% (192)	13% (222)	14% (240)	29% (518)	30% (537)	1764
Sports Bettors Monthly+	16% (62)	25% (98)	19% (75)	11% (42)	25% (95)	4% (14)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (18)	22% (33)	15% (23)	9% (14)	37% (55)	5% (7)	149

Continued on next page

**Table MCFE27:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	5% (118)	13% (295)	14% (311)	13% (288)	28% (616)	26% (577)	2205
Plan to Bet on SB LVII	18% (77)	26% (115)	17% (73)	10% (45)	27% (119)	3% (11)	440

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



**Table MCFE28:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	Almost every day		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(82)	7%	(157)	7%	(146)	9%	(203)	73%	(1561)	2149
Gender: Male	7%	(70)	10%	(108)	10%	(103)	12%	(125)	62%	(650)	1056
Gender: Female	1%	(11)	4%	(49)	4%	(43)	7%	(78)	83%	(910)	1091
Age: 18-34	5%	(29)	13%	(76)	12%	(71)	11%	(65)	58%	(336)	576
Age: 35-44	7%	(27)	9%	(35)	9%	(32)	12%	(45)	63%	(233)	372
Age: 45-64	4%	(25)	5%	(38)	5%	(34)	8%	(60)	78%	(555)	712
Age: 65+	—	(1)	2%	(8)	2%	(9)	7%	(33)	89%	(437)	488
GenZers: 1997-2012	2%	(4)	18%	(35)	16%	(32)	7%	(14)	58%	(115)	200
Millennials: 1981-1996	7%	(45)	11%	(73)	10%	(67)	14%	(91)	59%	(396)	673
GenXers: 1965-1980	5%	(26)	5%	(30)	5%	(30)	9%	(49)	75%	(417)	553
Baby Boomers: 1946-1964	1%	(7)	3%	(17)	3%	(17)	7%	(48)	87%	(571)	660
PID: Dem (no lean)	6%	(49)	9%	(72)	6%	(49)	10%	(81)	70%	(587)	838
PID: Ind (no lean)	2%	(10)	6%	(39)	7%	(48)	10%	(68)	76%	(509)	673
PID: Rep (no lean)	4%	(23)	7%	(47)	8%	(50)	8%	(53)	73%	(466)	638
PID/Gender: Dem Men	10%	(43)	11%	(45)	8%	(33)	11%	(45)	59%	(242)	407
PID/Gender: Dem Women	2%	(7)	6%	(26)	4%	(16)	9%	(37)	80%	(343)	429
PID/Gender: Ind Men	2%	(8)	8%	(28)	10%	(33)	13%	(45)	66%	(224)	339
PID/Gender: Ind Women	1%	(2)	3%	(11)	4%	(14)	7%	(23)	85%	(284)	334
PID/Gender: Rep Men	6%	(20)	11%	(35)	12%	(37)	11%	(35)	59%	(183)	310
PID/Gender: Rep Women	1%	(3)	4%	(12)	4%	(13)	5%	(18)	86%	(282)	327
Ideo: Liberal (1-3)	6%	(38)	8%	(51)	6%	(36)	13%	(78)	67%	(416)	618
Ideo: Moderate (4)	1%	(10)	9%	(61)	6%	(38)	10%	(65)	75%	(511)	685
Ideo: Conservative (5-7)	4%	(31)	6%	(44)	10%	(67)	8%	(53)	72%	(504)	700
Educ: < College	3%	(41)	7%	(96)	6%	(88)	9%	(119)	75%	(1042)	1386
Educ: Bachelors degree	4%	(21)	7%	(33)	9%	(44)	12%	(58)	68%	(330)	485
Educ: Post-grad	7%	(20)	10%	(28)	5%	(15)	9%	(26)	68%	(189)	279
Income: Under 50k	3%	(31)	6%	(72)	6%	(68)	7%	(86)	78%	(927)	1183
Income: 50k-100k	6%	(37)	9%	(54)	7%	(47)	11%	(69)	67%	(425)	632
Income: 100k+	4%	(14)	9%	(31)	10%	(32)	14%	(47)	63%	(209)	333
Ethnicity: White	3%	(58)	7%	(123)	6%	(102)	9%	(152)	74%	(1233)	1669
Ethnicity: Hispanic	2%	(8)	13%	(47)	13%	(46)	14%	(51)	58%	(206)	357

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**Table MCFE28:** *As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?*

Demographic	Almost every day		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(82)	7%	(157)	7%	(146)	9%	(203)	73%	(1561)	2149
Ethnicity: Black	8%	(21)	8%	(22)	12%	(31)	12%	(32)	61%	(164)	270
Ethnicity: Other	1%	(3)	5%	(11)	6%	(13)	9%	(19)	78%	(164)	210
All Christian	4%	(39)	8%	(73)	5%	(51)	11%	(99)	72%	(674)	935
All Non-Christian	7%	(11)	10%	(16)	11%	(16)	11%	(17)	61%	(92)	151
Atheist	2%	(2)	6%	(6)	8%	(8)	8%	(8)	75%	(70)	94
Agnostic/Nothing in particular	2%	(12)	8%	(47)	7%	(44)	8%	(49)	76%	(476)	629
Something Else	5%	(18)	5%	(16)	8%	(28)	9%	(30)	73%	(249)	341
Religious Non-Protestant/Catholic	7%	(11)	10%	(16)	10%	(16)	11%	(18)	63%	(103)	163
Evangelical	8%	(42)	7%	(35)	7%	(38)	9%	(47)	70%	(379)	542
Non-Evangelical	2%	(14)	7%	(52)	6%	(39)	11%	(79)	74%	(524)	708
Community: Urban	7%	(46)	9%	(58)	10%	(64)	12%	(82)	63%	(420)	670
Community: Suburban	2%	(22)	8%	(79)	6%	(60)	9%	(90)	74%	(705)	956
Community: Rural	3%	(14)	4%	(20)	4%	(22)	6%	(31)	83%	(436)	523
Employ: Private Sector	6%	(40)	11%	(76)	10%	(71)	12%	(87)	61%	(426)	700
Employ: Government	2%	(2)	13%	(12)	10%	(10)	11%	(11)	64%	(62)	96
Employ: Self-Employed	10%	(22)	12%	(27)	9%	(20)	7%	(16)	61%	(134)	219
Employ: Homemaker	1%	(1)	7%	(11)	3%	(5)	9%	(14)	80%	(122)	153
Employ: Retired	1%	(6)	3%	(14)	2%	(13)	6%	(36)	88%	(496)	565
Employ: Unemployed	2%	(6)	4%	(10)	9%	(22)	8%	(21)	77%	(193)	252
Employ: Other	3%	(4)	3%	(3)	4%	(5)	12%	(14)	78%	(93)	119
Military HH: Yes	4%	(12)	7%	(22)	6%	(19)	6%	(18)	76%	(232)	303
Military HH: No	4%	(70)	7%	(135)	7%	(127)	10%	(184)	72%	(1329)	1846
RD/WT: Right Direction	8%	(54)	8%	(58)	8%	(57)	11%	(74)	65%	(457)	700
RD/WT: Wrong Track	2%	(28)	7%	(99)	6%	(89)	9%	(129)	76%	(1104)	1449
Biden Job Approve	6%	(51)	8%	(77)	7%	(59)	11%	(97)	69%	(625)	909
Biden Job Disapprove	3%	(30)	7%	(78)	7%	(80)	9%	(102)	74%	(847)	1138
Biden Job Strongly Approve	11%	(45)	7%	(30)	6%	(26)	10%	(42)	66%	(272)	415
Biden Job Somewhat Approve	1%	(6)	9%	(47)	7%	(33)	11%	(55)	71%	(354)	495
Biden Job Somewhat Disapprove	2%	(7)	4%	(13)	8%	(27)	10%	(33)	76%	(259)	340
Biden Job Strongly Disapprove	3%	(23)	8%	(65)	7%	(53)	9%	(69)	74%	(588)	798

Continued on next page

**Table MCFE28:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	Almost every day		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(82)	7%	(157)	7%	(146)	9%	(203)	73%	(1561)	2149
Favorable of Biden	5%	(48)	9%	(78)	6%	(54)	9%	(86)	71%	(645)	912
Unfavorable of Biden	2%	(27)	7%	(73)	6%	(72)	10%	(112)	74%	(828)	1112
Very Favorable of Biden	9%	(38)	8%	(34)	5%	(21)	10%	(41)	68%	(283)	417
Somewhat Favorable of Biden	2%	(10)	9%	(44)	7%	(33)	9%	(45)	73%	(363)	495
Somewhat Unfavorable of Biden	3%	(9)	4%	(11)	7%	(19)	14%	(39)	73%	(206)	285
Very Unfavorable of Biden	2%	(18)	7%	(61)	6%	(53)	9%	(73)	75%	(622)	827
#1 Issue: Economy	3%	(28)	7%	(64)	9%	(78)	11%	(97)	70%	(621)	889
#1 Issue: Security	4%	(9)	4%	(9)	8%	(19)	7%	(17)	77%	(181)	234
#1 Issue: Health Care	5%	(9)	13%	(23)	3%	(5)	10%	(17)	70%	(124)	178
#1 Issue: Medicare / Social Security	4%	(12)	4%	(10)	4%	(13)	4%	(12)	84%	(246)	293
#1 Issue: Women's Issues	2%	(4)	12%	(25)	4%	(7)	10%	(21)	72%	(143)	199
#1 Issue: Education	5%	(4)	6%	(5)	14%	(12)	12%	(11)	62%	(54)	86
#1 Issue: Energy	7%	(9)	10%	(13)	7%	(9)	11%	(15)	64%	(84)	130
#1 Issue: Other	5%	(7)	5%	(7)	2%	(3)	9%	(13)	78%	(108)	138
2022 House Vote: Democrat	6%	(48)	8%	(62)	7%	(52)	12%	(93)	68%	(539)	794
2022 House Vote: Republican	4%	(24)	10%	(65)	5%	(35)	9%	(58)	71%	(452)	634
2022 House Vote: Didnt Vote	1%	(10)	4%	(27)	8%	(57)	7%	(48)	79%	(540)	682
2020 Vote: Joe Biden	6%	(50)	8%	(73)	6%	(49)	11%	(95)	69%	(595)	862
2020 Vote: Donald Trump	3%	(22)	7%	(46)	7%	(45)	9%	(61)	73%	(476)	651
2020 Vote: Other	1%	(1)	1%	(0)	8%	(5)	16%	(11)	75%	(50)	67
2020 Vote: Didn't Vote	2%	(10)	6%	(37)	8%	(47)	6%	(36)	77%	(440)	569
2018 House Vote: Democrat	6%	(46)	8%	(57)	7%	(50)	11%	(78)	68%	(488)	718
2018 House Vote: Republican	4%	(21)	9%	(51)	5%	(30)	9%	(52)	73%	(423)	577
2018 House Vote: Didnt Vote	2%	(15)	6%	(48)	8%	(67)	8%	(68)	76%	(617)	815
4-Region: Northeast	5%	(17)	8%	(31)	7%	(28)	9%	(36)	70%	(268)	381
4-Region: Midwest	4%	(17)	7%	(31)	5%	(24)	11%	(49)	73%	(319)	440
4-Region: South	2%	(20)	7%	(59)	7%	(58)	7%	(61)	76%	(622)	821
4-Region: West	6%	(28)	7%	(35)	7%	(36)	11%	(57)	69%	(351)	507
Sports Fan	5%	(74)	10%	(148)	8%	(124)	12%	(186)	65%	(999)	1531

Continued on next page

**Table MCFE28:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	Almost every day		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(82)	7%	(157)	7%	(146)	9%	(203)	73%	(1561)	2149
Avid Sports Fan	10%	(59)	15%	(90)	11%	(70)	17%	(103)	47%	(291)	613
Casual Sports Fan	2%	(15)	6%	(58)	6%	(54)	9%	(83)	77%	(708)	918
Football Fan	5%	(77)	10%	(145)	9%	(126)	12%	(171)	65%	(956)	1475
Avid Football Fan	9%	(60)	14%	(93)	11%	(70)	16%	(102)	51%	(333)	658
NFL Fan	5%	(76)	10%	(149)	8%	(121)	12%	(169)	65%	(947)	1462
Avid NFL Fan	9%	(61)	15%	(98)	10%	(66)	15%	(101)	52%	(348)	674
Rihanna Fan	6%	(62)	11%	(115)	9%	(94)	11%	(116)	63%	(657)	1043
Pro Football is Favorite	10%	(59)	14%	(86)	8%	(52)	13%	(79)	55%	(339)	615
Like Pro Football but not Favorite	2%	(23)	7%	(66)	8%	(75)	11%	(104)	71%	(669)	937
Watched SB LVI and Plan to Watch LVII	6%	(68)	11%	(126)	8%	(90)	13%	(151)	61%	(692)	1128
Likely to Watch SB LVII	6%	(78)	10%	(149)	8%	(113)	12%	(174)	64%	(907)	1422
Want Eagles to Win	5%	(38)	10%	(74)	10%	(74)	14%	(108)	61%	(470)	764
Want Chiefs to Win	6%	(40)	11%	(72)	8%	(57)	10%	(65)	65%	(442)	676
Typically Host SB Party and Likely Host this Year	13%	(52)	21%	(85)	13%	(53)	18%	(75)	36%	(146)	411
Likely Host SB Party this Year	9%	(63)	15%	(104)	12%	(85)	18%	(122)	46%	(315)	690
Sports Bettors	14%	(82)	27%	(157)	25%	(146)	34%	(203)	—	(0)	588
Sports Bettors Weekly+	34%	(82)	66%	(157)	—	(0)	—	(0)	—	(0)	239
Non/Infrequent Bettor	—	(0)	—	(0)	—	(0)	11%	(203)	89%	(1561)	1764
Sports Bettors Monthly+	21%	(82)	41%	(157)	38%	(146)	—	(0)	—	(0)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	—	(0)	—	(0)	—	(0)	62%	(92)	38%	(57)	149
Plan to Bet on SB LVII	18%	(79)	29%	(127)	19%	(85)	21%	(92)	13%	(57)	440

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

**Table MCFE29:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never	Total N	
Adults	9%	(189)	8%	(162)	10%	(217)	74%	(1582)	2149
Gender: Male	14%	(145)	10%	(108)	13%	(135)	63%	(668)	1056
Gender: Female	4%	(44)	5%	(53)	7%	(82)	84%	(912)	1091
Age: 18-34	13%	(74)	13%	(75)	15%	(88)	59%	(339)	576
Age: 35-44	13%	(49)	10%	(35)	15%	(56)	62%	(232)	372
Age: 45-64	8%	(57)	6%	(42)	7%	(50)	79%	(563)	712
Age: 65+	2%	(8)	2%	(9)	5%	(23)	92%	(447)	488
GenZers: 1997-2012	9%	(18)	15%	(31)	16%	(33)	59%	(119)	200
Millennials: 1981-1996	14%	(93)	11%	(75)	16%	(109)	59%	(395)	673
GenXers: 1965-1980	10%	(54)	7%	(39)	7%	(39)	76%	(421)	553
Baby Boomers: 1946-1964	3%	(22)	2%	(16)	5%	(36)	89%	(586)	660
PID: Dem (no lean)	11%	(91)	9%	(72)	10%	(80)	71%	(594)	838
PID: Ind (no lean)	5%	(36)	7%	(44)	11%	(73)	77%	(520)	673
PID: Rep (no lean)	10%	(61)	7%	(45)	10%	(64)	73%	(467)	638
PID/Gender: Dem Men	18%	(73)	12%	(47)	10%	(42)	60%	(245)	407
PID/Gender: Dem Women	4%	(18)	6%	(25)	9%	(37)	81%	(348)	429
PID/Gender: Ind Men	9%	(29)	8%	(27)	15%	(51)	68%	(232)	339
PID/Gender: Ind Women	2%	(7)	5%	(17)	7%	(22)	86%	(288)	334
PID/Gender: Rep Men	14%	(43)	11%	(34)	14%	(42)	62%	(191)	310
PID/Gender: Rep Women	6%	(18)	3%	(11)	7%	(22)	84%	(276)	327
Ideo: Liberal (1-3)	12%	(72)	7%	(45)	12%	(74)	69%	(428)	618
Ideo: Moderate (4)	7%	(48)	8%	(55)	9%	(62)	76%	(519)	685
Ideo: Conservative (5-7)	9%	(66)	8%	(56)	10%	(72)	72%	(505)	700
Educ: < College	8%	(106)	7%	(94)	10%	(133)	76%	(1052)	1386
Educ: Bachelors degree	9%	(42)	10%	(49)	11%	(54)	70%	(339)	485
Educ: Post-grad	15%	(41)	7%	(18)	11%	(30)	68%	(190)	279
Income: Under 50k	6%	(76)	6%	(75)	8%	(96)	79%	(937)	1183
Income: 50k-100k	10%	(66)	9%	(54)	13%	(79)	68%	(432)	632
Income: 100k+	14%	(47)	10%	(33)	13%	(42)	64%	(212)	333
Ethnicity: White	9%	(147)	6%	(107)	10%	(162)	75%	(1254)	1669
Ethnicity: Hispanic	12%	(43)	9%	(33)	17%	(62)	61%	(218)	357
Ethnicity: Black	13%	(36)	13%	(35)	14%	(39)	59%	(160)	270

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**Table MCFE29:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(189)	8%	(162)	10%	(217)	74%	(1582)	2149
Ethnicity: Other	3%	(6)	9%	(19)	8%	(17)	80%	(168)	210
All Christian	11%	(99)	7%	(67)	9%	(86)	73%	(682)	935
All Non-Christian	13%	(20)	11%	(16)	15%	(22)	61%	(92)	151
Atheist	2%	(2)	10%	(10)	11%	(11)	77%	(72)	94
Agnostic/Nothing in particular	6%	(39)	6%	(41)	10%	(63)	77%	(486)	629
Something Else	8%	(28)	8%	(28)	10%	(35)	73%	(250)	341
Religious Non-Protestant/Catholic	12%	(20)	10%	(16)	14%	(23)	63%	(104)	163
Evangelical	11%	(62)	10%	(52)	8%	(43)	71%	(385)	542
Non-Evangelical	9%	(65)	6%	(40)	11%	(76)	74%	(527)	708
Community: Urban	12%	(78)	10%	(67)	15%	(103)	63%	(423)	670
Community: Suburban	9%	(82)	8%	(74)	8%	(75)	76%	(725)	956
Community: Rural	6%	(29)	4%	(21)	7%	(39)	83%	(435)	523
Employ: Private Sector	14%	(96)	11%	(77)	14%	(95)	62%	(432)	700
Employ: Government	5%	(5)	18%	(17)	9%	(8)	68%	(66)	96
Employ: Self-Employed	16%	(35)	10%	(23)	11%	(25)	62%	(136)	219
Employ: Homemaker	7%	(11)	5%	(8)	8%	(12)	80%	(122)	153
Employ: Retired	4%	(21)	2%	(12)	4%	(25)	90%	(507)	565
Employ: Unemployed	4%	(9)	5%	(13)	16%	(40)	75%	(190)	252
Employ: Other	10%	(12)	5%	(6)	7%	(8)	78%	(93)	119
Military HH: Yes	10%	(30)	6%	(19)	8%	(25)	76%	(229)	303
Military HH: No	9%	(159)	8%	(142)	10%	(192)	73%	(1352)	1846
RD/WT: Right Direction	12%	(86)	10%	(73)	11%	(76)	66%	(465)	700
RD/WT: Wrong Track	7%	(103)	6%	(89)	10%	(140)	77%	(1117)	1449
Biden Job Approve	10%	(94)	9%	(81)	11%	(105)	69%	(629)	909
Biden Job Disapprove	8%	(92)	7%	(76)	9%	(108)	76%	(863)	1138
Biden Job Strongly Approve	14%	(56)	8%	(34)	11%	(47)	67%	(277)	415
Biden Job Somewhat Approve	8%	(38)	9%	(47)	12%	(58)	71%	(352)	495
Biden Job Somewhat Disapprove	5%	(16)	8%	(26)	9%	(32)	78%	(266)	340
Biden Job Strongly Disapprove	10%	(76)	6%	(49)	9%	(76)	75%	(597)	798
Favorable of Biden	10%	(92)	8%	(75)	10%	(90)	72%	(656)	912
Unfavorable of Biden	8%	(90)	7%	(74)	10%	(108)	76%	(840)	1112

Continued on next page

**Table MCFE29:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(189)	8%	(162)	10%	(217)	74%	(1582)	2149
Very Favorable of Biden	13%	(55)	8%	(32)	11%	(45)	69%	(287)	417
Somewhat Favorable of Biden	7%	(37)	9%	(43)	9%	(45)	75%	(370)	495
Somewhat Unfavorable of Biden	7%	(21)	8%	(23)	11%	(31)	74%	(210)	285
Very Unfavorable of Biden	8%	(70)	6%	(51)	9%	(77)	76%	(630)	827
#1 Issue: Economy	8%	(74)	8%	(73)	13%	(119)	70%	(623)	889
#1 Issue: Security	7%	(15)	8%	(18)	7%	(17)	78%	(184)	234
#1 Issue: Health Care	13%	(23)	7%	(12)	13%	(23)	67%	(120)	178
#1 Issue: Medicare / Social Security	6%	(18)	4%	(12)	5%	(14)	85%	(249)	293
#1 Issue: Women's Issues	10%	(20)	8%	(16)	8%	(16)	74%	(148)	199
#1 Issue: Education	9%	(7)	12%	(11)	11%	(10)	68%	(59)	86
#1 Issue: Energy	11%	(14)	14%	(18)	12%	(16)	63%	(83)	130
#1 Issue: Other	12%	(16)	1%	(2)	2%	(3)	85%	(117)	138
2022 House Vote: Democrat	11%	(88)	9%	(71)	11%	(85)	69%	(549)	794
2022 House Vote: Republican	12%	(74)	8%	(48)	9%	(60)	71%	(452)	634
2022 House Vote: Didn't Vote	4%	(24)	6%	(39)	10%	(71)	80%	(549)	682
2020 Vote: Joe Biden	11%	(92)	9%	(78)	11%	(91)	70%	(602)	862
2020 Vote: Donald Trump	11%	(73)	6%	(36)	9%	(59)	74%	(483)	651
2020 Vote: Other	4%	(3)	5%	(4)	14%	(9)	77%	(51)	67
2020 Vote: Didn't Vote	4%	(21)	8%	(44)	10%	(58)	78%	(446)	569
2018 House Vote: Democrat	11%	(82)	9%	(61)	11%	(82)	69%	(492)	718
2018 House Vote: Republican	12%	(67)	6%	(36)	8%	(44)	75%	(431)	577
2018 House Vote: Didn't Vote	5%	(39)	8%	(63)	11%	(89)	77%	(624)	815
4-Region: Northeast	11%	(41)	7%	(28)	11%	(43)	70%	(267)	381
4-Region: Midwest	9%	(39)	7%	(29)	9%	(41)	75%	(332)	440
4-Region: South	6%	(49)	9%	(72)	8%	(64)	77%	(636)	821
4-Region: West	12%	(60)	6%	(32)	14%	(69)	68%	(346)	507
Sports Fan	12%	(181)	9%	(145)	12%	(189)	66%	(1016)	1531
Avid Sports Fan	24%	(146)	12%	(71)	17%	(103)	48%	(293)	613
Casual Sports Fan	4%	(36)	8%	(75)	9%	(86)	79%	(722)	918
Football Fan	12%	(182)	10%	(145)	13%	(186)	65%	(962)	1475
Avid Football Fan	23%	(152)	12%	(79)	15%	(97)	50%	(330)	658

Continued on next page

**Table MCFE29:** And specifically, how often do you bet money on NFL football during a typical season?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(189)	8%	(162)	10%	(217)	74%	(1582)	2149
NFL Fan	13%	(187)	9%	(138)	12%	(182)	65%	(956)	1462
Avid NFL Fan	23%	(155)	11%	(72)	15%	(102)	51%	(346)	674
Rihanna Fan	14%	(143)	10%	(107)	13%	(139)	63%	(654)	1043
Pro Football is Favorite	22%	(136)	11%	(70)	13%	(78)	54%	(330)	615
Like Pro Football but not Favorite	6%	(52)	9%	(84)	12%	(111)	74%	(691)	937
Watched SB LVI and Plan to Watch LVII	15%	(170)	10%	(117)	13%	(143)	62%	(698)	1128
Likely to Watch SB LVII	13%	(187)	10%	(144)	13%	(178)	64%	(912)	1422
Want Eagles to Win	12%	(91)	10%	(75)	17%	(127)	62%	(471)	764
Want Chiefs to Win	13%	(89)	11%	(75)	10%	(67)	66%	(445)	676
Typically Host SB Party and Likely Host this Year	28%	(115)	18%	(75)	16%	(67)	38%	(154)	411
Likely Host SB Party this Year	19%	(134)	15%	(106)	19%	(132)	46%	(318)	690
Sports Bettors	31%	(181)	26%	(155)	35%	(205)	8%	(47)	588
Sports Bettors Weekly+	62%	(149)	27%	(64)	8%	(19)	3%	(6)	239
Non/Infrequent Bettor	1%	(19)	1%	(22)	9%	(152)	89%	(1571)	1764
Sports Bettors Monthly+	44%	(170)	36%	(139)	17%	(65)	3%	(11)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	10%	(15)	9%	(13)	40%	(60)	41%	(61)	149
Plan to Bet on SB LVII	39%	(171)	26%	(116)	20%	(87)	15%	(66)	440

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



**Table MCFE30:** Do you expect to place any monetary bets on Super Bowl LVII, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(212)	11%	(228)	12%	(257)	59%	(1272)	8%	(180)	2149
Gender: Male	15%	(157)	14%	(144)	14%	(144)	51%	(537)	7%	(75)	1056
Gender: Female	5%	(55)	8%	(84)	10%	(114)	67%	(733)	10%	(105)	1091
Age: 18-34	14%	(81)	15%	(86)	14%	(82)	44%	(253)	13%	(74)	576
Age: 35-44	16%	(60)	13%	(49)	10%	(39)	50%	(187)	10%	(37)	372
Age: 45-64	8%	(58)	9%	(67)	12%	(87)	64%	(456)	6%	(45)	712
Age: 65+	3%	(13)	5%	(25)	10%	(50)	77%	(375)	5%	(24)	488
GenZers: 1997-2012	10%	(19)	15%	(30)	19%	(38)	39%	(78)	17%	(35)	200
Millennials: 1981-1996	16%	(110)	15%	(99)	12%	(80)	47%	(317)	10%	(66)	673
GenXers: 1965-1980	10%	(55)	10%	(57)	12%	(64)	61%	(337)	7%	(40)	553
Baby Boomers: 1946-1964	4%	(26)	6%	(40)	11%	(72)	73%	(485)	6%	(37)	660
PID: Dem (no lean)	13%	(112)	11%	(89)	13%	(110)	55%	(464)	7%	(63)	838
PID: Ind (no lean)	5%	(36)	11%	(73)	9%	(61)	62%	(417)	13%	(86)	673
PID: Rep (no lean)	10%	(65)	10%	(66)	14%	(86)	61%	(390)	5%	(31)	638
PID/Gender: Dem Men	22%	(89)	12%	(50)	15%	(61)	46%	(188)	5%	(20)	407
PID/Gender: Dem Women	5%	(23)	9%	(39)	12%	(49)	64%	(275)	10%	(42)	429
PID/Gender: Ind Men	6%	(22)	16%	(55)	10%	(35)	56%	(189)	11%	(38)	339
PID/Gender: Ind Women	4%	(14)	6%	(19)	8%	(26)	68%	(228)	14%	(48)	334
PID/Gender: Rep Men	15%	(47)	13%	(39)	15%	(48)	52%	(160)	5%	(16)	310
PID/Gender: Rep Women	5%	(18)	8%	(26)	12%	(39)	70%	(230)	4%	(14)	327
Ideo: Liberal (1-3)	14%	(86)	10%	(64)	15%	(91)	54%	(336)	7%	(42)	618
Ideo: Moderate (4)	7%	(49)	13%	(92)	10%	(71)	59%	(407)	10%	(66)	685
Ideo: Conservative (5-7)	11%	(75)	10%	(70)	13%	(89)	62%	(432)	5%	(35)	700
Educ: < College	7%	(103)	10%	(138)	12%	(171)	60%	(834)	10%	(138)	1386
Educ: Bachelors degree	13%	(61)	11%	(54)	11%	(54)	58%	(282)	7%	(34)	485
Educ: Post-grad	17%	(48)	13%	(35)	12%	(32)	56%	(156)	3%	(8)	279
Income: Under 50k	7%	(83)	7%	(88)	12%	(143)	64%	(752)	10%	(117)	1183
Income: 50k-100k	12%	(75)	13%	(83)	13%	(82)	55%	(345)	7%	(47)	632
Income: 100k+	16%	(54)	17%	(56)	10%	(32)	53%	(175)	5%	(16)	333
Ethnicity: White	10%	(163)	9%	(150)	13%	(210)	61%	(1019)	8%	(127)	1669
Ethnicity: Hispanic	13%	(47)	10%	(37)	18%	(65)	45%	(160)	14%	(48)	357

Continued on next page

**Table MCFE30:** Do you expect to place any monetary bets on Super Bowl LVII, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(212)	11%	(228)	12%	(257)	59%	(1272)	8%	(180)	2149
Ethnicity: Black	13%	(36)	18%	(50)	9%	(24)	48%	(131)	11%	(30)	270
Ethnicity: Other	6%	(13)	13%	(28)	11%	(24)	58%	(122)	11%	(23)	210
All Christian	11%	(98)	11%	(107)	12%	(113)	60%	(560)	6%	(56)	935
All Non-Christian	20%	(30)	10%	(15)	12%	(18)	52%	(78)	7%	(10)	151
Atheist	5%	(5)	10%	(9)	6%	(6)	69%	(65)	10%	(9)	94
Agnostic/Nothing in particular	8%	(47)	9%	(55)	13%	(82)	59%	(369)	12%	(75)	629
Something Else	9%	(32)	12%	(42)	11%	(39)	59%	(200)	9%	(29)	341
Religious Non-Protestant/Catholic	19%	(30)	9%	(15)	12%	(19)	53%	(87)	7%	(12)	163
Evangelical	14%	(78)	11%	(58)	10%	(55)	58%	(314)	7%	(38)	542
Non-Evangelical	7%	(52)	12%	(88)	13%	(94)	61%	(430)	6%	(44)	708
Community: Urban	16%	(105)	14%	(92)	10%	(70)	51%	(342)	9%	(61)	670
Community: Suburban	9%	(86)	10%	(96)	14%	(130)	60%	(573)	7%	(70)	956
Community: Rural	4%	(21)	8%	(40)	11%	(57)	68%	(357)	9%	(48)	523
Employ: Private Sector	16%	(115)	15%	(106)	13%	(88)	50%	(347)	6%	(43)	700
Employ: Government	10%	(10)	21%	(20)	10%	(9)	43%	(42)	16%	(15)	96
Employ: Self-Employed	14%	(31)	12%	(27)	13%	(27)	50%	(108)	11%	(25)	219
Employ: Homemaker	4%	(6)	12%	(18)	9%	(14)	68%	(104)	7%	(11)	153
Employ: Retired	4%	(23)	4%	(20)	12%	(66)	75%	(425)	5%	(30)	565
Employ: Unemployed	6%	(16)	9%	(22)	9%	(23)	66%	(166)	10%	(25)	252
Employ: Other	7%	(8)	11%	(13)	16%	(19)	49%	(58)	17%	(20)	119
Military HH: Yes	10%	(31)	8%	(24)	13%	(39)	64%	(195)	5%	(15)	303
Military HH: No	10%	(182)	11%	(204)	12%	(219)	58%	(1077)	9%	(164)	1846
RD/WT: Right Direction	16%	(111)	11%	(78)	12%	(87)	53%	(369)	8%	(55)	700
RD/WT: Wrong Track	7%	(101)	10%	(150)	12%	(170)	62%	(903)	9%	(124)	1449
Biden Job Approve	13%	(117)	11%	(96)	13%	(115)	57%	(514)	7%	(67)	909
Biden Job Disapprove	8%	(91)	11%	(130)	12%	(135)	62%	(707)	7%	(75)	1138
Biden Job Strongly Approve	19%	(80)	9%	(35)	11%	(46)	55%	(226)	7%	(27)	415
Biden Job Somewhat Approve	8%	(38)	12%	(60)	14%	(69)	58%	(288)	8%	(40)	495
Biden Job Somewhat Disapprove	7%	(23)	10%	(36)	12%	(42)	64%	(219)	6%	(21)	340
Biden Job Strongly Disapprove	9%	(68)	12%	(94)	12%	(93)	61%	(488)	7%	(54)	798

Continued on next page

**Table MCFE30:** Do you expect to place any monetary bets on Super Bowl LVII, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(212)	11%	(228)	12%	(257)	59%	(1272)	8%	(180)	2149
Favorable of Biden	12%	(112)	10%	(96)	12%	(108)	58%	(525)	8%	(70)	912
Unfavorable of Biden	8%	(87)	11%	(124)	13%	(140)	62%	(686)	7%	(75)	1112
Very Favorable of Biden	16%	(68)	10%	(43)	11%	(47)	55%	(228)	8%	(32)	417
Somewhat Favorable of Biden	9%	(44)	11%	(53)	12%	(62)	60%	(297)	8%	(38)	495
Somewhat Unfavorable of Biden	10%	(28)	11%	(30)	15%	(43)	60%	(171)	5%	(13)	285
Very Unfavorable of Biden	7%	(59)	11%	(93)	12%	(98)	62%	(516)	7%	(62)	827
#1 Issue: Economy	9%	(84)	12%	(105)	14%	(125)	56%	(500)	8%	(74)	889
#1 Issue: Security	8%	(18)	7%	(17)	10%	(23)	66%	(155)	9%	(20)	234
#1 Issue: Health Care	11%	(19)	11%	(19)	11%	(20)	61%	(108)	7%	(12)	178
#1 Issue: Medicare / Social Security	6%	(18)	11%	(31)	14%	(41)	65%	(189)	5%	(14)	293
#1 Issue: Women's Issues	13%	(26)	10%	(19)	12%	(24)	58%	(115)	7%	(15)	199
#1 Issue: Education	19%	(16)	12%	(10)	9%	(7)	46%	(40)	15%	(13)	86
#1 Issue: Energy	15%	(20)	14%	(18)	9%	(11)	53%	(69)	10%	(13)	130
#1 Issue: Other	8%	(12)	5%	(7)	4%	(5)	69%	(95)	14%	(19)	138
2022 House Vote: Democrat	14%	(113)	12%	(93)	12%	(97)	55%	(439)	6%	(51)	794
2022 House Vote: Republican	10%	(66)	13%	(80)	12%	(74)	60%	(383)	5%	(31)	634
2022 House Vote: Didnt Vote	5%	(31)	7%	(49)	12%	(81)	62%	(425)	14%	(97)	682
2020 Vote: Joe Biden	14%	(120)	11%	(94)	11%	(98)	56%	(483)	8%	(67)	862
2020 Vote: Donald Trump	10%	(63)	11%	(72)	13%	(84)	62%	(404)	4%	(27)	651
2020 Vote: Other	4%	(3)	10%	(7)	12%	(8)	60%	(40)	13%	(9)	67
2020 Vote: Didn't Vote	5%	(27)	9%	(54)	12%	(68)	60%	(344)	14%	(77)	569
2018 House Vote: Democrat	14%	(98)	12%	(89)	11%	(79)	56%	(405)	7%	(47)	718
2018 House Vote: Republican	10%	(57)	12%	(69)	11%	(63)	63%	(363)	4%	(25)	577
2018 House Vote: Didnt Vote	7%	(56)	8%	(67)	13%	(109)	58%	(476)	13%	(106)	815
4-Region: Northeast	12%	(45)	13%	(50)	15%	(56)	54%	(206)	6%	(23)	381
4-Region: Midwest	10%	(44)	11%	(50)	11%	(48)	59%	(259)	9%	(39)	440
4-Region: South	8%	(63)	10%	(79)	12%	(95)	64%	(522)	7%	(61)	821
4-Region: West	12%	(60)	10%	(48)	11%	(58)	56%	(285)	11%	(55)	507
Sports Fan	13%	(192)	14%	(211)	15%	(223)	52%	(801)	7%	(105)	1531

Continued on next page

**Table MCFE30:** Do you expect to place any monetary bets on Super Bowl LVII, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(212)	11%	(228)	12%	(257)	59%	(1272)	8%	(180)	2149
Avid Sports Fan	23%	(141)	19%	(115)	13%	(78)	40%	(246)	5%	(33)	613
Casual Sports Fan	6%	(51)	10%	(96)	16%	(144)	60%	(555)	8%	(72)	918
Football Fan	13%	(194)	14%	(208)	15%	(218)	52%	(761)	6%	(94)	1475
Avid Football Fan	23%	(154)	17%	(112)	12%	(78)	42%	(278)	5%	(35)	658
NFL Fan	14%	(198)	14%	(201)	14%	(211)	52%	(759)	6%	(93)	1462
Avid NFL Fan	23%	(157)	17%	(118)	11%	(75)	43%	(293)	5%	(31)	674
Rihanna Fan	15%	(161)	14%	(145)	14%	(142)	49%	(510)	8%	(86)	1043
Pro Football is Favorite	22%	(136)	17%	(107)	11%	(66)	45%	(273)	5%	(32)	615
Like Pro Football but not Favorite	7%	(68)	12%	(111)	18%	(164)	56%	(523)	8%	(71)	937
Watched SB LVI and Plan to Watch LVII	16%	(179)	16%	(177)	15%	(164)	49%	(548)	5%	(59)	1128
Likely to Watch SB LVII	14%	(204)	15%	(216)	15%	(208)	51%	(718)	5%	(76)	1422
Want Eagles to Win	14%	(108)	15%	(115)	12%	(91)	53%	(405)	6%	(44)	764
Want Chiefs to Win	14%	(95)	13%	(86)	17%	(113)	52%	(351)	5%	(31)	676
Typically Host SB Party and Likely Host this Year	33%	(135)	26%	(105)	12%	(49)	26%	(106)	4%	(16)	411
Likely Host SB Party this Year	24%	(164)	22%	(151)	15%	(106)	33%	(231)	5%	(38)	690
Sports Bettors	33%	(194)	32%	(189)	15%	(86)	12%	(73)	8%	(47)	588
Sports Bettors Weekly+	55%	(131)	31%	(74)	5%	(13)	5%	(12)	4%	(9)	239
Non/Infrequent Bettor	3%	(53)	5%	(97)	12%	(213)	70%	(1237)	9%	(164)	1764
Sports Bettors Monthly+	41%	(160)	34%	(131)	11%	(44)	9%	(35)	4%	(16)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	35%	(53)	65%	(97)	—	(0)	—	(0)	—	(0)	149
Plan to Bet on SB LVII	48%	(212)	52%	(228)	—	(0)	—	(0)	—	(0)	440

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

**Table MCFE31\_1:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(126)	5%	(109)	6%	(139)	72%	(1550)	10%	(225)	2149
Gender: Male	9%	(98)	7%	(75)	9%	(96)	65%	(691)	9%	(95)	1056
Gender: Female	3%	(27)	3%	(34)	4%	(42)	79%	(858)	12%	(130)	1091
Age: 18-34	8%	(49)	9%	(54)	12%	(70)	55%	(318)	15%	(87)	576
Age: 35-44	11%	(43)	7%	(25)	6%	(24)	59%	(218)	17%	(63)	372
Age: 45-64	5%	(33)	4%	(26)	5%	(35)	80%	(568)	7%	(50)	712
Age: 65+	—	(1)	1%	(5)	2%	(10)	91%	(446)	5%	(26)	488
GenZers: 1997-2012	6%	(13)	10%	(19)	15%	(30)	52%	(103)	17%	(35)	200
Millennials: 1981-1996	11%	(74)	8%	(54)	9%	(61)	57%	(381)	15%	(102)	673
GenXers: 1965-1980	6%	(31)	5%	(26)	6%	(32)	75%	(415)	9%	(48)	553
Baby Boomers: 1946-1964	1%	(7)	1%	(10)	2%	(15)	90%	(593)	5%	(35)	660
PID: Dem (no lean)	7%	(62)	6%	(54)	7%	(58)	70%	(586)	9%	(79)	838
PID: Ind (no lean)	4%	(24)	4%	(26)	7%	(48)	71%	(477)	14%	(97)	673
PID: Rep (no lean)	6%	(40)	5%	(29)	5%	(33)	76%	(486)	8%	(49)	638
PID/Gender: Dem Men	12%	(50)	9%	(38)	9%	(37)	63%	(255)	7%	(27)	407
PID/Gender: Dem Women	3%	(12)	4%	(16)	5%	(20)	77%	(330)	12%	(51)	429
PID/Gender: Ind Men	6%	(19)	5%	(17)	10%	(35)	66%	(223)	13%	(45)	339
PID/Gender: Ind Women	2%	(5)	3%	(10)	4%	(13)	76%	(254)	16%	(52)	334
PID/Gender: Rep Men	10%	(30)	7%	(21)	8%	(24)	69%	(213)	7%	(23)	310
PID/Gender: Rep Women	3%	(10)	3%	(8)	3%	(9)	83%	(273)	8%	(27)	327
Ideo: Liberal (1-3)	8%	(52)	7%	(43)	7%	(45)	69%	(426)	9%	(53)	618
Ideo: Moderate (4)	3%	(21)	6%	(39)	7%	(46)	72%	(495)	12%	(84)	685
Ideo: Conservative (5-7)	7%	(48)	4%	(25)	6%	(40)	77%	(539)	7%	(47)	700
Educ: < College	5%	(69)	5%	(63)	7%	(93)	72%	(991)	12%	(169)	1386
Educ: Bachelors degree	6%	(28)	6%	(27)	6%	(29)	74%	(358)	9%	(43)	485
Educ: Post-grad	10%	(29)	7%	(19)	6%	(17)	72%	(201)	5%	(14)	279
Income: Under 50k	5%	(59)	5%	(55)	6%	(72)	72%	(847)	13%	(152)	1183
Income: 50k-100k	5%	(33)	5%	(34)	9%	(57)	71%	(450)	9%	(58)	632
Income: 100k+	10%	(34)	6%	(20)	3%	(10)	76%	(254)	5%	(16)	333
Ethnicity: White	5%	(89)	5%	(80)	6%	(97)	75%	(1254)	9%	(149)	1669
Ethnicity: Hispanic	7%	(24)	8%	(27)	10%	(35)	62%	(223)	13%	(47)	357

Continued on next page

**Table MCFE31\_1: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
A brick-and-mortar casino sportsbook**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (126)	5% (109)	6% (139)	72% (1550)	10% (225)	2149
Ethnicity: Black	8% (23)	7% (19)	11% (29)	59% (160)	15% (41)	270
Ethnicity: Other	7% (14)	5% (11)	6% (13)	65% (136)	17% (36)	210
All Christian	6% (56)	5% (51)	6% (55)	75% (705)	7% (67)	935
All Non-Christian	13% (20)	10% (15)	8% (12)	59% (89)	11% (16)	151
Atheist	3% (3)	1% (1)	9% (9)	84% (78)	3% (3)	94
Agnostic/Nothing in particular	5% (33)	5% (29)	7% (42)	70% (439)	14% (86)	629
Something Else	4% (14)	4% (14)	6% (22)	70% (238)	15% (53)	341
Religious Non-Protestant/Catholic	12% (20)	9% (15)	8% (12)	60% (98)	11% (18)	163
Evangelical	9% (49)	6% (34)	5% (26)	70% (377)	10% (56)	542
Non-Evangelical	3% (21)	4% (28)	7% (49)	78% (552)	8% (59)	708
Community: Urban	11% (73)	8% (51)	8% (55)	63% (422)	10% (68)	670
Community: Suburban	4% (36)	4% (42)	6% (59)	76% (725)	10% (94)	956
Community: Rural	3% (17)	3% (16)	5% (25)	77% (403)	12% (62)	523
Employ: Private Sector	9% (64)	7% (51)	8% (54)	66% (462)	10% (69)	700
Employ: Government	3% (3)	9% (8)	10% (10)	64% (62)	14% (14)	96
Employ: Self-Employed	9% (20)	10% (23)	8% (18)	59% (130)	13% (28)	219
Employ: Homemaker	4% (6)	4% (7)	3% (5)	77% (118)	11% (17)	153
Employ: Retired	1% (7)	1% (5)	3% (16)	90% (508)	5% (29)	565
Employ: Unemployed	6% (16)	4% (9)	11% (27)	66% (166)	14% (34)	252
Employ: Other	4% (5)	2% (2)	6% (7)	67% (80)	20% (24)	119
Military HH: Yes	5% (15)	4% (12)	6% (17)	77% (234)	8% (25)	303
Military HH: No	6% (111)	5% (97)	7% (122)	71% (1316)	11% (200)	1846
RD/WT: Right Direction	10% (70)	8% (57)	7% (49)	65% (454)	10% (71)	700
RD/WT: Wrong Track	4% (55)	4% (52)	6% (90)	76% (1097)	11% (155)	1449
Biden Job Approve	8% (69)	6% (55)	7% (67)	70% (640)	9% (78)	909
Biden Job Disapprove	5% (53)	5% (54)	6% (69)	75% (852)	10% (110)	1138
Biden Job Strongly Approve	12% (48)	8% (35)	6% (26)	66% (272)	8% (34)	415
Biden Job Somewhat Approve	4% (20)	4% (20)	8% (41)	74% (368)	9% (45)	495
Biden Job Somewhat Disapprove	6% (22)	3% (12)	5% (17)	75% (254)	11% (36)	340
Biden Job Strongly Disapprove	4% (32)	5% (42)	7% (52)	75% (598)	9% (74)	798

Continued on next page

**Table MCFE31\_1:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 A brick-and-mortar casino sportsbook

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (126)	5% (109)	6% (139)	72% (1550)	10% (225)	2149
Favorable of Biden	7% (67)	6% (56)	7% (61)	71% (648)	9% (80)	912
Unfavorable of Biden	4% (43)	5% (51)	6% (71)	76% (846)	9% (100)	1112
Very Favorable of Biden	11% (45)	7% (29)	6% (23)	67% (280)	10% (40)	417
Somewhat Favorable of Biden	4% (21)	5% (27)	8% (37)	74% (368)	8% (41)	495
Somewhat Unfavorable of Biden	4% (12)	4% (13)	6% (17)	78% (223)	7% (20)	285
Very Unfavorable of Biden	4% (31)	5% (38)	7% (54)	75% (624)	10% (80)	827
#1 Issue: Economy	7% (64)	5% (42)	7% (61)	70% (621)	11% (100)	889
#1 Issue: Security	4% (10)	4% (10)	5% (11)	78% (182)	9% (21)	234
#1 Issue: Health Care	5% (10)	7% (13)	6% (10)	70% (126)	11% (20)	178
#1 Issue: Medicare / Social Security	3% (9)	3% (10)	6% (18)	82% (239)	6% (17)	293
#1 Issue: Women's Issues	5% (10)	4% (8)	10% (21)	73% (145)	8% (16)	199
#1 Issue: Education	4% (4)	10% (9)	3% (3)	60% (52)	23% (20)	86
#1 Issue: Energy	10% (13)	10% (14)	8% (10)	61% (80)	11% (14)	130
#1 Issue: Other	5% (7)	3% (4)	4% (6)	76% (105)	12% (16)	138
2022 House Vote: Democrat	8% (60)	6% (46)	7% (58)	72% (570)	8% (60)	794
2022 House Vote: Republican	7% (43)	4% (23)	6% (35)	78% (493)	6% (39)	634
2022 House Vote: Didnt Vote	3% (22)	5% (36)	6% (44)	67% (458)	18% (122)	682
2020 Vote: Joe Biden	8% (67)	6% (52)	6% (54)	71% (611)	9% (77)	862
2020 Vote: Donald Trump	5% (34)	4% (27)	5% (34)	79% (513)	6% (42)	651
2020 Vote: Other	1% (1)	1% (0)	8% (5)	75% (50)	16% (11)	67
2020 Vote: Didn't Vote	4% (24)	5% (30)	8% (45)	66% (375)	17% (95)	569
2018 House Vote: Democrat	8% (54)	6% (45)	8% (55)	70% (503)	8% (61)	718
2018 House Vote: Republican	6% (32)	4% (20)	4% (24)	80% (462)	7% (39)	577
2018 House Vote: Didnt Vote	5% (40)	5% (44)	7% (55)	68% (556)	15% (121)	815
4-Region: Northeast	7% (28)	6% (23)	8% (31)	69% (261)	10% (37)	381
4-Region: Midwest	5% (22)	4% (19)	5% (22)	75% (331)	11% (47)	440
4-Region: South	3% (28)	6% (46)	7% (56)	74% (608)	10% (83)	821
4-Region: West	9% (48)	4% (21)	6% (30)	69% (350)	11% (58)	507
Sports Fan	7% (104)	6% (98)	8% (122)	70% (1076)	9% (130)	1531

Continued on next page

**Table MCFE31\_1: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
A brick-and-mortar casino sportsbook**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (126)	5% (109)	6% (139)	72% (1550)	10% (225)	2149
Avid Sports Fan	13% (77)	8% (48)	10% (61)	63% (386)	7% (40)	613
Casual Sports Fan	3% (27)	5% (50)	7% (61)	75% (690)	10% (90)	918
Football Fan	7% (102)	6% (95)	8% (111)	71% (1050)	8% (117)	1475
Avid Football Fan	12% (80)	8% (50)	8% (55)	65% (430)	6% (43)	658
NFL Fan	7% (101)	7% (96)	8% (110)	71% (1036)	8% (119)	1462
Avid NFL Fan	12% (81)	8% (52)	8% (55)	66% (445)	6% (41)	674
Rihanna Fan	9% (91)	8% (86)	8% (86)	63% (657)	12% (122)	1043
Pro Football is Favorite	12% (71)	9% (54)	9% (54)	64% (392)	7% (43)	615
Like Pro Football but not Favorite	4% (40)	5% (51)	7% (64)	73% (683)	10% (98)	937
Watched SB LVI and Plan to Watch LVII	8% (89)	6% (66)	8% (91)	70% (795)	8% (87)	1128
Likely to Watch SB LVII	7% (106)	7% (93)	8% (112)	71% (1003)	8% (109)	1422
Want Eagles to Win	9% (68)	6% (49)	7% (54)	69% (529)	8% (63)	764
Want Chiefs to Win	7% (50)	7% (47)	8% (56)	72% (487)	5% (35)	676
Typically Host SB Party and Likely Host this Year	18% (72)	14% (57)	9% (36)	54% (220)	6% (25)	411
Likely Host SB Party this Year	14% (93)	13% (92)	9% (64)	55% (378)	9% (63)	690
Sports Bettors	19% (114)	17% (97)	15% (88)	41% (238)	9% (51)	588
Sports Bettors Weekly+	31% (73)	20% (48)	17% (40)	27% (65)	6% (13)	239
Non/Infrequent Bettor	1% (26)	2% (29)	4% (77)	81% (1431)	11% (200)	1764
Sports Bettors Monthly+	26% (99)	21% (80)	16% (62)	31% (119)	7% (25)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	9% (14)	14% (20)	13% (20)	59% (89)	5% (7)	149
Plan to Bet on SB LVII	23% (100)	20% (86)	14% (61)	40% (174)	4% (19)	440

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



**Table MCFE31\_2:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (202)	8% (176)	6% (132)	67% (1430)	10% (209)	2149
Gender: Male	15% (158)	12% (123)	7% (77)	58% (612)	8% (86)	1056
Gender: Female	4% (44)	5% (53)	5% (56)	75% (816)	11% (123)	1091
Age: 18-34	14% (82)	14% (79)	12% (67)	47% (270)	13% (78)	576
Age: 35-44	16% (58)	12% (44)	6% (23)	51% (191)	15% (56)	372
Age: 45-64	8% (58)	7% (47)	5% (35)	74% (525)	7% (48)	712
Age: 65+	1% (4)	1% (6)	1% (7)	91% (443)	6% (28)	488
GenZers: 1997-2012	12% (24)	13% (26)	12% (24)	45% (91)	18% (35)	200
Millennials: 1981-1996	16% (109)	14% (91)	10% (66)	48% (321)	13% (85)	673
GenXers: 1965-1980	9% (50)	7% (41)	6% (30)	69% (384)	9% (47)	553
Baby Boomers: 1946-1964	3% (18)	3% (17)	2% (11)	88% (579)	5% (35)	660
PID: Dem (no lean)	11% (94)	10% (84)	6% (47)	65% (542)	8% (71)	838
PID: Ind (no lean)	8% (51)	6% (39)	8% (53)	65% (439)	13% (91)	673
PID: Rep (no lean)	9% (57)	8% (52)	5% (32)	70% (449)	7% (48)	638
PID/Gender: Dem Men	17% (70)	14% (58)	5% (20)	58% (237)	5% (22)	407
PID/Gender: Dem Women	6% (24)	6% (26)	6% (27)	71% (303)	11% (49)	429
PID/Gender: Ind Men	13% (43)	8% (28)	10% (34)	57% (193)	12% (41)	339
PID/Gender: Ind Women	3% (9)	3% (11)	6% (19)	73% (246)	15% (50)	334
PID/Gender: Rep Men	15% (45)	12% (37)	7% (22)	59% (182)	8% (24)	310
PID/Gender: Rep Women	3% (11)	5% (15)	3% (9)	82% (267)	7% (24)	327
Ideo: Liberal (1-3)	12% (75)	9% (57)	6% (38)	65% (401)	8% (47)	618
Ideo: Moderate (4)	8% (58)	8% (52)	7% (49)	66% (450)	11% (76)	685
Ideo: Conservative (5-7)	10% (69)	8% (57)	5% (36)	70% (489)	7% (49)	700
Educ: < College	8% (105)	8% (107)	7% (96)	66% (917)	12% (160)	1386
Educ: Bachelors degree	11% (52)	10% (49)	4% (18)	68% (328)	8% (37)	485
Educ: Post-grad	16% (45)	7% (20)	6% (18)	66% (184)	4% (12)	279
Income: Under 50k	7% (86)	7% (81)	6% (75)	68% (804)	12% (138)	1183
Income: 50k-100k	10% (61)	10% (61)	6% (40)	66% (414)	9% (55)	632
Income: 100k+	16% (55)	10% (34)	5% (17)	64% (212)	5% (16)	333
Ethnicity: White	9% (148)	8% (129)	6% (94)	69% (1159)	8% (138)	1669
Ethnicity: Hispanic	12% (44)	12% (43)	13% (45)	50% (179)	13% (46)	357

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**Table MCFE31\_2: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?**  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (202)	8% (176)	6% (132)	67% (1430)	10% (209)	2149
Ethnicity: Black	16% (43)	11% (29)	10% (26)	53% (143)	11% (30)	270
Ethnicity: Other	6% (12)	9% (18)	5% (11)	61% (128)	20% (41)	210
All Christian	10% (94)	9% (88)	4% (41)	70% (653)	6% (59)	935
All Non-Christian	15% (22)	14% (22)	7% (10)	53% (81)	11% (17)	151
Atheist	4% (4)	10% (10)	4% (3)	67% (63)	14% (13)	94
Agnostic/Nothing in particular	9% (58)	5% (31)	9% (54)	65% (406)	13% (79)	629
Something Else	7% (24)	7% (25)	7% (23)	67% (228)	12% (41)	341
Religious Non-Protestant/Catholic	14% (22)	14% (22)	6% (10)	55% (90)	12% (19)	163
Evangelical	10% (57)	11% (59)	4% (24)	65% (354)	9% (48)	542
Non-Evangelical	8% (60)	7% (52)	6% (40)	72% (511)	6% (46)	708
Community: Urban	14% (96)	10% (69)	8% (51)	57% (379)	11% (75)	670
Community: Suburban	8% (81)	9% (85)	5% (45)	69% (662)	9% (83)	956
Community: Rural	5% (25)	4% (22)	7% (37)	74% (388)	10% (51)	523
Employ: Private Sector	16% (114)	12% (82)	7% (50)	57% (396)	8% (59)	700
Employ: Government	9% (8)	16% (16)	6% (6)	53% (51)	16% (16)	96
Employ: Self-Employed	11% (25)	15% (34)	4% (9)	58% (127)	11% (24)	219
Employ: Homemaker	3% (5)	6% (9)	4% (7)	74% (114)	12% (18)	153
Employ: Retired	2% (14)	2% (10)	3% (17)	88% (496)	5% (28)	565
Employ: Unemployed	9% (23)	7% (18)	9% (22)	64% (162)	11% (28)	252
Employ: Other	8% (9)	4% (5)	10% (12)	58% (69)	20% (24)	119
Military HH: Yes	9% (26)	6% (20)	4% (12)	72% (219)	9% (26)	303
Military HH: No	10% (176)	8% (156)	7% (120)	66% (1210)	10% (183)	1846
RD/WT: Right Direction	13% (90)	12% (82)	7% (53)	60% (423)	8% (53)	700
RD/WT: Wrong Track	8% (112)	6% (94)	5% (80)	70% (1007)	11% (156)	1449
Biden Job Approve	12% (109)	10% (88)	7% (60)	64% (585)	7% (68)	909
Biden Job Disapprove	8% (92)	8% (85)	6% (68)	70% (791)	9% (102)	1138
Biden Job Strongly Approve	15% (62)	9% (39)	8% (33)	61% (252)	7% (29)	415
Biden Job Somewhat Approve	9% (47)	10% (49)	5% (27)	67% (333)	8% (39)	495
Biden Job Somewhat Disapprove	8% (29)	8% (27)	6% (19)	69% (233)	9% (31)	340
Biden Job Strongly Disapprove	8% (63)	7% (58)	6% (48)	70% (558)	9% (70)	798

Continued on next page

**Table MCFE31\_2:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (202)	8% (176)	6% (132)	67% (1430)	10% (209)	2149
Favorable of Biden	11% (102)	9% (85)	6% (57)	66% (597)	8% (70)	912
Unfavorable of Biden	7% (80)	8% (87)	6% (67)	70% (781)	9% (98)	1112
Very Favorable of Biden	14% (58)	9% (36)	9% (36)	62% (258)	7% (30)	417
Somewhat Favorable of Biden	9% (44)	10% (50)	4% (22)	69% (339)	8% (40)	495
Somewhat Unfavorable of Biden	7% (19)	11% (32)	6% (18)	68% (194)	8% (22)	285
Very Unfavorable of Biden	7% (61)	7% (55)	6% (48)	71% (587)	9% (76)	827
#1 Issue: Economy	12% (104)	8% (67)	8% (72)	62% (553)	10% (93)	889
#1 Issue: Security	8% (18)	8% (19)	2% (6)	74% (173)	8% (19)	234
#1 Issue: Health Care	10% (17)	8% (15)	8% (15)	63% (112)	11% (20)	178
#1 Issue: Medicare / Social Security	3% (8)	6% (19)	5% (14)	79% (233)	7% (19)	293
#1 Issue: Women's Issues	10% (20)	10% (20)	6% (12)	65% (130)	8% (17)	199
#1 Issue: Education	16% (14)	7% (6)	4% (3)	54% (47)	18% (16)	86
#1 Issue: Energy	9% (12)	16% (21)	7% (9)	60% (78)	8% (10)	130
#1 Issue: Other	6% (9)	6% (8)	1% (1)	76% (105)	11% (15)	138
2022 House Vote: Democrat	12% (92)	10% (77)	7% (56)	65% (514)	7% (55)	794
2022 House Vote: Republican	11% (70)	9% (54)	4% (27)	72% (453)	5% (29)	634
2022 House Vote: Didnt Vote	5% (36)	7% (45)	6% (44)	63% (432)	18% (125)	682
2020 Vote: Joe Biden	12% (105)	9% (81)	6% (55)	64% (552)	8% (70)	862
2020 Vote: Donald Trump	10% (63)	7% (49)	4% (29)	74% (479)	5% (31)	651
2020 Vote: Other	7% (4)	4% (2)	8% (5)	71% (48)	11% (7)	67
2020 Vote: Didn't Vote	5% (30)	8% (44)	8% (43)	62% (352)	18% (101)	569
2018 House Vote: Democrat	12% (83)	9% (66)	7% (50)	65% (466)	8% (54)	718
2018 House Vote: Republican	10% (59)	8% (44)	3% (20)	74% (425)	5% (29)	577
2018 House Vote: Didnt Vote	7% (59)	8% (64)	7% (59)	62% (509)	15% (124)	815
4-Region: Northeast	11% (43)	10% (40)	9% (34)	62% (235)	8% (29)	381
4-Region: Midwest	10% (44)	7% (32)	4% (19)	68% (300)	10% (46)	440
4-Region: South	7% (59)	8% (67)	6% (50)	69% (565)	10% (79)	821
4-Region: West	11% (55)	7% (37)	6% (29)	65% (330)	11% (56)	507
Sports Fan	12% (180)	11% (162)	7% (114)	62% (955)	8% (120)	1531

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**Table MCFE31\_2: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
An online or mobile sportsbook or fantasy sports website**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (202)	8% (176)	6% (132)	67% (1430)	10% (209)	2149
Avid Sports Fan	22% (135)	14% (87)	9% (57)	50% (307)	4% (27)	613
Casual Sports Fan	5% (45)	8% (75)	6% (57)	71% (648)	10% (93)	918
Football Fan	12% (181)	11% (163)	7% (110)	63% (923)	7% (99)	1475
Avid Football Fan	21% (138)	14% (94)	8% (50)	53% (348)	4% (29)	658
NFL Fan	12% (182)	11% (161)	7% (104)	62% (913)	7% (103)	1462
Avid NFL Fan	21% (143)	14% (93)	7% (44)	54% (365)	4% (28)	674
Rihanna Fan	13% (139)	12% (124)	8% (87)	56% (583)	11% (111)	1043
Pro Football is Favorite	20% (120)	13% (80)	7% (41)	54% (331)	7% (43)	615
Like Pro Football but not Favorite	7% (68)	9% (87)	8% (75)	67% (624)	9% (84)	937
Watched SB LVI and Plan to Watch LVII	15% (164)	11% (124)	7% (81)	61% (690)	6% (68)	1128
Likely to Watch SB LVII	13% (185)	11% (163)	7% (103)	62% (877)	7% (95)	1422
Want Eagles to Win	13% (98)	12% (90)	8% (62)	61% (467)	6% (48)	764
Want Chiefs to Win	14% (93)	10% (69)	6% (42)	65% (439)	5% (34)	676
Typically Host SB Party and Likely Host this Year	26% (107)	20% (81)	8% (31)	43% (178)	3% (14)	411
Likely Host SB Party this Year	20% (135)	18% (125)	10% (71)	45% (309)	7% (49)	690
Sports Bettors	32% (188)	26% (152)	13% (75)	24% (142)	5% (31)	588
Sports Bettors Weekly+	53% (126)	25% (59)	8% (19)	12% (28)	3% (7)	239
Non/Infrequent Bettor	2% (32)	4% (65)	5% (89)	79% (1385)	11% (192)	1764
Sports Bettors Monthly+	44% (170)	29% (110)	11% (43)	11% (44)	5% (17)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (23)	20% (30)	14% (21)	45% (67)	5% (8)	149
Plan to Bet on SB LVII	41% (180)	26% (117)	10% (43)	20% (90)	2% (11)	440

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

**Table MCFE31\_3:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(89)	6%	(119)	6%	(123)	73%	(1578)	11%	(240)	2149
Gender: Male	6%	(69)	8%	(81)	8%	(80)	68%	(715)	11%	(112)	1056
Gender: Female	2%	(21)	3%	(38)	4%	(44)	79%	(861)	12%	(128)	1091
Age: 18-34	7%	(41)	10%	(55)	12%	(68)	56%	(320)	16%	(92)	576
Age: 35-44	7%	(26)	10%	(38)	6%	(22)	61%	(226)	16%	(59)	372
Age: 45-64	3%	(20)	3%	(24)	4%	(27)	82%	(583)	8%	(58)	712
Age: 65+	—	(2)	—	(1)	1%	(6)	92%	(448)	6%	(31)	488
GenZers: 1997-2012	4%	(8)	10%	(20)	17%	(33)	52%	(104)	17%	(35)	200
Millennials: 1981-1996	8%	(55)	10%	(70)	8%	(55)	58%	(388)	15%	(104)	673
GenXers: 1965-1980	4%	(21)	5%	(27)	4%	(23)	77%	(428)	10%	(54)	553
Baby Boomers: 1946-1964	1%	(5)	—	(2)	1%	(10)	91%	(602)	6%	(41)	660
PID: Dem (no lean)	6%	(48)	7%	(57)	5%	(43)	73%	(614)	9%	(75)	838
PID: Ind (no lean)	2%	(12)	5%	(37)	7%	(47)	70%	(471)	16%	(107)	673
PID: Rep (no lean)	4%	(28)	4%	(25)	5%	(33)	77%	(493)	9%	(58)	638
PID/Gender: Dem Men	9%	(35)	10%	(40)	5%	(22)	69%	(279)	8%	(31)	407
PID/Gender: Dem Women	3%	(13)	4%	(18)	5%	(21)	78%	(334)	10%	(44)	429
PID/Gender: Ind Men	4%	(12)	8%	(26)	10%	(34)	64%	(217)	15%	(49)	339
PID/Gender: Ind Women	—	(0)	3%	(10)	4%	(13)	76%	(253)	17%	(58)	334
PID/Gender: Rep Men	7%	(21)	5%	(15)	8%	(24)	70%	(219)	10%	(32)	310
PID/Gender: Rep Women	2%	(7)	3%	(10)	3%	(10)	84%	(274)	8%	(26)	327
Ideo: Liberal (1-3)	7%	(42)	7%	(43)	6%	(34)	73%	(450)	8%	(50)	618
Ideo: Moderate (4)	3%	(19)	5%	(34)	7%	(46)	72%	(493)	13%	(92)	685
Ideo: Conservative (5-7)	4%	(27)	5%	(35)	5%	(38)	77%	(541)	8%	(59)	700
Educ: < College	3%	(46)	5%	(71)	7%	(93)	73%	(1005)	12%	(171)	1386
Educ: Bachelors degree	5%	(24)	5%	(23)	3%	(16)	78%	(377)	9%	(45)	485
Educ: Post-grad	7%	(20)	9%	(25)	5%	(14)	70%	(196)	8%	(24)	279
Income: Under 50k	3%	(36)	5%	(56)	6%	(71)	73%	(860)	14%	(161)	1183
Income: 50k-100k	5%	(31)	7%	(45)	7%	(41)	73%	(460)	9%	(55)	632
Income: 100k+	7%	(22)	6%	(19)	3%	(11)	77%	(257)	7%	(24)	333
Ethnicity: White	4%	(61)	5%	(86)	5%	(88)	76%	(1275)	10%	(159)	1669
Ethnicity: Hispanic	3%	(10)	9%	(34)	12%	(42)	60%	(216)	16%	(56)	357

Continued on next page

**Table MCFE31\_3: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
An informal 'bookie'**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(89)	6%	(119)	6%	(123)	73%	(1578)	11%	(240)	2149
Ethnicity: Black	8%	(21)	7%	(18)	9%	(25)	62%	(166)	15%	(40)	270
Ethnicity: Other	3%	(7)	7%	(15)	5%	(10)	65%	(137)	20%	(41)	210
All Christian	5%	(43)	5%	(45)	5%	(46)	77%	(717)	9%	(83)	935
All Non-Christian	12%	(18)	13%	(19)	3%	(5)	59%	(89)	13%	(20)	151
Atheist	2%	(2)	2%	(2)	9%	(9)	82%	(76)	4%	(4)	94
Agnostic/Nothing in particular	2%	(11)	6%	(39)	7%	(43)	72%	(453)	13%	(83)	629
Something Else	4%	(15)	4%	(14)	6%	(21)	71%	(242)	15%	(50)	341
Religious Non-Protestant/Catholic	11%	(18)	12%	(19)	3%	(6)	60%	(99)	14%	(22)	163
Evangelical	7%	(37)	6%	(30)	6%	(31)	69%	(376)	12%	(68)	542
Non-Evangelical	3%	(20)	4%	(28)	5%	(34)	80%	(567)	8%	(59)	708
Community: Urban	8%	(56)	9%	(62)	6%	(39)	64%	(431)	12%	(81)	670
Community: Suburban	2%	(20)	4%	(43)	6%	(57)	77%	(735)	11%	(101)	956
Community: Rural	3%	(13)	3%	(14)	5%	(27)	79%	(411)	11%	(58)	523
Employ: Private Sector	5%	(37)	8%	(57)	7%	(46)	69%	(481)	11%	(78)	700
Employ: Government	7%	(7)	6%	(6)	8%	(8)	58%	(55)	21%	(21)	96
Employ: Self-Employed	13%	(29)	7%	(16)	8%	(18)	57%	(124)	14%	(31)	219
Employ: Homemaker	2%	(3)	2%	(3)	6%	(9)	79%	(121)	11%	(16)	153
Employ: Retired	1%	(6)	1%	(5)	1%	(7)	91%	(516)	6%	(32)	565
Employ: Unemployed	1%	(2)	9%	(22)	8%	(21)	71%	(178)	11%	(29)	252
Employ: Other	3%	(3)	3%	(4)	6%	(7)	69%	(82)	19%	(23)	119
Military HH: Yes	4%	(12)	2%	(7)	6%	(19)	79%	(240)	8%	(25)	303
Military HH: No	4%	(77)	6%	(112)	6%	(104)	73%	(1338)	12%	(215)	1846
RD/WT: Right Direction	8%	(57)	8%	(54)	7%	(47)	66%	(465)	11%	(78)	700
RD/WT: Wrong Track	2%	(32)	4%	(65)	5%	(77)	77%	(1113)	11%	(162)	1449
Biden Job Approve	6%	(51)	6%	(59)	6%	(54)	73%	(659)	9%	(85)	909
Biden Job Disapprove	3%	(37)	5%	(58)	6%	(66)	76%	(862)	10%	(115)	1138
Biden Job Strongly Approve	9%	(39)	9%	(37)	6%	(25)	68%	(282)	8%	(32)	415
Biden Job Somewhat Approve	2%	(12)	4%	(22)	6%	(30)	76%	(378)	11%	(53)	495
Biden Job Somewhat Disapprove	2%	(5)	6%	(22)	5%	(17)	76%	(257)	11%	(39)	340
Biden Job Strongly Disapprove	4%	(32)	5%	(36)	6%	(49)	76%	(605)	10%	(76)	798

Continued on next page

**Table MCFE31\_3:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(89)	6%	(119)	6%	(123)	73%	(1578)	11%	(240)	2149
Favorable of Biden	6%	(52)	6%	(53)	5%	(49)	73%	(670)	10%	(87)	912
Unfavorable of Biden	3%	(30)	5%	(53)	6%	(67)	77%	(854)	10%	(108)	1112
Very Favorable of Biden	10%	(41)	7%	(30)	5%	(23)	71%	(297)	6%	(26)	417
Somewhat Favorable of Biden	2%	(11)	5%	(23)	5%	(27)	75%	(373)	12%	(61)	495
Somewhat Unfavorable of Biden	3%	(9)	5%	(14)	6%	(18)	75%	(215)	10%	(29)	285
Very Unfavorable of Biden	3%	(21)	5%	(39)	6%	(49)	77%	(639)	10%	(79)	827
#1 Issue: Economy	4%	(32)	5%	(45)	7%	(64)	72%	(640)	12%	(107)	889
#1 Issue: Security	3%	(7)	4%	(9)	5%	(13)	79%	(184)	9%	(21)	234
#1 Issue: Health Care	5%	(8)	7%	(12)	9%	(16)	68%	(121)	12%	(21)	178
#1 Issue: Medicare / Social Security	5%	(15)	1%	(3)	4%	(12)	81%	(239)	8%	(24)	293
#1 Issue: Women's Issues	4%	(9)	9%	(17)	2%	(5)	75%	(149)	10%	(20)	199
#1 Issue: Education	5%	(4)	9%	(7)	4%	(4)	60%	(52)	22%	(19)	86
#1 Issue: Energy	6%	(8)	17%	(23)	6%	(8)	61%	(80)	9%	(12)	130
#1 Issue: Other	4%	(6)	2%	(3)	1%	(1)	82%	(113)	11%	(15)	138
2022 House Vote: Democrat	6%	(45)	6%	(48)	6%	(48)	75%	(592)	8%	(61)	794
2022 House Vote: Republican	5%	(32)	5%	(29)	4%	(28)	78%	(493)	8%	(52)	634
2022 House Vote: Didnt Vote	2%	(11)	6%	(38)	7%	(46)	68%	(463)	18%	(125)	682
2020 Vote: Joe Biden	6%	(53)	6%	(49)	6%	(48)	73%	(628)	10%	(83)	862
2020 Vote: Donald Trump	4%	(27)	4%	(23)	4%	(28)	81%	(525)	7%	(47)	651
2020 Vote: Other	2%	(1)	6%	(4)	8%	(5)	74%	(49)	10%	(7)	67
2020 Vote: Didn't Vote	1%	(8)	7%	(42)	7%	(42)	66%	(374)	18%	(103)	569
2018 House Vote: Democrat	7%	(47)	7%	(49)	5%	(39)	71%	(513)	10%	(70)	718
2018 House Vote: Republican	4%	(26)	4%	(23)	4%	(23)	81%	(467)	7%	(40)	577
2018 House Vote: Didnt Vote	2%	(15)	6%	(47)	7%	(58)	70%	(568)	16%	(127)	815
4-Region: Northeast	6%	(21)	6%	(24)	8%	(29)	69%	(263)	11%	(43)	381
4-Region: Midwest	4%	(16)	5%	(20)	4%	(17)	77%	(339)	11%	(48)	440
4-Region: South	3%	(21)	5%	(38)	7%	(56)	75%	(614)	11%	(93)	821
4-Region: West	6%	(32)	7%	(37)	4%	(21)	71%	(362)	11%	(56)	507
Sports Fan	5%	(79)	7%	(104)	7%	(103)	72%	(1104)	9%	(142)	1531

Continued on next page

**Table MCFE31\_3: How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
An informal 'bookie'**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(89)	6%	(119)	6%	(123)	73%	(1578)	11%	(240)	2149
Avid Sports Fan	10%	(59)	9%	(57)	8%	(49)	65%	(401)	8%	(47)	613
Casual Sports Fan	2%	(20)	5%	(47)	6%	(54)	77%	(703)	10%	(94)	918
Football Fan	5%	(75)	7%	(105)	7%	(103)	73%	(1075)	8%	(117)	1475
Avid Football Fan	9%	(57)	9%	(61)	7%	(47)	68%	(446)	7%	(46)	658
NFL Fan	5%	(76)	7%	(100)	7%	(100)	73%	(1063)	8%	(123)	1462
Avid NFL Fan	9%	(62)	8%	(57)	7%	(47)	69%	(467)	6%	(42)	674
Rihanna Fan	7%	(73)	8%	(85)	8%	(85)	65%	(677)	12%	(123)	1043
Pro Football is Favorite	10%	(61)	9%	(53)	7%	(40)	68%	(415)	7%	(45)	615
Like Pro Football but not Favorite	3%	(24)	5%	(50)	7%	(66)	74%	(693)	11%	(104)	937
Watched SB LVI and Plan to Watch LVII	6%	(62)	7%	(84)	6%	(63)	73%	(826)	8%	(93)	1128
Likely to Watch SB LVII	6%	(81)	7%	(98)	7%	(93)	72%	(1031)	8%	(119)	1422
Want Eagles to Win	5%	(40)	8%	(59)	8%	(58)	71%	(546)	8%	(61)	764
Want Chiefs to Win	6%	(43)	7%	(47)	5%	(37)	75%	(506)	6%	(43)	676
Typically Host SB Party and Likely Host this Year	14%	(59)	15%	(61)	9%	(35)	53%	(219)	9%	(36)	411
Likely Host SB Party this Year	10%	(72)	13%	(89)	12%	(80)	55%	(380)	10%	(68)	690
Sports Bettors	13%	(78)	18%	(104)	14%	(85)	45%	(265)	9%	(55)	588
Sports Bettors Weekly+	24%	(58)	21%	(50)	13%	(31)	34%	(81)	8%	(19)	239
Non/Infrequent Bettor	1%	(17)	2%	(38)	4%	(65)	82%	(1441)	12%	(203)	1764
Sports Bettors Monthly+	19%	(73)	21%	(81)	15%	(58)	36%	(137)	10%	(37)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	6%	(10)	14%	(21)	9%	(14)	63%	(95)	7%	(11)	149
Plan to Bet on SB LVII	18%	(80)	18%	(81)	11%	(50)	44%	(193)	8%	(36)	440

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



**Table MCFE31\_4:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (214)	11% (242)	7% (161)	62% (1330)	9% (202)	2149
Gender: Male	13% (141)	14% (143)	9% (97)	55% (584)	9% (92)	1056
Gender: Female	7% (73)	9% (99)	6% (64)	68% (745)	10% (110)	1091
Age: 18-34	12% (69)	17% (98)	12% (67)	46% (263)	14% (79)	576
Age: 35-44	18% (66)	14% (51)	9% (35)	48% (177)	12% (43)	372
Age: 45-64	9% (63)	10% (73)	5% (39)	69% (488)	7% (49)	712
Age: 65+	3% (16)	4% (19)	4% (20)	82% (401)	6% (31)	488
GenZers: 1997-2012	8% (15)	16% (32)	8% (16)	46% (92)	22% (44)	200
Millennials: 1981-1996	16% (107)	16% (111)	12% (84)	45% (305)	10% (66)	673
GenXers: 1965-1980	11% (60)	12% (65)	5% (30)	63% (351)	8% (46)	553
Baby Boomers: 1946-1964	5% (30)	5% (30)	4% (29)	80% (530)	6% (41)	660
PID: Dem (no lean)	12% (101)	13% (106)	7% (60)	60% (505)	8% (66)	838
PID: Ind (no lean)	8% (53)	9% (63)	8% (57)	62% (414)	13% (87)	673
PID: Rep (no lean)	9% (60)	11% (73)	7% (44)	64% (411)	8% (49)	638
PID/Gender: Dem Men	16% (65)	14% (58)	9% (36)	56% (227)	6% (22)	407
PID/Gender: Dem Women	8% (36)	11% (49)	6% (24)	65% (277)	10% (43)	429
PID/Gender: Ind Men	11% (38)	11% (37)	10% (34)	55% (187)	13% (43)	339
PID/Gender: Ind Women	5% (15)	8% (25)	7% (23)	68% (227)	13% (44)	334
PID/Gender: Rep Men	12% (38)	15% (48)	9% (27)	55% (170)	9% (27)	310
PID/Gender: Rep Women	7% (22)	8% (25)	5% (17)	74% (241)	7% (23)	327
Ideo: Liberal (1-3)	13% (83)	14% (85)	8% (52)	59% (365)	6% (34)	618
Ideo: Moderate (4)	9% (60)	10% (71)	7% (46)	62% (424)	12% (84)	685
Ideo: Conservative (5-7)	10% (67)	11% (75)	8% (54)	65% (455)	7% (48)	700
Educ: < College	9% (121)	10% (139)	7% (104)	62% (864)	11% (157)	1386
Educ: Bachelors degree	9% (46)	13% (61)	9% (45)	61% (297)	7% (36)	485
Educ: Post-grad	17% (47)	15% (42)	4% (12)	61% (169)	3% (9)	279
Income: Under 50k	7% (77)	9% (107)	7% (88)	66% (779)	11% (133)	1183
Income: 50k-100k	13% (81)	13% (80)	8% (49)	58% (366)	9% (56)	632
Income: 100k+	17% (56)	17% (55)	7% (24)	55% (185)	4% (13)	333
Ethnicity: White	9% (157)	11% (177)	8% (127)	64% (1073)	8% (134)	1669
Ethnicity: Hispanic	12% (43)	18% (66)	8% (28)	50% (177)	12% (44)	357

Continued on next page

**Table MCFE31\_4:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (214)	11% (242)	7% (161)	62% (1330)	9% (202)	2149
Ethnicity: Black	16% (43)	13% (34)	7% (19)	53% (143)	11% (31)	270
Ethnicity: Other	7% (14)	14% (30)	7% (15)	54% (114)	17% (37)	210
All Christian	11% (99)	12% (109)	6% (59)	65% (603)	7% (64)	935
All Non-Christian	20% (31)	8% (12)	11% (16)	52% (78)	9% (14)	151
Atheist	5% (5)	11% (10)	5% (4)	66% (62)	13% (12)	94
Agnostic/Nothing in particular	8% (49)	9% (59)	9% (56)	62% (390)	12% (75)	629
Something Else	9% (31)	15% (51)	8% (26)	58% (197)	11% (36)	341
Religious Non-Protestant/Catholic	19% (31)	7% (12)	10% (17)	53% (87)	10% (17)	163
Evangelical	12% (66)	13% (73)	6% (33)	59% (317)	10% (54)	542
Non-Evangelical	9% (63)	12% (86)	7% (48)	66% (470)	6% (42)	708
Community: Urban	15% (102)	13% (89)	8% (55)	54% (362)	9% (62)	670
Community: Suburban	9% (86)	11% (101)	8% (72)	63% (606)	9% (89)	956
Community: Rural	5% (26)	10% (51)	7% (34)	69% (362)	10% (50)	523
Employ: Private Sector	17% (121)	15% (107)	8% (56)	52% (362)	8% (53)	700
Employ: Government	12% (12)	19% (18)	7% (7)	50% (48)	12% (11)	96
Employ: Self-Employed	12% (26)	17% (36)	10% (22)	50% (108)	12% (25)	219
Employ: Homemaker	5% (7)	10% (16)	5% (7)	71% (108)	9% (14)	153
Employ: Retired	3% (17)	5% (27)	5% (28)	81% (459)	6% (34)	565
Employ: Unemployed	7% (19)	6% (16)	10% (24)	64% (160)	13% (33)	252
Employ: Other	9% (11)	13% (15)	8% (9)	54% (64)	16% (19)	119
Military HH: Yes	10% (30)	10% (29)	6% (17)	65% (198)	10% (29)	303
Military HH: No	10% (184)	12% (213)	8% (144)	61% (1132)	9% (173)	1846
RD/WT: Right Direction	14% (99)	13% (93)	8% (57)	56% (391)	9% (60)	700
RD/WT: Wrong Track	8% (116)	10% (149)	7% (104)	65% (939)	10% (142)	1449
Biden Job Approve	11% (104)	13% (118)	8% (72)	60% (542)	8% (72)	909
Biden Job Disapprove	9% (104)	10% (117)	8% (87)	64% (733)	9% (97)	1138
Biden Job Strongly Approve	16% (65)	13% (52)	7% (28)	59% (245)	6% (25)	415
Biden Job Somewhat Approve	8% (40)	13% (67)	9% (44)	60% (298)	9% (47)	495
Biden Job Somewhat Disapprove	10% (35)	10% (35)	7% (23)	64% (218)	9% (29)	340
Biden Job Strongly Disapprove	9% (69)	10% (83)	8% (64)	64% (514)	9% (68)	798

Continued on next page

**Table MCFE31\_4:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
 Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (214)	11% (242)	7% (161)	62% (1330)	9% (202)	2149
Favorable of Biden	12% (112)	13% (118)	6% (58)	61% (553)	8% (72)	912
Unfavorable of Biden	8% (86)	10% (115)	9% (96)	65% (728)	8% (87)	1112
Very Favorable of Biden	16% (69)	12% (49)	5% (19)	62% (258)	6% (23)	417
Somewhat Favorable of Biden	9% (43)	14% (69)	8% (39)	60% (295)	10% (48)	495
Somewhat Unfavorable of Biden	7% (20)	10% (28)	11% (33)	65% (186)	7% (19)	285
Very Unfavorable of Biden	8% (66)	11% (87)	8% (63)	66% (543)	8% (68)	827
#1 Issue: Economy	12% (105)	13% (112)	9% (82)	57% (508)	9% (82)	889
#1 Issue: Security	8% (19)	8% (20)	6% (14)	69% (161)	9% (20)	234
#1 Issue: Health Care	10% (17)	12% (21)	7% (12)	62% (111)	10% (17)	178
#1 Issue: Medicare / Social Security	5% (14)	10% (30)	6% (17)	73% (213)	6% (19)	293
#1 Issue: Women's Issues	8% (16)	13% (25)	9% (18)	59% (119)	11% (22)	199
#1 Issue: Education	13% (12)	8% (7)	6% (5)	54% (46)	19% (17)	86
#1 Issue: Energy	14% (18)	17% (23)	8% (11)	53% (69)	7% (9)	130
#1 Issue: Other	9% (13)	3% (5)	1% (2)	74% (102)	12% (16)	138
2022 House Vote: Democrat	13% (100)	13% (106)	7% (58)	60% (477)	7% (53)	794
2022 House Vote: Republican	12% (74)	12% (79)	7% (44)	64% (405)	5% (32)	634
2022 House Vote: Didnt Vote	6% (40)	8% (52)	8% (55)	62% (422)	17% (114)	682
2020 Vote: Joe Biden	13% (113)	12% (104)	7% (64)	59% (511)	8% (71)	862
2020 Vote: Donald Trump	9% (57)	11% (73)	7% (46)	68% (442)	5% (33)	651
2020 Vote: Other	12% (8)	13% (9)	9% (6)	57% (38)	9% (6)	67
2020 Vote: Didn't Vote	6% (36)	10% (56)	8% (45)	60% (339)	16% (92)	569
2018 House Vote: Democrat	14% (97)	14% (99)	8% (55)	58% (418)	7% (49)	718
2018 House Vote: Republican	10% (55)	12% (71)	6% (33)	67% (386)	6% (33)	577
2018 House Vote: Didnt Vote	7% (61)	8% (69)	8% (66)	62% (504)	14% (116)	815
4-Region: Northeast	14% (55)	11% (42)	9% (33)	58% (223)	7% (28)	381
4-Region: Midwest	7% (32)	12% (51)	7% (32)	64% (283)	10% (42)	440
4-Region: South	8% (63)	11% (93)	7% (57)	64% (526)	10% (82)	821
4-Region: West	13% (64)	11% (55)	8% (39)	59% (299)	10% (50)	507
Sports Fan	12% (182)	14% (217)	9% (140)	57% (875)	8% (117)	1531

Continued on next page

**Table MCFE31\_4:** How likely or unlikely are you to bet money on Super Bowl LVII with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (214)	11% (242)	7% (161)	62% (1330)	9% (202)	2149
Avid Sports Fan	20% (123)	17% (107)	11% (64)	47% (291)	4% (27)	613
Casual Sports Fan	6% (59)	12% (110)	8% (75)	64% (584)	10% (90)	918
Football Fan	13% (186)	14% (213)	9% (130)	57% (844)	7% (102)	1475
Avid Football Fan	20% (130)	16% (107)	10% (64)	50% (326)	5% (31)	658
NFL Fan	12% (178)	15% (214)	9% (125)	58% (841)	7% (104)	1462
Avid NFL Fan	19% (130)	17% (114)	9% (60)	50% (339)	5% (31)	674
Rihanna Fan	14% (146)	15% (161)	9% (91)	52% (542)	10% (103)	1043
Pro Football is Favorite	18% (111)	16% (98)	8% (51)	51% (314)	7% (41)	615
Like Pro Football but not Favorite	8% (79)	14% (128)	9% (86)	60% (566)	8% (78)	937
Watched SB LVI and Plan to Watch LVII	15% (168)	16% (181)	9% (106)	54% (607)	6% (65)	1128
Likely to Watch SB LVII	13% (191)	16% (224)	9% (127)	55% (789)	6% (91)	1422
Want Eagles to Win	14% (106)	16% (126)	8% (64)	55% (423)	6% (44)	764
Want Chiefs to Win	13% (85)	13% (87)	10% (66)	59% (398)	6% (40)	676
Typically Host SB Party and Likely Host this Year	27% (112)	28% (117)	8% (33)	33% (136)	3% (14)	411
Likely Host SB Party this Year	22% (151)	25% (172)	9% (63)	39% (267)	5% (36)	690
Sports Bettors	29% (168)	29% (171)	14% (84)	22% (129)	6% (36)	588
Sports Bettors Weekly+	37% (88)	30% (72)	9% (22)	18% (43)	6% (15)	239
Non/Infrequent Bettor	5% (89)	7% (124)	6% (114)	72% (1261)	10% (175)	1764
Sports Bettors Monthly+	32% (125)	31% (118)	12% (47)	18% (69)	7% (26)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	41% (61)	34% (51)	6% (8)	19% (28)	1% (1)	149
Plan to Bet on SB LVII	40% (175)	34% (150)	8% (36)	16% (69)	2% (10)	440

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

**Table MCFE32\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Betting on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (207)	9% (203)	7% (141)	64% (1383)	10% (214)	2149
Gender: Male	15% (155)	13% (135)	9% (97)	55% (583)	8% (86)	1056
Gender: Female	5% (52)	6% (69)	4% (44)	73% (799)	12% (128)	1091
Age: 18-34	12% (71)	16% (90)	12% (71)	47% (272)	12% (72)	576
Age: 35-44	16% (58)	13% (49)	4% (16)	51% (191)	16% (59)	372
Age: 45-64	9% (65)	7% (52)	5% (37)	72% (510)	7% (48)	712
Age: 65+	3% (14)	3% (12)	3% (17)	84% (410)	7% (35)	488
GenZers: 1997-2012	10% (21)	11% (22)	17% (33)	46% (92)	16% (32)	200
Millennials: 1981-1996	14% (96)	17% (111)	8% (52)	49% (327)	13% (86)	673
GenXers: 1965-1980	11% (60)	9% (49)	5% (30)	67% (369)	8% (44)	553
Baby Boomers: 1946-1964	4% (29)	3% (21)	3% (22)	82% (542)	7% (45)	660
PID: Dem (no lean)	11% (95)	11% (95)	6% (50)	63% (526)	9% (72)	838
PID: Ind (no lean)	7% (50)	9% (57)	8% (54)	62% (418)	14% (94)	673
PID: Rep (no lean)	10% (62)	8% (51)	6% (37)	69% (439)	8% (49)	638
PID/Gender: Dem Men	18% (72)	14% (56)	9% (36)	54% (220)	6% (24)	407
PID/Gender: Dem Women	5% (23)	9% (39)	3% (14)	71% (306)	11% (48)	429
PID/Gender: Ind Men	11% (38)	13% (43)	10% (32)	54% (183)	13% (42)	339
PID/Gender: Ind Women	4% (12)	4% (14)	6% (21)	70% (235)	15% (51)	334
PID/Gender: Rep Men	15% (46)	11% (35)	9% (29)	58% (180)	7% (20)	310
PID/Gender: Rep Women	5% (17)	5% (16)	3% (8)	79% (258)	9% (29)	327
Ideo: Liberal (1-3)	14% (85)	11% (68)	6% (37)	62% (384)	7% (45)	618
Ideo: Moderate (4)	8% (55)	11% (75)	7% (45)	63% (432)	11% (79)	685
Ideo: Conservative (5-7)	9% (64)	8% (59)	8% (55)	67% (467)	8% (56)	700
Educ: < College	8% (115)	8% (113)	7% (99)	65% (899)	12% (160)	1386
Educ: Bachelors degree	12% (58)	12% (59)	5% (25)	63% (305)	8% (38)	485
Educ: Post-grad	13% (35)	11% (31)	6% (17)	64% (179)	6% (16)	279
Income: Under 50k	6% (75)	7% (87)	7% (85)	67% (787)	13% (149)	1183
Income: 50k-100k	13% (83)	11% (71)	6% (37)	62% (392)	8% (49)	632
Income: 100k+	15% (50)	14% (46)	5% (18)	61% (204)	5% (16)	333
Ethnicity: White	9% (152)	9% (154)	7% (113)	66% (1107)	9% (143)	1669
Ethnicity: Hispanic	8% (27)	18% (63)	13% (48)	50% (177)	12% (42)	357

Continued on next page

**Table MCFE32\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (207)	9% (203)	7% (141)	64% (1383)	10% (214)	2149
Ethnicity: Black	14% (38)	12% (32)	7% (19)	55% (147)	12% (33)	270
Ethnicity: Other	8% (17)	8% (17)	4% (9)	61% (128)	18% (38)	210
All Christian	11% (101)	9% (88)	5% (50)	67% (631)	7% (65)	935
All Non-Christian	15% (23)	11% (16)	8% (12)	54% (82)	12% (18)	151
Atheist	6% (6)	9% (8)	12% (11)	69% (65)	3% (3)	94
Agnostic/Nothing in particular	7% (45)	9% (59)	7% (44)	63% (394)	14% (87)	629
Something Else	10% (33)	9% (32)	7% (23)	62% (212)	12% (41)	341
Religious Non-Protestant/Catholic	14% (23)	10% (17)	7% (12)	56% (91)	13% (21)	163
Evangelical	12% (67)	10% (52)	6% (33)	62% (338)	10% (52)	542
Non-Evangelical	9% (65)	9% (67)	5% (38)	69% (489)	7% (49)	708
Community: Urban	14% (96)	14% (93)	7% (45)	54% (362)	11% (74)	670
Community: Suburban	9% (84)	8% (79)	6% (60)	67% (642)	9% (91)	956
Community: Rural	5% (27)	6% (31)	7% (36)	72% (379)	10% (50)	523
Employ: Private Sector	16% (109)	15% (105)	7% (47)	56% (389)	7% (50)	700
Employ: Government	10% (9)	6% (6)	10% (9)	58% (56)	16% (15)	96
Employ: Self-Employed	15% (33)	12% (26)	11% (25)	49% (106)	13% (29)	219
Employ: Homemaker	2% (4)	8% (11)	6% (9)	74% (113)	10% (15)	153
Employ: Retired	4% (23)	3% (14)	5% (26)	82% (464)	7% (38)	565
Employ: Unemployed	8% (19)	9% (24)	6% (14)	64% (161)	13% (34)	252
Employ: Other	8% (10)	8% (9)	4% (4)	59% (70)	21% (25)	119
Military HH: Yes	9% (29)	5% (16)	7% (22)	71% (216)	7% (22)	303
Military HH: No	10% (179)	10% (188)	6% (119)	63% (1168)	10% (193)	1846
RD/WT: Right Direction	13% (89)	13% (90)	7% (51)	58% (404)	9% (65)	700
RD/WT: Wrong Track	8% (118)	8% (113)	6% (90)	68% (979)	10% (149)	1449
Biden Job Approve	11% (101)	12% (111)	7% (61)	62% (563)	8% (73)	909
Biden Job Disapprove	9% (100)	8% (92)	7% (79)	67% (766)	9% (101)	1138
Biden Job Strongly Approve	15% (63)	12% (50)	7% (29)	58% (240)	8% (33)	415
Biden Job Somewhat Approve	8% (38)	12% (61)	7% (32)	65% (323)	8% (40)	495
Biden Job Somewhat Disapprove	7% (24)	12% (40)	7% (25)	65% (221)	9% (30)	340
Biden Job Strongly Disapprove	10% (76)	7% (52)	7% (53)	68% (545)	9% (71)	798

Continued on next page

**Table MCFE32\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Betting on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (207)	9% (203)	7% (141)	64% (1383)	10% (214)	2149
Favorable of Biden	11% (102)	12% (105)	6% (53)	64% (580)	8% (73)	912
Unfavorable of Biden	8% (94)	8% (88)	7% (81)	68% (751)	9% (98)	1112
Very Favorable of Biden	15% (62)	13% (53)	5% (23)	59% (246)	8% (35)	417
Somewhat Favorable of Biden	8% (40)	11% (52)	6% (30)	68% (335)	8% (38)	495
Somewhat Unfavorable of Biden	8% (22)	12% (33)	8% (24)	64% (183)	8% (23)	285
Very Unfavorable of Biden	9% (72)	7% (54)	7% (57)	69% (569)	9% (75)	827
#1 Issue: Economy	9% (80)	13% (113)	7% (62)	62% (552)	9% (81)	889
#1 Issue: Security	7% (16)	7% (16)	4% (8)	72% (169)	11% (25)	234
#1 Issue: Health Care	11% (20)	10% (18)	3% (6)	65% (117)	10% (19)	178
#1 Issue: Medicare / Social Security	7% (20)	5% (15)	7% (20)	72% (212)	9% (27)	293
#1 Issue: Women's Issues	13% (26)	9% (19)	7% (14)	60% (121)	10% (21)	199
#1 Issue: Education	9% (7)	8% (7)	9% (8)	51% (44)	23% (20)	86
#1 Issue: Energy	20% (26)	8% (11)	11% (15)	54% (70)	6% (8)	130
#1 Issue: Other	9% (12)	4% (5)	6% (8)	71% (98)	11% (15)	138
2022 House Vote: Democrat	12% (97)	12% (96)	7% (56)	62% (491)	7% (54)	794
2022 House Vote: Republican	12% (73)	9% (55)	6% (39)	67% (426)	6% (40)	634
2022 House Vote: Didnt Vote	5% (34)	7% (50)	6% (42)	64% (438)	17% (119)	682
2020 Vote: Joe Biden	12% (108)	12% (104)	6% (49)	61% (529)	8% (72)	862
2020 Vote: Donald Trump	10% (65)	9% (56)	6% (38)	70% (452)	6% (39)	651
2020 Vote: Other	13% (8)	9% (6)	1% (1)	69% (46)	9% (6)	67
2020 Vote: Didn't Vote	5% (27)	6% (37)	9% (52)	62% (355)	17% (98)	569
2018 House Vote: Democrat	13% (92)	12% (87)	6% (46)	61% (439)	7% (54)	718
2018 House Vote: Republican	11% (63)	8% (48)	5% (27)	69% (400)	7% (40)	577
2018 House Vote: Didnt Vote	6% (51)	8% (66)	8% (65)	63% (515)	15% (119)	815
4-Region: Northeast	12% (46)	11% (42)	8% (31)	60% (228)	9% (33)	381
4-Region: Midwest	9% (40)	7% (32)	6% (28)	66% (292)	11% (50)	440
4-Region: South	7% (54)	8% (68)	7% (61)	68% (557)	10% (81)	821
4-Region: West	13% (68)	12% (62)	4% (20)	60% (306)	10% (51)	507
Sports Fan	13% (192)	12% (182)	8% (120)	60% (915)	8% (122)	1531

Continued on next page

**Table MCFE32\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (207)	9% (203)	7% (141)	64% (1383)	10% (214)	2149
Avid Sports Fan	23% (143)	15% (93)	8% (47)	49% (299)	5% (31)	613
Casual Sports Fan	5% (49)	10% (88)	8% (74)	67% (616)	10% (91)	918
Football Fan	13% (191)	12% (181)	8% (120)	60% (878)	7% (106)	1475
Avid Football Fan	22% (142)	17% (111)	7% (46)	50% (329)	5% (30)	658
NFL Fan	13% (189)	12% (178)	8% (120)	59% (870)	7% (107)	1462
Avid NFL Fan	22% (149)	16% (109)	7% (45)	51% (340)	5% (31)	674
Rihanna Fan	14% (149)	13% (135)	8% (88)	54% (568)	10% (103)	1043
Pro Football is Favorite	20% (123)	15% (91)	8% (47)	51% (311)	7% (42)	615
Like Pro Football but not Favorite	8% (76)	10% (95)	8% (78)	64% (601)	9% (88)	937
Watched SB LVI and Plan to Watch LVII	15% (166)	15% (169)	7% (75)	57% (648)	6% (69)	1128
Likely to Watch SB LVII	14% (195)	13% (184)	8% (111)	59% (834)	7% (98)	1422
Want Eagles to Win	13% (101)	15% (112)	8% (59)	58% (442)	7% (50)	764
Want Chiefs to Win	14% (94)	11% (73)	10% (65)	61% (413)	5% (31)	676
Typically Host SB Party and Likely Host this Year	28% (117)	23% (93)	9% (37)	35% (145)	5% (19)	411
Likely Host SB Party this Year	21% (145)	20% (137)	11% (74)	41% (283)	7% (50)	690
Sports Bettors	31% (184)	29% (173)	13% (79)	19% (114)	6% (37)	588
Sports Bettors Weekly+	46% (111)	27% (66)	11% (27)	10% (23)	5% (12)	239
Non/Infrequent Bettor	3% (61)	5% (87)	5% (88)	76% (1333)	11% (195)	1764
Sports Bettors Monthly+	38% (147)	30% (117)	14% (53)	13% (50)	5% (20)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	30% (45)	28% (41)	7% (10)	30% (45)	5% (8)	149
Plan to Bet on SB LVII	41% (179)	31% (136)	10% (45)	14% (63)	4% (18)	440

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



**Table MCFE32\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(155)	8%	(173)	7%	(157)	67%	(1434)	11%	(230)	2149
Gender: Male	11%	(120)	12%	(122)	10%	(106)	57%	(607)	10%	(101)	1056
Gender: Female	3%	(35)	5%	(51)	5%	(51)	76%	(826)	12%	(129)	1091
Age: 18-34	12%	(70)	12%	(66)	12%	(68)	48%	(279)	16%	(92)	576
Age: 35-44	11%	(42)	13%	(50)	9%	(33)	52%	(192)	15%	(55)	372
Age: 45-64	5%	(39)	7%	(49)	6%	(40)	75%	(532)	7%	(53)	712
Age: 65+	1%	(4)	2%	(8)	3%	(15)	88%	(430)	6%	(30)	488
GenZers: 1997-2012	12%	(23)	12%	(24)	13%	(27)	45%	(90)	18%	(36)	200
Millennials: 1981-1996	12%	(80)	13%	(88)	10%	(66)	51%	(341)	15%	(98)	673
GenXers: 1965-1980	6%	(34)	9%	(47)	7%	(40)	69%	(382)	9%	(51)	553
Baby Boomers: 1946-1964	3%	(19)	2%	(13)	3%	(22)	86%	(566)	6%	(40)	660
PID: Dem (no lean)	9%	(73)	9%	(78)	8%	(66)	66%	(549)	9%	(72)	838
PID: Ind (no lean)	6%	(43)	6%	(39)	7%	(50)	65%	(435)	16%	(107)	673
PID: Rep (no lean)	6%	(40)	9%	(56)	6%	(41)	70%	(449)	8%	(51)	638
PID/Gender: Dem Men	14%	(56)	13%	(51)	11%	(44)	56%	(229)	7%	(28)	407
PID/Gender: Dem Women	4%	(17)	6%	(27)	5%	(22)	74%	(320)	10%	(44)	429
PID/Gender: Ind Men	9%	(32)	9%	(29)	10%	(34)	57%	(193)	15%	(51)	339
PID/Gender: Ind Women	3%	(11)	3%	(10)	5%	(16)	72%	(242)	17%	(55)	334
PID/Gender: Rep Men	11%	(33)	14%	(42)	9%	(28)	60%	(185)	7%	(22)	310
PID/Gender: Rep Women	2%	(7)	4%	(14)	4%	(13)	81%	(264)	9%	(29)	327
Ideo: Liberal (1-3)	10%	(63)	8%	(52)	8%	(52)	66%	(405)	7%	(46)	618
Ideo: Moderate (4)	5%	(35)	8%	(54)	7%	(45)	67%	(456)	14%	(95)	685
Ideo: Conservative (5-7)	7%	(50)	9%	(62)	8%	(54)	69%	(482)	7%	(51)	700
Educ: < College	7%	(92)	7%	(98)	7%	(103)	66%	(920)	12%	(172)	1386
Educ: Bachelors degree	8%	(37)	9%	(44)	6%	(31)	69%	(336)	8%	(37)	485
Educ: Post-grad	9%	(26)	11%	(31)	8%	(22)	64%	(178)	8%	(21)	279
Income: Under 50k	5%	(60)	7%	(82)	7%	(79)	69%	(811)	13%	(151)	1183
Income: 50k-100k	9%	(58)	9%	(59)	8%	(49)	64%	(407)	9%	(59)	632
Income: 100k+	11%	(37)	10%	(32)	8%	(28)	65%	(216)	6%	(20)	333
Ethnicity: White	7%	(112)	8%	(127)	7%	(124)	69%	(1143)	10%	(163)	1669
Ethnicity: Hispanic	9%	(33)	12%	(43)	15%	(53)	49%	(176)	15%	(52)	357

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**Table MCFE32\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?

Total line bets, or over/under

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (155)	8% (173)	7% (157)	67% (1434)	11% (230)	2149
Ethnicity: Black	13% (34)	10% (27)	8% (22)	57% (154)	12% (33)	270
Ethnicity: Other	4% (9)	9% (19)	5% (11)	65% (137)	16% (34)	210
All Christian	7% (64)	9% (85)	6% (53)	70% (652)	9% (80)	935
All Non-Christian	14% (22)	11% (17)	8% (12)	58% (87)	8% (13)	151
Atheist	7% (6)	11% (10)	7% (6)	66% (62)	10% (9)	94
Agnostic/Nothing in particular	6% (41)	6% (36)	9% (57)	65% (409)	14% (87)	629
Something Else	6% (22)	7% (24)	8% (28)	66% (225)	12% (41)	341
Religious Non-Protestant/Catholic	13% (22)	11% (17)	8% (13)	59% (96)	9% (15)	163
Evangelical	8% (44)	10% (54)	6% (33)	65% (354)	10% (56)	542
Non-Evangelical	6% (41)	8% (54)	6% (45)	72% (509)	8% (60)	708
Community: Urban	11% (71)	13% (89)	10% (66)	55% (367)	12% (77)	670
Community: Suburban	7% (64)	7% (65)	6% (54)	71% (676)	10% (96)	956
Community: Rural	4% (21)	4% (19)	7% (36)	75% (391)	11% (56)	523
Employ: Private Sector	10% (73)	13% (93)	9% (60)	59% (411)	9% (63)	700
Employ: Government	14% (14)	7% (7)	6% (6)	55% (53)	18% (17)	96
Employ: Self-Employed	11% (24)	13% (27)	10% (23)	52% (114)	14% (31)	219
Employ: Homemaker	3% (4)	5% (7)	6% (10)	73% (112)	13% (19)	153
Employ: Retired	3% (18)	1% (8)	4% (23)	85% (482)	6% (34)	565
Employ: Unemployed	4% (11)	8% (20)	7% (18)	68% (172)	12% (31)	252
Employ: Other	8% (10)	6% (7)	9% (11)	59% (70)	18% (21)	119
Military HH: Yes	7% (20)	9% (26)	4% (13)	74% (224)	6% (19)	303
Military HH: No	7% (135)	8% (147)	8% (143)	66% (1210)	11% (211)	1846
RD/WT: Right Direction	11% (77)	11% (77)	9% (64)	60% (417)	9% (65)	700
RD/WT: Wrong Track	5% (78)	7% (95)	6% (92)	70% (1017)	11% (165)	1449
Biden Job Approve	9% (84)	9% (80)	9% (79)	64% (586)	9% (81)	909
Biden Job Disapprove	6% (65)	8% (92)	7% (76)	70% (795)	10% (110)	1138
Biden Job Strongly Approve	12% (51)	12% (49)	10% (43)	57% (237)	8% (34)	415
Biden Job Somewhat Approve	7% (33)	6% (31)	7% (36)	70% (349)	9% (47)	495
Biden Job Somewhat Disapprove	4% (13)	9% (32)	8% (26)	69% (235)	10% (34)	340
Biden Job Strongly Disapprove	7% (52)	8% (60)	6% (50)	70% (560)	10% (76)	798

Continued on next page

**Table MCFE32\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Total line bets, or over/under

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (155)	8% (173)	7% (157)	67% (1434)	11% (230)	2149
Favorable of Biden	9% (83)	9% (81)	7% (67)	66% (600)	9% (81)	912
Unfavorable of Biden	5% (60)	7% (80)	8% (85)	70% (778)	10% (109)	1112
Very Favorable of Biden	13% (53)	12% (49)	6% (26)	60% (251)	9% (38)	417
Somewhat Favorable of Biden	6% (31)	6% (31)	8% (41)	71% (349)	9% (43)	495
Somewhat Unfavorable of Biden	5% (13)	8% (23)	8% (22)	72% (204)	8% (23)	285
Very Unfavorable of Biden	6% (47)	7% (58)	8% (63)	69% (575)	10% (86)	827
#1 Issue: Economy	8% (67)	9% (83)	8% (72)	64% (569)	11% (98)	889
#1 Issue: Security	4% (10)	7% (16)	6% (13)	75% (175)	9% (20)	234
#1 Issue: Health Care	9% (16)	7% (13)	9% (16)	65% (116)	9% (17)	178
#1 Issue: Medicare / Social Security	4% (11)	6% (18)	7% (19)	75% (221)	8% (24)	293
#1 Issue: Women's Issues	11% (22)	5% (9)	7% (15)	67% (134)	10% (19)	199
#1 Issue: Education	9% (7)	13% (11)	2% (2)	55% (48)	22% (19)	86
#1 Issue: Energy	13% (17)	12% (16)	11% (14)	51% (66)	13% (17)	130
#1 Issue: Other	4% (6)	5% (7)	4% (6)	76% (105)	11% (15)	138
2022 House Vote: Democrat	9% (69)	9% (72)	8% (64)	66% (525)	8% (63)	794
2022 House Vote: Republican	8% (53)	8% (54)	7% (41)	69% (439)	7% (47)	634
2022 House Vote: Didnt Vote	4% (31)	6% (44)	7% (48)	65% (441)	17% (118)	682
2020 Vote: Joe Biden	9% (81)	9% (75)	8% (66)	65% (558)	10% (83)	862
2020 Vote: Donald Trump	6% (40)	8% (49)	7% (45)	73% (472)	7% (43)	651
2020 Vote: Other	6% (4)	3% (2)	4% (2)	71% (47)	16% (11)	67
2020 Vote: Didn't Vote	5% (30)	8% (47)	8% (43)	63% (357)	16% (93)	569
2018 House Vote: Democrat	9% (66)	9% (66)	9% (61)	65% (468)	8% (57)	718
2018 House Vote: Republican	7% (41)	8% (49)	5% (28)	73% (419)	7% (42)	577
2018 House Vote: Didnt Vote	6% (49)	7% (56)	8% (65)	63% (516)	16% (128)	815
4-Region: Northeast	9% (36)	7% (27)	9% (34)	65% (248)	10% (36)	381
4-Region: Midwest	6% (28)	9% (38)	4% (20)	69% (306)	11% (50)	440
4-Region: South	6% (48)	8% (64)	8% (62)	69% (566)	10% (81)	821
4-Region: West	9% (45)	9% (44)	8% (42)	62% (314)	12% (63)	507
Sports Fan	9% (140)	10% (148)	9% (135)	63% (957)	10% (150)	1531

Continued on next page

**Table MCFE32\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?

Total line bets, or over/under

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (155)	8% (173)	7% (157)	67% (1434)	11% (230)	2149
Avid Sports Fan	18% (109)	12% (76)	10% (63)	52% (319)	8% (46)	613
Casual Sports Fan	3% (31)	8% (73)	8% (72)	70% (638)	11% (104)	918
Football Fan	10% (142)	10% (149)	8% (123)	63% (930)	9% (130)	1475
Avid Football Fan	15% (101)	14% (93)	8% (53)	55% (360)	8% (51)	658
NFL Fan	10% (143)	10% (147)	8% (123)	63% (919)	9% (130)	1462
Avid NFL Fan	17% (113)	13% (86)	8% (55)	55% (369)	7% (49)	674
Rihanna Fan	10% (107)	12% (125)	9% (95)	57% (598)	11% (118)	1043
Pro Football is Favorite	16% (98)	13% (80)	9% (53)	54% (331)	9% (52)	615
Like Pro Football but not Favorite	5% (51)	9% (80)	9% (80)	67% (626)	11% (100)	937
Watched SB LVI and Plan to Watch LVII	11% (120)	11% (125)	9% (100)	61% (691)	8% (92)	1128
Likely to Watch SB LVII	10% (147)	11% (153)	9% (124)	62% (878)	8% (120)	1422
Want Eagles to Win	9% (70)	12% (93)	8% (59)	62% (477)	9% (65)	764
Want Chiefs to Win	11% (76)	9% (60)	9% (59)	65% (437)	7% (45)	676
Typically Host SB Party and Likely Host this Year	24% (97)	21% (87)	9% (38)	40% (164)	6% (25)	411
Likely Host SB Party this Year	17% (115)	19% (131)	12% (86)	43% (294)	9% (64)	690
Sports Bettors	24% (143)	26% (153)	15% (90)	26% (150)	9% (52)	588
Sports Bettors Weekly+	43% (102)	30% (72)	10% (24)	13% (32)	4% (9)	239
Non/Infrequent Bettor	2% (31)	3% (49)	6% (103)	78% (1370)	12% (212)	1764
Sports Bettors Monthly+	32% (125)	32% (124)	14% (54)	17% (64)	5% (18)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	16% (23)	21% (31)	16% (24)	41% (61)	6% (10)	149
Plan to Bet on SB LVII	33% (144)	30% (132)	13% (58)	20% (88)	4% (18)	440

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

**Table MCFE32\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(132)	9%	(192)	7%	(149)	67%	(1449)	11%	(228)	2149
Gender: Male	9%	(94)	13%	(137)	9%	(97)	60%	(635)	9%	(93)	1056
Gender: Female	3%	(37)	5%	(55)	5%	(51)	74%	(813)	12%	(134)	1091
Age: 18-34	10%	(55)	15%	(87)	10%	(59)	51%	(292)	14%	(82)	576
Age: 35-44	10%	(37)	15%	(55)	8%	(31)	52%	(194)	15%	(55)	372
Age: 45-64	5%	(35)	6%	(46)	6%	(46)	74%	(526)	8%	(59)	712
Age: 65+	1%	(4)	1%	(4)	3%	(12)	89%	(436)	6%	(31)	488
GenZers: 1997-2012	8%	(17)	20%	(39)	11%	(23)	46%	(92)	14%	(28)	200
Millennials: 1981-1996	11%	(71)	14%	(95)	9%	(63)	52%	(349)	14%	(95)	673
GenXers: 1965-1980	5%	(30)	8%	(45)	8%	(44)	69%	(381)	10%	(53)	553
Baby Boomers: 1946-1964	2%	(14)	2%	(12)	3%	(18)	86%	(569)	7%	(47)	660
PID: Dem (no lean)	9%	(73)	10%	(83)	7%	(58)	66%	(550)	9%	(74)	838
PID: Ind (no lean)	3%	(18)	9%	(58)	8%	(53)	66%	(442)	15%	(103)	673
PID: Rep (no lean)	6%	(41)	8%	(51)	6%	(38)	72%	(457)	8%	(51)	638
PID/Gender: Dem Men	13%	(52)	13%	(55)	8%	(34)	59%	(239)	7%	(28)	407
PID/Gender: Dem Women	5%	(20)	7%	(29)	6%	(24)	72%	(310)	11%	(47)	429
PID/Gender: Ind Men	3%	(12)	13%	(44)	11%	(38)	59%	(199)	14%	(46)	339
PID/Gender: Ind Women	2%	(6)	4%	(14)	4%	(15)	73%	(243)	17%	(57)	334
PID/Gender: Rep Men	10%	(30)	12%	(38)	8%	(26)	63%	(196)	6%	(20)	310
PID/Gender: Rep Women	3%	(11)	4%	(13)	4%	(13)	79%	(260)	9%	(31)	327
Ideo: Liberal (1-3)	8%	(51)	10%	(62)	7%	(44)	67%	(416)	7%	(44)	618
Ideo: Moderate (4)	5%	(35)	9%	(61)	8%	(54)	65%	(445)	13%	(89)	685
Ideo: Conservative (5-7)	6%	(44)	9%	(64)	7%	(48)	70%	(489)	8%	(55)	700
Educ: < College	5%	(73)	8%	(109)	7%	(99)	67%	(926)	13%	(179)	1386
Educ: Bachelors degree	7%	(33)	10%	(48)	7%	(35)	69%	(336)	7%	(33)	485
Educ: Post-grad	9%	(26)	13%	(35)	5%	(15)	67%	(187)	6%	(16)	279
Income: Under 50k	5%	(57)	8%	(90)	7%	(80)	68%	(800)	13%	(157)	1183
Income: 50k-100k	7%	(44)	10%	(66)	6%	(39)	68%	(429)	9%	(54)	632
Income: 100k+	9%	(32)	11%	(36)	9%	(30)	66%	(220)	5%	(16)	333
Ethnicity: White	5%	(92)	9%	(145)	6%	(106)	70%	(1172)	9%	(154)	1669
Ethnicity: Hispanic	5%	(19)	16%	(59)	10%	(36)	56%	(199)	12%	(44)	357

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**Table MCFE32\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	9% (192)	7% (149)	67% (1449)	11% (228)	2149
Ethnicity: Black	11% (29)	12% (32)	10% (28)	54% (146)	13% (36)	270
Ethnicity: Other	6% (12)	7% (15)	7% (15)	62% (131)	18% (38)	210
All Christian	7% (65)	8% (79)	6% (58)	71% (664)	7% (68)	935
All Non-Christian	13% (20)	12% (18)	9% (13)	53% (79)	14% (21)	151
Atheist	1% (1)	8% (8)	12% (12)	75% (70)	3% (3)	94
Agnostic/Nothing in particular	5% (30)	10% (60)	6% (37)	65% (411)	15% (91)	629
Something Else	5% (17)	8% (27)	8% (29)	66% (224)	13% (44)	341
Religious Non-Protestant/Catholic	12% (20)	11% (18)	9% (14)	54% (89)	14% (24)	163
Evangelical	8% (44)	10% (52)	7% (38)	65% (355)	10% (54)	542
Non-Evangelical	5% (36)	8% (54)	7% (47)	73% (517)	7% (53)	708
Community: Urban	8% (54)	15% (102)	10% (65)	57% (383)	10% (66)	670
Community: Suburban	6% (57)	7% (66)	6% (55)	71% (678)	10% (100)	956
Community: Rural	4% (22)	5% (24)	5% (28)	74% (388)	12% (61)	523
Employ: Private Sector	10% (69)	14% (97)	7% (50)	60% (417)	10% (66)	700
Employ: Government	8% (8)	14% (14)	6% (6)	56% (54)	16% (15)	96
Employ: Self-Employed	9% (20)	10% (23)	9% (20)	58% (127)	13% (28)	219
Employ: Homemaker	4% (6)	5% (8)	6% (9)	69% (105)	16% (25)	153
Employ: Retired	2% (14)	2% (9)	4% (25)	85% (483)	6% (35)	565
Employ: Unemployed	3% (8)	12% (30)	7% (17)	67% (169)	11% (29)	252
Employ: Other	4% (5)	8% (9)	9% (11)	62% (73)	17% (21)	119
Military HH: Yes	5% (15)	8% (24)	4% (13)	75% (228)	8% (23)	303
Military HH: No	6% (117)	9% (168)	7% (136)	66% (1221)	11% (204)	1846
RD/WT: Right Direction	11% (75)	11% (80)	8% (57)	59% (417)	10% (72)	700
RD/WT: Wrong Track	4% (57)	8% (112)	6% (92)	71% (1032)	11% (156)	1449
Biden Job Approve	9% (83)	9% (83)	8% (74)	65% (592)	8% (77)	909
Biden Job Disapprove	4% (48)	9% (105)	6% (73)	70% (802)	10% (110)	1138
Biden Job Strongly Approve	12% (50)	11% (47)	9% (38)	58% (243)	9% (36)	415
Biden Job Somewhat Approve	7% (33)	7% (36)	7% (36)	71% (350)	8% (40)	495
Biden Job Somewhat Disapprove	5% (17)	10% (33)	6% (21)	70% (237)	9% (32)	340
Biden Job Strongly Disapprove	4% (31)	9% (72)	6% (52)	71% (565)	10% (78)	798

Continued on next page

**Table MCFE32\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	9% (192)	7% (149)	67% (1449)	11% (228)	2149
Favorable of Biden	9% (83)	9% (81)	8% (71)	66% (599)	9% (78)	912
Unfavorable of Biden	4% (43)	8% (93)	7% (73)	72% (797)	9% (106)	1112
Very Favorable of Biden	13% (53)	10% (42)	7% (30)	61% (255)	9% (38)	417
Somewhat Favorable of Biden	6% (30)	8% (39)	8% (41)	70% (344)	8% (39)	495
Somewhat Unfavorable of Biden	5% (14)	9% (25)	7% (19)	72% (204)	8% (22)	285
Very Unfavorable of Biden	4% (29)	8% (69)	6% (54)	72% (593)	10% (83)	827
#1 Issue: Economy	6% (53)	11% (96)	8% (75)	65% (573)	10% (92)	889
#1 Issue: Security	4% (9)	7% (16)	3% (7)	76% (179)	10% (23)	234
#1 Issue: Health Care	7% (13)	8% (14)	6% (11)	65% (116)	13% (24)	178
#1 Issue: Medicare / Social Security	3% (10)	4% (13)	9% (25)	75% (221)	8% (24)	293
#1 Issue: Women's Issues	10% (20)	8% (17)	6% (11)	66% (131)	10% (20)	199
#1 Issue: Education	6% (5)	11% (10)	9% (8)	51% (44)	23% (20)	86
#1 Issue: Energy	11% (14)	17% (22)	5% (7)	60% (78)	7% (9)	130
#1 Issue: Other	5% (7)	4% (5)	3% (4)	77% (106)	11% (15)	138
2022 House Vote: Democrat	9% (70)	9% (72)	9% (70)	65% (519)	8% (63)	794
2022 House Vote: Republican	7% (42)	9% (54)	7% (43)	71% (452)	7% (43)	634
2022 House Vote: Didnt Vote	3% (20)	9% (62)	5% (31)	66% (450)	18% (120)	682
2020 Vote: Joe Biden	9% (79)	9% (79)	8% (67)	65% (558)	9% (80)	862
2020 Vote: Donald Trump	5% (35)	9% (58)	6% (37)	73% (476)	7% (45)	651
2020 Vote: Other	2% (1)	2% (2)	7% (5)	78% (52)	11% (7)	67
2020 Vote: Didn't Vote	3% (17)	9% (54)	7% (40)	64% (363)	17% (96)	569
2018 House Vote: Democrat	9% (67)	10% (71)	8% (58)	65% (467)	8% (55)	718
2018 House Vote: Republican	6% (34)	8% (45)	7% (38)	73% (419)	7% (42)	577
2018 House Vote: Didnt Vote	4% (31)	9% (75)	6% (52)	65% (529)	16% (128)	815
4-Region: Northeast	9% (34)	9% (36)	9% (33)	63% (241)	10% (37)	381
4-Region: Midwest	5% (23)	9% (39)	6% (27)	69% (303)	11% (49)	440
4-Region: South	4% (36)	8% (69)	8% (63)	69% (567)	10% (85)	821
4-Region: West	8% (39)	10% (49)	5% (26)	67% (338)	11% (56)	507
Sports Fan	8% (123)	11% (164)	8% (130)	63% (968)	10% (147)	1531

Continued on next page

**Table MCFE32\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	9% (192)	7% (149)	67% (1449)	11% (228)	2149
Avid Sports Fan	14% (86)	16% (100)	9% (53)	54% (331)	7% (42)	613
Casual Sports Fan	4% (38)	7% (63)	8% (76)	69% (637)	11% (104)	918
Football Fan	8% (118)	11% (165)	9% (126)	63% (934)	9% (132)	1475
Avid Football Fan	14% (91)	14% (94)	8% (56)	56% (365)	8% (52)	658
NFL Fan	8% (117)	11% (163)	8% (123)	63% (928)	9% (131)	1462
Avid NFL Fan	14% (92)	14% (98)	8% (55)	56% (379)	7% (51)	674
Rihanna Fan	10% (100)	13% (134)	10% (102)	57% (594)	11% (112)	1043
Pro Football is Favorite	13% (82)	15% (95)	8% (52)	54% (331)	9% (55)	615
Like Pro Football but not Favorite	5% (46)	8% (78)	8% (78)	68% (639)	10% (97)	937
Watched SB LVI and Plan to Watch LVII	9% (104)	12% (135)	9% (98)	62% (704)	8% (87)	1128
Likely to Watch SB LVII	9% (125)	11% (163)	9% (125)	63% (892)	8% (118)	1422
Want Eagles to Win	7% (56)	13% (102)	8% (64)	62% (474)	9% (68)	764
Want Chiefs to Win	10% (67)	11% (74)	8% (57)	66% (444)	5% (35)	676
Typically Host SB Party and Likely Host this Year	20% (82)	23% (94)	10% (41)	41% (169)	6% (24)	411
Likely Host SB Party this Year	15% (105)	19% (133)	11% (77)	45% (314)	9% (62)	690
Sports Bettors	21% (123)	28% (166)	15% (87)	28% (165)	8% (47)	588
Sports Bettors Weekly+	36% (87)	33% (79)	12% (29)	11% (27)	7% (17)	239
Non/Infrequent Bettor	2% (30)	3% (54)	5% (89)	79% (1387)	12% (203)	1764
Sports Bettors Monthly+	26% (102)	36% (138)	15% (60)	16% (62)	6% (24)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (22)	20% (30)	14% (21)	45% (68)	5% (8)	149
Plan to Bet on SB LVII	27% (120)	32% (139)	15% (66)	21% (91)	5% (23)	440

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



**Table MCFE32\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (107)	8% (164)	7% (151)	70% (1513)	10% (215)	2149
Gender: Male	8% (89)	10% (110)	9% (100)	63% (664)	9% (94)	1056
Gender: Female	2% (18)	5% (54)	5% (51)	78% (847)	11% (121)	1091
Age: 18-34	7% (42)	13% (76)	11% (65)	55% (319)	13% (73)	576
Age: 35-44	8% (30)	12% (46)	7% (28)	56% (209)	16% (60)	372
Age: 45-64	5% (35)	5% (35)	6% (46)	77% (546)	7% (51)	712
Age: 65+	— (1)	1% (5)	2% (12)	90% (439)	6% (31)	488
GenZers: 1997-2012	5% (10)	16% (31)	12% (23)	52% (104)	16% (32)	200
Millennials: 1981-1996	8% (55)	13% (89)	10% (65)	56% (376)	13% (87)	673
GenXers: 1965-1980	5% (30)	6% (34)	8% (46)	71% (394)	9% (48)	553
Baby Boomers: 1946-1964	2% (12)	1% (9)	2% (16)	88% (581)	6% (43)	660
PID: Dem (no lean)	7% (56)	9% (74)	7% (61)	69% (577)	8% (69)	838
PID: Ind (no lean)	3% (17)	8% (52)	7% (48)	68% (456)	15% (100)	673
PID: Rep (no lean)	5% (34)	6% (37)	6% (41)	75% (480)	7% (45)	638
PID/Gender: Dem Men	12% (48)	11% (45)	10% (41)	61% (250)	6% (23)	407
PID/Gender: Dem Women	2% (8)	7% (30)	5% (20)	76% (325)	11% (46)	429
PID/Gender: Ind Men	4% (14)	11% (37)	9% (29)	62% (210)	14% (49)	339
PID/Gender: Ind Women	1% (3)	4% (15)	6% (19)	73% (245)	15% (51)	334
PID/Gender: Rep Men	9% (27)	9% (28)	10% (29)	66% (204)	7% (22)	310
PID/Gender: Rep Women	2% (7)	3% (9)	4% (12)	84% (277)	7% (23)	327
Ideo: Liberal (1-3)	8% (49)	9% (53)	7% (43)	69% (425)	8% (49)	618
Ideo: Moderate (4)	3% (21)	8% (58)	6% (40)	71% (483)	12% (82)	685
Ideo: Conservative (5-7)	5% (37)	7% (49)	9% (62)	72% (506)	7% (46)	700
Educ: < College	4% (55)	7% (96)	7% (97)	71% (977)	12% (160)	1386
Educ: Bachelors degree	6% (30)	9% (42)	5% (27)	72% (347)	8% (39)	485
Educ: Post-grad	8% (22)	9% (25)	10% (27)	68% (189)	6% (16)	279
Income: Under 50k	4% (45)	6% (72)	7% (79)	71% (837)	13% (151)	1183
Income: 50k-100k	6% (40)	10% (61)	6% (36)	71% (450)	7% (45)	632
Income: 100k+	7% (23)	9% (31)	11% (36)	67% (225)	6% (18)	333
Ethnicity: White	5% (77)	7% (118)	7% (113)	73% (1219)	8% (142)	1669
Ethnicity: Hispanic	5% (18)	13% (45)	11% (39)	62% (220)	10% (34)	357

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**Table MCFE32\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(107)	8%	(164)	7%	(151)	70%	(1513)	10%	(215)	2149
Ethnicity: Black	7%	(20)	11%	(29)	10%	(26)	59%	(159)	13%	(36)	270
Ethnicity: Other	5%	(10)	8%	(16)	6%	(12)	64%	(135)	18%	(37)	210
All Christian	5%	(50)	7%	(68)	7%	(61)	73%	(684)	8%	(72)	935
All Non-Christian	13%	(19)	7%	(11)	9%	(13)	60%	(90)	12%	(18)	151
Atheist	1%	(1)	15%	(14)	6%	(6)	74%	(69)	3%	(3)	94
Agnostic/Nothing in particular	2%	(12)	8%	(52)	8%	(47)	70%	(440)	12%	(78)	629
Something Else	8%	(26)	5%	(18)	7%	(24)	67%	(229)	13%	(44)	341
Religious Non-Protestant/Catholic	12%	(19)	7%	(12)	8%	(13)	61%	(99)	12%	(20)	163
Evangelical	8%	(42)	9%	(47)	7%	(39)	67%	(363)	10%	(52)	542
Non-Evangelical	5%	(32)	5%	(38)	6%	(44)	76%	(536)	8%	(58)	708
Community: Urban	9%	(58)	11%	(75)	9%	(62)	60%	(401)	11%	(73)	670
Community: Suburban	4%	(39)	7%	(68)	5%	(49)	74%	(704)	10%	(96)	956
Community: Rural	2%	(10)	4%	(21)	8%	(40)	78%	(407)	9%	(46)	523
Employ: Private Sector	7%	(51)	12%	(82)	8%	(58)	65%	(452)	8%	(56)	700
Employ: Government	6%	(6)	14%	(13)	13%	(13)	55%	(53)	12%	(12)	96
Employ: Self-Employed	11%	(24)	8%	(19)	10%	(21)	58%	(126)	13%	(29)	219
Employ: Homemaker	1%	(1)	4%	(7)	8%	(12)	76%	(116)	11%	(16)	153
Employ: Retired	1%	(7)	1%	(8)	4%	(22)	87%	(492)	6%	(35)	565
Employ: Unemployed	4%	(11)	9%	(22)	6%	(16)	68%	(172)	13%	(32)	252
Employ: Other	3%	(3)	5%	(6)	7%	(8)	64%	(77)	21%	(25)	119
Military HH: Yes	5%	(15)	6%	(19)	3%	(10)	78%	(237)	7%	(22)	303
Military HH: No	5%	(92)	8%	(145)	8%	(141)	69%	(1275)	10%	(192)	1846
RD/WT: Right Direction	9%	(65)	10%	(72)	8%	(59)	62%	(434)	10%	(69)	700
RD/WT: Wrong Track	3%	(42)	6%	(91)	6%	(92)	74%	(1078)	10%	(145)	1449
Biden Job Approve	7%	(63)	9%	(83)	7%	(66)	68%	(620)	8%	(77)	909
Biden Job Disapprove	4%	(44)	7%	(77)	7%	(80)	73%	(836)	9%	(101)	1138
Biden Job Strongly Approve	11%	(47)	10%	(41)	8%	(34)	62%	(259)	8%	(34)	415
Biden Job Somewhat Approve	3%	(16)	9%	(42)	6%	(32)	73%	(361)	9%	(43)	495
Biden Job Somewhat Disapprove	1%	(4)	9%	(30)	7%	(25)	73%	(249)	9%	(32)	340
Biden Job Strongly Disapprove	5%	(41)	6%	(47)	7%	(55)	74%	(587)	9%	(69)	798

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**Table MCFE32\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (107)	8% (164)	7% (151)	70% (1513)	10% (215)	2149
Favorable of Biden	7% (61)	9% (85)	7% (60)	69% (628)	9% (78)	912
Unfavorable of Biden	3% (38)	6% (64)	8% (87)	75% (829)	8% (93)	1112
Very Favorable of Biden	11% (46)	10% (43)	7% (29)	63% (261)	9% (38)	417
Somewhat Favorable of Biden	3% (15)	8% (42)	6% (31)	74% (367)	8% (40)	495
Somewhat Unfavorable of Biden	2% (5)	7% (20)	10% (27)	75% (212)	7% (20)	285
Very Unfavorable of Biden	4% (33)	5% (45)	7% (60)	75% (617)	9% (73)	827
#1 Issue: Economy	4% (38)	9% (76)	10% (86)	69% (611)	9% (78)	889
#1 Issue: Security	6% (13)	3% (8)	3% (6)	79% (185)	10% (22)	234
#1 Issue: Health Care	7% (12)	6% (11)	6% (11)	70% (125)	11% (19)	178
#1 Issue: Medicare / Social Security	3% (8)	4% (12)	7% (20)	77% (226)	9% (28)	293
#1 Issue: Women's Issues	5% (11)	10% (19)	6% (13)	68% (137)	10% (20)	199
#1 Issue: Education	5% (4)	14% (12)	2% (2)	55% (48)	24% (21)	86
#1 Issue: Energy	10% (14)	14% (19)	7% (10)	60% (78)	8% (10)	130
#1 Issue: Other	5% (7)	5% (6)	3% (4)	75% (103)	12% (17)	138
2022 House Vote: Democrat	7% (55)	9% (68)	8% (61)	70% (554)	7% (56)	794
2022 House Vote: Republican	6% (38)	7% (42)	7% (42)	75% (474)	6% (38)	634
2022 House Vote: Didnt Vote	2% (14)	7% (51)	6% (42)	67% (457)	17% (118)	682
2020 Vote: Joe Biden	7% (60)	9% (78)	7% (62)	68% (588)	9% (74)	862
2020 Vote: Donald Trump	6% (36)	5% (35)	6% (38)	78% (504)	6% (38)	651
2020 Vote: Other	— (0)	2% (2)	8% (6)	80% (53)	9% (6)	67
2020 Vote: Didn't Vote	2% (11)	9% (50)	8% (45)	65% (367)	17% (96)	569
2018 House Vote: Democrat	6% (45)	9% (65)	8% (61)	69% (493)	7% (53)	718
2018 House Vote: Republican	6% (35)	5% (28)	6% (37)	76% (441)	6% (36)	577
2018 House Vote: Didnt Vote	3% (27)	8% (68)	6% (51)	67% (546)	15% (123)	815
4-Region: Northeast	7% (28)	7% (27)	9% (33)	68% (259)	9% (33)	381
4-Region: Midwest	4% (20)	7% (31)	7% (33)	71% (311)	10% (46)	440
4-Region: South	3% (22)	8% (64)	6% (52)	73% (600)	10% (83)	821
4-Region: West	7% (38)	8% (41)	6% (32)	68% (343)	10% (53)	507
Sports Fan	6% (99)	9% (138)	8% (128)	67% (1032)	9% (134)	1531

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**Table MCFE32\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (107)	8% (164)	7% (151)	70% (1513)	10% (215)	2149
Avid Sports Fan	12% (71)	12% (74)	11% (66)	59% (362)	7% (40)	613
Casual Sports Fan	3% (28)	7% (64)	7% (62)	73% (671)	10% (94)	918
Football Fan	7% (101)	9% (137)	8% (124)	68% (998)	8% (116)	1475
Avid Football Fan	13% (83)	11% (74)	9% (61)	60% (398)	6% (42)	658
NFL Fan	7% (96)	10% (139)	8% (120)	68% (992)	8% (115)	1462
Avid NFL Fan	12% (82)	12% (81)	9% (59)	61% (413)	6% (39)	674
Rihanna Fan	8% (80)	11% (115)	10% (101)	61% (637)	11% (110)	1043
Pro Football is Favorite	13% (79)	12% (77)	8% (50)	58% (358)	8% (50)	615
Like Pro Football but not Favorite	2% (22)	8% (72)	8% (74)	72% (678)	10% (91)	937
Watched SB LVI and Plan to Watch LVII	7% (80)	10% (114)	9% (96)	67% (755)	7% (82)	1128
Likely to Watch SB LVII	7% (98)	10% (142)	8% (118)	67% (956)	8% (109)	1422
Want Eagles to Win	7% (54)	11% (81)	9% (68)	66% (507)	7% (54)	764
Want Chiefs to Win	7% (49)	10% (66)	9% (61)	69% (466)	5% (34)	676
Typically Host SB Party and Likely Host this Year	16% (67)	20% (81)	12% (48)	46% (189)	6% (27)	411
Likely Host SB Party this Year	12% (84)	16% (110)	12% (85)	51% (355)	8% (56)	690
Sports Bettors	16% (95)	24% (141)	17% (102)	35% (207)	7% (43)	588
Sports Bettors Weekly+	28% (67)	32% (76)	15% (35)	22% (54)	3% (7)	239
Non/Infrequent Bettor	2% (28)	2% (40)	5% (91)	80% (1411)	11% (195)	1764
Sports Bettors Monthly+	21% (80)	32% (124)	16% (60)	26% (102)	5% (20)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (17)	16% (23)	16% (24)	51% (76)	6% (9)	149
Plan to Bet on SB LVII	21% (94)	28% (121)	16% (71)	30% (134)	4% (20)	440

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

**Table MCFE32\_5: How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?**  
 Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(190)	10%	(210)	7%	(148)	63%	(1364)	11%	(237)	2149
Gender: Male	13%	(135)	13%	(142)	9%	(100)	55%	(576)	10%	(103)	1056
Gender: Female	5%	(55)	6%	(68)	4%	(48)	72%	(786)	12%	(134)	1091
Age: 18-34	10%	(58)	11%	(65)	11%	(65)	51%	(295)	16%	(94)	576
Age: 35-44	12%	(44)	17%	(62)	7%	(25)	51%	(188)	14%	(54)	372
Age: 45-64	9%	(65)	9%	(61)	6%	(41)	69%	(494)	7%	(52)	712
Age: 65+	5%	(23)	5%	(23)	4%	(18)	79%	(387)	8%	(37)	488
GenZers: 1997-2012	9%	(18)	9%	(19)	11%	(23)	53%	(105)	17%	(35)	200
Millennials: 1981-1996	11%	(74)	15%	(100)	10%	(66)	50%	(334)	15%	(98)	673
GenXers: 1965-1980	9%	(51)	11%	(60)	6%	(31)	65%	(362)	9%	(49)	553
Baby Boomers: 1946-1964	7%	(44)	4%	(30)	4%	(27)	77%	(511)	7%	(48)	660
PID: Dem (no lean)	10%	(82)	11%	(94)	7%	(62)	62%	(522)	9%	(79)	838
PID: Ind (no lean)	6%	(39)	7%	(47)	8%	(53)	63%	(426)	16%	(109)	673
PID: Rep (no lean)	11%	(69)	11%	(70)	5%	(33)	65%	(416)	8%	(49)	638
PID/Gender: Dem Men	15%	(60)	16%	(64)	10%	(39)	53%	(217)	7%	(28)	407
PID/Gender: Dem Women	5%	(21)	7%	(30)	5%	(23)	71%	(304)	12%	(51)	429
PID/Gender: Ind Men	8%	(28)	10%	(33)	11%	(38)	54%	(184)	17%	(56)	339
PID/Gender: Ind Women	3%	(11)	4%	(14)	4%	(15)	72%	(242)	16%	(53)	334
PID/Gender: Rep Men	15%	(47)	15%	(46)	7%	(23)	57%	(176)	6%	(19)	310
PID/Gender: Rep Women	7%	(22)	7%	(24)	3%	(11)	73%	(240)	9%	(31)	327
Ideo: Liberal (1-3)	11%	(66)	11%	(70)	8%	(47)	62%	(385)	8%	(50)	618
Ideo: Moderate (4)	8%	(53)	9%	(60)	7%	(50)	63%	(430)	14%	(92)	685
Ideo: Conservative (5-7)	10%	(67)	11%	(76)	6%	(43)	65%	(455)	8%	(59)	700
Educ: < College	8%	(105)	9%	(123)	7%	(99)	63%	(875)	13%	(184)	1386
Educ: Bachelors degree	10%	(47)	10%	(47)	7%	(32)	66%	(322)	8%	(37)	485
Educ: Post-grad	14%	(38)	14%	(40)	6%	(18)	60%	(167)	6%	(16)	279
Income: Under 50k	5%	(60)	9%	(110)	7%	(83)	66%	(778)	13%	(154)	1183
Income: 50k-100k	13%	(80)	9%	(58)	6%	(40)	62%	(392)	10%	(62)	632
Income: 100k+	15%	(50)	13%	(42)	8%	(26)	58%	(194)	6%	(21)	333
Ethnicity: White	9%	(148)	10%	(163)	7%	(113)	65%	(1088)	9%	(156)	1669
Ethnicity: Hispanic	13%	(47)	13%	(45)	13%	(47)	47%	(169)	14%	(48)	357

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**Table MCFE32\_5: How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?**  
*Entering a 'boxes' or 'squares' pool*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (190)	10% (210)	7% (148)	63% (1364)	11% (237)	2149
Ethnicity: Black	8% (23)	11% (30)	8% (22)	56% (152)	16% (43)	270
Ethnicity: Other	9% (19)	8% (17)	6% (13)	59% (124)	18% (38)	210
All Christian	10% (95)	10% (98)	7% (63)	65% (605)	8% (74)	935
All Non-Christian	12% (18)	19% (29)	6% (8)	51% (78)	12% (17)	151
Atheist	6% (6)	2% (2)	16% (15)	69% (64)	8% (8)	94
Agnostic/Nothing in particular	7% (43)	8% (50)	6% (36)	65% (407)	15% (92)	629
Something Else	8% (27)	9% (31)	8% (27)	62% (210)	13% (45)	341
Religious Non-Protestant/Catholic	11% (18)	18% (30)	5% (8)	53% (87)	12% (20)	163
Evangelical	10% (55)	10% (57)	7% (36)	62% (334)	11% (60)	542
Non-Evangelical	9% (65)	10% (70)	7% (53)	66% (467)	8% (54)	708
Community: Urban	11% (72)	15% (99)	9% (57)	53% (356)	13% (87)	670
Community: Suburban	8% (80)	9% (83)	6% (56)	67% (644)	10% (93)	956
Community: Rural	7% (38)	5% (29)	7% (36)	70% (364)	11% (57)	523
Employ: Private Sector	14% (97)	13% (90)	9% (64)	56% (389)	8% (59)	700
Employ: Government	10% (9)	9% (9)	13% (13)	50% (48)	18% (17)	96
Employ: Self-Employed	12% (27)	13% (29)	6% (13)	53% (115)	16% (34)	219
Employ: Homemaker	6% (10)	9% (14)	6% (10)	67% (102)	12% (18)	153
Employ: Retired	5% (27)	5% (26)	5% (27)	79% (445)	7% (41)	565
Employ: Unemployed	4% (9)	10% (26)	7% (17)	68% (170)	12% (29)	252
Employ: Other	7% (8)	8% (10)	4% (5)	60% (71)	22% (26)	119
Military HH: Yes	10% (31)	7% (20)	7% (21)	69% (208)	8% (23)	303
Military HH: No	9% (159)	10% (190)	7% (127)	63% (1156)	12% (214)	1846
RD/WT: Right Direction	12% (82)	13% (94)	8% (54)	56% (393)	11% (77)	700
RD/WT: Wrong Track	7% (107)	8% (116)	7% (95)	67% (971)	11% (159)	1449
Biden Job Approve	10% (92)	11% (102)	8% (72)	61% (557)	9% (86)	909
Biden Job Disapprove	8% (96)	9% (103)	7% (76)	66% (751)	10% (111)	1138
Biden Job Strongly Approve	13% (56)	14% (60)	5% (20)	58% (240)	9% (38)	415
Biden Job Somewhat Approve	7% (36)	8% (42)	11% (52)	64% (317)	10% (48)	495
Biden Job Somewhat Disapprove	5% (17)	11% (36)	9% (31)	65% (221)	10% (35)	340
Biden Job Strongly Disapprove	10% (79)	8% (67)	6% (45)	66% (530)	10% (77)	798

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**Table MCFE32\_5: How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?**  
 Entering a 'boxes' or 'squares' pool

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (190)	10% (210)	7% (148)	63% (1364)	11% (237)	2149
Favorable of Biden	10% (92)	11% (97)	7% (62)	63% (578)	9% (83)	912
Unfavorable of Biden	8% (88)	9% (98)	7% (82)	66% (733)	10% (111)	1112
Very Favorable of Biden	13% (56)	13% (56)	3% (14)	60% (251)	10% (41)	417
Somewhat Favorable of Biden	7% (36)	8% (42)	10% (48)	66% (327)	9% (42)	495
Somewhat Unfavorable of Biden	6% (18)	10% (28)	9% (27)	65% (184)	10% (28)	285
Very Unfavorable of Biden	8% (70)	8% (70)	7% (55)	66% (549)	10% (83)	827
#1 Issue: Economy	10% (86)	10% (92)	6% (57)	62% (553)	11% (100)	889
#1 Issue: Security	6% (15)	8% (18)	5% (11)	72% (169)	9% (22)	234
#1 Issue: Health Care	11% (19)	9% (16)	11% (20)	58% (104)	11% (19)	178
#1 Issue: Medicare / Social Security	5% (15)	12% (36)	4% (13)	69% (203)	9% (28)	293
#1 Issue: Women's Issues	8% (16)	9% (17)	8% (15)	65% (129)	11% (22)	199
#1 Issue: Education	14% (12)	7% (6)	9% (8)	47% (41)	22% (19)	86
#1 Issue: Energy	11% (15)	17% (22)	16% (21)	48% (63)	8% (10)	130
#1 Issue: Other	8% (12)	2% (2)	2% (3)	75% (103)	13% (18)	138
2022 House Vote: Democrat	11% (89)	11% (87)	7% (59)	62% (490)	9% (69)	794
2022 House Vote: Republican	10% (63)	12% (73)	7% (44)	65% (412)	7% (42)	634
2022 House Vote: Didnt Vote	5% (35)	6% (44)	7% (45)	64% (435)	18% (124)	682
2020 Vote: Joe Biden	10% (88)	11% (94)	7% (59)	62% (533)	10% (88)	862
2020 Vote: Donald Trump	10% (65)	10% (64)	5% (36)	68% (440)	7% (46)	651
2020 Vote: Other	15% (10)	5% (3)	5% (3)	67% (45)	9% (6)	67
2020 Vote: Didn't Vote	5% (26)	9% (49)	9% (50)	61% (346)	17% (98)	569
2018 House Vote: Democrat	10% (72)	12% (88)	8% (58)	61% (434)	9% (64)	718
2018 House Vote: Republican	10% (61)	12% (69)	5% (31)	66% (381)	6% (37)	577
2018 House Vote: Didnt Vote	6% (53)	6% (52)	7% (59)	64% (519)	16% (133)	815
4-Region: Northeast	16% (62)	11% (43)	5% (20)	57% (219)	10% (36)	381
4-Region: Midwest	7% (29)	12% (52)	7% (29)	64% (282)	11% (48)	440
4-Region: South	6% (49)	8% (65)	8% (69)	66% (545)	11% (93)	821
4-Region: West	10% (50)	10% (50)	6% (30)	63% (318)	12% (60)	507
Sports Fan	12% (178)	12% (178)	8% (127)	58% (895)	10% (153)	1531

Continued on next page

**Table MCFE32\_5: How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?**  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (190)	10% (210)	7% (148)	63% (1364)	11% (237)	2149
Avid Sports Fan	20% (124)	14% (87)	11% (70)	46% (284)	8% (47)	613
Casual Sports Fan	6% (54)	10% (90)	6% (57)	67% (612)	11% (105)	918
Football Fan	12% (177)	12% (175)	8% (125)	59% (865)	9% (133)	1475
Avid Football Fan	19% (128)	15% (98)	9% (61)	49% (324)	7% (48)	658
NFL Fan	12% (176)	12% (175)	9% (124)	59% (856)	9% (130)	1462
Avid NFL Fan	19% (130)	15% (101)	9% (62)	50% (336)	7% (45)	674
Rihanna Fan	12% (122)	14% (144)	9% (93)	55% (569)	11% (116)	1043
Pro Football is Favorite	16% (101)	15% (93)	8% (50)	53% (327)	7% (45)	615
Like Pro Football but not Favorite	9% (81)	10% (91)	8% (77)	62% (578)	12% (110)	937
Watched SB LVI and Plan to Watch LVII	13% (149)	14% (153)	9% (104)	56% (631)	8% (90)	1128
Likely to Watch SB LVII	12% (173)	13% (179)	9% (127)	58% (823)	8% (120)	1422
Want Eagles to Win	11% (83)	13% (97)	9% (68)	58% (445)	9% (70)	764
Want Chiefs to Win	13% (87)	12% (84)	9% (58)	60% (407)	6% (40)	676
Typically Host SB Party and Likely Host this Year	25% (102)	27% (110)	10% (42)	33% (135)	6% (23)	411
Likely Host SB Party this Year	20% (141)	21% (148)	10% (70)	39% (270)	9% (60)	690
Sports Bettors	26% (151)	25% (147)	14% (84)	26% (150)	9% (56)	588
Sports Bettors Weekly+	33% (80)	32% (77)	10% (25)	19% (46)	5% (11)	239
Non/Infrequent Bettor	4% (77)	5% (95)	5% (96)	73% (1282)	12% (213)	1764
Sports Bettors Monthly+	29% (112)	30% (115)	13% (52)	21% (83)	6% (23)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	36% (54)	23% (35)	11% (16)	21% (31)	9% (13)	149
Plan to Bet on SB LVII	35% (155)	29% (127)	13% (57)	17% (75)	6% (27)	440

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



**Table MCFE32\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(132)	7%	(156)	6%	(127)	70%	(1507)	11%	(226)	2149
Gender: Male	10%	(108)	10%	(105)	7%	(76)	64%	(673)	9%	(94)	1056
Gender: Female	2%	(24)	5%	(51)	5%	(51)	76%	(832)	12%	(133)	1091
Age: 18-34	11%	(64)	13%	(75)	11%	(62)	51%	(295)	14%	(80)	576
Age: 35-44	11%	(40)	9%	(35)	5%	(20)	60%	(222)	15%	(54)	372
Age: 45-64	3%	(25)	7%	(46)	5%	(34)	77%	(546)	9%	(61)	712
Age: 65+	1%	(3)	—	(0)	2%	(10)	91%	(444)	6%	(30)	488
GenZers: 1997-2012	7%	(13)	15%	(30)	12%	(23)	49%	(98)	17%	(35)	200
Millennials: 1981-1996	12%	(83)	11%	(76)	9%	(59)	55%	(369)	13%	(86)	673
GenXers: 1965-1980	5%	(28)	7%	(40)	6%	(31)	72%	(397)	10%	(56)	553
Baby Boomers: 1946-1964	1%	(9)	1%	(9)	2%	(13)	89%	(584)	7%	(44)	660
PID: Dem (no lean)	9%	(73)	7%	(58)	7%	(60)	68%	(567)	10%	(81)	838
PID: Ind (no lean)	3%	(23)	7%	(48)	6%	(43)	68%	(459)	15%	(100)	673
PID: Rep (no lean)	6%	(37)	8%	(50)	4%	(24)	76%	(482)	7%	(45)	638
PID/Gender: Dem Men	14%	(59)	11%	(43)	8%	(34)	60%	(244)	6%	(26)	407
PID/Gender: Dem Women	3%	(14)	3%	(14)	6%	(26)	75%	(321)	13%	(55)	429
PID/Gender: Ind Men	5%	(18)	8%	(26)	9%	(31)	64%	(217)	14%	(46)	339
PID/Gender: Ind Women	1%	(5)	6%	(22)	4%	(12)	72%	(241)	16%	(54)	334
PID/Gender: Rep Men	10%	(31)	11%	(35)	3%	(11)	68%	(212)	7%	(21)	310
PID/Gender: Rep Women	2%	(6)	5%	(15)	4%	(13)	82%	(270)	7%	(24)	327
Ideo: Liberal (1-3)	10%	(62)	5%	(33)	7%	(45)	69%	(425)	9%	(54)	618
Ideo: Moderate (4)	4%	(25)	8%	(58)	6%	(43)	69%	(474)	12%	(85)	685
Ideo: Conservative (5-7)	6%	(41)	9%	(61)	5%	(35)	73%	(513)	7%	(50)	700
Educ: < College	5%	(67)	7%	(99)	6%	(86)	70%	(966)	12%	(169)	1386
Educ: Bachelors degree	6%	(29)	8%	(38)	7%	(35)	71%	(343)	8%	(40)	485
Educ: Post-grad	13%	(36)	7%	(20)	2%	(7)	71%	(199)	6%	(17)	279
Income: Under 50k	5%	(58)	6%	(76)	5%	(64)	71%	(835)	13%	(150)	1183
Income: 50k-100k	6%	(40)	8%	(53)	7%	(42)	70%	(440)	9%	(57)	632
Income: 100k+	10%	(34)	8%	(27)	6%	(21)	70%	(233)	6%	(19)	333
Ethnicity: White	5%	(89)	7%	(117)	6%	(95)	73%	(1216)	9%	(151)	1669
Ethnicity: Hispanic	5%	(17)	16%	(57)	9%	(34)	58%	(207)	12%	(42)	357

Continued on next page

**Table MCFE32\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Daily fantasy

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	7% (156)	6% (127)	70% (1507)	11% (226)	2149
Ethnicity: Black	13% (34)	9% (25)	8% (21)	57% (154)	14% (37)	270
Ethnicity: Other	4% (9)	6% (14)	5% (11)	65% (137)	19% (39)	210
All Christian	7% (63)	7% (62)	5% (46)	74% (690)	8% (74)	935
All Non-Christian	19% (28)	7% (11)	5% (8)	57% (86)	12% (18)	151
Atheist	2% (2)	8% (8)	10% (10)	76% (71)	3% (3)	94
Agnostic/Nothing in particular	3% (22)	9% (54)	7% (43)	68% (425)	13% (85)	629
Something Else	5% (18)	6% (21)	6% (21)	69% (235)	13% (46)	341
Religious Non-Protestant/Catholic	17% (28)	7% (12)	5% (8)	58% (95)	13% (21)	163
Evangelical	10% (55)	7% (37)	4% (22)	68% (370)	10% (56)	542
Non-Evangelical	3% (24)	6% (44)	6% (42)	76% (539)	8% (59)	708
Community: Urban	11% (72)	11% (76)	7% (47)	59% (396)	12% (79)	670
Community: Suburban	5% (44)	6% (59)	5% (48)	75% (717)	9% (88)	956
Community: Rural	3% (16)	4% (22)	6% (32)	75% (394)	11% (59)	523
Employ: Private Sector	10% (73)	10% (72)	6% (43)	64% (447)	9% (65)	700
Employ: Government	6% (6)	19% (18)	3% (3)	59% (57)	13% (13)	96
Employ: Self-Employed	12% (27)	12% (26)	6% (14)	54% (118)	15% (33)	219
Employ: Homemaker	2% (3)	4% (7)	7% (10)	74% (114)	13% (19)	153
Employ: Retired	2% (9)	1% (4)	3% (19)	88% (499)	6% (34)	565
Employ: Unemployed	3% (7)	8% (20)	8% (20)	68% (172)	13% (34)	252
Employ: Other	5% (6)	5% (5)	9% (11)	66% (78)	16% (19)	119
Military HH: Yes	6% (19)	7% (20)	3% (9)	76% (231)	8% (24)	303
Military HH: No	6% (113)	7% (136)	6% (118)	69% (1276)	11% (203)	1846
RD/WT: Right Direction	12% (86)	8% (55)	8% (55)	62% (433)	10% (72)	700
RD/WT: Wrong Track	3% (47)	7% (101)	5% (72)	74% (1074)	11% (155)	1449
Biden Job Approve	9% (85)	7% (61)	8% (70)	67% (606)	10% (86)	909
Biden Job Disapprove	4% (44)	8% (90)	5% (56)	74% (845)	9% (103)	1138
Biden Job Strongly Approve	15% (60)	7% (30)	8% (32)	61% (251)	10% (42)	415
Biden Job Somewhat Approve	5% (25)	6% (32)	8% (39)	72% (355)	9% (45)	495
Biden Job Somewhat Disapprove	3% (10)	8% (26)	8% (26)	73% (249)	9% (30)	340
Biden Job Strongly Disapprove	4% (34)	8% (64)	4% (30)	75% (596)	9% (73)	798

Continued on next page

**Table MCFE32\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
 Daily fantasy

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	7% (156)	6% (127)	70% (1507)	11% (226)	2149
Favorable of Biden	9% (84)	6% (57)	7% (66)	68% (616)	10% (90)	912
Unfavorable of Biden	4% (41)	8% (85)	5% (57)	75% (837)	8% (92)	1112
Very Favorable of Biden	14% (58)	6% (27)	7% (30)	63% (261)	10% (42)	417
Somewhat Favorable of Biden	5% (26)	6% (30)	7% (36)	72% (354)	10% (48)	495
Somewhat Unfavorable of Biden	5% (13)	8% (23)	6% (18)	75% (214)	6% (16)	285
Very Unfavorable of Biden	3% (28)	7% (61)	5% (39)	75% (623)	9% (75)	827
#1 Issue: Economy	7% (65)	9% (77)	7% (59)	68% (600)	10% (87)	889
#1 Issue: Security	4% (9)	3% (8)	5% (12)	77% (180)	11% (25)	234
#1 Issue: Health Care	7% (12)	7% (12)	6% (10)	68% (120)	13% (23)	178
#1 Issue: Medicare / Social Security	3% (8)	5% (15)	4% (13)	78% (230)	9% (27)	293
#1 Issue: Women's Issues	4% (8)	6% (12)	10% (20)	69% (139)	11% (21)	199
#1 Issue: Education	8% (7)	8% (7)	6% (6)	56% (49)	22% (19)	86
#1 Issue: Energy	10% (12)	16% (21)	5% (7)	59% (77)	10% (13)	130
#1 Issue: Other	8% (11)	3% (4)	— (1)	81% (112)	8% (11)	138
2022 House Vote: Democrat	9% (71)	6% (45)	8% (66)	69% (548)	8% (65)	794
2022 House Vote: Republican	6% (40)	8% (52)	3% (21)	75% (475)	7% (45)	634
2022 House Vote: Didnt Vote	3% (22)	8% (55)	6% (38)	66% (453)	17% (115)	682
2020 Vote: Joe Biden	9% (79)	5% (45)	7% (65)	68% (590)	10% (83)	862
2020 Vote: Donald Trump	5% (34)	8% (50)	4% (23)	77% (502)	6% (42)	651
2020 Vote: Other	2% (1)	9% (6)	1% (1)	73% (49)	16% (11)	67
2020 Vote: Didn't Vote	3% (18)	10% (56)	7% (39)	64% (366)	16% (91)	569
2018 House Vote: Democrat	9% (66)	6% (46)	7% (53)	67% (482)	10% (71)	718
2018 House Vote: Republican	5% (31)	7% (41)	3% (17)	78% (452)	6% (37)	577
2018 House Vote: Didnt Vote	4% (36)	8% (65)	7% (56)	67% (544)	14% (115)	815
4-Region: Northeast	8% (30)	8% (29)	6% (25)	68% (257)	10% (40)	381
4-Region: Midwest	6% (25)	6% (27)	6% (24)	73% (323)	9% (41)	440
4-Region: South	4% (34)	8% (65)	6% (49)	72% (588)	10% (85)	821
4-Region: West	9% (43)	7% (35)	6% (29)	67% (339)	12% (61)	507
Sports Fan	8% (123)	9% (136)	7% (102)	67% (1027)	9% (143)	1531

Continued on next page

**Table MCFE32\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LVII?  
Daily fantasy

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (132)	7% (156)	6% (127)	70% (1507)	11% (226)	2149
Avid Sports Fan	15% (92)	12% (72)	7% (42)	59% (360)	8% (46)	613
Casual Sports Fan	3% (31)	7% (64)	6% (60)	73% (667)	11% (97)	918
Football Fan	8% (121)	9% (132)	7% (99)	67% (995)	9% (128)	1475
Avid Football Fan	15% (99)	11% (70)	6% (42)	60% (397)	8% (50)	658
NFL Fan	8% (118)	9% (134)	7% (98)	67% (984)	9% (129)	1462
Avid NFL Fan	15% (99)	11% (72)	7% (47)	61% (409)	7% (47)	674
Rihanna Fan	11% (112)	9% (92)	8% (85)	61% (635)	11% (119)	1043
Pro Football is Favorite	14% (88)	11% (68)	7% (45)	60% (369)	7% (44)	615
Like Pro Football but not Favorite	4% (37)	7% (70)	6% (61)	71% (666)	11% (104)	937
Watched SB LVI and Plan to Watch LVII	9% (106)	8% (93)	8% (85)	67% (751)	8% (94)	1128
Likely to Watch SB LVII	9% (124)	9% (128)	7% (98)	67% (950)	9% (123)	1422
Want Eagles to Win	8% (63)	9% (72)	7% (55)	67% (514)	8% (60)	764
Want Chiefs to Win	9% (62)	10% (68)	8% (54)	67% (453)	6% (40)	676
Typically Host SB Party and Likely Host this Year	20% (84)	18% (73)	8% (34)	47% (191)	7% (29)	411
Likely Host SB Party this Year	15% (106)	16% (108)	9% (64)	50% (345)	10% (66)	690
Sports Bettors	21% (121)	23% (134)	11% (67)	36% (214)	9% (53)	588
Sports Bettors Weekly+	33% (80)	28% (66)	9% (21)	22% (52)	9% (21)	239
Non/Infrequent Bettor	2% (30)	2% (42)	5% (90)	80% (1405)	11% (197)	1764
Sports Bettors Monthly+	27% (103)	30% (114)	10% (37)	27% (102)	8% (30)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	15% (22)	11% (17)	14% (21)	54% (80)	7% (10)	149
Plan to Bet on SB LVII	26% (113)	24% (107)	11% (50)	33% (144)	6% (26)	440

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

**Table MCFE33:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes	No	Don't know	Total N
Adults	42% (925)	19% (409)	39% (871)	2205
Gender: Male	49% (531)	21% (230)	29% (312)	1072
Gender: Female	35% (394)	16% (180)	49% (558)	1132
Age: 18-34	47% (294)	21% (132)	33% (206)	632
Age: 35-44	41% (151)	21% (80)	38% (141)	372
Age: 45-64	38% (269)	20% (140)	43% (304)	712
Age: 65+	43% (210)	12% (58)	45% (219)	488
GenZers: 1997-2012	41% (105)	22% (56)	37% (95)	256
Millennials: 1981-1996	47% (314)	22% (146)	32% (213)	673
GenXers: 1965-1980	38% (212)	19% (105)	43% (235)	553
Baby Boomers: 1946-1964	41% (269)	14% (92)	45% (299)	660
PID: Dem (no lean)	45% (388)	18% (150)	37% (318)	856
PID: Ind (no lean)	36% (251)	19% (136)	45% (314)	700
PID: Rep (no lean)	44% (286)	19% (123)	37% (239)	649
PID/Gender: Dem Men	56% (230)	19% (79)	25% (105)	413
PID/Gender: Dem Women	36% (158)	16% (72)	48% (212)	442
PID/Gender: Ind Men	40% (138)	23% (80)	37% (128)	345
PID/Gender: Ind Women	32% (113)	16% (56)	53% (186)	355
PID/Gender: Rep Men	52% (163)	23% (71)	25% (80)	313
PID/Gender: Rep Women	37% (124)	16% (52)	47% (159)	335
Ideo: Liberal (1-3)	46% (291)	16% (101)	38% (236)	628
Ideo: Moderate (4)	42% (299)	18% (131)	39% (278)	708
Ideo: Conservative (5-7)	42% (295)	21% (146)	37% (264)	706
Educ: < College	38% (542)	19% (273)	43% (626)	1441
Educ: Bachelors degree	47% (227)	21% (101)	32% (157)	485
Educ: Post-grad	56% (156)	13% (36)	31% (87)	279
Income: Under 50k	35% (428)	19% (238)	46% (563)	1228
Income: 50k-100k	49% (311)	19% (121)	33% (208)	640
Income: 100k+	55% (187)	15% (50)	30% (100)	337
Ethnicity: White	43% (726)	17% (291)	40% (684)	1702
Ethnicity: Hispanic	36% (137)	27% (102)	37% (140)	380
Ethnicity: Black	45% (129)	19% (54)	36% (101)	283
Ethnicity: Other	32% (70)	29% (64)	39% (85)	220

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**Table MCFE33:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes	No	Don't know	Total N
Adults	42% (925)	19% (409)	39% (871)	2205
All Christian	45% (422)	18% (166)	37% (352)	941
All Non-Christian	51% (79)	18% (29)	31% (48)	156
Atheist	40% (38)	18% (17)	42% (40)	95
Agnostic/Nothing in particular	40% (266)	17% (114)	42% (278)	658
Something Else	34% (120)	24% (83)	43% (152)	355
Religious Non-Protestant/Catholic	49% (83)	18% (30)	33% (55)	168
Evangelical	43% (233)	20% (112)	37% (203)	549
Non-Evangelical	42% (300)	19% (134)	40% (287)	721
Community: Urban	45% (311)	23% (156)	32% (221)	688
Community: Suburban	42% (418)	16% (162)	41% (404)	984
Community: Rural	37% (196)	17% (92)	46% (245)	533
Employ: Private Sector	50% (357)	20% (139)	30% (211)	708
Employ: Government	44% (45)	29% (30)	27% (27)	102
Employ: Self-Employed	46% (103)	21% (47)	33% (73)	222
Employ: Homemaker	28% (43)	20% (31)	51% (79)	153
Employ: Student	36% (24)	20% (14)	44% (30)	69
Employ: Retired	38% (217)	15% (83)	47% (265)	565
Employ: Unemployed	35% (92)	19% (48)	46% (122)	262
Employ: Other	35% (44)	14% (17)	51% (64)	124
Military HH: Yes	47% (144)	16% (48)	37% (114)	306
Military HH: No	41% (781)	19% (361)	40% (757)	1899
RD/WT: Right Direction	45% (326)	17% (126)	37% (269)	721
RD/WT: Wrong Track	40% (599)	19% (283)	41% (602)	1484
Biden Job Approve	46% (427)	18% (163)	37% (340)	930
Biden Job Disapprove	40% (467)	20% (226)	40% (462)	1155
Biden Job Strongly Approve	50% (209)	17% (72)	33% (137)	418
Biden Job Somewhat Approve	43% (218)	18% (90)	40% (203)	512
Biden Job Somewhat Disapprove	31% (109)	28% (97)	41% (141)	347
Biden Job Strongly Disapprove	44% (358)	16% (130)	40% (321)	808
Favorable of Biden	46% (435)	16% (147)	38% (354)	936
Unfavorable of Biden	40% (445)	21% (232)	40% (448)	1125

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**Table MCFE33:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes	No	Don't know	Total N
Adults	42% (925)	19% (409)	39% (871)	2205
Very Favorable of Biden	48% (205)	15% (65)	36% (155)	424
Somewhat Favorable of Biden	45% (230)	16% (83)	39% (199)	512
Somewhat Unfavorable of Biden	34% (98)	28% (81)	38% (111)	290
Very Unfavorable of Biden	42% (347)	18% (151)	40% (337)	835
#1 Issue: Economy	44% (406)	19% (178)	36% (333)	917
#1 Issue: Security	45% (106)	15% (34)	41% (96)	237
#1 Issue: Health Care	38% (69)	20% (36)	43% (78)	183
#1 Issue: Medicare / Social Security	38% (113)	18% (53)	44% (128)	293
#1 Issue: Women's Issues	41% (88)	16% (34)	43% (94)	217
#1 Issue: Education	37% (33)	31% (27)	32% (28)	88
#1 Issue: Energy	45% (59)	22% (29)	33% (43)	132
#1 Issue: Other	36% (50)	13% (19)	50% (70)	139
2022 House Vote: Democrat	48% (387)	18% (145)	33% (266)	799
2022 House Vote: Republican	45% (285)	18% (117)	37% (236)	638
2022 House Vote: Didnt Vote	33% (241)	19% (139)	48% (346)	727
2020 Vote: Joe Biden	48% (414)	17% (146)	35% (304)	864
2020 Vote: Donald Trump	44% (288)	18% (117)	38% (251)	655
2020 Vote: Other	26% (18)	26% (18)	47% (32)	68
2020 Vote: Didn't Vote	33% (206)	21% (129)	46% (283)	618
2018 House Vote: Democrat	47% (337)	19% (136)	34% (245)	718
2018 House Vote: Republican	44% (252)	19% (110)	37% (215)	577
2018 House Vote: Didnt Vote	37% (324)	18% (158)	45% (388)	870
4-Region: Northeast	60% (230)	8% (32)	32% (124)	386
4-Region: Midwest	52% (239)	13% (57)	35% (160)	456
4-Region: South	28% (237)	23% (194)	49% (410)	841
4-Region: West	42% (219)	24% (126)	34% (177)	522
Sports Fan	50% (788)	19% (299)	31% (487)	1573
Avid Sports Fan	60% (374)	21% (132)	19% (119)	625
Casual Sports Fan	44% (414)	18% (167)	39% (367)	948
Football Fan	50% (749)	19% (290)	31% (465)	1504
Avid Football Fan	59% (393)	22% (149)	19% (128)	670
NFL Fan	50% (742)	19% (289)	31% (458)	1488

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**Table MCFE33:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes	No	Don't know	Total N
Adults	42% (925)	19% (409)	39% (871)	2205
Avid NFL Fan	59% (404)	22% (149)	19% (129)	682
Rihanna Fan	47% (512)	19% (211)	33% (363)	1086
Pro Football is Favorite	54% (342)	21% (132)	25% (156)	630
Like Pro Football but not Favorite	46% (440)	18% (173)	36% (346)	958
Watched SB LVI and Plan to Watch LVII	54% (615)	19% (218)	27% (308)	1141
Likely to Watch SB LVII	50% (727)	20% (284)	30% (441)	1452
Want Eagles to Win	51% (395)	19% (147)	30% (228)	770
Want Chiefs to Win	50% (348)	21% (144)	29% (200)	692
Typically Host SB Party and Likely Host this Year	58% (241)	23% (96)	19% (79)	416
Likely Host SB Party this Year	53% (374)	22% (157)	25% (176)	707
Sports Bettors	60% (386)	22% (139)	18% (118)	644
Sports Bettors Weekly+	67% (159)	21% (50)	12% (30)	239
Non/Infrequent Bettor	37% (649)	18% (316)	45% (799)	1764
Sports Bettors Monthly+	67% (257)	22% (85)	11% (43)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	57% (84)	21% (31)	23% (34)	149
Plan to Bet on SB LVII	67% (295)	20% (89)	13% (55)	440

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



**Table MCFE34\_1: Now on another topic How familiar are you with the following kinds of investments?**  
 Stocks

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	21% (464)	37% (825)	22% (483)	20% (433)	2205
Gender: Male	32% (338)	36% (391)	18% (190)	14% (153)	1072
Gender: Female	11% (125)	38% (434)	26% (293)	25% (280)	1132
Age: 18-34	24% (150)	40% (251)	19% (121)	18% (111)	632
Age: 35-44	22% (83)	33% (123)	25% (91)	20% (76)	372
Age: 45-64	19% (133)	37% (266)	21% (151)	23% (163)	712
Age: 65+	20% (99)	38% (186)	25% (120)	17% (83)	488
GenZers: 1997-2012	24% (60)	40% (101)	17% (45)	19% (50)	256
Millennials: 1981-1996	24% (161)	38% (254)	21% (143)	17% (115)	673
GenXers: 1965-1980	16% (90)	37% (202)	24% (131)	23% (129)	553
Baby Boomers: 1946-1964	21% (139)	37% (244)	22% (145)	20% (131)	660
PID: Dem (no lean)	21% (183)	39% (335)	22% (189)	17% (148)	856
PID: Ind (no lean)	17% (119)	37% (257)	22% (156)	24% (169)	700
PID: Rep (no lean)	25% (162)	36% (233)	21% (137)	18% (116)	649
PID/Gender: Dem Men	32% (132)	36% (150)	19% (79)	13% (53)	413
PID/Gender: Dem Women	12% (51)	42% (185)	25% (110)	22% (95)	442
PID/Gender: Ind Men	25% (87)	39% (133)	18% (62)	18% (63)	345
PID/Gender: Ind Women	9% (32)	35% (123)	27% (94)	30% (106)	355
PID/Gender: Rep Men	38% (120)	34% (107)	16% (49)	12% (37)	313
PID/Gender: Rep Women	13% (42)	38% (126)	26% (88)	24% (79)	335
Ideo: Liberal (1-3)	24% (152)	40% (251)	22% (137)	14% (88)	628
Ideo: Moderate (4)	19% (132)	38% (270)	21% (152)	22% (155)	708
Ideo: Conservative (5-7)	25% (173)	37% (263)	22% (154)	16% (116)	706
Educ: < College	16% (235)	35% (503)	24% (346)	25% (357)	1441
Educ: Bachelors degree	25% (124)	44% (212)	20% (99)	10% (51)	485
Educ: Post-grad	38% (106)	39% (110)	14% (38)	9% (25)	279
Income: Under 50k	13% (161)	34% (422)	25% (310)	27% (335)	1228
Income: 50k-100k	26% (165)	42% (270)	20% (129)	12% (76)	640
Income: 100k+	41% (138)	40% (133)	13% (43)	7% (23)	337
Ethnicity: White	20% (338)	37% (635)	23% (393)	20% (336)	1702
Ethnicity: Hispanic	19% (71)	43% (162)	21% (81)	17% (66)	380

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**Table MCFE34\_1: Now on another topic How familiar are you with the following kinds of investments?**

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	21%	(464)	37%	(825)	22%	(483)	20%	(433)	2205
Ethnicity: Black	25%	(70)	40%	(113)	15%	(42)	20%	(57)	283
Ethnicity: Other	25%	(55)	35%	(77)	22%	(48)	18%	(40)	220
All Christian	23%	(216)	39%	(372)	22%	(206)	16%	(148)	941
All Non-Christian	35%	(55)	34%	(54)	15%	(24)	15%	(23)	156
Atheist	28%	(26)	33%	(32)	20%	(19)	19%	(18)	95
Agnostic/Nothing in particular	16%	(107)	36%	(237)	24%	(156)	24%	(159)	658
Something Else	17%	(61)	37%	(132)	22%	(79)	24%	(84)	355
Religious Non-Protestant/Catholic	33%	(56)	35%	(58)	16%	(27)	16%	(27)	168
Evangelical	20%	(110)	35%	(193)	23%	(127)	22%	(119)	549
Non-Evangelical	22%	(161)	42%	(300)	21%	(151)	15%	(108)	721
Community: Urban	23%	(156)	38%	(260)	23%	(155)	17%	(117)	688
Community: Suburban	23%	(226)	38%	(369)	21%	(206)	19%	(183)	984
Community: Rural	15%	(82)	37%	(196)	23%	(122)	25%	(133)	533
Employ: Private Sector	30%	(210)	39%	(274)	20%	(141)	12%	(82)	708
Employ: Government	22%	(22)	43%	(43)	20%	(20)	16%	(16)	102
Employ: Self-Employed	21%	(48)	48%	(106)	19%	(42)	12%	(27)	222
Employ: Homemaker	10%	(15)	30%	(46)	28%	(43)	32%	(50)	153
Employ: Student	20%	(14)	30%	(21)	20%	(14)	30%	(21)	69
Employ: Retired	20%	(111)	36%	(201)	23%	(130)	22%	(124)	565
Employ: Unemployed	11%	(29)	32%	(84)	23%	(61)	33%	(86)	262
Employ: Other	12%	(15)	40%	(49)	26%	(32)	23%	(28)	124
Military HH: Yes	22%	(67)	45%	(137)	17%	(51)	17%	(51)	306
Military HH: No	21%	(396)	36%	(688)	23%	(432)	20%	(382)	1899
RD/WT: Right Direction	25%	(177)	38%	(273)	22%	(160)	15%	(110)	721
RD/WT: Wrong Track	19%	(287)	37%	(552)	22%	(323)	22%	(323)	1484
Biden Job Approve	24%	(220)	38%	(352)	23%	(211)	16%	(147)	930
Biden Job Disapprove	20%	(234)	39%	(447)	21%	(241)	20%	(234)	1155

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**Table MCFE34\_1:** Now on another topic How familiar are you with the following kinds of investments?  
 Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	21%	(464)	37%	(825)	22%	(483)	20%	(433)	2205
Biden Job Strongly Approve	30%	(124)	38%	(160)	17%	(70)	15%	(65)	418
Biden Job Somewhat Approve	19%	(96)	37%	(191)	28%	(141)	16%	(83)	512
Biden Job Somewhat Disapprove	14%	(50)	47%	(162)	19%	(66)	20%	(70)	347
Biden Job Strongly Disapprove	23%	(183)	35%	(285)	22%	(175)	20%	(164)	808
Favorable of Biden	24%	(222)	39%	(363)	21%	(198)	16%	(154)	936
Unfavorable of Biden	20%	(227)	38%	(428)	22%	(251)	20%	(220)	1125
Very Favorable of Biden	30%	(127)	37%	(158)	18%	(75)	15%	(65)	424
Somewhat Favorable of Biden	18%	(94)	40%	(205)	24%	(123)	17%	(89)	512
Somewhat Unfavorable of Biden	16%	(47)	46%	(134)	21%	(61)	16%	(48)	290
Very Unfavorable of Biden	22%	(180)	35%	(293)	23%	(189)	21%	(172)	835
#1 Issue: Economy	23%	(207)	40%	(364)	21%	(188)	17%	(158)	917
#1 Issue: Security	25%	(58)	34%	(80)	24%	(57)	17%	(41)	237
#1 Issue: Health Care	26%	(48)	32%	(58)	20%	(37)	22%	(39)	183
#1 Issue: Medicare / Social Security	15%	(45)	35%	(103)	23%	(69)	26%	(76)	293
#1 Issue: Women's Issues	15%	(32)	38%	(82)	23%	(51)	24%	(52)	217
#1 Issue: Education	24%	(21)	34%	(29)	26%	(22)	17%	(15)	88
#1 Issue: Energy	24%	(31)	38%	(50)	22%	(29)	16%	(21)	132
#1 Issue: Other	16%	(22)	42%	(58)	21%	(29)	21%	(30)	139
2022 House Vote: Democrat	25%	(203)	41%	(331)	20%	(159)	13%	(105)	799
2022 House Vote: Republican	27%	(169)	36%	(232)	21%	(133)	16%	(103)	638
2022 House Vote: Didnt Vote	12%	(85)	33%	(243)	25%	(182)	30%	(217)	727
2020 Vote: Joe Biden	25%	(220)	39%	(335)	21%	(180)	15%	(130)	864
2020 Vote: Donald Trump	25%	(164)	38%	(250)	21%	(135)	16%	(106)	655
2020 Vote: Other	28%	(19)	38%	(26)	14%	(10)	20%	(14)	68
2020 Vote: Didn't Vote	10%	(61)	35%	(215)	26%	(158)	30%	(184)	618
2018 House Vote: Democrat	25%	(179)	42%	(302)	20%	(143)	13%	(94)	718
2018 House Vote: Republican	26%	(152)	37%	(213)	21%	(124)	15%	(89)	577
2018 House Vote: Didnt Vote	15%	(131)	33%	(291)	24%	(205)	28%	(243)	870

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**Table MCFE34\_1: Now on another topic How familiar are you with the following kinds of investments?**

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	21%	(464)	37%	(825)	22%	(483)	20%	(433)	2205
4-Region: Northeast	23%	(90)	35%	(137)	21%	(80)	21%	(80)	386
4-Region: Midwest	18%	(83)	41%	(186)	21%	(96)	20%	(91)	456
4-Region: South	19%	(160)	37%	(313)	23%	(190)	21%	(178)	841
4-Region: West	25%	(132)	36%	(189)	22%	(117)	16%	(84)	522
Sports Fan	26%	(407)	40%	(627)	20%	(315)	14%	(224)	1573
Avid Sports Fan	33%	(209)	37%	(229)	18%	(114)	12%	(72)	625
Casual Sports Fan	21%	(198)	42%	(398)	21%	(201)	16%	(151)	948
Football Fan	26%	(386)	40%	(607)	20%	(295)	14%	(217)	1504
Avid Football Fan	33%	(218)	38%	(254)	16%	(106)	14%	(92)	670
NFL Fan	25%	(375)	39%	(587)	20%	(303)	15%	(223)	1488
Avid NFL Fan	32%	(219)	37%	(253)	17%	(117)	14%	(93)	682
Rihanna Fan	22%	(238)	40%	(430)	22%	(237)	17%	(181)	1086
Pro Football is Favorite	30%	(188)	36%	(230)	17%	(107)	17%	(105)	630
Like Pro Football but not Favorite	22%	(210)	42%	(403)	22%	(213)	14%	(132)	958
Watched SB LVI and Plan to Watch LVII	28%	(314)	38%	(430)	20%	(233)	14%	(164)	1141
Likely to Watch SB LVII	25%	(369)	40%	(585)	21%	(298)	14%	(201)	1452
Want Eagles to Win	27%	(208)	37%	(283)	22%	(171)	14%	(107)	770
Want Chiefs to Win	23%	(156)	43%	(300)	19%	(134)	15%	(103)	692
Typically Host SB Party and Likely Host this Year	34%	(143)	39%	(164)	18%	(76)	8%	(34)	416
Likely Host SB Party this Year	29%	(205)	40%	(280)	21%	(148)	10%	(73)	707
Sports Bettors	34%	(219)	40%	(259)	18%	(114)	8%	(53)	644
Sports Bettors Weekly+	38%	(91)	39%	(93)	17%	(40)	7%	(16)	239
Non/Infrequent Bettor	17%	(306)	37%	(653)	23%	(409)	22%	(396)	1764
Sports Bettors Monthly+	39%	(150)	40%	(153)	16%	(61)	6%	(22)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	26%	(38)	45%	(68)	19%	(28)	11%	(16)	149
Plan to Bet on SB LVII	37%	(162)	39%	(171)	17%	(77)	7%	(30)	440

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

**Table MCFE34\_2:** Now on another topic How familiar are you with the following kinds of investments?  
 Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(325)	32%	(697)	25%	(549)	29%	(634)	2205
Gender: Male	21%	(227)	36%	(382)	22%	(236)	21%	(228)	1072
Gender: Female	9%	(97)	28%	(315)	28%	(313)	36%	(406)	1132
Age: 18-34	13%	(81)	32%	(203)	23%	(143)	32%	(205)	632
Age: 35-44	16%	(60)	29%	(106)	27%	(100)	28%	(105)	372
Age: 45-64	15%	(105)	31%	(221)	24%	(173)	30%	(214)	712
Age: 65+	16%	(79)	34%	(167)	27%	(132)	23%	(110)	488
GenZers: 1997-2012	10%	(26)	30%	(77)	25%	(63)	35%	(90)	256
Millennials: 1981-1996	16%	(106)	32%	(214)	24%	(160)	29%	(193)	673
GenXers: 1965-1980	13%	(69)	31%	(169)	27%	(149)	30%	(165)	553
Baby Boomers: 1946-1964	17%	(112)	33%	(217)	24%	(156)	26%	(175)	660
PID: Dem (no lean)	16%	(134)	33%	(279)	25%	(218)	26%	(225)	856
PID: Ind (no lean)	11%	(74)	30%	(209)	25%	(176)	34%	(241)	700
PID: Rep (no lean)	18%	(117)	32%	(208)	24%	(155)	26%	(168)	649
PID/Gender: Dem Men	22%	(92)	34%	(142)	23%	(95)	20%	(84)	413
PID/Gender: Dem Women	9%	(40)	31%	(137)	28%	(123)	32%	(141)	442
PID/Gender: Ind Men	15%	(50)	36%	(125)	25%	(85)	25%	(85)	345
PID/Gender: Ind Women	7%	(24)	24%	(85)	26%	(91)	44%	(155)	355
PID/Gender: Rep Men	27%	(85)	37%	(115)	18%	(55)	19%	(59)	313
PID/Gender: Rep Women	10%	(33)	28%	(93)	30%	(100)	33%	(109)	335
Ideo: Liberal (1-3)	18%	(110)	35%	(223)	24%	(149)	23%	(146)	628
Ideo: Moderate (4)	12%	(83)	34%	(239)	24%	(170)	31%	(216)	708
Ideo: Conservative (5-7)	18%	(128)	30%	(209)	28%	(196)	24%	(172)	706
Educ: < College	11%	(154)	27%	(388)	26%	(377)	36%	(521)	1441
Educ: Bachelors degree	18%	(90)	39%	(190)	26%	(127)	16%	(79)	485
Educ: Post-grad	29%	(82)	42%	(118)	16%	(45)	12%	(34)	279
Income: Under 50k	9%	(112)	25%	(313)	27%	(330)	39%	(473)	1228
Income: 50k-100k	16%	(103)	39%	(250)	25%	(163)	19%	(124)	640
Income: 100k+	33%	(110)	40%	(134)	17%	(56)	11%	(37)	337
Ethnicity: White	15%	(247)	31%	(533)	25%	(426)	29%	(495)	1702
Ethnicity: Hispanic	13%	(51)	35%	(134)	22%	(84)	30%	(112)	380

Continued on next page

**Table MCFE34\_2:** Now on another topic How familiar are you with the following kinds of investments?

*Mutual funds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(325)	32%	(697)	25%	(549)	29%	(634)	2205
Ethnicity: Black	17%	(47)	31%	(89)	22%	(62)	30%	(86)	283
Ethnicity: Other	14%	(31)	34%	(75)	28%	(61)	24%	(53)	220
All Christian	16%	(155)	35%	(326)	26%	(240)	23%	(220)	941
All Non-Christian	24%	(38)	31%	(48)	18%	(28)	27%	(41)	156
Atheist	17%	(16)	29%	(28)	27%	(25)	28%	(26)	95
Agnostic/Nothing in particular	11%	(70)	29%	(188)	26%	(173)	35%	(228)	658
Something Else	13%	(47)	30%	(107)	23%	(82)	33%	(119)	355
Religious Non-Protestant/Catholic	23%	(39)	29%	(49)	20%	(33)	28%	(48)	168
Evangelical	17%	(93)	32%	(173)	23%	(126)	29%	(157)	549
Non-Evangelical	14%	(104)	35%	(253)	26%	(189)	24%	(175)	721
Community: Urban	16%	(110)	33%	(226)	24%	(167)	27%	(186)	688
Community: Suburban	16%	(162)	31%	(307)	25%	(247)	27%	(268)	984
Community: Rural	10%	(53)	31%	(164)	25%	(135)	34%	(181)	533
Employ: Private Sector	20%	(140)	38%	(272)	22%	(159)	19%	(137)	708
Employ: Government	18%	(18)	29%	(29)	20%	(20)	34%	(34)	102
Employ: Self-Employed	13%	(30)	35%	(77)	30%	(67)	22%	(49)	222
Employ: Homemaker	6%	(9)	24%	(37)	26%	(40)	43%	(66)	153
Employ: Student	3%	(2)	24%	(17)	31%	(21)	42%	(29)	69
Employ: Retired	17%	(93)	31%	(174)	25%	(143)	27%	(155)	565
Employ: Unemployed	8%	(22)	20%	(52)	26%	(68)	46%	(120)	262
Employ: Other	9%	(11)	31%	(39)	25%	(31)	35%	(43)	124
Military HH: Yes	18%	(55)	36%	(109)	24%	(72)	23%	(69)	306
Military HH: No	14%	(270)	31%	(587)	25%	(476)	30%	(565)	1899
RD/WT: Right Direction	18%	(131)	36%	(260)	22%	(159)	24%	(171)	721
RD/WT: Wrong Track	13%	(195)	29%	(436)	26%	(390)	31%	(464)	1484
Biden Job Approve	17%	(162)	35%	(326)	23%	(218)	24%	(224)	930
Biden Job Disapprove	13%	(153)	31%	(358)	27%	(306)	29%	(337)	1155

Continued on next page

**Table MCFE34\_2:** Now on another topic How familiar are you with the following kinds of investments?  
 Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(325)	32%	(697)	25%	(549)	29%	(634)	2205
Biden Job Strongly Approve	23%	(95)	36%	(151)	20%	(82)	22%	(90)	418
Biden Job Somewhat Approve	13%	(67)	34%	(175)	27%	(136)	26%	(134)	512
Biden Job Somewhat Disapprove	9%	(32)	29%	(102)	31%	(109)	30%	(105)	347
Biden Job Strongly Disapprove	15%	(122)	32%	(257)	24%	(198)	29%	(232)	808
Favorable of Biden	18%	(165)	35%	(324)	24%	(223)	24%	(224)	936
Unfavorable of Biden	13%	(148)	31%	(352)	26%	(288)	30%	(337)	1125
Very Favorable of Biden	24%	(100)	35%	(150)	19%	(83)	22%	(92)	424
Somewhat Favorable of Biden	13%	(65)	34%	(174)	27%	(140)	26%	(132)	512
Somewhat Unfavorable of Biden	10%	(29)	32%	(94)	27%	(79)	30%	(88)	290
Very Unfavorable of Biden	14%	(118)	31%	(258)	25%	(209)	30%	(249)	835
#1 Issue: Economy	15%	(134)	32%	(295)	25%	(231)	28%	(256)	917
#1 Issue: Security	19%	(44)	34%	(81)	22%	(53)	25%	(60)	237
#1 Issue: Health Care	15%	(27)	31%	(57)	23%	(43)	31%	(56)	183
#1 Issue: Medicare / Social Security	11%	(32)	29%	(86)	29%	(86)	30%	(89)	293
#1 Issue: Women's Issues	13%	(29)	25%	(55)	24%	(52)	38%	(82)	217
#1 Issue: Education	22%	(20)	33%	(29)	20%	(17)	25%	(22)	88
#1 Issue: Energy	17%	(22)	36%	(48)	27%	(35)	20%	(27)	132
#1 Issue: Other	13%	(18)	33%	(46)	23%	(32)	32%	(44)	139
2022 House Vote: Democrat	19%	(150)	38%	(301)	23%	(181)	21%	(167)	799
2022 House Vote: Republican	20%	(127)	33%	(210)	25%	(157)	23%	(144)	638
2022 House Vote: Didnt Vote	5%	(37)	24%	(175)	27%	(199)	43%	(315)	727
2020 Vote: Joe Biden	19%	(162)	35%	(303)	24%	(203)	23%	(196)	864
2020 Vote: Donald Trump	18%	(116)	34%	(225)	24%	(157)	24%	(158)	655
2020 Vote: Other	22%	(15)	30%	(20)	22%	(15)	27%	(18)	68
2020 Vote: Didn't Vote	5%	(33)	24%	(149)	28%	(174)	42%	(262)	618
2018 House Vote: Democrat	19%	(137)	38%	(273)	23%	(162)	20%	(146)	718
2018 House Vote: Republican	20%	(117)	33%	(192)	24%	(139)	22%	(129)	577
2018 House Vote: Didnt Vote	8%	(67)	25%	(218)	27%	(234)	40%	(352)	870

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**Table MCFE34\_2:** Now on another topic How familiar are you with the following kinds of investments?

*Mutual funds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(325)	32%	(697)	25%	(549)	29%	(634)	2205
4-Region: Northeast	17%	(66)	30%	(117)	25%	(96)	28%	(107)	386
4-Region: Midwest	14%	(63)	33%	(152)	26%	(117)	27%	(124)	456
4-Region: South	13%	(112)	30%	(253)	26%	(217)	31%	(258)	841
4-Region: West	16%	(85)	33%	(174)	23%	(118)	28%	(145)	522
Sports Fan	18%	(284)	35%	(543)	25%	(392)	23%	(354)	1573
Avid Sports Fan	24%	(151)	36%	(227)	20%	(123)	20%	(124)	625
Casual Sports Fan	14%	(133)	33%	(316)	28%	(269)	24%	(230)	948
Football Fan	18%	(273)	34%	(512)	25%	(378)	23%	(341)	1504
Avid Football Fan	25%	(169)	34%	(231)	21%	(141)	19%	(130)	670
NFL Fan	18%	(262)	34%	(508)	25%	(374)	23%	(344)	1488
Avid NFL Fan	25%	(170)	34%	(235)	21%	(143)	20%	(133)	682
Rihanna Fan	15%	(162)	33%	(363)	25%	(272)	27%	(289)	1086
Pro Football is Favorite	22%	(138)	32%	(201)	24%	(153)	22%	(139)	630
Like Pro Football but not Favorite	15%	(144)	36%	(347)	24%	(232)	25%	(235)	958
Watched SB LVI and Plan to Watch LVII	21%	(235)	34%	(387)	24%	(272)	22%	(247)	1141
Likely to Watch SB LVII	18%	(269)	35%	(505)	24%	(354)	22%	(325)	1452
Want Eagles to Win	20%	(156)	31%	(236)	26%	(200)	23%	(178)	770
Want Chiefs to Win	15%	(104)	37%	(259)	26%	(180)	22%	(150)	692
Typically Host SB Party and Likely Host this Year	27%	(112)	36%	(148)	23%	(95)	15%	(61)	416
Likely Host SB Party this Year	20%	(143)	38%	(268)	24%	(167)	18%	(127)	707
Sports Bettors	24%	(154)	38%	(242)	24%	(152)	15%	(97)	644
Sports Bettors Weekly+	33%	(79)	35%	(84)	21%	(49)	11%	(27)	239
Non/Infrequent Bettor	12%	(211)	31%	(540)	25%	(447)	32%	(566)	1764
Sports Bettors Monthly+	29%	(111)	39%	(150)	22%	(85)	10%	(39)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	16%	(25)	47%	(70)	20%	(30)	16%	(24)	149
Plan to Bet on SB LVII	29%	(128)	40%	(175)	19%	(85)	12%	(52)	440

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



**Table MCFE34\_3: Now on another topic How familiar are you with the following kinds of investments?**  
*Private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(160)	21%	(459)	30%	(668)	42%	(918)	2205
Gender: Male	12%	(129)	26%	(277)	28%	(303)	34%	(364)	1072
Gender: Female	3%	(31)	16%	(182)	32%	(363)	49%	(555)	1132
Age: 18-34	11%	(72)	20%	(128)	28%	(179)	40%	(254)	632
Age: 35-44	12%	(45)	23%	(85)	27%	(102)	38%	(141)	372
Age: 45-64	5%	(34)	22%	(158)	31%	(224)	42%	(297)	712
Age: 65+	2%	(9)	18%	(88)	33%	(163)	47%	(227)	488
GenZers: 1997-2012	6%	(16)	22%	(55)	32%	(81)	40%	(103)	256
Millennials: 1981-1996	14%	(94)	22%	(146)	25%	(171)	39%	(261)	673
GenXers: 1965-1980	5%	(28)	23%	(126)	32%	(178)	40%	(221)	553
Baby Boomers: 1946-1964	3%	(19)	18%	(118)	33%	(216)	46%	(306)	660
PID: Dem (no lean)	9%	(80)	19%	(165)	32%	(270)	40%	(340)	856
PID: Ind (no lean)	5%	(33)	19%	(133)	31%	(219)	45%	(316)	700
PID: Rep (no lean)	7%	(47)	25%	(160)	28%	(179)	41%	(263)	649
PID/Gender: Dem Men	16%	(64)	22%	(91)	31%	(128)	32%	(130)	413
PID/Gender: Dem Women	4%	(16)	17%	(75)	32%	(141)	48%	(210)	442
PID/Gender: Ind Men	8%	(27)	24%	(84)	31%	(106)	37%	(129)	345
PID/Gender: Ind Women	2%	(6)	14%	(49)	32%	(112)	53%	(187)	355
PID/Gender: Rep Men	12%	(37)	33%	(102)	22%	(69)	33%	(105)	313
PID/Gender: Rep Women	3%	(9)	17%	(58)	33%	(110)	47%	(158)	335
Ideo: Liberal (1-3)	10%	(65)	24%	(148)	30%	(190)	36%	(225)	628
Ideo: Moderate (4)	7%	(49)	18%	(126)	32%	(226)	43%	(307)	708
Ideo: Conservative (5-7)	6%	(45)	24%	(170)	30%	(213)	39%	(277)	706
Educ: < College	5%	(78)	17%	(248)	29%	(420)	48%	(695)	1441
Educ: Bachelors degree	8%	(39)	27%	(130)	34%	(165)	31%	(152)	485
Educ: Post-grad	16%	(43)	29%	(81)	29%	(82)	26%	(72)	279
Income: Under 50k	5%	(59)	16%	(193)	29%	(358)	50%	(618)	1228
Income: 50k-100k	9%	(59)	25%	(159)	32%	(204)	34%	(218)	640
Income: 100k+	13%	(42)	32%	(106)	31%	(106)	25%	(83)	337
Ethnicity: White	7%	(112)	20%	(339)	31%	(534)	42%	(717)	1702
Ethnicity: Hispanic	9%	(33)	23%	(87)	28%	(105)	41%	(155)	380

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**Table MCFE34\_3:** Now on another topic How familiar are you with the following kinds of investments?  
Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(160)	21%	(459)	30%	(668)	42%	(918)	2205
Ethnicity: Black	11%	(32)	25%	(71)	24%	(67)	40%	(114)	283
Ethnicity: Other	8%	(17)	22%	(49)	30%	(67)	40%	(87)	220
All Christian	8%	(78)	22%	(208)	30%	(284)	39%	(371)	941
All Non-Christian	14%	(22)	26%	(40)	25%	(40)	35%	(55)	156
Atheist	11%	(11)	14%	(14)	35%	(34)	39%	(37)	95
Agnostic/Nothing in particular	4%	(26)	17%	(115)	34%	(223)	45%	(294)	658
Something Else	7%	(24)	23%	(82)	25%	(87)	45%	(161)	355
Religious Non-Protestant/Catholic	14%	(23)	24%	(40)	25%	(42)	38%	(63)	168
Evangelical	10%	(54)	25%	(136)	26%	(142)	40%	(217)	549
Non-Evangelical	6%	(45)	21%	(149)	31%	(225)	42%	(302)	721
Community: Urban	12%	(80)	22%	(151)	28%	(192)	39%	(266)	688
Community: Suburban	6%	(59)	21%	(208)	32%	(313)	41%	(402)	984
Community: Rural	4%	(21)	19%	(99)	30%	(163)	47%	(250)	533
Employ: Private Sector	12%	(82)	27%	(193)	31%	(221)	30%	(212)	708
Employ: Government	12%	(12)	23%	(24)	25%	(26)	39%	(40)	102
Employ: Self-Employed	14%	(32)	22%	(50)	26%	(57)	37%	(83)	222
Employ: Homemaker	1%	(2)	17%	(27)	30%	(46)	51%	(79)	153
Employ: Student	9%	(7)	13%	(9)	23%	(16)	55%	(38)	69
Employ: Retired	2%	(10)	18%	(102)	33%	(184)	48%	(269)	565
Employ: Unemployed	4%	(11)	14%	(36)	27%	(71)	55%	(144)	262
Employ: Other	3%	(4)	15%	(18)	39%	(48)	43%	(54)	124
Military HH: Yes	8%	(24)	22%	(67)	28%	(84)	43%	(131)	306
Military HH: No	7%	(136)	21%	(392)	31%	(583)	41%	(788)	1899
RD/WT: Right Direction	14%	(99)	22%	(156)	29%	(208)	36%	(257)	721
RD/WT: Wrong Track	4%	(61)	20%	(303)	31%	(460)	45%	(661)	1484
Biden Job Approve	10%	(95)	22%	(206)	30%	(282)	37%	(346)	930
Biden Job Disapprove	5%	(60)	21%	(241)	31%	(356)	43%	(498)	1155

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**Table MCFE34\_3:** Now on another topic How familiar are you with the following kinds of investments?  
 Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	7% (160)	21% (459)	30% (668)	42% (918)	2205
Biden Job Strongly Approve	15% (64)	25% (106)	28% (115)	32% (133)	418
Biden Job Somewhat Approve	6% (32)	20% (100)	33% (167)	42% (212)	512
Biden Job Somewhat Disapprove	4% (14)	23% (79)	33% (113)	41% (142)	347
Biden Job Strongly Disapprove	6% (47)	20% (162)	30% (243)	44% (356)	808
Favorable of Biden	11% (99)	21% (194)	31% (288)	38% (354)	936
Unfavorable of Biden	5% (54)	22% (246)	30% (338)	43% (486)	1125
Very Favorable of Biden	15% (64)	21% (91)	30% (126)	34% (144)	424
Somewhat Favorable of Biden	7% (35)	20% (104)	32% (163)	41% (211)	512
Somewhat Unfavorable of Biden	4% (12)	22% (64)	31% (89)	43% (126)	290
Very Unfavorable of Biden	5% (43)	22% (182)	30% (249)	43% (361)	835
#1 Issue: Economy	9% (79)	20% (186)	31% (285)	40% (366)	917
#1 Issue: Security	5% (12)	26% (63)	32% (76)	36% (86)	237
#1 Issue: Health Care	8% (14)	21% (38)	27% (49)	45% (82)	183
#1 Issue: Medicare / Social Security	4% (12)	17% (50)	29% (86)	50% (146)	293
#1 Issue: Women's Issues	5% (11)	21% (45)	28% (62)	46% (100)	217
#1 Issue: Education	15% (13)	25% (22)	23% (20)	37% (32)	88
#1 Issue: Energy	9% (12)	26% (35)	34% (45)	31% (40)	132
#1 Issue: Other	6% (8)	15% (21)	31% (43)	48% (67)	139
2022 House Vote: Democrat	10% (84)	23% (185)	32% (252)	35% (278)	799
2022 House Vote: Republican	8% (52)	23% (145)	30% (194)	39% (247)	638
2022 House Vote: Didnt Vote	3% (20)	17% (121)	28% (206)	52% (381)	727
2020 Vote: Joe Biden	10% (87)	22% (187)	32% (277)	36% (313)	864
2020 Vote: Donald Trump	6% (43)	25% (163)	29% (188)	40% (262)	655
2020 Vote: Other	15% (10)	17% (12)	32% (22)	37% (25)	68
2020 Vote: Didn't Vote	3% (21)	16% (97)	29% (181)	52% (319)	618
2018 House Vote: Democrat	11% (79)	23% (165)	32% (229)	34% (245)	718
2018 House Vote: Republican	7% (41)	26% (150)	29% (169)	38% (218)	577
2018 House Vote: Didnt Vote	5% (40)	16% (136)	29% (254)	51% (440)	870

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**Table MCFE34\_3:** Now on another topic How familiar are you with the following kinds of investments?  
Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	7%	(160)	21%	(459)	30%	(668)	42%	(918)	2205
4-Region: Northeast	10%	(41)	20%	(76)	32%	(124)	38%	(146)	386
4-Region: Midwest	6%	(27)	21%	(95)	32%	(144)	42%	(190)	456
4-Region: South	6%	(53)	21%	(180)	28%	(233)	45%	(375)	841
4-Region: West	8%	(40)	21%	(108)	32%	(167)	40%	(207)	522
Sports Fan	9%	(145)	24%	(379)	32%	(498)	35%	(551)	1573
Avid Sports Fan	15%	(92)	27%	(169)	28%	(178)	30%	(185)	625
Casual Sports Fan	6%	(53)	22%	(210)	34%	(320)	39%	(365)	948
Football Fan	9%	(143)	24%	(359)	31%	(464)	36%	(538)	1504
Avid Football Fan	15%	(103)	27%	(179)	27%	(182)	31%	(207)	670
NFL Fan	9%	(136)	23%	(349)	32%	(471)	36%	(532)	1488
Avid NFL Fan	14%	(99)	25%	(170)	28%	(190)	33%	(223)	682
Rihanna Fan	10%	(108)	25%	(267)	29%	(312)	37%	(399)	1086
Pro Football is Favorite	14%	(86)	23%	(144)	28%	(177)	35%	(223)	630
Like Pro Football but not Favorite	6%	(59)	23%	(220)	33%	(319)	38%	(361)	958
Watched SB LVI and Plan to Watch LVII	10%	(118)	23%	(264)	32%	(365)	34%	(393)	1141
Likely to Watch SB LVII	10%	(139)	24%	(344)	31%	(454)	35%	(515)	1452
Want Eagles to Win	10%	(78)	23%	(178)	31%	(241)	35%	(273)	770
Want Chiefs to Win	9%	(62)	23%	(162)	33%	(227)	35%	(242)	692
Typically Host SB Party and Likely Host this Year	20%	(84)	31%	(128)	25%	(105)	24%	(99)	416
Likely Host SB Party this Year	16%	(114)	29%	(205)	26%	(182)	29%	(207)	707
Sports Bettors	19%	(120)	31%	(197)	30%	(192)	21%	(135)	644
Sports Bettors Weekly+	29%	(70)	26%	(61)	28%	(66)	17%	(41)	239
Non/Infrequent Bettor	4%	(62)	19%	(329)	31%	(540)	47%	(832)	1764
Sports Bettors Monthly+	25%	(95)	31%	(121)	29%	(111)	15%	(58)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	8%	(11)	32%	(48)	29%	(43)	32%	(47)	149
Plan to Bet on SB LVII	23%	(99)	29%	(129)	27%	(121)	21%	(91)	440

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

**Table MCFE34\_4:** Now on another topic How familiar are you with the following kinds of investments?  
 Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	13%	(297)	23%	(515)	27%	(594)	36%	(799)	2205
Gender: Male	22%	(232)	26%	(284)	25%	(267)	27%	(290)	1072
Gender: Female	6%	(65)	20%	(230)	29%	(327)	45%	(509)	1132
Age: 18-34	23%	(144)	30%	(192)	25%	(161)	21%	(135)	632
Age: 35-44	21%	(79)	27%	(101)	25%	(94)	26%	(99)	372
Age: 45-64	10%	(69)	22%	(156)	29%	(204)	40%	(283)	712
Age: 65+	1%	(6)	13%	(65)	28%	(135)	58%	(282)	488
GenZers: 1997-2012	22%	(57)	32%	(81)	26%	(66)	20%	(51)	256
Millennials: 1981-1996	23%	(157)	30%	(202)	23%	(155)	24%	(159)	673
GenXers: 1965-1980	11%	(59)	22%	(119)	32%	(178)	36%	(197)	553
Baby Boomers: 1946-1964	3%	(22)	16%	(106)	27%	(181)	53%	(351)	660
PID: Dem (no lean)	16%	(134)	23%	(195)	28%	(242)	33%	(286)	856
PID: Ind (no lean)	9%	(66)	25%	(175)	28%	(193)	38%	(266)	700
PID: Rep (no lean)	15%	(97)	22%	(145)	25%	(160)	38%	(247)	649
PID/Gender: Dem Men	24%	(101)	23%	(97)	28%	(115)	24%	(100)	413
PID/Gender: Dem Women	7%	(33)	22%	(98)	28%	(126)	42%	(185)	442
PID/Gender: Ind Men	16%	(55)	30%	(104)	25%	(85)	30%	(102)	345
PID/Gender: Ind Women	3%	(11)	20%	(71)	31%	(108)	46%	(164)	355
PID/Gender: Rep Men	24%	(76)	27%	(83)	21%	(67)	28%	(87)	313
PID/Gender: Rep Women	6%	(21)	18%	(62)	28%	(93)	48%	(160)	335
Ideo: Liberal (1-3)	15%	(97)	27%	(169)	31%	(196)	27%	(167)	628
Ideo: Moderate (4)	14%	(98)	21%	(149)	26%	(185)	39%	(276)	708
Ideo: Conservative (5-7)	13%	(91)	25%	(175)	25%	(178)	37%	(261)	706
Educ: < College	12%	(179)	21%	(305)	27%	(387)	39%	(569)	1441
Educ: Bachelors degree	13%	(64)	30%	(144)	26%	(127)	31%	(150)	485
Educ: Post-grad	19%	(53)	23%	(65)	29%	(80)	29%	(80)	279
Income: Under 50k	11%	(134)	21%	(264)	26%	(319)	42%	(511)	1228
Income: 50k-100k	15%	(96)	24%	(155)	29%	(186)	32%	(203)	640
Income: 100k+	20%	(67)	28%	(96)	26%	(89)	25%	(85)	337
Ethnicity: White	12%	(202)	22%	(375)	28%	(480)	38%	(644)	1702
Ethnicity: Hispanic	20%	(74)	27%	(103)	30%	(113)	23%	(89)	380

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**Table MCFE34\_4:** Now on another topic How familiar are you with the following kinds of investments?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	13% (297)	23% (515)	27% (594)	36% (799)	2205
Ethnicity: Black	21% (59)	28% (81)	21% (59)	30% (85)	283
Ethnicity: Other	16% (36)	27% (59)	25% (55)	32% (70)	220
All Christian	12% (117)	21% (199)	27% (256)	39% (369)	941
All Non-Christian	25% (40)	25% (40)	22% (34)	28% (43)	156
Atheist	18% (17)	29% (28)	25% (23)	29% (27)	95
Agnostic/Nothing in particular	11% (74)	22% (143)	31% (207)	36% (234)	658
Something Else	14% (50)	30% (105)	21% (75)	35% (125)	355
Religious Non-Protestant/Catholic	24% (40)	24% (41)	22% (37)	31% (52)	168
Evangelical	16% (86)	23% (124)	24% (131)	38% (208)	549
Non-Evangelical	11% (78)	24% (175)	27% (191)	38% (276)	721
Community: Urban	22% (149)	24% (168)	25% (172)	29% (199)	688
Community: Suburban	11% (106)	25% (242)	29% (282)	36% (354)	984
Community: Rural	8% (43)	20% (105)	26% (141)	46% (246)	533
Employ: Private Sector	23% (163)	26% (184)	28% (198)	23% (162)	708
Employ: Government	21% (21)	26% (27)	22% (22)	31% (32)	102
Employ: Self-Employed	17% (38)	31% (70)	27% (61)	24% (54)	222
Employ: Homemaker	4% (6)	23% (36)	30% (46)	42% (65)	153
Employ: Student	10% (7)	33% (23)	29% (20)	27% (19)	69
Employ: Retired	4% (20)	13% (72)	28% (159)	56% (314)	565
Employ: Unemployed	12% (31)	27% (70)	19% (50)	42% (111)	262
Employ: Other	8% (11)	27% (33)	30% (38)	35% (43)	124
Military HH: Yes	15% (47)	19% (57)	28% (86)	38% (117)	306
Military HH: No	13% (250)	24% (457)	27% (509)	36% (682)	1899
RD/WT: Right Direction	18% (132)	23% (163)	27% (198)	32% (229)	721
RD/WT: Wrong Track	11% (165)	24% (352)	27% (397)	38% (570)	1484
Biden Job Approve	16% (152)	23% (217)	28% (264)	32% (297)	930
Biden Job Disapprove	12% (136)	24% (277)	26% (300)	38% (443)	1155

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**Table MCFE34\_4:** Now on another topic How familiar are you with the following kinds of investments?  
 Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	13% (297)	23% (515)	27% (594)	36% (799)	2205
Biden Job Strongly Approve	21% (87)	23% (98)	27% (114)	29% (119)	418
Biden Job Somewhat Approve	13% (65)	23% (119)	29% (150)	35% (178)	512
Biden Job Somewhat Disapprove	14% (48)	22% (76)	27% (94)	37% (129)	347
Biden Job Strongly Disapprove	11% (87)	25% (201)	25% (206)	39% (314)	808
Favorable of Biden	17% (155)	23% (212)	28% (264)	33% (306)	936
Unfavorable of Biden	12% (130)	24% (270)	27% (300)	38% (425)	1125
Very Favorable of Biden	22% (94)	21% (88)	25% (108)	32% (135)	424
Somewhat Favorable of Biden	12% (61)	24% (124)	30% (156)	33% (171)	512
Somewhat Unfavorable of Biden	12% (35)	26% (76)	26% (76)	35% (103)	290
Very Unfavorable of Biden	11% (95)	23% (194)	27% (224)	39% (322)	835
#1 Issue: Economy	16% (147)	28% (252)	24% (220)	32% (297)	917
#1 Issue: Security	10% (23)	17% (39)	31% (74)	43% (102)	237
#1 Issue: Health Care	16% (29)	20% (37)	33% (59)	31% (57)	183
#1 Issue: Medicare / Social Security	6% (17)	13% (38)	30% (88)	51% (151)	293
#1 Issue: Women's Issues	11% (23)	28% (60)	26% (57)	36% (77)	217
#1 Issue: Education	22% (19)	21% (19)	26% (23)	30% (26)	88
#1 Issue: Energy	15% (20)	35% (46)	26% (34)	24% (32)	132
#1 Issue: Other	14% (20)	17% (23)	29% (40)	40% (56)	139
2022 House Vote: Democrat	16% (126)	23% (187)	29% (232)	32% (254)	799
2022 House Vote: Republican	12% (79)	24% (150)	25% (162)	39% (247)	638
2022 House Vote: Didnt Vote	12% (90)	23% (164)	26% (189)	39% (284)	727
2020 Vote: Joe Biden	15% (132)	23% (197)	30% (260)	32% (275)	864
2020 Vote: Donald Trump	14% (91)	23% (153)	24% (157)	39% (254)	655
2020 Vote: Other	8% (5)	29% (20)	29% (20)	34% (23)	68
2020 Vote: Didn't Vote	11% (69)	23% (145)	25% (157)	40% (247)	618
2018 House Vote: Democrat	17% (119)	23% (165)	29% (206)	32% (228)	718
2018 House Vote: Republican	11% (64)	25% (143)	24% (138)	40% (232)	577
2018 House Vote: Didnt Vote	13% (111)	23% (197)	27% (234)	38% (328)	870

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**Table MCFE34\_4:** Now on another topic How familiar are you with the following kinds of investments?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	13% (297)	23% (515)	27% (594)	36% (799)	2205
4-Region: Northeast	15% (57)	21% (81)	27% (105)	37% (144)	386
4-Region: Midwest	12% (54)	21% (96)	29% (130)	39% (175)	456
4-Region: South	13% (105)	24% (205)	26% (222)	37% (309)	841
4-Region: West	16% (82)	25% (133)	26% (137)	33% (171)	522
Sports Fan	17% (263)	25% (389)	27% (429)	31% (493)	1573
Avid Sports Fan	26% (163)	25% (156)	22% (138)	27% (168)	625
Casual Sports Fan	10% (99)	25% (233)	31% (290)	34% (326)	948
Football Fan	17% (257)	25% (374)	26% (398)	32% (475)	1504
Avid Football Fan	22% (148)	26% (175)	24% (161)	28% (186)	670
NFL Fan	16% (238)	25% (376)	27% (395)	32% (480)	1488
Avid NFL Fan	21% (145)	24% (167)	24% (167)	30% (203)	682
Rihanna Fan	18% (198)	28% (306)	27% (295)	26% (287)	1086
Pro Football is Favorite	21% (133)	27% (170)	22% (137)	30% (190)	630
Like Pro Football but not Favorite	14% (131)	23% (224)	30% (289)	33% (315)	958
Watched SB LVI and Plan to Watch LVII	16% (182)	26% (297)	28% (315)	30% (347)	1141
Likely to Watch SB LVII	17% (241)	26% (371)	27% (399)	30% (442)	1452
Want Eagles to Win	17% (130)	26% (202)	27% (206)	30% (232)	770
Want Chiefs to Win	16% (112)	23% (163)	27% (189)	33% (228)	692
Typically Host SB Party and Likely Host this Year	27% (114)	30% (127)	22% (92)	20% (84)	416
Likely Host SB Party this Year	25% (174)	28% (198)	25% (178)	22% (158)	707
Sports Bettors	30% (195)	30% (192)	23% (151)	17% (106)	644
Sports Bettors Weekly+	39% (94)	30% (73)	18% (42)	12% (30)	239
Non/Infrequent Bettor	8% (144)	21% (377)	29% (509)	42% (734)	1764
Sports Bettors Monthly+	37% (141)	32% (125)	19% (72)	12% (48)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	19% (28)	28% (42)	23% (35)	29% (44)	149
Plan to Bet on SB LVII	33% (144)	30% (131)	20% (88)	18% (78)	440

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



**Table MCFE34\_5: Now on another topic How familiar are you with the following kinds of investments?**  
 Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(233)	20%	(441)	27%	(593)	43%	(939)	2205
Gender: Male	16%	(171)	25%	(268)	26%	(280)	33%	(353)	1072
Gender: Female	5%	(62)	15%	(172)	28%	(313)	52%	(585)	1132
Age: 18-34	15%	(93)	22%	(137)	24%	(152)	40%	(251)	632
Age: 35-44	16%	(58)	24%	(88)	25%	(93)	36%	(134)	372
Age: 45-64	7%	(53)	19%	(138)	30%	(215)	43%	(307)	712
Age: 65+	6%	(29)	16%	(79)	27%	(133)	51%	(247)	488
GenZers: 1997-2012	10%	(26)	19%	(50)	29%	(73)	42%	(107)	256
Millennials: 1981-1996	17%	(116)	24%	(161)	23%	(151)	36%	(244)	673
GenXers: 1965-1980	8%	(44)	20%	(111)	28%	(156)	44%	(241)	553
Baby Boomers: 1946-1964	6%	(40)	17%	(112)	30%	(195)	47%	(313)	660
PID: Dem (no lean)	12%	(103)	21%	(180)	28%	(236)	39%	(338)	856
PID: Ind (no lean)	8%	(55)	18%	(126)	26%	(184)	48%	(335)	700
PID: Rep (no lean)	12%	(75)	21%	(134)	27%	(173)	41%	(266)	649
PID/Gender: Dem Men	17%	(72)	23%	(96)	29%	(118)	31%	(127)	413
PID/Gender: Dem Women	7%	(31)	19%	(83)	27%	(117)	48%	(210)	442
PID/Gender: Ind Men	12%	(40)	24%	(84)	25%	(86)	39%	(135)	345
PID/Gender: Ind Women	4%	(15)	12%	(42)	28%	(98)	56%	(200)	355
PID/Gender: Rep Men	19%	(59)	28%	(88)	24%	(76)	29%	(91)	313
PID/Gender: Rep Women	5%	(16)	14%	(47)	29%	(98)	52%	(175)	335
Ideo: Liberal (1-3)	13%	(81)	23%	(142)	28%	(179)	36%	(226)	628
Ideo: Moderate (4)	10%	(72)	19%	(138)	26%	(185)	44%	(313)	708
Ideo: Conservative (5-7)	11%	(79)	21%	(149)	28%	(200)	39%	(278)	706
Educ: < College	8%	(111)	16%	(233)	28%	(402)	48%	(695)	1441
Educ: Bachelors degree	11%	(52)	29%	(139)	27%	(129)	34%	(165)	485
Educ: Post-grad	25%	(70)	24%	(68)	22%	(62)	28%	(79)	279
Income: Under 50k	6%	(76)	16%	(202)	26%	(318)	52%	(633)	1228
Income: 50k-100k	12%	(77)	22%	(138)	31%	(201)	35%	(224)	640
Income: 100k+	24%	(80)	30%	(101)	22%	(74)	24%	(82)	337
Ethnicity: White	10%	(171)	19%	(315)	28%	(472)	44%	(743)	1702
Ethnicity: Hispanic	12%	(45)	22%	(84)	28%	(104)	39%	(147)	380

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**Table MCFE34\_5: Now on another topic How familiar are you with the following kinds of investments?**  
*Exchange-traded funds (ETFs)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(233)	20%	(441)	27%	(593)	43%	(939)	2205
Ethnicity: Black	13%	(37)	25%	(70)	22%	(62)	40%	(114)	283
Ethnicity: Other	11%	(25)	25%	(55)	27%	(59)	37%	(82)	220
All Christian	11%	(108)	21%	(193)	28%	(265)	40%	(375)	941
All Non-Christian	17%	(27)	28%	(44)	22%	(34)	33%	(51)	156
Atheist	19%	(19)	15%	(14)	22%	(21)	44%	(41)	95
Agnostic/Nothing in particular	7%	(44)	18%	(117)	28%	(184)	48%	(314)	658
Something Else	10%	(36)	21%	(73)	25%	(89)	44%	(158)	355
Religious Non-Protestant/Catholic	16%	(27)	27%	(45)	22%	(38)	35%	(59)	168
Evangelical	12%	(68)	21%	(117)	27%	(147)	39%	(216)	549
Non-Evangelical	10%	(73)	20%	(142)	28%	(199)	43%	(307)	721
Community: Urban	16%	(108)	22%	(152)	25%	(175)	37%	(252)	688
Community: Suburban	10%	(96)	20%	(197)	27%	(261)	44%	(429)	984
Community: Rural	5%	(28)	17%	(91)	29%	(157)	48%	(258)	533
Employ: Private Sector	17%	(118)	25%	(174)	29%	(203)	30%	(213)	708
Employ: Government	12%	(13)	25%	(26)	24%	(24)	39%	(40)	102
Employ: Self-Employed	13%	(29)	30%	(66)	25%	(56)	32%	(71)	222
Employ: Homemaker	5%	(8)	14%	(21)	26%	(39)	55%	(85)	153
Employ: Student	3%	(2)	13%	(9)	27%	(19)	56%	(39)	69
Employ: Retired	7%	(37)	15%	(85)	29%	(161)	50%	(282)	565
Employ: Unemployed	7%	(17)	14%	(37)	22%	(58)	57%	(150)	262
Employ: Other	8%	(9)	18%	(23)	27%	(33)	47%	(59)	124
Military HH: Yes	13%	(39)	18%	(56)	30%	(93)	39%	(119)	306
Military HH: No	10%	(194)	20%	(385)	26%	(500)	43%	(820)	1899
RD/WT: Right Direction	17%	(121)	22%	(159)	24%	(172)	37%	(270)	721
RD/WT: Wrong Track	8%	(112)	19%	(282)	28%	(421)	45%	(669)	1484
Biden Job Approve	14%	(135)	22%	(201)	26%	(239)	38%	(355)	930
Biden Job Disapprove	8%	(93)	20%	(228)	29%	(330)	44%	(504)	1155

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**Table MCFE34\_5:** Now on another topic How familiar are you with the following kinds of investments?  
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(233)	20%	(441)	27%	(593)	43%	(939)	2205
Biden Job Strongly Approve	19%	(80)	22%	(91)	24%	(100)	35%	(147)	418
Biden Job Somewhat Approve	11%	(54)	21%	(110)	27%	(138)	41%	(209)	512
Biden Job Somewhat Disapprove	6%	(22)	23%	(80)	29%	(101)	41%	(144)	347
Biden Job Strongly Disapprove	9%	(71)	18%	(148)	28%	(229)	45%	(360)	808
Favorable of Biden	14%	(134)	21%	(199)	25%	(236)	39%	(367)	936
Unfavorable of Biden	8%	(89)	19%	(215)	29%	(328)	44%	(492)	1125
Very Favorable of Biden	20%	(84)	21%	(90)	21%	(89)	38%	(161)	424
Somewhat Favorable of Biden	10%	(50)	21%	(109)	29%	(146)	40%	(207)	512
Somewhat Unfavorable of Biden	7%	(21)	22%	(65)	30%	(87)	40%	(117)	290
Very Unfavorable of Biden	8%	(68)	18%	(150)	29%	(241)	45%	(375)	835
#1 Issue: Economy	12%	(111)	21%	(196)	27%	(246)	40%	(364)	917
#1 Issue: Security	10%	(24)	21%	(49)	31%	(73)	38%	(91)	237
#1 Issue: Health Care	12%	(21)	18%	(33)	32%	(58)	39%	(71)	183
#1 Issue: Medicare / Social Security	6%	(18)	15%	(44)	27%	(78)	52%	(153)	293
#1 Issue: Women's Issues	8%	(17)	19%	(42)	23%	(49)	50%	(109)	217
#1 Issue: Education	15%	(13)	22%	(19)	25%	(22)	38%	(34)	88
#1 Issue: Energy	13%	(17)	26%	(34)	30%	(40)	31%	(40)	132
#1 Issue: Other	8%	(11)	18%	(25)	20%	(28)	54%	(75)	139
2022 House Vote: Democrat	14%	(114)	23%	(182)	28%	(222)	35%	(282)	799
2022 House Vote: Republican	12%	(79)	19%	(124)	30%	(189)	39%	(246)	638
2022 House Vote: Didnt Vote	5%	(37)	17%	(125)	23%	(168)	54%	(396)	727
2020 Vote: Joe Biden	14%	(120)	22%	(188)	28%	(240)	37%	(316)	864
2020 Vote: Donald Trump	10%	(66)	22%	(147)	27%	(177)	40%	(265)	655
2020 Vote: Other	15%	(10)	18%	(12)	24%	(17)	43%	(29)	68
2020 Vote: Didn't Vote	6%	(37)	15%	(94)	26%	(159)	53%	(328)	618
2018 House Vote: Democrat	16%	(114)	23%	(164)	28%	(201)	33%	(238)	718
2018 House Vote: Republican	11%	(64)	21%	(120)	29%	(165)	40%	(228)	577
2018 House Vote: Didnt Vote	6%	(54)	17%	(150)	24%	(212)	52%	(455)	870

Continued on next page

**Table MCFE34\_5: Now on another topic How familiar are you with the following kinds of investments?**  
*Exchange-traded funds (ETFs)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(233)	20%	(441)	27%	(593)	43%	(939)	2205
4-Region: Northeast	13%	(52)	17%	(67)	25%	(96)	44%	(172)	386
4-Region: Midwest	7%	(32)	19%	(86)	32%	(145)	42%	(193)	456
4-Region: South	9%	(73)	21%	(177)	26%	(222)	44%	(369)	841
4-Region: West	14%	(76)	21%	(112)	25%	(130)	39%	(205)	522
Sports Fan	13%	(204)	23%	(359)	28%	(435)	37%	(576)	1573
Avid Sports Fan	21%	(131)	25%	(154)	25%	(159)	29%	(181)	625
Casual Sports Fan	8%	(72)	22%	(206)	29%	(276)	42%	(395)	948
Football Fan	13%	(199)	23%	(340)	28%	(425)	36%	(540)	1504
Avid Football Fan	21%	(138)	26%	(171)	24%	(161)	30%	(200)	670
NFL Fan	13%	(196)	23%	(337)	28%	(424)	36%	(532)	1488
Avid NFL Fan	20%	(136)	26%	(175)	24%	(161)	31%	(210)	682
Rihanna Fan	13%	(146)	23%	(247)	28%	(306)	36%	(387)	1086
Pro Football is Favorite	18%	(115)	24%	(149)	24%	(150)	34%	(216)	630
Like Pro Football but not Favorite	10%	(91)	22%	(209)	31%	(293)	38%	(366)	958
Watched SB LVI and Plan to Watch LVII	15%	(169)	23%	(260)	29%	(332)	33%	(380)	1141
Likely to Watch SB LVII	14%	(201)	23%	(335)	28%	(411)	35%	(505)	1452
Want Eagles to Win	16%	(124)	20%	(156)	29%	(221)	35%	(268)	770
Want Chiefs to Win	11%	(74)	26%	(180)	27%	(189)	36%	(249)	692
Typically Host SB Party and Likely Host this Year	24%	(101)	30%	(123)	25%	(105)	21%	(87)	416
Likely Host SB Party this Year	20%	(143)	27%	(189)	27%	(189)	26%	(185)	707
Sports Bettors	22%	(142)	32%	(204)	25%	(160)	21%	(137)	644
Sports Bettors Weekly+	30%	(72)	31%	(74)	23%	(54)	16%	(39)	239
Non/Infrequent Bettor	7%	(119)	17%	(295)	28%	(494)	49%	(856)	1764
Sports Bettors Monthly+	29%	(111)	35%	(135)	22%	(83)	15%	(56)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	13%	(20)	30%	(45)	31%	(47)	25%	(38)	149
Plan to Bet on SB LVII	28%	(121)	32%	(140)	25%	(108)	16%	(71)	440

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

**Table MCFE34\_6:** Now on another topic How familiar are you with the following kinds of investments?  
 Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(302)	34%	(747)	26%	(571)	27%	(586)	2205
Gender: Male	20%	(216)	37%	(393)	23%	(251)	20%	(212)	1072
Gender: Female	7%	(85)	31%	(353)	28%	(319)	33%	(374)	1132
Age: 18-34	15%	(95)	33%	(206)	24%	(151)	29%	(180)	632
Age: 35-44	16%	(58)	32%	(121)	26%	(97)	26%	(96)	372
Age: 45-64	13%	(90)	33%	(236)	27%	(189)	28%	(197)	712
Age: 65+	12%	(59)	38%	(183)	27%	(133)	23%	(112)	488
GenZers: 1997-2012	12%	(30)	35%	(90)	24%	(61)	29%	(75)	256
Millennials: 1981-1996	17%	(114)	33%	(222)	23%	(157)	27%	(179)	673
GenXers: 1965-1980	11%	(63)	32%	(178)	29%	(158)	28%	(153)	553
Baby Boomers: 1946-1964	12%	(82)	36%	(237)	26%	(172)	25%	(168)	660
PID: Dem (no lean)	16%	(134)	33%	(285)	27%	(231)	24%	(206)	856
PID: Ind (no lean)	10%	(73)	34%	(240)	24%	(165)	32%	(222)	700
PID: Rep (no lean)	15%	(94)	34%	(221)	27%	(174)	24%	(159)	649
PID/Gender: Dem Men	25%	(102)	33%	(138)	24%	(97)	19%	(77)	413
PID/Gender: Dem Women	7%	(32)	33%	(147)	30%	(134)	29%	(129)	442
PID/Gender: Ind Men	15%	(52)	40%	(137)	21%	(73)	24%	(84)	345
PID/Gender: Ind Women	6%	(21)	29%	(103)	26%	(92)	39%	(138)	355
PID/Gender: Rep Men	20%	(63)	38%	(118)	26%	(81)	16%	(52)	313
PID/Gender: Rep Women	9%	(32)	31%	(103)	28%	(93)	32%	(107)	335
Ideo: Liberal (1-3)	17%	(109)	37%	(229)	24%	(153)	22%	(136)	628
Ideo: Moderate (4)	12%	(87)	34%	(238)	25%	(174)	30%	(209)	708
Ideo: Conservative (5-7)	14%	(99)	36%	(253)	28%	(201)	22%	(153)	706
Educ: < College	11%	(154)	30%	(429)	27%	(391)	32%	(467)	1441
Educ: Bachelors degree	16%	(78)	40%	(195)	27%	(132)	16%	(80)	485
Educ: Post-grad	25%	(70)	44%	(122)	17%	(48)	14%	(39)	279
Income: Under 50k	9%	(110)	29%	(361)	27%	(331)	35%	(427)	1228
Income: 50k-100k	17%	(108)	37%	(236)	27%	(176)	19%	(119)	640
Income: 100k+	25%	(84)	44%	(150)	19%	(64)	12%	(40)	337
Ethnicity: White	13%	(219)	35%	(589)	26%	(450)	26%	(443)	1702
Ethnicity: Hispanic	15%	(57)	36%	(135)	26%	(97)	24%	(90)	380

Continued on next page

**Table MCFE34\_6:** Now on another topic How familiar are you with the following kinds of investments?

*Bonds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(302)	34%	(747)	26%	(571)	27%	(586)	2205
Ethnicity: Black	18%	(50)	32%	(91)	21%	(59)	30%	(84)	283
Ethnicity: Other	15%	(33)	30%	(67)	28%	(61)	27%	(59)	220
All Christian	15%	(139)	36%	(336)	26%	(247)	23%	(218)	941
All Non-Christian	27%	(43)	32%	(49)	18%	(28)	23%	(36)	156
Atheist	20%	(19)	32%	(31)	24%	(23)	24%	(23)	95
Agnostic/Nothing in particular	10%	(63)	31%	(203)	28%	(184)	32%	(208)	658
Something Else	11%	(38)	36%	(128)	25%	(89)	28%	(101)	355
Religious Non-Protestant/Catholic	25%	(43)	31%	(52)	18%	(31)	26%	(43)	168
Evangelical	15%	(84)	32%	(177)	27%	(148)	25%	(140)	549
Non-Evangelical	13%	(90)	39%	(278)	25%	(182)	24%	(171)	721
Community: Urban	16%	(111)	36%	(247)	24%	(167)	24%	(163)	688
Community: Suburban	15%	(147)	34%	(331)	26%	(258)	25%	(247)	984
Community: Rural	8%	(44)	32%	(168)	27%	(145)	33%	(176)	533
Employ: Private Sector	19%	(133)	37%	(260)	24%	(171)	20%	(144)	708
Employ: Government	16%	(16)	34%	(35)	20%	(20)	30%	(31)	102
Employ: Self-Employed	16%	(37)	35%	(79)	28%	(63)	20%	(44)	222
Employ: Homemaker	2%	(4)	30%	(46)	31%	(48)	36%	(55)	153
Employ: Student	15%	(10)	24%	(16)	24%	(16)	38%	(26)	69
Employ: Retired	13%	(76)	33%	(187)	27%	(155)	26%	(148)	565
Employ: Unemployed	7%	(18)	27%	(70)	26%	(69)	40%	(104)	262
Employ: Other	7%	(9)	42%	(53)	24%	(29)	27%	(33)	124
Military HH: Yes	18%	(54)	36%	(109)	24%	(73)	23%	(71)	306
Military HH: No	13%	(248)	34%	(638)	26%	(498)	27%	(515)	1899
RD/WT: Right Direction	20%	(144)	35%	(249)	24%	(169)	22%	(159)	721
RD/WT: Wrong Track	11%	(158)	34%	(498)	27%	(401)	29%	(427)	1484
Biden Job Approve	17%	(160)	36%	(330)	25%	(235)	22%	(204)	930
Biden Job Disapprove	12%	(134)	34%	(398)	26%	(306)	27%	(318)	1155

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**Table MCFE34\_6:** Now on another topic How familiar are you with the following kinds of investments?  
 Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	14%	(302)	34%	(747)	26%	(571)	27%	(586)	2205
Biden Job Strongly Approve	24%	(100)	37%	(155)	19%	(79)	20%	(84)	418
Biden Job Somewhat Approve	12%	(61)	34%	(175)	30%	(156)	23%	(120)	512
Biden Job Somewhat Disapprove	10%	(33)	36%	(124)	27%	(93)	28%	(97)	347
Biden Job Strongly Disapprove	12%	(101)	34%	(274)	26%	(213)	27%	(220)	808
Favorable of Biden	18%	(168)	35%	(327)	25%	(234)	22%	(207)	936
Unfavorable of Biden	11%	(123)	35%	(390)	27%	(303)	27%	(308)	1125
Very Favorable of Biden	24%	(103)	36%	(152)	20%	(84)	20%	(85)	424
Somewhat Favorable of Biden	13%	(65)	34%	(175)	29%	(150)	24%	(122)	512
Somewhat Unfavorable of Biden	9%	(27)	37%	(106)	27%	(77)	28%	(80)	290
Very Unfavorable of Biden	12%	(96)	34%	(284)	27%	(226)	27%	(228)	835
#1 Issue: Economy	15%	(137)	35%	(316)	25%	(229)	26%	(235)	917
#1 Issue: Security	15%	(35)	34%	(81)	28%	(67)	23%	(54)	237
#1 Issue: Health Care	13%	(23)	33%	(61)	27%	(49)	27%	(49)	183
#1 Issue: Medicare / Social Security	10%	(29)	30%	(87)	31%	(92)	29%	(86)	293
#1 Issue: Women's Issues	11%	(23)	31%	(67)	26%	(56)	32%	(70)	217
#1 Issue: Education	21%	(19)	33%	(29)	21%	(18)	25%	(22)	88
#1 Issue: Energy	18%	(24)	38%	(50)	25%	(33)	20%	(26)	132
#1 Issue: Other	10%	(13)	40%	(56)	19%	(26)	31%	(43)	139
2022 House Vote: Democrat	18%	(148)	38%	(303)	24%	(195)	19%	(154)	799
2022 House Vote: Republican	16%	(105)	34%	(219)	27%	(172)	22%	(141)	638
2022 House Vote: Didn't Vote	6%	(47)	28%	(204)	26%	(192)	39%	(283)	727
2020 Vote: Joe Biden	18%	(156)	36%	(312)	25%	(217)	21%	(179)	864
2020 Vote: Donald Trump	14%	(91)	36%	(237)	27%	(178)	23%	(149)	655
2020 Vote: Other	18%	(12)	29%	(19)	31%	(21)	22%	(15)	68
2020 Vote: Didn't Vote	7%	(42)	29%	(178)	25%	(155)	39%	(243)	618
2018 House Vote: Democrat	18%	(132)	38%	(272)	25%	(179)	19%	(135)	718
2018 House Vote: Republican	15%	(87)	37%	(215)	27%	(154)	21%	(121)	577
2018 House Vote: Didn't Vote	9%	(81)	28%	(246)	26%	(222)	37%	(321)	870

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**Table MCFE34\_6:** Now on another topic How familiar are you with the following kinds of investments?

*Bonds*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	14%	(302)	34%	(747)	26%	(571)	27%	(586)	2205
4-Region: Northeast	13%	(51)	34%	(132)	27%	(103)	26%	(101)	386
4-Region: Midwest	10%	(48)	39%	(176)	27%	(121)	24%	(111)	456
4-Region: South	13%	(113)	32%	(267)	26%	(222)	28%	(239)	841
4-Region: West	17%	(90)	33%	(172)	24%	(125)	26%	(135)	522
Sports Fan	17%	(262)	37%	(579)	26%	(403)	21%	(330)	1573
Avid Sports Fan	23%	(145)	35%	(216)	25%	(156)	17%	(108)	625
Casual Sports Fan	12%	(116)	38%	(362)	26%	(247)	23%	(222)	948
Football Fan	17%	(252)	36%	(547)	26%	(390)	21%	(316)	1504
Avid Football Fan	24%	(161)	36%	(243)	20%	(137)	19%	(130)	670
NFL Fan	16%	(242)	36%	(537)	26%	(390)	21%	(319)	1488
Avid NFL Fan	24%	(161)	36%	(243)	21%	(141)	20%	(137)	682
Rihanna Fan	16%	(171)	35%	(381)	26%	(283)	23%	(253)	1086
Pro Football is Favorite	22%	(141)	35%	(219)	21%	(133)	22%	(137)	630
Like Pro Football but not Favorite	13%	(121)	37%	(352)	29%	(278)	22%	(208)	958
Watched SB LVI and Plan to Watch LVII	18%	(207)	37%	(417)	25%	(290)	20%	(227)	1141
Likely to Watch SB LVII	17%	(245)	37%	(540)	26%	(373)	20%	(294)	1452
Want Eagles to Win	18%	(142)	35%	(271)	26%	(204)	20%	(153)	770
Want Chiefs to Win	14%	(94)	37%	(257)	26%	(183)	23%	(159)	692
Typically Host SB Party and Likely Host this Year	28%	(118)	38%	(159)	19%	(78)	15%	(61)	416
Likely Host SB Party this Year	22%	(157)	37%	(263)	23%	(165)	17%	(122)	707
Sports Bettors	24%	(157)	39%	(251)	22%	(143)	14%	(92)	644
Sports Bettors Weekly+	31%	(74)	36%	(85)	21%	(50)	12%	(29)	239
Non/Infrequent Bettor	10%	(182)	33%	(587)	27%	(475)	29%	(519)	1764
Sports Bettors Monthly+	30%	(117)	37%	(143)	21%	(79)	12%	(45)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	17%	(26)	41%	(61)	25%	(37)	17%	(26)	149
Plan to Bet on SB LVII	29%	(126)	39%	(172)	20%	(86)	13%	(55)	440

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



**Table MCFE34\_7: Now on another topic How familiar are you with the following kinds of investments?**  
 Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(182)	21%	(469)	32%	(699)	39%	(855)	2205
Gender: Male	13%	(141)	28%	(300)	31%	(331)	28%	(300)	1072
Gender: Female	4%	(41)	15%	(169)	32%	(367)	49%	(555)	1132
Age: 18-34	13%	(84)	19%	(118)	28%	(175)	40%	(255)	632
Age: 35-44	11%	(42)	20%	(74)	31%	(117)	37%	(140)	372
Age: 45-64	6%	(43)	23%	(163)	33%	(236)	38%	(271)	712
Age: 65+	3%	(13)	23%	(114)	35%	(171)	39%	(190)	488
GenZers: 1997-2012	12%	(30)	16%	(41)	30%	(76)	43%	(109)	256
Millennials: 1981-1996	13%	(90)	20%	(136)	28%	(188)	38%	(258)	673
GenXers: 1965-1980	6%	(35)	22%	(119)	35%	(192)	37%	(206)	553
Baby Boomers: 1946-1964	4%	(23)	24%	(156)	34%	(226)	39%	(255)	660
PID: Dem (no lean)	9%	(79)	21%	(181)	33%	(280)	37%	(317)	856
PID: Ind (no lean)	7%	(46)	19%	(135)	32%	(227)	42%	(292)	700
PID: Rep (no lean)	9%	(57)	24%	(153)	30%	(192)	38%	(246)	649
PID/Gender: Dem Men	14%	(57)	27%	(112)	32%	(131)	27%	(114)	413
PID/Gender: Dem Women	5%	(22)	16%	(69)	34%	(148)	46%	(203)	442
PID/Gender: Ind Men	11%	(37)	26%	(89)	33%	(115)	30%	(105)	345
PID/Gender: Ind Women	2%	(9)	13%	(46)	32%	(112)	53%	(187)	355
PID/Gender: Rep Men	15%	(47)	32%	(99)	27%	(86)	26%	(81)	313
PID/Gender: Rep Women	3%	(10)	16%	(54)	32%	(106)	49%	(165)	335
Ideo: Liberal (1-3)	10%	(63)	24%	(148)	35%	(218)	32%	(198)	628
Ideo: Moderate (4)	8%	(54)	21%	(151)	30%	(213)	41%	(289)	708
Ideo: Conservative (5-7)	9%	(63)	22%	(155)	32%	(223)	37%	(264)	706
Educ: < College	7%	(104)	17%	(245)	31%	(445)	45%	(647)	1441
Educ: Bachelors degree	8%	(38)	29%	(139)	35%	(170)	28%	(138)	485
Educ: Post-grad	14%	(40)	30%	(84)	30%	(85)	25%	(70)	279
Income: Under 50k	6%	(73)	17%	(204)	31%	(380)	47%	(572)	1228
Income: 50k-100k	10%	(65)	25%	(161)	33%	(211)	31%	(201)	640
Income: 100k+	13%	(44)	31%	(104)	32%	(108)	24%	(82)	337
Ethnicity: White	8%	(141)	21%	(351)	32%	(541)	39%	(668)	1702
Ethnicity: Hispanic	13%	(50)	19%	(72)	29%	(110)	39%	(148)	380

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**Table MCFE34\_7: Now on another topic How familiar are you with the following kinds of investments?**

*Commodities*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(182)	21%	(469)	32%	(699)	39%	(855)	2205
Ethnicity: Black	9%	(26)	24%	(67)	29%	(82)	38%	(107)	283
Ethnicity: Other	7%	(15)	23%	(50)	34%	(76)	36%	(79)	220
All Christian	8%	(78)	24%	(227)	32%	(301)	36%	(335)	941
All Non-Christian	15%	(24)	27%	(42)	25%	(40)	32%	(50)	156
Atheist	12%	(11)	18%	(17)	26%	(25)	44%	(42)	95
Agnostic/Nothing in particular	6%	(39)	18%	(121)	33%	(218)	43%	(280)	658
Something Else	8%	(30)	17%	(61)	32%	(115)	42%	(149)	355
Religious Non-Protestant/Catholic	14%	(24)	26%	(44)	25%	(43)	34%	(57)	168
Evangelical	10%	(53)	23%	(128)	30%	(166)	37%	(202)	549
Non-Evangelical	7%	(54)	21%	(151)	34%	(243)	38%	(272)	721
Community: Urban	11%	(76)	22%	(150)	33%	(224)	35%	(238)	688
Community: Suburban	8%	(82)	21%	(203)	33%	(320)	38%	(378)	984
Community: Rural	4%	(24)	22%	(116)	29%	(155)	45%	(239)	533
Employ: Private Sector	13%	(91)	27%	(189)	32%	(225)	29%	(202)	708
Employ: Government	13%	(13)	22%	(22)	24%	(25)	41%	(42)	102
Employ: Self-Employed	12%	(27)	23%	(51)	32%	(72)	33%	(73)	222
Employ: Homemaker	3%	(5)	14%	(21)	32%	(48)	51%	(79)	153
Employ: Student	15%	(10)	11%	(8)	24%	(17)	50%	(34)	69
Employ: Retired	3%	(16)	21%	(119)	35%	(199)	41%	(232)	565
Employ: Unemployed	6%	(17)	15%	(38)	26%	(69)	53%	(138)	262
Employ: Other	3%	(3)	17%	(21)	36%	(45)	44%	(55)	124
Military HH: Yes	10%	(30)	23%	(71)	31%	(95)	36%	(110)	306
Military HH: No	8%	(152)	21%	(398)	32%	(604)	39%	(744)	1899
RD/WT: Right Direction	14%	(99)	24%	(176)	30%	(217)	32%	(229)	721
RD/WT: Wrong Track	6%	(83)	20%	(293)	32%	(482)	42%	(626)	1484
Biden Job Approve	11%	(98)	23%	(216)	33%	(305)	33%	(311)	930
Biden Job Disapprove	7%	(80)	21%	(244)	32%	(366)	40%	(466)	1155

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**Table MCFE34\_7: Now on another topic How familiar are you with the following kinds of investments?**  
 Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(182)	21%	(469)	32%	(699)	39%	(855)	2205
Biden Job Strongly Approve	15%	(65)	27%	(114)	30%	(127)	27%	(113)	418
Biden Job Somewhat Approve	7%	(34)	20%	(102)	35%	(178)	39%	(198)	512
Biden Job Somewhat Disapprove	5%	(18)	21%	(73)	35%	(122)	38%	(134)	347
Biden Job Strongly Disapprove	8%	(61)	21%	(170)	30%	(244)	41%	(333)	808
Favorable of Biden	10%	(98)	23%	(216)	32%	(296)	35%	(326)	936
Unfavorable of Biden	7%	(76)	21%	(241)	32%	(357)	40%	(451)	1125
Very Favorable of Biden	16%	(66)	27%	(113)	27%	(114)	31%	(131)	424
Somewhat Favorable of Biden	6%	(32)	20%	(103)	36%	(182)	38%	(196)	512
Somewhat Unfavorable of Biden	5%	(16)	22%	(65)	33%	(96)	39%	(114)	290
Very Unfavorable of Biden	7%	(60)	21%	(176)	31%	(261)	40%	(337)	835
#1 Issue: Economy	9%	(84)	21%	(189)	33%	(304)	37%	(339)	917
#1 Issue: Security	9%	(21)	25%	(59)	32%	(76)	34%	(81)	237
#1 Issue: Health Care	12%	(21)	18%	(32)	34%	(62)	37%	(67)	183
#1 Issue: Medicare / Social Security	5%	(15)	19%	(54)	34%	(100)	43%	(125)	293
#1 Issue: Women's Issues	7%	(15)	18%	(38)	27%	(59)	49%	(105)	217
#1 Issue: Education	11%	(10)	33%	(29)	24%	(21)	32%	(28)	88
#1 Issue: Energy	6%	(8)	30%	(40)	28%	(37)	36%	(47)	132
#1 Issue: Other	7%	(9)	20%	(28)	29%	(40)	44%	(61)	139
2022 House Vote: Democrat	11%	(84)	24%	(193)	35%	(277)	31%	(245)	799
2022 House Vote: Republican	9%	(59)	25%	(158)	30%	(190)	36%	(232)	638
2022 House Vote: Didnt Vote	5%	(35)	15%	(108)	30%	(218)	50%	(365)	727
2020 Vote: Joe Biden	10%	(84)	24%	(203)	34%	(290)	33%	(286)	864
2020 Vote: Donald Trump	8%	(50)	25%	(165)	31%	(203)	36%	(237)	655
2020 Vote: Other	10%	(7)	26%	(18)	35%	(24)	29%	(20)	68
2020 Vote: Didn't Vote	7%	(41)	13%	(82)	29%	(182)	51%	(312)	618
2018 House Vote: Democrat	10%	(75)	25%	(180)	35%	(248)	30%	(214)	718
2018 House Vote: Republican	8%	(45)	26%	(148)	32%	(183)	35%	(201)	577
2018 House Vote: Didnt Vote	7%	(61)	15%	(132)	29%	(252)	49%	(425)	870

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**Table MCFE34\_7: Now on another topic How familiar are you with the following kinds of investments?**

*Commodities*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	8%	(182)	21%	(469)	32%	(699)	39%	(855)	2205
4-Region: Northeast	10%	(38)	21%	(80)	35%	(134)	35%	(134)	386
4-Region: Midwest	8%	(37)	20%	(89)	34%	(157)	38%	(173)	456
4-Region: South	8%	(68)	22%	(185)	29%	(243)	41%	(344)	841
4-Region: West	8%	(40)	22%	(115)	31%	(164)	39%	(203)	522
Sports Fan	10%	(160)	24%	(385)	33%	(515)	33%	(513)	1573
Avid Sports Fan	14%	(90)	30%	(185)	29%	(184)	27%	(166)	625
Casual Sports Fan	7%	(70)	21%	(200)	35%	(331)	37%	(347)	948
Football Fan	10%	(158)	25%	(371)	32%	(477)	33%	(498)	1504
Avid Football Fan	15%	(100)	30%	(199)	28%	(188)	27%	(183)	670
NFL Fan	10%	(154)	25%	(372)	32%	(472)	33%	(491)	1488
Avid NFL Fan	15%	(103)	29%	(198)	28%	(189)	28%	(192)	682
Rihanna Fan	11%	(120)	23%	(250)	32%	(343)	34%	(374)	1086
Pro Football is Favorite	13%	(85)	26%	(165)	28%	(177)	32%	(203)	630
Like Pro Football but not Favorite	8%	(78)	22%	(212)	34%	(328)	36%	(340)	958
Watched SB LVI and Plan to Watch LVII	10%	(116)	25%	(283)	33%	(373)	32%	(369)	1141
Likely to Watch SB LVII	10%	(151)	24%	(353)	32%	(468)	33%	(480)	1452
Want Eagles to Win	10%	(75)	25%	(192)	32%	(249)	33%	(254)	770
Want Chiefs to Win	10%	(69)	24%	(166)	34%	(238)	32%	(219)	692
Typically Host SB Party and Likely Host this Year	19%	(78)	27%	(114)	31%	(129)	23%	(95)	416
Likely Host SB Party this Year	17%	(118)	27%	(192)	31%	(218)	25%	(179)	707
Sports Bettors	19%	(121)	29%	(185)	33%	(210)	20%	(128)	644
Sports Bettors Weekly+	24%	(57)	30%	(72)	29%	(69)	17%	(40)	239
Non/Infrequent Bettor	5%	(80)	20%	(350)	32%	(562)	44%	(771)	1764
Sports Bettors Monthly+	25%	(96)	30%	(114)	31%	(118)	15%	(57)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	10%	(15)	31%	(46)	36%	(54)	23%	(35)	149
Plan to Bet on SB LVII	22%	(98)	30%	(132)	31%	(137)	17%	(73)	440

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

**Table MCFE35:** Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized public ledger known as the blockchain. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes	No	Total N
Adults	19% (427)	81% (1778)	2205
Gender: Male	29% (307)	71% (765)	1072
Gender: Female	11% (120)	89% (1012)	1132
Age: 18-34	30% (191)	70% (441)	632
Age: 35-44	25% (91)	75% (281)	372
Age: 45-64	17% (118)	83% (594)	712
Age: 65+	5% (26)	95% (462)	488
GenZers: 1997-2012	21% (53)	79% (203)	256
Millennials: 1981-1996	32% (216)	68% (457)	673
GenXers: 1965-1980	20% (110)	80% (442)	553
Baby Boomers: 1946-1964	7% (48)	93% (612)	660
PID: Dem (no lean)	22% (192)	78% (664)	856
PID: Ind (no lean)	16% (114)	84% (586)	700
PID: Rep (no lean)	19% (121)	81% (528)	649
PID/Gender: Dem Men	32% (134)	68% (280)	413
PID/Gender: Dem Women	13% (58)	87% (383)	442
PID/Gender: Ind Men	24% (81)	76% (264)	345
PID/Gender: Ind Women	9% (33)	91% (322)	355
PID/Gender: Rep Men	29% (92)	71% (221)	313
PID/Gender: Rep Women	9% (29)	91% (307)	335
Ideo: Liberal (1-3)	22% (141)	78% (487)	628
Ideo: Moderate (4)	18% (126)	82% (582)	708
Ideo: Conservative (5-7)	20% (144)	80% (562)	706
Educ: < College	15% (213)	85% (1228)	1441
Educ: Bachelors degree	27% (131)	73% (355)	485
Educ: Post-grad	30% (83)	70% (196)	279
Income: Under 50k	14% (171)	86% (1057)	1228
Income: 50k-100k	22% (139)	78% (501)	640
Income: 100k+	35% (116)	65% (221)	337
Ethnicity: White	18% (312)	82% (1389)	1702

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**Table MCFE35:** Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized public ledger known as the blockchain. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes	No	Total N
Adults	19% (427)	81% (1778)	2205
Ethnicity: Hispanic	29% (109)	71% (271)	380
Ethnicity: Black	23% (64)	77% (219)	283
Ethnicity: Other	23% (50)	77% (170)	220
All Christian	20% (184)	80% (757)	941
All Non-Christian	37% (58)	63% (98)	156
Atheist	26% (25)	74% (70)	95
Agnostic/Nothing in particular	14% (95)	86% (563)	658
Something Else	18% (65)	82% (290)	355
Religious Non-Protestant/Catholic	34% (58)	66% (111)	168
Evangelical	22% (120)	78% (429)	549
Non-Evangelical	17% (124)	83% (596)	721
Community: Urban	29% (203)	71% (485)	688
Community: Suburban	17% (165)	83% (818)	984
Community: Rural	11% (59)	89% (475)	533
Employ: Private Sector	30% (216)	70% (492)	708
Employ: Government	31% (31)	69% (71)	102
Employ: Self-Employed	33% (73)	67% (149)	222
Employ: Homemaker	9% (13)	91% (140)	153
Employ: Student	21% (14)	79% (54)	69
Employ: Retired	7% (38)	93% (527)	565
Employ: Unemployed	8% (21)	92% (240)	262
Employ: Other	15% (19)	85% (105)	124
Military HH: Yes	20% (61)	80% (245)	306
Military HH: No	19% (365)	81% (1533)	1899
RD/WT: Right Direction	25% (180)	75% (540)	721
RD/WT: Wrong Track	17% (246)	83% (1238)	1484
Biden Job Approve	23% (214)	77% (716)	930
Biden Job Disapprove	17% (200)	83% (955)	1155

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**Table MCFE35:** Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized public ledger known as the blockchain. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	19%	(427)	81%	(1778)	2205
Biden Job Strongly Approve	27%	(112)	73%	(306)	418
Biden Job Somewhat Approve	20%	(102)	80%	(410)	512
Biden Job Somewhat Disapprove	18%	(61)	82%	(286)	347
Biden Job Strongly Disapprove	17%	(138)	83%	(669)	808
Favorable of Biden	22%	(210)	78%	(726)	936
Unfavorable of Biden	17%	(197)	83%	(928)	1125
Very Favorable of Biden	25%	(107)	75%	(317)	424
Somewhat Favorable of Biden	20%	(103)	80%	(409)	512
Somewhat Unfavorable of Biden	20%	(59)	80%	(231)	290
Very Unfavorable of Biden	16%	(137)	84%	(697)	835
#1 Issue: Economy	22%	(206)	78%	(711)	917
#1 Issue: Security	15%	(35)	85%	(202)	237
#1 Issue: Health Care	22%	(41)	78%	(142)	183
#1 Issue: Medicare / Social Security	14%	(41)	86%	(252)	293
#1 Issue: Women's Issues	14%	(31)	86%	(186)	217
#1 Issue: Education	21%	(19)	79%	(69)	88
#1 Issue: Energy	25%	(33)	75%	(99)	132
#1 Issue: Other	15%	(21)	85%	(118)	139
2022 House Vote: Democrat	23%	(185)	77%	(614)	799
2022 House Vote: Republican	21%	(133)	79%	(505)	638
2022 House Vote: Didnt Vote	15%	(106)	85%	(621)	727
2020 Vote: Joe Biden	23%	(202)	77%	(662)	864
2020 Vote: Donald Trump	20%	(128)	80%	(527)	655
2020 Vote: Other	13%	(9)	87%	(59)	68
2020 Vote: Didn't Vote	14%	(88)	86%	(530)	618
2018 House Vote: Democrat	24%	(170)	76%	(548)	718
2018 House Vote: Republican	19%	(110)	81%	(467)	577
2018 House Vote: Didnt Vote	16%	(143)	84%	(728)	870

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**Table MCFE35:** Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized public ledger known as the blockchain. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	19%	(427)	81%	(1778)	2205
4-Region: Northeast	19%	(72)	81%	(314)	386
4-Region: Midwest	18%	(80)	82%	(375)	456
4-Region: South	19%	(156)	81%	(685)	841
4-Region: West	23%	(119)	77%	(403)	522
Sports Fan	23%	(369)	77%	(1204)	1573
Avid Sports Fan	31%	(194)	69%	(431)	625
Casual Sports Fan	18%	(175)	82%	(773)	948
Football Fan	24%	(365)	76%	(1139)	1504
Avid Football Fan	29%	(195)	71%	(475)	670
NFL Fan	24%	(353)	76%	(1135)	1488
Avid NFL Fan	27%	(187)	73%	(495)	682
Rihanna Fan	24%	(266)	76%	(820)	1086
Pro Football is Favorite	30%	(189)	70%	(441)	630
Like Pro Football but not Favorite	20%	(190)	80%	(769)	958
Watched SB LVI and Plan to Watch LVII	23%	(262)	77%	(879)	1141
Likely to Watch SB LVII	23%	(340)	77%	(1112)	1452
Want Eagles to Win	24%	(184)	76%	(586)	770
Want Chiefs to Win	23%	(159)	77%	(533)	692
Typically Host SB Party and Likely Host this Year	41%	(170)	59%	(246)	416
Likely Host SB Party this Year	34%	(241)	66%	(465)	707
Sports Bettors	42%	(269)	58%	(375)	644
Sports Bettors Weekly+	54%	(129)	46%	(110)	239
Non/Infrequent Bettor	13%	(226)	87%	(1538)	1764
Sports Bettors Monthly+	50%	(191)	50%	(194)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	29%	(43)	71%	(106)	149
Plan to Bet on SB LVII	47%	(205)	53%	(235)	440

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



**Table MCFE36:** Do you have a favorable or unfavorable opinion of cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (255)	15% (331)	15% (328)	28% (618)	23% (517)	7% (156)	2205
Gender: Male	18% (195)	18% (198)	15% (161)	27% (287)	17% (186)	4% (45)	1072
Gender: Female	5% (60)	12% (133)	15% (167)	29% (330)	29% (331)	10% (111)	1132
Age: 18-34	18% (116)	25% (158)	13% (83)	13% (84)	21% (133)	9% (59)	632
Age: 35-44	21% (77)	17% (64)	14% (51)	19% (69)	24% (88)	6% (23)	372
Age: 45-64	7% (53)	12% (87)	17% (123)	31% (221)	26% (183)	6% (45)	712
Age: 65+	2% (9)	4% (21)	15% (71)	50% (244)	23% (113)	6% (30)	488
GenZers: 1997-2012	13% (32)	32% (81)	15% (37)	15% (39)	16% (41)	9% (24)	256
Millennials: 1981-1996	23% (153)	20% (133)	12% (82)	15% (101)	23% (157)	7% (47)	673
GenXers: 1965-1980	9% (52)	14% (76)	16% (91)	28% (153)	25% (140)	7% (40)	553
Baby Boomers: 1946-1964	2% (16)	6% (39)	16% (109)	44% (289)	25% (166)	6% (42)	660
PID: Dem (no lean)	15% (132)	14% (124)	17% (145)	28% (236)	18% (155)	7% (63)	856
PID: Ind (no lean)	7% (51)	15% (106)	14% (97)	25% (175)	30% (209)	9% (63)	700
PID: Rep (no lean)	11% (72)	16% (101)	13% (86)	32% (207)	24% (153)	5% (29)	649
PID/Gender: Dem Men	25% (102)	17% (71)	16% (66)	24% (98)	13% (55)	5% (21)	413
PID/Gender: Dem Women	7% (31)	12% (52)	18% (79)	31% (137)	23% (100)	10% (43)	442
PID/Gender: Ind Men	11% (38)	17% (58)	14% (49)	28% (97)	25% (85)	6% (19)	345
PID/Gender: Ind Women	4% (13)	14% (48)	13% (48)	22% (78)	35% (124)	12% (44)	355
PID/Gender: Rep Men	18% (56)	22% (69)	15% (46)	29% (92)	15% (46)	2% (5)	313
PID/Gender: Rep Women	5% (16)	10% (32)	12% (40)	34% (116)	32% (107)	7% (24)	335
Ideo: Liberal (1-3)	15% (95)	15% (93)	20% (127)	30% (191)	16% (102)	3% (21)	628
Ideo: Moderate (4)	11% (75)	18% (126)	14% (96)	24% (170)	25% (176)	9% (65)	708
Ideo: Conservative (5-7)	10% (73)	14% (98)	13% (94)	33% (235)	25% (176)	4% (29)	706
Educ: < College	9% (134)	15% (222)	12% (176)	26% (372)	28% (400)	9% (136)	1441
Educ: Bachelors degree	15% (72)	14% (69)	21% (103)	30% (147)	17% (81)	3% (14)	485
Educ: Post-grad	18% (50)	14% (39)	18% (49)	35% (99)	13% (36)	2% (6)	279
Income: Under 50k	9% (108)	15% (181)	11% (135)	28% (338)	28% (340)	10% (125)	1228
Income: 50k-100k	13% (80)	16% (103)	20% (129)	28% (182)	19% (122)	4% (24)	640
Income: 100k+	20% (66)	14% (46)	19% (64)	29% (98)	16% (55)	2% (7)	337
Ethnicity: White	10% (178)	14% (236)	15% (257)	31% (526)	23% (383)	7% (121)	1702
Ethnicity: Hispanic	17% (64)	27% (101)	13% (49)	19% (72)	17% (63)	8% (31)	380
Ethnicity: Black	16% (45)	22% (63)	12% (33)	16% (47)	26% (74)	8% (22)	283

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**Table MCFE36:** Do you have a favorable or unfavorable opinion of cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (255)	15% (331)	15% (328)	28% (618)	23% (517)	7% (156)	2205
Ethnicity: Other	14% (32)	14% (31)	18% (39)	20% (45)	28% (61)	6% (14)	220
All Christian	12% (110)	13% (127)	14% (133)	33% (314)	22% (206)	5% (51)	941
All Non-Christian	25% (40)	18% (28)	16% (24)	16% (26)	20% (31)	5% (7)	156
Atheist	6% (5)	17% (17)	22% (21)	39% (37)	13% (13)	2% (2)	95
Agnostic/Nothing in particular	8% (53)	15% (96)	16% (107)	28% (181)	23% (153)	10% (68)	658
Something Else	13% (47)	18% (63)	12% (43)	17% (60)	32% (115)	8% (27)	355
Religious Non-Protestant/Catholic	24% (40)	17% (28)	16% (27)	18% (30)	19% (33)	7% (11)	168
Evangelical	16% (87)	14% (78)	11% (59)	26% (144)	27% (149)	6% (32)	549
Non-Evangelical	10% (69)	15% (107)	16% (115)	31% (223)	23% (165)	6% (42)	721
Community: Urban	21% (146)	19% (128)	14% (97)	22% (152)	17% (119)	7% (47)	688
Community: Suburban	8% (78)	15% (152)	17% (163)	32% (311)	23% (229)	5% (51)	984
Community: Rural	6% (32)	10% (52)	13% (68)	29% (155)	32% (169)	11% (58)	533
Employ: Private Sector	18% (125)	21% (147)	16% (116)	24% (171)	16% (113)	5% (35)	708
Employ: Government	15% (16)	23% (24)	22% (23)	17% (17)	16% (16)	7% (7)	102
Employ: Self-Employed	22% (48)	18% (39)	11% (25)	22% (50)	24% (53)	3% (7)	222
Employ: Homemaker	5% (8)	11% (17)	10% (15)	21% (31)	42% (64)	11% (17)	153
Employ: Student	10% (7)	23% (16)	11% (7)	19% (13)	21% (15)	16% (11)	69
Employ: Retired	2% (14)	5% (29)	16% (92)	44% (246)	27% (151)	6% (33)	565
Employ: Unemployed	9% (24)	13% (33)	13% (34)	25% (65)	27% (71)	13% (35)	262
Employ: Other	10% (13)	21% (26)	13% (16)	20% (25)	27% (34)	9% (11)	124
Military HH: Yes	12% (37)	14% (42)	17% (52)	35% (108)	19% (59)	3% (8)	306
Military HH: No	12% (218)	15% (289)	15% (276)	27% (510)	24% (458)	8% (148)	1899
RD/WT: Right Direction	21% (152)	16% (113)	14% (104)	25% (177)	18% (126)	7% (48)	721
RD/WT: Wrong Track	7% (103)	15% (218)	15% (224)	30% (441)	26% (391)	7% (108)	1484
Biden Job Approve	16% (147)	17% (155)	16% (152)	27% (255)	18% (169)	6% (51)	930
Biden Job Disapprove	8% (97)	15% (170)	15% (168)	30% (351)	26% (296)	6% (73)	1155
Biden Job Strongly Approve	26% (107)	12% (52)	13% (56)	30% (125)	14% (59)	5% (19)	418
Biden Job Somewhat Approve	8% (40)	20% (103)	19% (96)	25% (130)	22% (110)	6% (32)	512
Biden Job Somewhat Disapprove	9% (33)	14% (49)	18% (63)	26% (89)	26% (92)	6% (22)	347
Biden Job Strongly Disapprove	8% (64)	15% (121)	13% (105)	32% (262)	25% (204)	6% (51)	808

Continued on next page

**Table MCFE36:** Do you have a favorable or unfavorable opinion of cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (255)	15% (331)	15% (328)	28% (618)	23% (517)	7% (156)	2205
Favorable of Biden	16% (147)	15% (139)	17% (156)	29% (267)	19% (174)	6% (53)	936
Unfavorable of Biden	8% (92)	16% (182)	15% (164)	29% (328)	25% (287)	6% (72)	1125
Very Favorable of Biden	23% (98)	11% (48)	15% (62)	32% (137)	13% (57)	5% (23)	424
Somewhat Favorable of Biden	10% (49)	18% (91)	18% (94)	25% (130)	23% (117)	6% (30)	512
Somewhat Unfavorable of Biden	11% (31)	15% (45)	19% (57)	25% (74)	22% (64)	7% (21)	290
Very Unfavorable of Biden	7% (61)	16% (137)	13% (107)	30% (254)	27% (223)	6% (52)	835
#1 Issue: Economy	13% (118)	18% (163)	16% (144)	24% (221)	23% (213)	6% (58)	917
#1 Issue: Security	8% (20)	14% (33)	12% (30)	36% (85)	25% (59)	4% (10)	237
#1 Issue: Health Care	12% (22)	19% (35)	12% (21)	22% (41)	29% (53)	6% (11)	183
#1 Issue: Medicare / Social Security	8% (22)	7% (21)	13% (37)	38% (111)	25% (72)	10% (30)	293
#1 Issue: Women's Issues	8% (17)	20% (44)	17% (36)	25% (54)	20% (44)	11% (23)	217
#1 Issue: Education	17% (15)	14% (13)	15% (13)	20% (18)	24% (21)	9% (8)	88
#1 Issue: Energy	19% (25)	10% (13)	28% (37)	20% (26)	20% (26)	4% (6)	132
#1 Issue: Other	13% (17)	7% (9)	7% (10)	44% (61)	22% (31)	7% (10)	139
2022 House Vote: Democrat	16% (128)	14% (110)	18% (144)	31% (249)	17% (137)	4% (31)	799
2022 House Vote: Republican	10% (66)	13% (84)	15% (98)	34% (219)	23% (144)	4% (26)	638
2022 House Vote: Didnt Vote	8% (59)	18% (127)	11% (78)	20% (143)	31% (224)	13% (94)	727
2020 Vote: Joe Biden	15% (134)	13% (114)	18% (156)	31% (264)	18% (157)	4% (39)	864
2020 Vote: Donald Trump	10% (64)	16% (107)	14% (94)	32% (213)	23% (149)	4% (29)	655
2020 Vote: Other	8% (5)	14% (10)	8% (6)	21% (15)	39% (27)	9% (6)	68
2020 Vote: Didn't Vote	8% (52)	16% (100)	12% (72)	20% (127)	30% (184)	13% (83)	618
2018 House Vote: Democrat	17% (121)	13% (91)	18% (129)	30% (219)	17% (124)	5% (34)	718
2018 House Vote: Republican	9% (52)	14% (81)	15% (87)	35% (204)	22% (129)	4% (24)	577
2018 House Vote: Didnt Vote	9% (80)	17% (150)	12% (106)	22% (191)	28% (248)	11% (95)	870
4-Region: Northeast	13% (52)	14% (52)	12% (46)	30% (116)	23% (89)	8% (32)	386
4-Region: Midwest	10% (43)	14% (63)	14% (64)	31% (141)	25% (112)	7% (31)	456
4-Region: South	10% (85)	17% (142)	13% (110)	28% (232)	26% (218)	7% (55)	841
4-Region: West	14% (76)	14% (73)	21% (108)	25% (128)	19% (99)	7% (38)	522
Sports Fan	14% (222)	17% (271)	15% (240)	27% (427)	21% (330)	5% (83)	1573
Avid Sports Fan	22% (136)	18% (113)	13% (82)	24% (152)	19% (119)	4% (22)	625
Casual Sports Fan	9% (86)	17% (157)	17% (158)	29% (274)	22% (212)	6% (61)	948

Continued on next page

**Table MCFE36:** Do you have a favorable or unfavorable opinion of cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (255)	15% (331)	15% (328)	28% (618)	23% (517)	7% (156)	2205
Football Fan	15% (219)	17% (254)	16% (234)	27% (406)	21% (314)	5% (78)	1504
Avid Football Fan	20% (136)	16% (106)	15% (103)	27% (178)	19% (124)	3% (23)	670
NFL Fan	14% (205)	17% (246)	16% (233)	27% (409)	21% (314)	5% (81)	1488
Avid NFL Fan	19% (129)	15% (102)	15% (104)	29% (196)	19% (129)	3% (21)	682
Rihanna Fan	17% (184)	21% (223)	15% (158)	20% (216)	22% (239)	6% (66)	1086
Pro Football is Favorite	21% (131)	16% (101)	14% (90)	26% (165)	18% (110)	5% (32)	630
Like Pro Football but not Favorite	10% (94)	18% (174)	16% (150)	27% (255)	24% (231)	6% (53)	958
Watched SB LVI and Plan to Watch LVII	14% (156)	17% (194)	17% (191)	29% (327)	20% (225)	4% (46)	1141
Likely to Watch SB LVII	14% (208)	17% (245)	16% (232)	27% (398)	21% (303)	5% (65)	1452
Want Eagles to Win	15% (118)	18% (137)	16% (122)	28% (215)	20% (152)	3% (26)	770
Want Chiefs to Win	14% (95)	16% (111)	16% (108)	27% (188)	21% (147)	6% (44)	692
Typically Host SB Party and Likely Host this Year	27% (114)	25% (102)	15% (62)	15% (62)	14% (59)	4% (17)	416
Likely Host SB Party this Year	23% (161)	23% (164)	17% (119)	17% (123)	16% (111)	4% (29)	707
Sports Bettors	26% (170)	27% (173)	15% (97)	16% (104)	12% (78)	3% (22)	644
Sports Bettors Weekly+	39% (94)	24% (56)	11% (25)	16% (37)	9% (21)	2% (5)	239
Non/Infrequent Bettor	7% (117)	12% (218)	16% (275)	31% (551)	26% (466)	8% (137)	1764
Sports Bettors Monthly+	33% (129)	26% (101)	11% (44)	16% (62)	11% (42)	2% (7)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	16% (23)	23% (34)	17% (26)	27% (40)	14% (20)	4% (5)	149
Plan to Bet on SB LVII	33% (146)	23% (101)	13% (57)	17% (75)	11% (50)	2% (10)	440

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

**Table MCFE37\_1: How likely is it you will do each of the following within the next 6 months?**  
 Invest in or trade stocks

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	14%	(300)	21%	(464)	18%	(400)	47%	(1041)	2205
Gender: Male	21%	(230)	25%	(265)	19%	(200)	35%	(377)	1072
Gender: Female	6%	(70)	18%	(199)	18%	(200)	59%	(662)	1132
Age: 18-34	15%	(98)	30%	(190)	18%	(113)	37%	(231)	632
Age: 35-44	18%	(66)	21%	(79)	20%	(76)	41%	(152)	372
Age: 45-64	12%	(88)	17%	(122)	18%	(132)	52%	(371)	712
Age: 65+	10%	(48)	15%	(74)	16%	(79)	59%	(287)	488
GenZers: 1997-2012	12%	(31)	32%	(81)	18%	(46)	38%	(98)	256
Millennials: 1981-1996	18%	(122)	26%	(176)	20%	(134)	36%	(240)	673
GenXers: 1965-1980	12%	(64)	18%	(99)	20%	(111)	50%	(279)	553
Baby Boomers: 1946-1964	11%	(75)	15%	(102)	15%	(99)	58%	(384)	660
PID: Dem (no lean)	13%	(114)	21%	(179)	20%	(168)	46%	(396)	856
PID: Ind (no lean)	13%	(89)	21%	(151)	18%	(126)	48%	(334)	700
PID: Rep (no lean)	15%	(96)	21%	(135)	16%	(106)	48%	(311)	649
PID/Gender: Dem Men	20%	(81)	23%	(97)	19%	(78)	38%	(158)	413
PID/Gender: Dem Women	8%	(33)	19%	(82)	20%	(90)	54%	(237)	442
PID/Gender: Ind Men	20%	(68)	27%	(94)	19%	(66)	34%	(118)	345
PID/Gender: Ind Women	6%	(21)	16%	(57)	17%	(61)	61%	(216)	355
PID/Gender: Rep Men	26%	(81)	24%	(75)	18%	(57)	32%	(101)	313
PID/Gender: Rep Women	5%	(15)	18%	(61)	15%	(49)	63%	(210)	335
Ideo: Liberal (1-3)	14%	(91)	25%	(155)	20%	(126)	41%	(256)	628
Ideo: Moderate (4)	14%	(101)	20%	(143)	15%	(106)	51%	(358)	708
Ideo: Conservative (5-7)	15%	(103)	20%	(144)	20%	(139)	45%	(320)	706
Educ: < College	10%	(137)	18%	(256)	18%	(263)	54%	(785)	1441
Educ: Bachelors degree	20%	(97)	26%	(125)	18%	(89)	36%	(174)	485
Educ: Post-grad	24%	(66)	30%	(84)	17%	(47)	29%	(81)	279
Income: Under 50k	7%	(90)	15%	(187)	19%	(237)	58%	(714)	1228
Income: 50k-100k	18%	(114)	26%	(167)	19%	(119)	37%	(239)	640
Income: 100k+	28%	(96)	33%	(110)	13%	(44)	26%	(87)	337
Ethnicity: White	13%	(214)	20%	(343)	18%	(305)	49%	(839)	1702
Ethnicity: Hispanic	14%	(54)	27%	(102)	22%	(85)	36%	(139)	380
Ethnicity: Black	16%	(45)	24%	(69)	19%	(53)	41%	(116)	283

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**Table MCFE37\_1: How likely is it you will do each of the following within the next 6 months?**

*Invest in or trade stocks*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	14%	(300)	21%	(464)	18%	(400)	47%	(1041)	2205
Ethnicity: Other	18%	(40)	24%	(53)	19%	(42)	39%	(85)	220
All Christian	14%	(128)	20%	(190)	18%	(167)	48%	(456)	941
All Non-Christian	21%	(33)	28%	(43)	14%	(22)	37%	(58)	156
Atheist	15%	(14)	25%	(24)	13%	(13)	47%	(45)	95
Agnostic/Nothing in particular	11%	(74)	20%	(131)	19%	(124)	50%	(329)	658
Something Else	14%	(50)	22%	(77)	21%	(75)	43%	(153)	355
Religious Non-Protestant/Catholic	20%	(34)	27%	(45)	14%	(24)	39%	(66)	168
Evangelical	14%	(74)	22%	(120)	17%	(92)	48%	(263)	549
Non-Evangelical	14%	(100)	20%	(141)	20%	(145)	46%	(334)	721
Community: Urban	18%	(125)	23%	(157)	19%	(128)	40%	(278)	688
Community: Suburban	14%	(136)	21%	(205)	19%	(184)	47%	(459)	984
Community: Rural	7%	(39)	19%	(102)	17%	(89)	57%	(304)	533
Employ: Private Sector	20%	(140)	28%	(197)	17%	(120)	35%	(251)	708
Employ: Government	13%	(13)	31%	(31)	21%	(21)	36%	(37)	102
Employ: Self-Employed	22%	(49)	20%	(45)	17%	(38)	40%	(90)	222
Employ: Homemaker	3%	(4)	17%	(26)	23%	(35)	57%	(87)	153
Employ: Student	12%	(8)	33%	(23)	19%	(13)	35%	(24)	69
Employ: Retired	11%	(60)	14%	(80)	15%	(86)	60%	(340)	565
Employ: Unemployed	7%	(19)	11%	(30)	24%	(63)	57%	(149)	262
Employ: Other	5%	(6)	26%	(32)	19%	(23)	51%	(63)	124
Military HH: Yes	18%	(56)	24%	(73)	15%	(45)	43%	(132)	306
Military HH: No	13%	(244)	21%	(392)	19%	(355)	48%	(909)	1899
RD/WT: Right Direction	17%	(120)	24%	(173)	19%	(135)	41%	(293)	721
RD/WT: Wrong Track	12%	(180)	20%	(291)	18%	(265)	50%	(748)	1484
Biden Job Approve	16%	(144)	23%	(213)	19%	(174)	43%	(398)	930
Biden Job Disapprove	13%	(150)	20%	(229)	18%	(202)	50%	(574)	1155
Biden Job Strongly Approve	20%	(84)	22%	(90)	18%	(77)	40%	(167)	418
Biden Job Somewhat Approve	12%	(61)	24%	(122)	19%	(97)	45%	(231)	512
Biden Job Somewhat Disapprove	11%	(38)	18%	(61)	20%	(71)	51%	(177)	347
Biden Job Strongly Disapprove	14%	(112)	21%	(167)	16%	(131)	49%	(397)	808

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**Table MCFE37\_1: How likely is it you will do each of the following within the next 6 months?**  
*Invest in or trade stocks*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	14%	(300)	21%	(464)	18%	(400)	47%	(1041)	2205
Favorable of Biden	15%	(144)	23%	(212)	18%	(169)	44%	(411)	936
Unfavorable of Biden	13%	(145)	21%	(234)	18%	(199)	49%	(548)	1125
Very Favorable of Biden	20%	(85)	19%	(81)	18%	(78)	43%	(181)	424
Somewhat Favorable of Biden	12%	(60)	26%	(131)	18%	(91)	45%	(230)	512
Somewhat Unfavorable of Biden	14%	(42)	20%	(58)	19%	(57)	46%	(134)	290
Very Unfavorable of Biden	12%	(103)	21%	(176)	17%	(142)	50%	(414)	835
#1 Issue: Economy	15%	(137)	23%	(212)	20%	(179)	42%	(388)	917
#1 Issue: Security	13%	(31)	21%	(49)	16%	(38)	50%	(119)	237
#1 Issue: Health Care	15%	(27)	23%	(43)	16%	(29)	46%	(84)	183
#1 Issue: Medicare / Social Security	11%	(32)	13%	(39)	16%	(48)	59%	(174)	293
#1 Issue: Women's Issues	11%	(25)	17%	(38)	23%	(50)	48%	(105)	217
#1 Issue: Education	9%	(8)	29%	(25)	14%	(12)	48%	(42)	88
#1 Issue: Energy	14%	(18)	30%	(39)	20%	(26)	37%	(49)	132
#1 Issue: Other	15%	(21)	14%	(20)	13%	(18)	58%	(81)	139
2022 House Vote: Democrat	17%	(135)	24%	(193)	18%	(146)	41%	(325)	799
2022 House Vote: Republican	17%	(108)	22%	(141)	17%	(111)	44%	(278)	638
2022 House Vote: Didnt Vote	7%	(53)	17%	(122)	18%	(132)	58%	(420)	727
2020 Vote: Joe Biden	18%	(153)	22%	(194)	18%	(158)	42%	(359)	864
2020 Vote: Donald Trump	15%	(98)	22%	(144)	16%	(107)	47%	(307)	655
2020 Vote: Other	21%	(14)	25%	(17)	19%	(13)	35%	(24)	68
2020 Vote: Didn't Vote	6%	(34)	18%	(110)	20%	(123)	57%	(351)	618
2018 House Vote: Democrat	17%	(123)	22%	(161)	18%	(128)	43%	(306)	718
2018 House Vote: Republican	17%	(97)	22%	(126)	17%	(97)	45%	(258)	577
2018 House Vote: Didnt Vote	9%	(76)	20%	(170)	19%	(165)	53%	(459)	870
4-Region: Northeast	15%	(59)	22%	(85)	17%	(64)	46%	(178)	386
4-Region: Midwest	11%	(49)	21%	(95)	17%	(75)	52%	(237)	456
4-Region: South	12%	(105)	19%	(159)	20%	(165)	49%	(411)	841
4-Region: West	17%	(87)	24%	(125)	18%	(95)	41%	(215)	522
Sports Fan	17%	(267)	24%	(380)	19%	(298)	40%	(629)	1573
Avid Sports Fan	25%	(154)	25%	(155)	16%	(102)	34%	(214)	625
Casual Sports Fan	12%	(113)	24%	(225)	21%	(196)	44%	(415)	948

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**Table MCFE37\_1: How likely is it you will do each of the following within the next 6 months?**

*Invest in or trade stocks*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	14%	(300)	21%	(464)	18%	(400)	47%	(1041)	2205
Football Fan	17%	(253)	24%	(367)	18%	(271)	41%	(614)	1504
Avid Football Fan	24%	(158)	24%	(160)	17%	(113)	36%	(239)	670
NFL Fan	17%	(250)	23%	(348)	18%	(274)	41%	(616)	1488
Avid NFL Fan	24%	(162)	21%	(146)	17%	(118)	38%	(256)	682
Rihanna Fan	16%	(178)	24%	(263)	19%	(212)	40%	(434)	1086
Pro Football is Favorite	20%	(127)	24%	(153)	16%	(100)	40%	(250)	630
Like Pro Football but not Favorite	14%	(130)	24%	(231)	20%	(196)	42%	(401)	958
Watched SB LVI and Plan to Watch LVII	18%	(200)	24%	(275)	19%	(212)	40%	(455)	1141
Likely to Watch SB LVII	17%	(244)	24%	(348)	19%	(276)	40%	(584)	1452
Want Eagles to Win	18%	(142)	25%	(194)	18%	(136)	39%	(297)	770
Want Chiefs to Win	15%	(103)	23%	(158)	20%	(136)	43%	(296)	692
Typically Host SB Party and Likely Host this Year	25%	(103)	32%	(135)	20%	(85)	23%	(94)	416
Likely Host SB Party this Year	21%	(150)	32%	(225)	20%	(143)	27%	(189)	707
Sports Bettors	25%	(160)	33%	(213)	22%	(139)	20%	(131)	644
Sports Bettors Weekly+	34%	(82)	32%	(77)	17%	(42)	16%	(38)	239
Non/Infrequent Bettor	10%	(179)	18%	(318)	18%	(312)	54%	(954)	1764
Sports Bettors Monthly+	31%	(119)	34%	(131)	20%	(77)	15%	(58)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	19%	(28)	28%	(42)	21%	(31)	32%	(48)	149
Plan to Bet on SB LVII	31%	(136)	33%	(143)	18%	(81)	18%	(80)	440

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



**Table MCFE37\_2: How likely is it you will do each of the following within the next 6 months?**  
 Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(199)	19%	(417)	22%	(484)	50%	(1105)	2205
Gender: Male	14%	(151)	23%	(246)	23%	(243)	40%	(432)	1072
Gender: Female	4%	(47)	15%	(171)	21%	(241)	59%	(672)	1132
Age: 18-34	10%	(65)	21%	(133)	27%	(168)	42%	(266)	632
Age: 35-44	11%	(41)	24%	(88)	22%	(81)	44%	(162)	372
Age: 45-64	8%	(60)	18%	(127)	20%	(139)	54%	(386)	712
Age: 65+	7%	(33)	14%	(68)	20%	(97)	60%	(291)	488
GenZers: 1997-2012	4%	(11)	23%	(59)	30%	(76)	43%	(110)	256
Millennials: 1981-1996	13%	(86)	22%	(151)	23%	(158)	41%	(278)	673
GenXers: 1965-1980	7%	(41)	18%	(101)	22%	(121)	52%	(289)	553
Baby Boomers: 1946-1964	9%	(57)	15%	(96)	17%	(114)	60%	(393)	660
PID: Dem (no lean)	11%	(92)	20%	(169)	21%	(177)	49%	(417)	856
PID: Ind (no lean)	7%	(47)	18%	(125)	24%	(166)	52%	(363)	700
PID: Rep (no lean)	9%	(60)	19%	(123)	22%	(142)	50%	(324)	649
PID/Gender: Dem Men	17%	(71)	23%	(93)	20%	(82)	40%	(167)	413
PID/Gender: Dem Women	5%	(20)	17%	(76)	21%	(95)	57%	(250)	442
PID/Gender: Ind Men	10%	(34)	22%	(77)	26%	(90)	42%	(145)	345
PID/Gender: Ind Women	3%	(12)	14%	(48)	21%	(76)	62%	(218)	355
PID/Gender: Rep Men	14%	(45)	24%	(76)	23%	(72)	38%	(120)	313
PID/Gender: Rep Women	4%	(15)	14%	(47)	21%	(70)	61%	(204)	335
Ideo: Liberal (1-3)	13%	(79)	22%	(139)	22%	(138)	43%	(272)	628
Ideo: Moderate (4)	7%	(47)	17%	(123)	22%	(156)	54%	(382)	708
Ideo: Conservative (5-7)	9%	(66)	20%	(144)	22%	(153)	49%	(343)	706
Educ: < College	6%	(80)	15%	(217)	22%	(310)	58%	(833)	1441
Educ: Bachelors degree	14%	(70)	23%	(113)	23%	(113)	39%	(189)	485
Educ: Post-grad	17%	(49)	31%	(86)	22%	(62)	29%	(82)	279
Income: Under 50k	4%	(54)	14%	(171)	21%	(254)	61%	(749)	1228
Income: 50k-100k	12%	(74)	22%	(138)	26%	(167)	41%	(261)	640
Income: 100k+	21%	(71)	32%	(108)	19%	(64)	28%	(95)	337
Ethnicity: White	9%	(150)	18%	(298)	22%	(370)	52%	(883)	1702
Ethnicity: Hispanic	8%	(32)	23%	(88)	30%	(113)	39%	(147)	380
Ethnicity: Black	10%	(30)	23%	(65)	21%	(60)	45%	(128)	283

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**Table MCFE37\_2: How likely is it you will do each of the following within the next 6 months?**  
*Invest in mutual funds*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(199)	19%	(417)	22%	(484)	50%	(1105)	2205
Ethnicity: Other	8%	(19)	24%	(54)	25%	(54)	42%	(93)	220
All Christian	10%	(96)	19%	(174)	20%	(190)	51%	(481)	941
All Non-Christian	19%	(29)	28%	(44)	14%	(23)	39%	(60)	156
Atheist	6%	(6)	18%	(18)	29%	(27)	47%	(44)	95
Agnostic/Nothing in particular	6%	(41)	17%	(110)	24%	(159)	53%	(347)	658
Something Else	7%	(27)	20%	(71)	24%	(86)	49%	(172)	355
Religious Non-Protestant/Catholic	18%	(30)	28%	(47)	14%	(24)	40%	(68)	168
Evangelical	11%	(62)	19%	(106)	17%	(94)	52%	(287)	549
Non-Evangelical	8%	(57)	18%	(133)	25%	(178)	49%	(353)	721
Community: Urban	13%	(88)	22%	(150)	21%	(147)	44%	(302)	688
Community: Suburban	8%	(82)	19%	(184)	23%	(231)	49%	(486)	984
Community: Rural	5%	(28)	15%	(82)	20%	(106)	59%	(316)	533
Employ: Private Sector	15%	(103)	24%	(168)	23%	(163)	39%	(274)	708
Employ: Government	7%	(7)	29%	(29)	21%	(21)	44%	(45)	102
Employ: Self-Employed	15%	(34)	21%	(46)	22%	(48)	42%	(94)	222
Employ: Homemaker	4%	(6)	13%	(20)	25%	(38)	58%	(89)	153
Employ: Student	1%	(1)	16%	(11)	43%	(30)	40%	(28)	69
Employ: Retired	6%	(36)	15%	(83)	19%	(105)	60%	(342)	565
Employ: Unemployed	3%	(8)	16%	(42)	18%	(47)	63%	(165)	262
Employ: Other	4%	(5)	14%	(18)	26%	(32)	55%	(69)	124
Military HH: Yes	12%	(36)	24%	(72)	19%	(57)	46%	(142)	306
Military HH: No	9%	(163)	18%	(345)	23%	(428)	51%	(963)	1899
RD/WT: Right Direction	15%	(109)	20%	(141)	22%	(161)	43%	(309)	721
RD/WT: Wrong Track	6%	(90)	19%	(276)	22%	(324)	54%	(795)	1484
Biden Job Approve	14%	(126)	20%	(182)	22%	(203)	45%	(419)	930
Biden Job Disapprove	6%	(70)	19%	(219)	22%	(252)	53%	(615)	1155
Biden Job Strongly Approve	18%	(75)	19%	(79)	23%	(94)	40%	(169)	418
Biden Job Somewhat Approve	10%	(50)	20%	(103)	21%	(108)	49%	(250)	512
Biden Job Somewhat Disapprove	5%	(16)	19%	(67)	19%	(67)	57%	(197)	347
Biden Job Strongly Disapprove	7%	(54)	19%	(152)	23%	(185)	52%	(418)	808

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**Table MCFE37\_2: How likely is it you will do each of the following within the next 6 months?**  
 Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(199)	19%	(417)	22%	(484)	50%	(1105)	2205
Favorable of Biden	13%	(123)	19%	(182)	21%	(200)	46%	(432)	936
Unfavorable of Biden	6%	(67)	19%	(212)	23%	(255)	53%	(592)	1125
Very Favorable of Biden	18%	(75)	19%	(79)	20%	(83)	44%	(187)	424
Somewhat Favorable of Biden	9%	(48)	20%	(103)	23%	(117)	48%	(245)	512
Somewhat Unfavorable of Biden	6%	(18)	18%	(53)	22%	(65)	53%	(154)	290
Very Unfavorable of Biden	6%	(49)	19%	(159)	23%	(190)	52%	(438)	835
#1 Issue: Economy	8%	(78)	22%	(203)	24%	(222)	45%	(414)	917
#1 Issue: Security	10%	(24)	15%	(35)	20%	(48)	55%	(131)	237
#1 Issue: Health Care	14%	(25)	16%	(29)	17%	(31)	53%	(97)	183
#1 Issue: Medicare / Social Security	7%	(20)	18%	(53)	16%	(46)	59%	(174)	293
#1 Issue: Women's Issues	5%	(11)	15%	(33)	27%	(58)	53%	(115)	217
#1 Issue: Education	16%	(14)	19%	(17)	18%	(15)	47%	(41)	88
#1 Issue: Energy	12%	(16)	24%	(31)	28%	(37)	36%	(48)	132
#1 Issue: Other	8%	(11)	12%	(16)	19%	(27)	61%	(85)	139
2022 House Vote: Democrat	13%	(106)	21%	(171)	22%	(175)	43%	(346)	799
2022 House Vote: Republican	11%	(69)	21%	(132)	22%	(138)	47%	(300)	638
2022 House Vote: Didnt Vote	3%	(21)	14%	(105)	22%	(161)	60%	(439)	727
2020 Vote: Joe Biden	14%	(119)	19%	(168)	22%	(191)	45%	(385)	864
2020 Vote: Donald Trump	8%	(52)	21%	(140)	21%	(140)	49%	(324)	655
2020 Vote: Other	14%	(9)	24%	(16)	24%	(16)	39%	(26)	68
2020 Vote: Didn't Vote	3%	(18)	15%	(92)	22%	(138)	60%	(370)	618
2018 House Vote: Democrat	14%	(98)	21%	(150)	21%	(148)	45%	(321)	718
2018 House Vote: Republican	9%	(53)	21%	(124)	21%	(122)	48%	(279)	577
2018 House Vote: Didnt Vote	5%	(45)	15%	(135)	23%	(203)	56%	(487)	870
4-Region: Northeast	10%	(38)	21%	(82)	18%	(71)	51%	(196)	386
4-Region: Midwest	9%	(40)	16%	(72)	20%	(92)	55%	(251)	456
4-Region: South	9%	(72)	17%	(142)	24%	(203)	50%	(424)	841
4-Region: West	9%	(48)	23%	(122)	23%	(118)	45%	(234)	522
Sports Fan	11%	(175)	22%	(339)	23%	(368)	44%	(691)	1573
Avid Sports Fan	18%	(110)	21%	(131)	22%	(141)	39%	(243)	625
Casual Sports Fan	7%	(65)	22%	(208)	24%	(228)	47%	(448)	948

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**Table MCFE37\_2: How likely is it you will do each of the following within the next 6 months?**

*Invest in mutual funds*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(199)	19%	(417)	22%	(484)	50%	(1105)	2205
Football Fan	12%	(174)	21%	(316)	23%	(345)	45%	(670)	1504
Avid Football Fan	18%	(121)	20%	(134)	21%	(141)	41%	(273)	670
NFL Fan	11%	(162)	21%	(310)	23%	(340)	45%	(676)	1488
Avid NFL Fan	18%	(122)	18%	(125)	22%	(147)	42%	(289)	682
Rihanna Fan	11%	(116)	21%	(228)	25%	(271)	43%	(472)	1086
Pro Football is Favorite	16%	(101)	21%	(135)	20%	(128)	42%	(266)	630
Like Pro Football but not Favorite	8%	(73)	22%	(207)	25%	(238)	46%	(440)	958
Watched SB LVI and Plan to Watch LVII	12%	(137)	22%	(248)	23%	(258)	44%	(498)	1141
Likely to Watch SB LVII	11%	(162)	22%	(321)	23%	(336)	44%	(633)	1452
Want Eagles to Win	11%	(84)	23%	(178)	22%	(170)	44%	(338)	770
Want Chiefs to Win	10%	(73)	21%	(145)	23%	(158)	46%	(316)	692
Typically Host SB Party and Likely Host this Year	20%	(85)	27%	(112)	26%	(110)	26%	(108)	416
Likely Host SB Party this Year	15%	(105)	28%	(199)	27%	(192)	30%	(211)	707
Sports Bettors	17%	(113)	31%	(199)	24%	(158)	27%	(175)	644
Sports Bettors Weekly+	29%	(69)	31%	(74)	18%	(42)	23%	(54)	239
Non/Infrequent Bettor	6%	(108)	15%	(271)	22%	(391)	56%	(994)	1764
Sports Bettors Monthly+	23%	(88)	35%	(136)	21%	(81)	21%	(81)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	8%	(12)	33%	(49)	24%	(36)	35%	(52)	149
Plan to Bet on SB LVII	22%	(97)	33%	(147)	21%	(90)	24%	(106)	440

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

**Table MCFE37\_3: How likely is it you will do each of the following within the next 6 months?**  
*Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(107)	11%	(238)	25%	(553)	59%	(1307)	2205
Gender: Male	8%	(88)	15%	(158)	27%	(291)	50%	(535)	1072
Gender: Female	2%	(19)	7%	(80)	23%	(262)	68%	(770)	1132
Age: 18-34	9%	(58)	17%	(106)	27%	(168)	47%	(300)	632
Age: 35-44	7%	(27)	15%	(56)	27%	(102)	50%	(187)	372
Age: 45-64	3%	(20)	9%	(65)	26%	(182)	62%	(445)	712
Age: 65+	—	(1)	2%	(10)	21%	(101)	77%	(376)	488
GenZers: 1997-2012	8%	(21)	18%	(46)	27%	(70)	47%	(119)	256
Millennials: 1981-1996	9%	(60)	16%	(111)	27%	(180)	48%	(322)	673
GenXers: 1965-1980	3%	(19)	10%	(55)	29%	(160)	58%	(319)	553
Baby Boomers: 1946-1964	1%	(7)	4%	(25)	19%	(128)	76%	(499)	660
PID: Dem (no lean)	6%	(48)	12%	(99)	27%	(230)	56%	(479)	856
PID: Ind (no lean)	3%	(21)	12%	(85)	24%	(167)	61%	(428)	700
PID: Rep (no lean)	6%	(39)	8%	(54)	24%	(156)	62%	(400)	649
PID/Gender: Dem Men	9%	(38)	16%	(67)	29%	(121)	45%	(187)	413
PID/Gender: Dem Women	2%	(10)	7%	(31)	25%	(109)	66%	(291)	442
PID/Gender: Ind Men	5%	(16)	16%	(56)	27%	(92)	52%	(181)	345
PID/Gender: Ind Women	1%	(4)	8%	(29)	21%	(75)	70%	(247)	355
PID/Gender: Rep Men	11%	(34)	11%	(34)	25%	(78)	53%	(167)	313
PID/Gender: Rep Women	1%	(5)	6%	(20)	23%	(78)	69%	(233)	335
Ideo: Liberal (1-3)	6%	(36)	15%	(93)	27%	(167)	53%	(333)	628
Ideo: Moderate (4)	4%	(29)	10%	(72)	24%	(167)	62%	(439)	708
Ideo: Conservative (5-7)	6%	(39)	9%	(62)	26%	(182)	60%	(423)	706
Educ: < College	4%	(57)	9%	(131)	24%	(341)	63%	(912)	1441
Educ: Bachelors degree	5%	(25)	13%	(64)	27%	(133)	54%	(263)	485
Educ: Post-grad	9%	(25)	16%	(43)	28%	(79)	47%	(131)	279
Income: Under 50k	4%	(49)	8%	(101)	23%	(277)	65%	(800)	1228
Income: 50k-100k	5%	(31)	13%	(84)	27%	(174)	55%	(350)	640
Income: 100k+	8%	(27)	16%	(53)	30%	(102)	46%	(156)	337
Ethnicity: White	4%	(76)	9%	(159)	24%	(416)	62%	(1051)	1702
Ethnicity: Hispanic	8%	(29)	14%	(54)	32%	(122)	46%	(175)	380
Ethnicity: Black	8%	(24)	17%	(48)	25%	(70)	50%	(142)	283

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**Table MCFE37\_3:** How likely is it you will do each of the following within the next 6 months?  
*Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(107)	11%	(238)	25%	(553)	59%	(1307)	2205
Ethnicity: Other	4%	(8)	14%	(31)	30%	(67)	52%	(115)	220
All Christian	5%	(47)	9%	(87)	24%	(226)	62%	(580)	941
All Non-Christian	12%	(18)	16%	(25)	29%	(46)	43%	(67)	156
Atheist	1%	(1)	11%	(10)	26%	(25)	62%	(59)	95
Agnostic/Nothing in particular	5%	(30)	10%	(67)	23%	(152)	62%	(410)	658
Something Else	3%	(12)	14%	(49)	29%	(104)	54%	(191)	355
Religious Non-Protestant/Catholic	11%	(18)	15%	(26)	29%	(48)	45%	(76)	168
Evangelical	8%	(44)	11%	(61)	24%	(130)	57%	(315)	549
Non-Evangelical	2%	(14)	10%	(70)	27%	(196)	61%	(440)	721
Community: Urban	8%	(58)	15%	(105)	25%	(174)	51%	(351)	688
Community: Suburban	3%	(32)	9%	(92)	26%	(258)	61%	(601)	984
Community: Rural	3%	(17)	8%	(41)	23%	(121)	67%	(355)	533
Employ: Private Sector	8%	(58)	16%	(115)	28%	(196)	48%	(339)	708
Employ: Government	4%	(4)	12%	(13)	34%	(35)	49%	(50)	102
Employ: Self-Employed	12%	(26)	16%	(36)	21%	(47)	51%	(114)	222
Employ: Homemaker	—	(0)	8%	(12)	28%	(42)	64%	(98)	153
Employ: Student	4%	(3)	15%	(10)	34%	(23)	47%	(32)	69
Employ: Retired	1%	(5)	3%	(16)	21%	(117)	75%	(427)	565
Employ: Unemployed	3%	(8)	10%	(25)	23%	(61)	64%	(167)	262
Employ: Other	2%	(2)	9%	(12)	25%	(31)	64%	(79)	124
Military HH: Yes	5%	(14)	11%	(34)	21%	(66)	63%	(192)	306
Military HH: No	5%	(93)	11%	(204)	26%	(487)	59%	(1114)	1899
RD/WT: Right Direction	10%	(69)	13%	(95)	27%	(195)	50%	(361)	721
RD/WT: Wrong Track	3%	(38)	10%	(143)	24%	(358)	64%	(945)	1484
Biden Job Approve	8%	(70)	12%	(112)	27%	(255)	53%	(492)	930
Biden Job Disapprove	3%	(36)	10%	(116)	23%	(263)	64%	(741)	1155
Biden Job Strongly Approve	12%	(49)	14%	(59)	28%	(115)	47%	(195)	418
Biden Job Somewhat Approve	4%	(21)	10%	(52)	27%	(140)	58%	(298)	512
Biden Job Somewhat Disapprove	1%	(5)	12%	(43)	22%	(77)	64%	(223)	347
Biden Job Strongly Disapprove	4%	(31)	9%	(73)	23%	(186)	64%	(518)	808

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**Table MCFE37\_3:** How likely is it you will do each of the following within the next 6 months?  
 Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(107)	11%	(238)	25%	(553)	59%	(1307)	2205
Favorable of Biden	7%	(64)	12%	(110)	27%	(251)	55%	(511)	936
Unfavorable of Biden	3%	(37)	9%	(103)	24%	(275)	63%	(709)	1125
Very Favorable of Biden	11%	(45)	12%	(50)	25%	(105)	53%	(224)	424
Somewhat Favorable of Biden	4%	(19)	12%	(60)	28%	(146)	56%	(287)	512
Somewhat Unfavorable of Biden	2%	(7)	11%	(32)	26%	(74)	61%	(178)	290
Very Unfavorable of Biden	4%	(30)	9%	(71)	24%	(201)	64%	(532)	835
#1 Issue: Economy	5%	(47)	12%	(109)	27%	(249)	56%	(512)	917
#1 Issue: Security	2%	(4)	10%	(23)	24%	(56)	65%	(154)	237
#1 Issue: Health Care	9%	(16)	11%	(20)	18%	(33)	62%	(114)	183
#1 Issue: Medicare / Social Security	3%	(10)	5%	(15)	24%	(71)	67%	(198)	293
#1 Issue: Women's Issues	4%	(8)	8%	(18)	28%	(60)	60%	(130)	217
#1 Issue: Education	6%	(6)	16%	(14)	26%	(23)	52%	(45)	88
#1 Issue: Energy	9%	(11)	17%	(22)	29%	(39)	45%	(59)	132
#1 Issue: Other	4%	(6)	12%	(16)	16%	(22)	68%	(95)	139
2022 House Vote: Democrat	6%	(46)	13%	(103)	29%	(231)	53%	(420)	799
2022 House Vote: Republican	6%	(39)	9%	(57)	25%	(162)	60%	(380)	638
2022 House Vote: Didnt Vote	3%	(23)	10%	(72)	20%	(147)	67%	(484)	727
2020 Vote: Joe Biden	6%	(54)	12%	(104)	28%	(245)	53%	(461)	864
2020 Vote: Donald Trump	5%	(33)	10%	(64)	24%	(156)	61%	(402)	655
2020 Vote: Other	6%	(4)	18%	(13)	16%	(11)	59%	(40)	68
2020 Vote: Didn't Vote	3%	(17)	9%	(58)	23%	(140)	65%	(404)	618
2018 House Vote: Democrat	7%	(53)	12%	(87)	25%	(181)	55%	(396)	718
2018 House Vote: Republican	3%	(19)	10%	(56)	26%	(150)	61%	(352)	577
2018 House Vote: Didnt Vote	4%	(35)	10%	(91)	24%	(210)	61%	(534)	870
4-Region: Northeast	8%	(33)	12%	(46)	21%	(82)	58%	(226)	386
4-Region: Midwest	3%	(15)	10%	(47)	23%	(105)	63%	(289)	456
4-Region: South	4%	(34)	9%	(75)	28%	(237)	59%	(495)	841
4-Region: West	5%	(26)	14%	(71)	25%	(128)	57%	(297)	522
Sports Fan	6%	(100)	12%	(189)	27%	(429)	54%	(856)	1573
Avid Sports Fan	12%	(74)	14%	(89)	24%	(152)	50%	(309)	625
Casual Sports Fan	3%	(26)	10%	(99)	29%	(277)	58%	(546)	948

Continued on next page

**Table MCFE37\_3:** How likely is it you will do each of the following within the next 6 months?  
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(107)	11%	(238)	25%	(553)	59%	(1307)	2205
Football Fan	6%	(97)	12%	(175)	27%	(406)	55%	(826)	1504
Avid Football Fan	10%	(69)	14%	(96)	24%	(163)	51%	(342)	670
NFL Fan	6%	(90)	12%	(174)	26%	(391)	56%	(833)	1488
Avid NFL Fan	9%	(64)	14%	(97)	24%	(164)	52%	(357)	682
Rihanna Fan	7%	(73)	15%	(164)	28%	(299)	51%	(550)	1086
Pro Football is Favorite	9%	(54)	13%	(84)	24%	(148)	55%	(343)	630
Like Pro Football but not Favorite	5%	(45)	11%	(106)	29%	(276)	55%	(532)	958
Watched SB LVI and Plan to Watch LVII	7%	(74)	12%	(136)	27%	(307)	55%	(623)	1141
Likely to Watch SB LVII	6%	(91)	12%	(176)	27%	(388)	55%	(797)	1452
Want Eagles to Win	7%	(50)	14%	(111)	27%	(207)	52%	(401)	770
Want Chiefs to Win	6%	(44)	12%	(80)	25%	(173)	57%	(394)	692
Typically Host SB Party and Likely Host this Year	14%	(56)	22%	(92)	27%	(112)	37%	(156)	416
Likely Host SB Party this Year	11%	(79)	20%	(143)	29%	(204)	40%	(282)	707
Sports Bettors	14%	(92)	23%	(145)	28%	(179)	35%	(228)	644
Sports Bettors Weekly+	23%	(55)	27%	(64)	21%	(51)	29%	(69)	239
Non/Infrequent Bettor	1%	(25)	7%	(127)	25%	(448)	66%	(1163)	1764
Sports Bettors Monthly+	20%	(78)	28%	(107)	23%	(88)	29%	(113)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	2%	(3)	14%	(21)	34%	(51)	50%	(74)	149
Plan to Bet on SB LVII	16%	(71)	23%	(100)	28%	(122)	33%	(147)	440

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



**Table MCFE37\_4: How likely is it you will do each of the following within the next 6 months?  
 Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin**

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(207)	13%	(281)	18%	(387)	60%	(1331)	2205
Gender: Male	15%	(165)	17%	(178)	17%	(182)	51%	(546)	1072
Gender: Female	4%	(41)	9%	(102)	18%	(205)	69%	(783)	1132
Age: 18-34	17%	(106)	19%	(118)	21%	(131)	44%	(277)	632
Age: 35-44	13%	(49)	20%	(75)	19%	(72)	47%	(176)	372
Age: 45-64	7%	(49)	11%	(78)	17%	(122)	65%	(464)	712
Age: 65+	1%	(3)	2%	(10)	13%	(62)	85%	(413)	488
GenZers: 1997-2012	15%	(39)	17%	(43)	21%	(53)	47%	(121)	256
Millennials: 1981-1996	16%	(106)	22%	(146)	20%	(134)	43%	(287)	673
GenXers: 1965-1980	9%	(49)	12%	(65)	20%	(109)	60%	(330)	553
Baby Boomers: 1946-1964	2%	(11)	4%	(27)	13%	(83)	82%	(539)	660
PID: Dem (no lean)	11%	(94)	13%	(108)	17%	(149)	59%	(505)	856
PID: Ind (no lean)	6%	(44)	14%	(98)	19%	(132)	61%	(427)	700
PID: Rep (no lean)	11%	(69)	12%	(75)	16%	(106)	61%	(399)	649
PID/Gender: Dem Men	18%	(75)	17%	(72)	16%	(65)	49%	(202)	413
PID/Gender: Dem Women	4%	(19)	8%	(36)	19%	(84)	68%	(302)	442
PID/Gender: Ind Men	10%	(34)	16%	(56)	20%	(70)	54%	(185)	345
PID/Gender: Ind Women	3%	(9)	12%	(42)	17%	(62)	68%	(241)	355
PID/Gender: Rep Men	18%	(57)	16%	(51)	15%	(47)	51%	(159)	313
PID/Gender: Rep Women	4%	(12)	7%	(24)	18%	(59)	71%	(240)	335
Ideo: Liberal (1-3)	10%	(66)	14%	(90)	20%	(127)	55%	(345)	628
Ideo: Moderate (4)	9%	(67)	11%	(78)	16%	(116)	63%	(448)	708
Ideo: Conservative (5-7)	9%	(62)	15%	(103)	16%	(114)	61%	(427)	706
Educ: < College	8%	(112)	12%	(178)	18%	(255)	62%	(896)	1441
Educ: Bachelors degree	11%	(52)	14%	(67)	18%	(88)	58%	(279)	485
Educ: Post-grad	16%	(43)	13%	(36)	16%	(44)	56%	(155)	279
Income: Under 50k	7%	(88)	11%	(137)	17%	(210)	65%	(793)	1228
Income: 50k-100k	10%	(64)	14%	(91)	19%	(123)	56%	(361)	640
Income: 100k+	16%	(54)	16%	(53)	16%	(53)	52%	(177)	337
Ethnicity: White	9%	(148)	13%	(214)	16%	(270)	63%	(1069)	1702
Ethnicity: Hispanic	14%	(51)	24%	(90)	21%	(79)	42%	(159)	380
Ethnicity: Black	15%	(43)	15%	(43)	20%	(57)	49%	(140)	283

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**Table MCFE37\_4:** How likely is it you will do each of the following within the next 6 months?  
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(207)	13%	(281)	18%	(387)	60%	(1331)	2205
Ethnicity: Other	7%	(16)	11%	(23)	27%	(60)	55%	(121)	220
All Christian	9%	(86)	11%	(103)	16%	(151)	64%	(599)	941
All Non-Christian	13%	(21)	24%	(37)	19%	(29)	44%	(69)	156
Atheist	11%	(10)	17%	(17)	10%	(9)	62%	(59)	95
Agnostic/Nothing in particular	8%	(51)	9%	(62)	19%	(125)	64%	(421)	658
Something Else	11%	(39)	17%	(62)	20%	(72)	51%	(183)	355
Religious Non-Protestant/Catholic	12%	(21)	22%	(37)	18%	(31)	47%	(80)	168
Evangelical	11%	(61)	15%	(83)	17%	(93)	57%	(312)	549
Non-Evangelical	8%	(61)	11%	(79)	18%	(127)	63%	(454)	721
Community: Urban	16%	(114)	21%	(144)	17%	(120)	45%	(311)	688
Community: Suburban	6%	(58)	11%	(104)	19%	(182)	65%	(639)	984
Community: Rural	7%	(35)	6%	(33)	16%	(84)	71%	(381)	533
Employ: Private Sector	16%	(114)	15%	(108)	20%	(144)	48%	(341)	708
Employ: Government	12%	(13)	22%	(23)	17%	(18)	48%	(49)	102
Employ: Self-Employed	16%	(35)	16%	(36)	23%	(50)	45%	(101)	222
Employ: Homemaker	3%	(5)	11%	(16)	22%	(34)	64%	(98)	153
Employ: Student	5%	(3)	24%	(17)	20%	(14)	51%	(35)	69
Employ: Retired	2%	(9)	5%	(26)	12%	(66)	82%	(465)	565
Employ: Unemployed	6%	(17)	14%	(36)	17%	(45)	63%	(165)	262
Employ: Other	8%	(10)	16%	(20)	14%	(17)	62%	(77)	124
Military HH: Yes	13%	(41)	10%	(32)	16%	(50)	60%	(183)	306
Military HH: No	9%	(166)	13%	(249)	18%	(336)	60%	(1148)	1899
RD/WT: Right Direction	13%	(97)	15%	(110)	19%	(136)	53%	(379)	721
RD/WT: Wrong Track	7%	(110)	12%	(171)	17%	(251)	64%	(952)	1484
Biden Job Approve	11%	(106)	14%	(127)	19%	(173)	56%	(524)	930
Biden Job Disapprove	8%	(91)	12%	(138)	17%	(191)	64%	(735)	1155
Biden Job Strongly Approve	15%	(64)	15%	(64)	17%	(71)	52%	(219)	418
Biden Job Somewhat Approve	8%	(42)	12%	(63)	20%	(102)	59%	(304)	512
Biden Job Somewhat Disapprove	9%	(30)	12%	(41)	15%	(54)	64%	(222)	347
Biden Job Strongly Disapprove	8%	(61)	12%	(96)	17%	(138)	64%	(513)	808

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**Table MCFE37\_4:** How likely is it you will do each of the following within the next 6 months?  
 Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(207)	13%	(281)	18%	(387)	60%	(1331)	2205
Favorable of Biden	11%	(101)	13%	(125)	18%	(170)	58%	(541)	936
Unfavorable of Biden	8%	(94)	12%	(134)	17%	(191)	63%	(706)	1125
Very Favorable of Biden	14%	(60)	12%	(53)	16%	(67)	58%	(245)	424
Somewhat Favorable of Biden	8%	(41)	14%	(72)	20%	(103)	58%	(296)	512
Somewhat Unfavorable of Biden	12%	(34)	11%	(31)	17%	(48)	61%	(176)	290
Very Unfavorable of Biden	7%	(60)	12%	(102)	17%	(143)	64%	(530)	835
#1 Issue: Economy	13%	(117)	15%	(141)	19%	(179)	52%	(480)	917
#1 Issue: Security	6%	(15)	9%	(21)	14%	(34)	70%	(167)	237
#1 Issue: Health Care	8%	(15)	13%	(24)	17%	(30)	62%	(114)	183
#1 Issue: Medicare / Social Security	5%	(15)	8%	(23)	15%	(43)	72%	(212)	293
#1 Issue: Women's Issues	6%	(13)	11%	(25)	18%	(39)	64%	(140)	217
#1 Issue: Education	9%	(8)	20%	(17)	13%	(11)	58%	(51)	88
#1 Issue: Energy	7%	(10)	18%	(24)	29%	(38)	46%	(61)	132
#1 Issue: Other	10%	(14)	4%	(6)	9%	(13)	76%	(106)	139
2022 House Vote: Democrat	11%	(86)	13%	(108)	17%	(138)	59%	(468)	799
2022 House Vote: Republican	9%	(57)	12%	(78)	17%	(107)	62%	(395)	638
2022 House Vote: Didnt Vote	8%	(61)	13%	(91)	18%	(130)	61%	(445)	727
2020 Vote: Joe Biden	11%	(95)	12%	(105)	18%	(157)	59%	(507)	864
2020 Vote: Donald Trump	9%	(58)	12%	(78)	16%	(108)	63%	(412)	655
2020 Vote: Other	6%	(4)	15%	(11)	20%	(14)	58%	(40)	68
2020 Vote: Didn't Vote	8%	(50)	14%	(87)	18%	(109)	60%	(372)	618
2018 House Vote: Democrat	12%	(89)	12%	(88)	16%	(116)	59%	(424)	718
2018 House Vote: Republican	7%	(41)	12%	(72)	16%	(94)	64%	(371)	577
2018 House Vote: Didnt Vote	8%	(74)	13%	(114)	19%	(167)	59%	(515)	870
4-Region: Northeast	11%	(44)	14%	(53)	15%	(58)	60%	(231)	386
4-Region: Midwest	9%	(40)	9%	(41)	14%	(63)	68%	(312)	456
4-Region: South	9%	(78)	13%	(108)	19%	(161)	59%	(495)	841
4-Region: West	9%	(45)	15%	(79)	20%	(105)	56%	(293)	522
Sports Fan	12%	(181)	14%	(221)	19%	(297)	56%	(873)	1573
Avid Sports Fan	19%	(116)	15%	(94)	17%	(107)	49%	(308)	625
Casual Sports Fan	7%	(65)	13%	(127)	20%	(190)	60%	(566)	948

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**Table MCFE37\_4:** How likely is it you will do each of the following within the next 6 months?  
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	9%	(207)	13%	(281)	18%	(387)	60%	(1331)	2205
Football Fan	12%	(180)	14%	(216)	19%	(286)	55%	(823)	1504
Avid Football Fan	16%	(107)	15%	(98)	18%	(122)	51%	(343)	670
NFL Fan	12%	(172)	13%	(199)	19%	(285)	56%	(832)	1488
Avid NFL Fan	16%	(110)	13%	(90)	18%	(123)	53%	(360)	682
Rihanna Fan	14%	(150)	17%	(186)	20%	(218)	49%	(532)	1086
Pro Football is Favorite	15%	(95)	17%	(105)	17%	(105)	52%	(325)	630
Like Pro Football but not Favorite	9%	(87)	13%	(129)	21%	(197)	57%	(546)	958
Watched SB LVI and Plan to Watch LVII	11%	(128)	14%	(159)	19%	(219)	56%	(634)	1141
Likely to Watch SB LVII	12%	(168)	14%	(210)	19%	(283)	54%	(791)	1452
Want Eagles to Win	12%	(90)	18%	(141)	18%	(137)	52%	(402)	770
Want Chiefs to Win	12%	(82)	11%	(79)	19%	(133)	58%	(398)	692
Typically Host SB Party and Likely Host this Year	21%	(86)	23%	(97)	21%	(86)	35%	(147)	416
Likely Host SB Party this Year	18%	(128)	21%	(148)	23%	(163)	38%	(268)	707
Sports Bettors	23%	(151)	23%	(149)	22%	(139)	32%	(204)	644
Sports Bettors Weekly+	36%	(86)	22%	(53)	18%	(44)	24%	(56)	239
Non/Infrequent Bettor	4%	(78)	10%	(175)	17%	(303)	68%	(1208)	1764
Sports Bettors Monthly+	31%	(120)	26%	(102)	18%	(71)	24%	(92)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	7%	(11)	19%	(28)	24%	(36)	50%	(74)	149
Plan to Bet on SB LVII	25%	(112)	24%	(106)	20%	(87)	31%	(136)	440

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

**Table MCFE37\_5: How likely is it you will do each of the following within the next 6 months?**  
 Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(275)	23%	(502)	57%	(1252)	2205
Gender: Male	12%	(132)	16%	(177)	24%	(260)	47%	(503)	1072
Gender: Female	4%	(44)	9%	(98)	21%	(241)	66%	(749)	1132
Age: 18-34	10%	(65)	17%	(105)	27%	(170)	46%	(292)	632
Age: 35-44	14%	(51)	18%	(67)	22%	(81)	47%	(174)	372
Age: 45-64	5%	(38)	11%	(76)	22%	(155)	62%	(443)	712
Age: 65+	4%	(22)	5%	(26)	20%	(96)	70%	(344)	488
GenZers: 1997-2012	6%	(16)	11%	(28)	35%	(88)	48%	(123)	256
Millennials: 1981-1996	14%	(92)	20%	(137)	22%	(150)	44%	(294)	673
GenXers: 1965-1980	6%	(33)	12%	(65)	23%	(130)	59%	(325)	553
Baby Boomers: 1946-1964	5%	(31)	6%	(43)	18%	(119)	71%	(467)	660
PID: Dem (no lean)	9%	(78)	12%	(107)	23%	(194)	56%	(477)	856
PID: Ind (no lean)	7%	(47)	13%	(90)	23%	(162)	57%	(402)	700
PID: Rep (no lean)	8%	(51)	12%	(78)	22%	(146)	58%	(374)	649
PID/Gender: Dem Men	13%	(54)	18%	(73)	22%	(92)	47%	(194)	413
PID/Gender: Dem Women	5%	(24)	8%	(34)	23%	(101)	64%	(283)	442
PID/Gender: Ind Men	10%	(34)	16%	(56)	27%	(93)	47%	(163)	345
PID/Gender: Ind Women	4%	(13)	10%	(34)	20%	(69)	67%	(238)	355
PID/Gender: Rep Men	14%	(44)	15%	(48)	24%	(76)	47%	(146)	313
PID/Gender: Rep Women	2%	(8)	9%	(30)	21%	(70)	68%	(228)	335
Ideo: Liberal (1-3)	9%	(58)	14%	(89)	25%	(159)	51%	(322)	628
Ideo: Moderate (4)	6%	(45)	13%	(90)	21%	(147)	60%	(425)	708
Ideo: Conservative (5-7)	10%	(70)	12%	(86)	22%	(157)	56%	(392)	706
Educ: < College	5%	(79)	9%	(127)	23%	(327)	63%	(908)	1441
Educ: Bachelors degree	11%	(54)	18%	(89)	22%	(108)	48%	(234)	485
Educ: Post-grad	15%	(43)	21%	(58)	24%	(67)	40%	(111)	279
Income: Under 50k	4%	(54)	7%	(88)	23%	(281)	66%	(805)	1228
Income: 50k-100k	10%	(62)	17%	(106)	23%	(147)	51%	(325)	640
Income: 100k+	18%	(60)	24%	(81)	22%	(74)	36%	(123)	337
Ethnicity: White	8%	(128)	11%	(193)	22%	(377)	59%	(1004)	1702
Ethnicity: Hispanic	10%	(39)	14%	(53)	28%	(106)	48%	(182)	380
Ethnicity: Black	11%	(31)	17%	(49)	23%	(64)	49%	(139)	283

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**Table MCFE37\_5: How likely is it you will do each of the following within the next 6 months?**  
*Invest in or trade exchange-traded funds (ETFs)*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(275)	23%	(502)	57%	(1252)	2205
Ethnicity: Other	8%	(17)	15%	(33)	28%	(61)	50%	(109)	220
All Christian	7%	(69)	13%	(123)	21%	(197)	59%	(552)	941
All Non-Christian	16%	(25)	18%	(27)	27%	(42)	40%	(62)	156
Atheist	6%	(6)	10%	(9)	31%	(29)	54%	(51)	95
Agnostic/Nothing in particular	8%	(51)	9%	(62)	21%	(136)	62%	(409)	658
Something Else	7%	(25)	15%	(53)	28%	(98)	50%	(179)	355
Religious Non-Protestant/Catholic	15%	(25)	17%	(28)	27%	(46)	41%	(70)	168
Evangelical	9%	(47)	16%	(86)	20%	(112)	55%	(304)	549
Non-Evangelical	6%	(46)	12%	(85)	24%	(175)	57%	(414)	721
Community: Urban	13%	(93)	18%	(122)	23%	(157)	46%	(317)	688
Community: Suburban	6%	(63)	10%	(102)	25%	(242)	59%	(576)	984
Community: Rural	4%	(20)	9%	(51)	19%	(102)	67%	(360)	533
Employ: Private Sector	11%	(74)	20%	(144)	23%	(163)	46%	(326)	708
Employ: Government	9%	(9)	14%	(14)	32%	(33)	45%	(46)	102
Employ: Self-Employed	14%	(30)	15%	(34)	20%	(45)	51%	(113)	222
Employ: Homemaker	3%	(5)	7%	(11)	28%	(43)	61%	(94)	153
Employ: Student	2%	(1)	9%	(6)	45%	(31)	44%	(30)	69
Employ: Retired	5%	(26)	6%	(35)	18%	(104)	71%	(400)	565
Employ: Unemployed	8%	(22)	8%	(20)	20%	(53)	63%	(166)	262
Employ: Other	7%	(8)	8%	(10)	23%	(29)	62%	(77)	124
Military HH: Yes	10%	(32)	11%	(35)	24%	(73)	54%	(167)	306
Military HH: No	8%	(144)	13%	(240)	23%	(429)	57%	(1086)	1899
RD/WT: Right Direction	14%	(97)	16%	(113)	24%	(175)	46%	(335)	721
RD/WT: Wrong Track	5%	(79)	11%	(162)	22%	(327)	62%	(917)	1484
Biden Job Approve	11%	(105)	14%	(134)	23%	(217)	51%	(474)	930
Biden Job Disapprove	6%	(69)	11%	(127)	22%	(255)	61%	(704)	1155
Biden Job Strongly Approve	17%	(69)	14%	(58)	22%	(91)	48%	(200)	418
Biden Job Somewhat Approve	7%	(35)	15%	(76)	25%	(126)	54%	(274)	512
Biden Job Somewhat Disapprove	7%	(23)	10%	(35)	24%	(84)	59%	(205)	347
Biden Job Strongly Disapprove	6%	(46)	11%	(92)	21%	(171)	62%	(499)	808

Continued on next page

**Table MCFE37\_5:** How likely is it you will do each of the following within the next 6 months?  
 Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(275)	23%	(502)	57%	(1252)	2205
Favorable of Biden	11%	(100)	14%	(132)	23%	(215)	52%	(489)	936
Unfavorable of Biden	5%	(60)	11%	(128)	24%	(265)	60%	(672)	1125
Very Favorable of Biden	15%	(63)	13%	(56)	21%	(88)	51%	(217)	424
Somewhat Favorable of Biden	7%	(37)	15%	(76)	25%	(127)	53%	(272)	512
Somewhat Unfavorable of Biden	7%	(20)	11%	(31)	27%	(79)	55%	(161)	290
Very Unfavorable of Biden	5%	(40)	12%	(97)	22%	(187)	61%	(512)	835
#1 Issue: Economy	9%	(83)	15%	(134)	25%	(229)	51%	(471)	917
#1 Issue: Security	8%	(18)	13%	(32)	17%	(39)	62%	(148)	237
#1 Issue: Health Care	7%	(13)	11%	(20)	25%	(45)	57%	(105)	183
#1 Issue: Medicare / Social Security	6%	(19)	9%	(26)	17%	(49)	68%	(199)	293
#1 Issue: Women's Issues	6%	(12)	9%	(20)	25%	(54)	60%	(130)	217
#1 Issue: Education	9%	(8)	20%	(18)	28%	(25)	42%	(37)	88
#1 Issue: Energy	11%	(15)	15%	(20)	29%	(38)	45%	(59)	132
#1 Issue: Other	5%	(7)	4%	(5)	16%	(23)	75%	(104)	139
2022 House Vote: Democrat	11%	(84)	14%	(112)	25%	(197)	51%	(405)	799
2022 House Vote: Republican	8%	(54)	14%	(91)	21%	(136)	56%	(356)	638
2022 House Vote: Didnt Vote	5%	(35)	9%	(67)	21%	(154)	65%	(470)	727
2020 Vote: Joe Biden	11%	(95)	13%	(114)	24%	(209)	52%	(445)	864
2020 Vote: Donald Trump	7%	(45)	13%	(86)	22%	(147)	58%	(378)	655
2020 Vote: Other	6%	(4)	19%	(13)	17%	(12)	58%	(39)	68
2020 Vote: Didn't Vote	5%	(32)	10%	(62)	22%	(134)	63%	(390)	618
2018 House Vote: Democrat	12%	(83)	14%	(98)	22%	(159)	53%	(378)	718
2018 House Vote: Republican	8%	(46)	14%	(79)	22%	(126)	57%	(327)	577
2018 House Vote: Didnt Vote	5%	(47)	11%	(93)	24%	(205)	60%	(525)	870
4-Region: Northeast	11%	(41)	12%	(46)	20%	(76)	58%	(224)	386
4-Region: Midwest	6%	(30)	11%	(50)	19%	(87)	64%	(290)	456
4-Region: South	6%	(51)	13%	(108)	25%	(213)	56%	(470)	841
4-Region: West	11%	(55)	14%	(71)	24%	(126)	52%	(269)	522
Sports Fan	9%	(148)	15%	(239)	24%	(378)	51%	(808)	1573
Avid Sports Fan	16%	(97)	17%	(105)	22%	(135)	46%	(288)	625
Casual Sports Fan	5%	(51)	14%	(134)	26%	(243)	55%	(521)	948

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**Table MCFE37\_5: How likely is it you will do each of the following within the next 6 months?  
Invest in or trade exchange-traded funds (ETFs)**

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(275)	23%	(502)	57%	(1252)	2205
Football Fan	9%	(140)	15%	(223)	24%	(361)	52%	(780)	1504
Avid Football Fan	15%	(99)	16%	(105)	22%	(149)	47%	(317)	670
NFL Fan	9%	(140)	14%	(215)	23%	(346)	53%	(787)	1488
Avid NFL Fan	15%	(103)	15%	(105)	21%	(143)	48%	(330)	682
Rihanna Fan	10%	(112)	15%	(165)	26%	(278)	49%	(532)	1086
Pro Football is Favorite	15%	(91)	14%	(88)	22%	(141)	49%	(310)	630
Like Pro Football but not Favorite	6%	(56)	15%	(144)	25%	(242)	54%	(516)	958
Watched SB LVI and Plan to Watch LVII	11%	(122)	15%	(167)	24%	(273)	51%	(580)	1141
Likely to Watch SB LVII	10%	(145)	15%	(215)	24%	(355)	51%	(738)	1452
Want Eagles to Win	11%	(86)	16%	(123)	23%	(176)	50%	(385)	770
Want Chiefs to Win	9%	(61)	13%	(92)	25%	(174)	53%	(365)	692
Typically Host SB Party and Likely Host this Year	19%	(79)	24%	(100)	26%	(109)	31%	(128)	416
Likely Host SB Party this Year	14%	(101)	21%	(151)	28%	(195)	37%	(260)	707
Sports Bettors	18%	(113)	23%	(147)	26%	(168)	34%	(217)	644
Sports Bettors Weekly+	24%	(58)	31%	(73)	17%	(41)	28%	(66)	239
Non/Infrequent Bettor	5%	(82)	9%	(166)	22%	(395)	64%	(1121)	1764
Sports Bettors Monthly+	24%	(94)	27%	(105)	22%	(83)	27%	(103)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	11%	(16)	13%	(20)	35%	(52)	41%	(61)	149
Plan to Bet on SB LVII	23%	(100)	25%	(108)	24%	(105)	29%	(127)	440

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



**Table MCFE37\_6:** How likely is it you will do each of the following within the next 6 months?  
 Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(155)	16%	(352)	23%	(506)	54%	(1192)	2205
Gender: Male	11%	(123)	21%	(225)	24%	(255)	44%	(469)	1072
Gender: Female	3%	(32)	11%	(127)	22%	(251)	64%	(722)	1132
Age: 18-34	10%	(63)	21%	(131)	26%	(165)	43%	(273)	632
Age: 35-44	9%	(32)	20%	(73)	25%	(93)	47%	(175)	372
Age: 45-64	6%	(44)	14%	(96)	22%	(157)	58%	(415)	712
Age: 65+	3%	(16)	11%	(52)	19%	(92)	67%	(329)	488
GenZers: 1997-2012	7%	(18)	21%	(55)	28%	(73)	43%	(110)	256
Millennials: 1981-1996	10%	(70)	21%	(143)	25%	(165)	44%	(295)	673
GenXers: 1965-1980	7%	(38)	14%	(77)	24%	(133)	55%	(305)	553
Baby Boomers: 1946-1964	4%	(26)	11%	(70)	18%	(122)	67%	(441)	660
PID: Dem (no lean)	8%	(72)	16%	(135)	23%	(199)	53%	(451)	856
PID: Ind (no lean)	5%	(35)	19%	(136)	21%	(149)	54%	(380)	700
PID: Rep (no lean)	7%	(48)	12%	(81)	24%	(158)	56%	(361)	649
PID/Gender: Dem Men	14%	(58)	19%	(80)	25%	(104)	42%	(172)	413
PID/Gender: Dem Women	3%	(14)	12%	(55)	21%	(95)	63%	(278)	442
PID/Gender: Ind Men	8%	(26)	27%	(95)	21%	(71)	45%	(154)	345
PID/Gender: Ind Women	3%	(9)	12%	(42)	22%	(78)	64%	(226)	355
PID/Gender: Rep Men	12%	(39)	16%	(51)	26%	(80)	46%	(143)	313
PID/Gender: Rep Women	3%	(9)	9%	(30)	23%	(78)	65%	(218)	335
Ideo: Liberal (1-3)	9%	(56)	17%	(108)	26%	(165)	48%	(299)	628
Ideo: Moderate (4)	6%	(41)	18%	(131)	19%	(133)	57%	(403)	708
Ideo: Conservative (5-7)	8%	(54)	15%	(102)	24%	(172)	53%	(377)	706
Educ: < College	5%	(76)	13%	(184)	22%	(315)	60%	(866)	1441
Educ: Bachelors degree	9%	(45)	21%	(100)	24%	(115)	46%	(225)	485
Educ: Post-grad	12%	(35)	24%	(67)	27%	(76)	36%	(101)	279
Income: Under 50k	5%	(61)	11%	(129)	21%	(259)	63%	(779)	1228
Income: 50k-100k	7%	(48)	20%	(127)	27%	(170)	46%	(295)	640
Income: 100k+	14%	(46)	28%	(95)	23%	(78)	35%	(118)	337
Ethnicity: White	6%	(103)	15%	(255)	23%	(383)	56%	(961)	1702
Ethnicity: Hispanic	8%	(32)	20%	(75)	28%	(105)	44%	(168)	380
Ethnicity: Black	12%	(35)	19%	(54)	24%	(67)	45%	(127)	283

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**Table MCFE37\_6:** How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(155)	16%	(352)	23%	(506)	54%	(1192)	2205
Ethnicity: Other	8%	(17)	20%	(43)	25%	(56)	47%	(104)	220
All Christian	6%	(59)	16%	(155)	21%	(200)	56%	(526)	941
All Non-Christian	15%	(24)	25%	(39)	20%	(31)	40%	(63)	156
Atheist	7%	(6)	20%	(19)	19%	(18)	55%	(52)	95
Agnostic/Nothing in particular	7%	(45)	13%	(84)	24%	(160)	56%	(369)	658
Something Else	6%	(21)	15%	(55)	28%	(98)	51%	(182)	355
Religious Non-Protestant/Catholic	14%	(24)	24%	(40)	20%	(34)	42%	(71)	168
Evangelical	9%	(47)	16%	(90)	21%	(117)	54%	(295)	549
Non-Evangelical	5%	(33)	16%	(114)	24%	(175)	55%	(399)	721
Community: Urban	11%	(73)	20%	(135)	23%	(157)	47%	(323)	688
Community: Suburban	6%	(59)	16%	(154)	24%	(238)	54%	(533)	984
Community: Rural	4%	(23)	12%	(63)	21%	(112)	63%	(336)	533
Employ: Private Sector	11%	(75)	21%	(150)	26%	(184)	42%	(298)	708
Employ: Government	4%	(4)	27%	(27)	28%	(28)	42%	(42)	102
Employ: Self-Employed	16%	(35)	18%	(40)	23%	(52)	43%	(96)	222
Employ: Homemaker	2%	(4)	12%	(19)	21%	(33)	64%	(98)	153
Employ: Student	5%	(4)	18%	(12)	33%	(23)	44%	(30)	69
Employ: Retired	4%	(25)	9%	(48)	18%	(103)	69%	(389)	565
Employ: Unemployed	3%	(7)	14%	(37)	19%	(51)	64%	(167)	262
Employ: Other	2%	(3)	15%	(18)	26%	(32)	57%	(71)	124
Military HH: Yes	9%	(28)	18%	(55)	19%	(59)	54%	(165)	306
Military HH: No	7%	(128)	16%	(297)	24%	(447)	54%	(1027)	1899
RD/WT: Right Direction	11%	(81)	20%	(142)	23%	(163)	46%	(335)	721
RD/WT: Wrong Track	5%	(74)	14%	(210)	23%	(343)	58%	(857)	1484
Biden Job Approve	10%	(88)	19%	(178)	22%	(209)	49%	(454)	930
Biden Job Disapprove	6%	(65)	14%	(160)	23%	(265)	57%	(664)	1155
Biden Job Strongly Approve	15%	(64)	20%	(84)	19%	(79)	46%	(191)	418
Biden Job Somewhat Approve	5%	(25)	18%	(94)	25%	(130)	51%	(263)	512
Biden Job Somewhat Disapprove	4%	(15)	14%	(50)	21%	(73)	60%	(209)	347
Biden Job Strongly Disapprove	6%	(50)	14%	(110)	24%	(192)	56%	(456)	808

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**Table MCFE37\_6:** How likely is it you will do each of the following within the next 6 months?  
Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(155)	16%	(352)	23%	(506)	54%	(1192)	2205
Favorable of Biden	9%	(87)	18%	(173)	23%	(215)	49%	(462)	936
Unfavorable of Biden	6%	(62)	14%	(154)	24%	(264)	57%	(644)	1125
Very Favorable of Biden	16%	(66)	17%	(72)	18%	(77)	49%	(210)	424
Somewhat Favorable of Biden	4%	(20)	20%	(101)	27%	(138)	49%	(253)	512
Somewhat Unfavorable of Biden	5%	(16)	16%	(47)	22%	(64)	56%	(163)	290
Very Unfavorable of Biden	6%	(47)	13%	(107)	24%	(201)	58%	(481)	835
#1 Issue: Economy	7%	(68)	17%	(156)	27%	(247)	49%	(445)	917
#1 Issue: Security	7%	(16)	14%	(33)	23%	(54)	57%	(134)	237
#1 Issue: Health Care	8%	(15)	19%	(34)	15%	(27)	58%	(106)	183
#1 Issue: Medicare / Social Security	5%	(16)	9%	(27)	21%	(61)	65%	(190)	293
#1 Issue: Women's Issues	5%	(10)	15%	(32)	23%	(50)	57%	(124)	217
#1 Issue: Education	8%	(7)	23%	(20)	18%	(16)	51%	(45)	88
#1 Issue: Energy	13%	(17)	26%	(34)	22%	(29)	40%	(52)	132
#1 Issue: Other	4%	(6)	12%	(16)	16%	(22)	68%	(95)	139
2022 House Vote: Democrat	9%	(76)	20%	(162)	23%	(182)	47%	(379)	799
2022 House Vote: Republican	8%	(52)	14%	(92)	25%	(160)	52%	(334)	638
2022 House Vote: Didnt Vote	4%	(26)	12%	(87)	21%	(153)	63%	(461)	727
2020 Vote: Joe Biden	10%	(87)	19%	(164)	23%	(196)	48%	(416)	864
2020 Vote: Donald Trump	7%	(48)	14%	(93)	24%	(155)	55%	(359)	655
2020 Vote: Other	11%	(7)	21%	(15)	27%	(19)	40%	(27)	68
2020 Vote: Didn't Vote	2%	(12)	13%	(80)	22%	(136)	63%	(389)	618
2018 House Vote: Democrat	11%	(79)	17%	(125)	22%	(157)	50%	(357)	718
2018 House Vote: Republican	6%	(36)	15%	(88)	25%	(146)	53%	(308)	577
2018 House Vote: Didnt Vote	4%	(38)	15%	(131)	22%	(192)	59%	(510)	870
4-Region: Northeast	10%	(37)	17%	(67)	20%	(79)	53%	(204)	386
4-Region: Midwest	5%	(23)	15%	(69)	22%	(102)	57%	(261)	456
4-Region: South	7%	(56)	14%	(117)	24%	(206)	55%	(462)	841
4-Region: West	8%	(39)	19%	(98)	23%	(120)	51%	(265)	522
Sports Fan	9%	(137)	19%	(294)	24%	(380)	48%	(763)	1573
Avid Sports Fan	15%	(91)	19%	(120)	22%	(140)	44%	(273)	625
Casual Sports Fan	5%	(45)	18%	(174)	25%	(239)	52%	(489)	948

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**Table MCFE37\_6:** How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(155)	16%	(352)	23%	(506)	54%	(1192)	2205
Football Fan	9%	(133)	19%	(284)	24%	(357)	49%	(731)	1504
Avid Football Fan	13%	(90)	21%	(141)	21%	(142)	44%	(297)	670
NFL Fan	9%	(129)	18%	(270)	24%	(351)	50%	(738)	1488
Avid NFL Fan	13%	(90)	20%	(135)	21%	(144)	46%	(313)	682
Rihanna Fan	8%	(90)	20%	(218)	26%	(282)	46%	(497)	1086
Pro Football is Favorite	12%	(76)	21%	(134)	21%	(132)	46%	(288)	630
Like Pro Football but not Favorite	6%	(60)	16%	(158)	26%	(249)	51%	(491)	958
Watched SB LVI and Plan to Watch LVII	9%	(105)	18%	(209)	25%	(280)	48%	(546)	1141
Likely to Watch SB LVII	9%	(127)	19%	(273)	24%	(355)	48%	(698)	1452
Want Eagles to Win	9%	(66)	20%	(152)	25%	(189)	47%	(363)	770
Want Chiefs to Win	9%	(63)	18%	(125)	23%	(159)	50%	(345)	692
Typically Host SB Party and Likely Host this Year	17%	(73)	29%	(122)	24%	(99)	29%	(122)	416
Likely Host SB Party this Year	13%	(95)	26%	(184)	27%	(193)	33%	(235)	707
Sports Bettors	17%	(110)	29%	(186)	26%	(169)	28%	(180)	644
Sports Bettors Weekly+	25%	(61)	28%	(67)	24%	(57)	23%	(54)	239
Non/Infrequent Bettor	3%	(62)	12%	(219)	23%	(401)	61%	(1082)	1764
Sports Bettors Monthly+	24%	(91)	33%	(126)	23%	(88)	21%	(81)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	7%	(10)	28%	(42)	25%	(37)	41%	(61)	149
Plan to Bet on SB LVII	20%	(89)	31%	(136)	25%	(108)	25%	(108)	440

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

**Table MCFE37\_7: How likely is it you will do each of the following within the next 6 months?**  
 Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(126)	12%	(255)	25%	(544)	58%	(1280)	2205
Gender: Male	9%	(101)	16%	(169)	26%	(282)	49%	(520)	1072
Gender: Female	2%	(25)	8%	(86)	23%	(262)	67%	(759)	1132
Age: 18-34	10%	(64)	17%	(105)	27%	(173)	46%	(291)	632
Age: 35-44	9%	(32)	15%	(58)	27%	(102)	48%	(180)	372
Age: 45-64	4%	(28)	11%	(80)	22%	(155)	63%	(450)	712
Age: 65+	—	(2)	3%	(13)	23%	(113)	74%	(360)	488
GenZers: 1997-2012	6%	(16)	15%	(37)	33%	(84)	46%	(119)	256
Millennials: 1981-1996	11%	(74)	18%	(120)	25%	(168)	46%	(311)	673
GenXers: 1965-1980	5%	(26)	13%	(70)	24%	(134)	58%	(323)	553
Baby Boomers: 1946-1964	1%	(9)	4%	(27)	22%	(144)	73%	(480)	660
PID: Dem (no lean)	7%	(63)	12%	(99)	25%	(211)	56%	(483)	856
PID: Ind (no lean)	4%	(30)	12%	(87)	25%	(177)	58%	(406)	700
PID: Rep (no lean)	5%	(32)	11%	(69)	24%	(155)	60%	(392)	649
PID/Gender: Dem Men	13%	(52)	16%	(66)	26%	(109)	45%	(186)	413
PID/Gender: Dem Women	2%	(11)	7%	(33)	23%	(102)	67%	(296)	442
PID/Gender: Ind Men	6%	(21)	17%	(60)	26%	(90)	51%	(175)	345
PID/Gender: Ind Women	3%	(10)	8%	(27)	25%	(87)	65%	(231)	355
PID/Gender: Rep Men	9%	(28)	14%	(43)	26%	(83)	51%	(160)	313
PID/Gender: Rep Women	1%	(5)	8%	(26)	22%	(73)	69%	(232)	335
Ideo: Liberal (1-3)	7%	(44)	13%	(84)	28%	(174)	52%	(327)	628
Ideo: Moderate (4)	5%	(35)	12%	(83)	23%	(162)	60%	(428)	708
Ideo: Conservative (5-7)	6%	(41)	12%	(83)	24%	(166)	59%	(416)	706
Educ: < College	5%	(66)	10%	(143)	23%	(331)	62%	(900)	1441
Educ: Bachelors degree	6%	(31)	13%	(64)	27%	(129)	54%	(261)	485
Educ: Post-grad	10%	(29)	17%	(48)	30%	(83)	42%	(118)	279
Income: Under 50k	4%	(48)	9%	(106)	22%	(270)	65%	(803)	1228
Income: 50k-100k	7%	(47)	14%	(90)	28%	(176)	51%	(327)	640
Income: 100k+	9%	(30)	18%	(59)	29%	(98)	44%	(150)	337
Ethnicity: White	5%	(92)	11%	(183)	23%	(397)	61%	(1030)	1702
Ethnicity: Hispanic	8%	(32)	17%	(63)	27%	(103)	48%	(181)	380
Ethnicity: Black	9%	(26)	15%	(42)	26%	(74)	50%	(142)	283

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**Table MCFE37\_7: How likely is it you will do each of the following within the next 6 months?**

*Invest in or trade commodities*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(126)	12%	(255)	25%	(544)	58%	(1280)	2205
Ethnicity: Other	3%	(7)	14%	(30)	34%	(74)	50%	(109)	220
All Christian	6%	(56)	10%	(98)	22%	(209)	61%	(578)	941
All Non-Christian	13%	(21)	19%	(30)	24%	(38)	43%	(68)	156
Atheist	—	(0)	18%	(17)	24%	(23)	58%	(55)	95
Agnostic/Nothing in particular	4%	(26)	11%	(72)	26%	(171)	59%	(389)	658
Something Else	6%	(23)	11%	(39)	29%	(104)	54%	(190)	355
Religious Non-Protestant/Catholic	12%	(21)	18%	(31)	23%	(39)	46%	(78)	168
Evangelical	10%	(56)	10%	(55)	21%	(113)	59%	(325)	549
Non-Evangelical	3%	(21)	11%	(80)	27%	(193)	59%	(427)	721
Community: Urban	11%	(79)	15%	(106)	27%	(184)	46%	(319)	688
Community: Suburban	3%	(30)	10%	(99)	25%	(248)	62%	(606)	984
Community: Rural	3%	(16)	9%	(50)	21%	(112)	67%	(355)	533
Employ: Private Sector	9%	(63)	18%	(126)	28%	(196)	46%	(322)	708
Employ: Government	5%	(5)	16%	(17)	34%	(35)	44%	(45)	102
Employ: Self-Employed	15%	(33)	14%	(30)	22%	(48)	50%	(111)	222
Employ: Homemaker	2%	(3)	11%	(17)	22%	(34)	65%	(100)	153
Employ: Student	3%	(2)	11%	(8)	33%	(23)	53%	(37)	69
Employ: Retired	1%	(7)	3%	(17)	21%	(117)	75%	(425)	565
Employ: Unemployed	4%	(10)	12%	(32)	22%	(59)	62%	(161)	262
Employ: Other	3%	(3)	7%	(9)	27%	(33)	64%	(79)	124
Military HH: Yes	7%	(21)	12%	(36)	26%	(80)	56%	(170)	306
Military HH: No	6%	(105)	12%	(219)	24%	(465)	58%	(1110)	1899
RD/WT: Right Direction	12%	(86)	14%	(104)	24%	(173)	50%	(357)	721
RD/WT: Wrong Track	3%	(39)	10%	(151)	25%	(372)	62%	(923)	1484
Biden Job Approve	9%	(81)	14%	(127)	25%	(235)	52%	(487)	930
Biden Job Disapprove	4%	(43)	11%	(121)	24%	(273)	62%	(717)	1155
Biden Job Strongly Approve	14%	(60)	15%	(63)	23%	(97)	47%	(198)	418
Biden Job Somewhat Approve	4%	(20)	13%	(65)	27%	(138)	56%	(289)	512
Biden Job Somewhat Disapprove	3%	(10)	12%	(43)	23%	(80)	62%	(214)	347
Biden Job Strongly Disapprove	4%	(34)	10%	(78)	24%	(193)	62%	(503)	808

Continued on next page

**Table MCFE37\_7: How likely is it you will do each of the following within the next 6 months?**  
 Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(126)	12%	(255)	25%	(544)	58%	(1280)	2205
Favorable of Biden	9%	(85)	13%	(117)	25%	(233)	54%	(501)	936
Unfavorable of Biden	3%	(37)	10%	(113)	25%	(282)	62%	(693)	1125
Very Favorable of Biden	14%	(58)	12%	(52)	22%	(95)	51%	(218)	424
Somewhat Favorable of Biden	5%	(26)	13%	(65)	27%	(138)	55%	(283)	512
Somewhat Unfavorable of Biden	3%	(8)	12%	(35)	25%	(72)	60%	(175)	290
Very Unfavorable of Biden	3%	(28)	9%	(77)	25%	(211)	62%	(518)	835
#1 Issue: Economy	6%	(52)	14%	(128)	29%	(262)	52%	(474)	917
#1 Issue: Security	6%	(15)	9%	(21)	22%	(51)	63%	(150)	237
#1 Issue: Health Care	6%	(12)	12%	(22)	17%	(30)	65%	(119)	183
#1 Issue: Medicare / Social Security	3%	(9)	5%	(15)	22%	(63)	70%	(206)	293
#1 Issue: Women's Issues	5%	(11)	12%	(25)	26%	(56)	58%	(125)	217
#1 Issue: Education	8%	(7)	20%	(17)	23%	(20)	49%	(43)	88
#1 Issue: Energy	11%	(15)	12%	(15)	35%	(46)	42%	(56)	132
#1 Issue: Other	4%	(5)	8%	(11)	11%	(15)	77%	(107)	139
2022 House Vote: Democrat	8%	(60)	13%	(107)	25%	(203)	54%	(429)	799
2022 House Vote: Republican	6%	(41)	9%	(59)	26%	(166)	58%	(371)	638
2022 House Vote: Didnt Vote	3%	(20)	12%	(87)	22%	(158)	64%	(461)	727
2020 Vote: Joe Biden	8%	(69)	12%	(107)	26%	(224)	54%	(463)	864
2020 Vote: Donald Trump	4%	(27)	10%	(69)	26%	(173)	59%	(387)	655
2020 Vote: Other	11%	(7)	9%	(6)	27%	(19)	53%	(36)	68
2020 Vote: Didn't Vote	4%	(22)	12%	(73)	21%	(128)	64%	(394)	618
2018 House Vote: Democrat	10%	(70)	12%	(87)	23%	(167)	55%	(394)	718
2018 House Vote: Republican	4%	(24)	10%	(58)	26%	(152)	59%	(343)	577
2018 House Vote: Didnt Vote	4%	(32)	13%	(109)	24%	(206)	60%	(524)	870
4-Region: Northeast	7%	(27)	14%	(54)	21%	(82)	58%	(224)	386
4-Region: Midwest	4%	(20)	11%	(50)	22%	(101)	62%	(284)	456
4-Region: South	5%	(41)	12%	(101)	25%	(206)	59%	(492)	841
4-Region: West	7%	(38)	10%	(50)	30%	(155)	53%	(279)	522
Sports Fan	7%	(110)	13%	(210)	26%	(411)	54%	(842)	1573
Avid Sports Fan	13%	(81)	15%	(96)	24%	(148)	48%	(300)	625
Casual Sports Fan	3%	(29)	12%	(115)	28%	(263)	57%	(542)	948

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**Table MCFE37\_7: How likely is it you will do each of the following within the next 6 months?  
Invest in or trade commodities**

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(126)	12%	(255)	25%	(544)	58%	(1280)	2205
Football Fan	7%	(111)	14%	(212)	25%	(382)	53%	(800)	1504
Avid Football Fan	12%	(83)	15%	(102)	24%	(159)	49%	(326)	670
NFL Fan	7%	(104)	14%	(204)	26%	(381)	54%	(799)	1488
Avid NFL Fan	12%	(80)	14%	(96)	24%	(161)	51%	(345)	682
Rihanna Fan	8%	(89)	16%	(169)	27%	(298)	49%	(530)	1086
Pro Football is Favorite	12%	(72)	14%	(90)	23%	(142)	52%	(326)	630
Like Pro Football but not Favorite	4%	(38)	14%	(131)	28%	(267)	55%	(523)	958
Watched SB LVI and Plan to Watch LVII	7%	(80)	13%	(148)	28%	(322)	52%	(591)	1141
Likely to Watch SB LVII	7%	(106)	14%	(197)	27%	(389)	52%	(760)	1452
Want Eagles to Win	7%	(57)	15%	(118)	27%	(210)	50%	(384)	770
Want Chiefs to Win	7%	(50)	14%	(95)	25%	(175)	54%	(372)	692
Typically Host SB Party and Likely Host this Year	17%	(72)	22%	(90)	29%	(121)	32%	(133)	416
Likely Host SB Party this Year	12%	(84)	22%	(156)	30%	(213)	36%	(254)	707
Sports Bettors	16%	(100)	24%	(154)	27%	(173)	34%	(217)	644
Sports Bettors Weekly+	26%	(62)	26%	(61)	19%	(46)	29%	(70)	239
Non/Infrequent Bettor	2%	(37)	8%	(133)	25%	(444)	65%	(1150)	1764
Sports Bettors Monthly+	22%	(84)	30%	(115)	22%	(85)	26%	(100)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	5%	(7)	15%	(23)	33%	(49)	47%	(70)	149
Plan to Bet on SB LVII	20%	(87)	23%	(102)	27%	(117)	31%	(135)	440

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



**Table MCFE37\_8:** How likely is it you will do each of the following within the next 6 months?  
 Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(129)	11%	(246)	22%	(476)	61%	(1354)	2205
Gender: Male	9%	(97)	13%	(141)	23%	(247)	55%	(587)	1072
Gender: Female	3%	(32)	9%	(104)	20%	(229)	68%	(765)	1132
Age: 18-34	9%	(58)	20%	(127)	24%	(153)	46%	(294)	632
Age: 35-44	12%	(46)	13%	(47)	25%	(93)	50%	(187)	372
Age: 45-64	3%	(24)	8%	(56)	22%	(156)	67%	(478)	712
Age: 65+	—	(2)	3%	(16)	15%	(74)	81%	(396)	488
GenZers: 1997-2012	5%	(13)	24%	(61)	25%	(63)	46%	(119)	256
Millennials: 1981-1996	12%	(83)	16%	(110)	25%	(166)	47%	(314)	673
GenXers: 1965-1980	5%	(26)	8%	(47)	24%	(135)	63%	(346)	553
Baby Boomers: 1946-1964	1%	(7)	4%	(26)	15%	(101)	80%	(526)	660
PID: Dem (no lean)	7%	(64)	12%	(102)	23%	(195)	58%	(495)	856
PID: Ind (no lean)	4%	(27)	12%	(86)	20%	(143)	63%	(445)	700
PID: Rep (no lean)	6%	(38)	9%	(58)	21%	(138)	64%	(415)	649
PID/Gender: Dem Men	13%	(54)	15%	(61)	22%	(92)	50%	(206)	413
PID/Gender: Dem Women	2%	(9)	9%	(41)	23%	(103)	65%	(288)	442
PID/Gender: Ind Men	6%	(19)	14%	(49)	23%	(78)	58%	(199)	345
PID/Gender: Ind Women	2%	(8)	10%	(36)	18%	(65)	69%	(245)	355
PID/Gender: Rep Men	7%	(23)	10%	(31)	25%	(77)	58%	(182)	313
PID/Gender: Rep Women	5%	(15)	8%	(27)	18%	(61)	69%	(233)	335
Ideo: Liberal (1-3)	7%	(45)	12%	(78)	25%	(156)	56%	(349)	628
Ideo: Moderate (4)	5%	(35)	11%	(79)	20%	(141)	64%	(453)	708
Ideo: Conservative (5-7)	6%	(43)	10%	(73)	21%	(151)	62%	(438)	706
Educ: < College	5%	(70)	10%	(140)	21%	(309)	64%	(922)	1441
Educ: Bachelors degree	7%	(35)	11%	(53)	22%	(108)	60%	(290)	485
Educ: Post-grad	9%	(24)	19%	(53)	21%	(60)	51%	(142)	279
Income: Under 50k	4%	(55)	9%	(110)	20%	(241)	67%	(822)	1228
Income: 50k-100k	6%	(39)	12%	(74)	25%	(157)	58%	(369)	640
Income: 100k+	10%	(35)	18%	(61)	23%	(78)	49%	(164)	337
Ethnicity: White	5%	(82)	10%	(170)	21%	(350)	65%	(1100)	1702
Ethnicity: Hispanic	7%	(26)	17%	(65)	32%	(121)	44%	(168)	380
Ethnicity: Black	9%	(27)	18%	(52)	24%	(69)	48%	(135)	283

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**Table MCFE37\_8:** How likely is it you will do each of the following within the next 6 months?  
Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(129)	11%	(246)	22%	(476)	61%	(1354)	2205
Ethnicity: Other	9%	(21)	11%	(24)	26%	(57)	54%	(119)	220
All Christian	5%	(50)	11%	(102)	21%	(196)	63%	(592)	941
All Non-Christian	15%	(23)	18%	(28)	22%	(34)	45%	(70)	156
Atheist	2%	(2)	15%	(14)	15%	(15)	68%	(65)	95
Agnostic/Nothing in particular	3%	(23)	9%	(61)	22%	(146)	65%	(429)	658
Something Else	9%	(31)	11%	(40)	24%	(85)	56%	(199)	355
Religious Non-Protestant/Catholic	14%	(24)	17%	(28)	23%	(38)	46%	(78)	168
Evangelical	9%	(51)	11%	(58)	21%	(117)	59%	(324)	549
Non-Evangelical	4%	(28)	11%	(80)	22%	(159)	63%	(453)	721
Community: Urban	11%	(74)	17%	(119)	21%	(146)	51%	(349)	688
Community: Suburban	4%	(41)	9%	(88)	21%	(210)	66%	(645)	984
Community: Rural	3%	(14)	7%	(39)	22%	(120)	67%	(360)	533
Employ: Private Sector	10%	(68)	13%	(95)	27%	(188)	50%	(356)	708
Employ: Government	7%	(7)	23%	(23)	18%	(18)	52%	(53)	102
Employ: Self-Employed	13%	(30)	12%	(27)	26%	(58)	49%	(108)	222
Employ: Homemaker	2%	(3)	9%	(14)	25%	(38)	64%	(98)	153
Employ: Student	4%	(3)	26%	(18)	23%	(16)	47%	(32)	69
Employ: Retired	1%	(7)	4%	(23)	15%	(84)	80%	(452)	565
Employ: Unemployed	3%	(8)	12%	(32)	21%	(54)	64%	(167)	262
Employ: Other	3%	(4)	10%	(13)	16%	(20)	70%	(87)	124
Military HH: Yes	7%	(22)	9%	(29)	21%	(65)	62%	(190)	306
Military HH: No	6%	(107)	11%	(217)	22%	(411)	61%	(1164)	1899
RD/WT: Right Direction	11%	(76)	14%	(101)	22%	(158)	53%	(385)	721
RD/WT: Wrong Track	4%	(53)	10%	(145)	21%	(318)	65%	(969)	1484
Biden Job Approve	9%	(82)	13%	(120)	22%	(204)	56%	(524)	930
Biden Job Disapprove	4%	(46)	9%	(108)	21%	(244)	66%	(757)	1155
Biden Job Strongly Approve	13%	(54)	14%	(59)	22%	(90)	52%	(215)	418
Biden Job Somewhat Approve	5%	(28)	12%	(62)	22%	(113)	60%	(309)	512
Biden Job Somewhat Disapprove	6%	(22)	11%	(37)	20%	(68)	63%	(220)	347
Biden Job Strongly Disapprove	3%	(23)	9%	(71)	22%	(176)	66%	(537)	808

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**Table MCFE37\_8:** How likely is it you will do each of the following within the next 6 months?  
 Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(129)	11%	(246)	22%	(476)	61%	(1354)	2205
Favorable of Biden	9%	(81)	12%	(117)	22%	(203)	57%	(536)	936
Unfavorable of Biden	4%	(43)	9%	(105)	22%	(245)	65%	(732)	1125
Very Favorable of Biden	12%	(52)	12%	(50)	21%	(88)	55%	(235)	424
Somewhat Favorable of Biden	6%	(29)	13%	(67)	22%	(115)	59%	(301)	512
Somewhat Unfavorable of Biden	6%	(17)	11%	(33)	19%	(55)	64%	(186)	290
Very Unfavorable of Biden	3%	(26)	9%	(72)	23%	(190)	65%	(546)	835
#1 Issue: Economy	6%	(58)	14%	(129)	24%	(224)	55%	(506)	917
#1 Issue: Security	3%	(8)	6%	(14)	21%	(50)	70%	(166)	237
#1 Issue: Health Care	9%	(16)	10%	(18)	17%	(32)	64%	(117)	183
#1 Issue: Medicare / Social Security	2%	(7)	6%	(18)	19%	(55)	73%	(213)	293
#1 Issue: Women's Issues	4%	(8)	13%	(27)	25%	(54)	59%	(127)	217
#1 Issue: Education	10%	(9)	16%	(14)	18%	(16)	56%	(49)	88
#1 Issue: Energy	8%	(10)	18%	(23)	26%	(34)	49%	(64)	132
#1 Issue: Other	9%	(13)	2%	(2)	9%	(12)	80%	(112)	139
2022 House Vote: Democrat	8%	(64)	12%	(95)	22%	(177)	58%	(463)	799
2022 House Vote: Republican	6%	(37)	9%	(58)	21%	(136)	64%	(407)	638
2022 House Vote: Didnt Vote	4%	(27)	12%	(85)	21%	(149)	64%	(465)	727
2020 Vote: Joe Biden	9%	(75)	11%	(93)	23%	(198)	58%	(498)	864
2020 Vote: Donald Trump	6%	(40)	8%	(52)	23%	(149)	63%	(414)	655
2020 Vote: Other	1%	(1)	7%	(5)	35%	(24)	57%	(39)	68
2020 Vote: Didn't Vote	2%	(13)	16%	(96)	17%	(106)	65%	(403)	618
2018 House Vote: Democrat	8%	(59)	11%	(82)	22%	(157)	59%	(420)	718
2018 House Vote: Republican	5%	(29)	8%	(44)	21%	(123)	66%	(381)	577
2018 House Vote: Didnt Vote	5%	(41)	13%	(117)	21%	(181)	61%	(532)	870
4-Region: Northeast	5%	(19)	13%	(51)	20%	(79)	61%	(237)	386
4-Region: Midwest	4%	(16)	10%	(46)	18%	(81)	69%	(313)	456
4-Region: South	7%	(58)	10%	(87)	24%	(198)	59%	(498)	841
4-Region: West	7%	(36)	12%	(62)	23%	(118)	59%	(306)	522
Sports Fan	8%	(121)	13%	(200)	23%	(363)	57%	(889)	1573
Avid Sports Fan	12%	(77)	14%	(89)	23%	(146)	50%	(314)	625
Casual Sports Fan	5%	(45)	12%	(111)	23%	(217)	61%	(576)	948

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**Table MCFE37\_8:** How likely is it you will do each of the following within the next 6 months?  
Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	6%	(129)	11%	(246)	22%	(476)	61%	(1354)	2205
Football Fan	8%	(121)	12%	(186)	24%	(354)	56%	(844)	1504
Avid Football Fan	12%	(81)	13%	(85)	23%	(153)	52%	(351)	670
NFL Fan	7%	(108)	12%	(186)	23%	(345)	57%	(850)	1488
Avid NFL Fan	11%	(75)	13%	(85)	22%	(150)	54%	(371)	682
Rihanna Fan	9%	(99)	15%	(166)	24%	(258)	52%	(563)	1086
Pro Football is Favorite	10%	(64)	16%	(104)	20%	(123)	54%	(339)	630
Like Pro Football but not Favorite	6%	(56)	10%	(97)	25%	(240)	59%	(565)	958
Watched SB LVI and Plan to Watch LVII	7%	(82)	12%	(140)	24%	(273)	57%	(645)	1141
Likely to Watch SB LVII	8%	(112)	13%	(190)	23%	(333)	56%	(818)	1452
Want Eagles to Win	8%	(61)	14%	(110)	23%	(180)	54%	(419)	770
Want Chiefs to Win	8%	(54)	12%	(83)	22%	(153)	58%	(402)	692
Typically Host SB Party and Likely Host this Year	17%	(69)	22%	(93)	24%	(101)	37%	(152)	416
Likely Host SB Party this Year	12%	(81)	19%	(137)	28%	(201)	41%	(287)	707
Sports Bettors	14%	(88)	25%	(163)	26%	(167)	35%	(226)	644
Sports Bettors Weekly+	23%	(55)	30%	(72)	18%	(44)	29%	(68)	239
Non/Infrequent Bettor	3%	(47)	7%	(117)	21%	(379)	69%	(1220)	1764
Sports Bettors Monthly+	20%	(77)	30%	(116)	22%	(86)	28%	(107)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	5%	(7)	17%	(25)	31%	(46)	48%	(71)	149
Plan to Bet on SB LVII	18%	(79)	27%	(117)	22%	(98)	33%	(146)	440

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

**Table MCFE37\_9:** How likely is it you will do each of the following within the next 6 months?  
 Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(101)	9%	(203)	26%	(582)	60%	(1318)	2205
Gender: Male	7%	(80)	13%	(136)	29%	(311)	51%	(545)	1072
Gender: Female	2%	(21)	6%	(67)	24%	(271)	68%	(772)	1132
Age: 18-34	7%	(46)	13%	(82)	31%	(196)	49%	(308)	632
Age: 35-44	8%	(30)	14%	(51)	27%	(100)	52%	(192)	372
Age: 45-64	3%	(23)	8%	(60)	25%	(181)	63%	(449)	712
Age: 65+	1%	(3)	2%	(11)	22%	(105)	76%	(369)	488
GenZers: 1997-2012	2%	(4)	13%	(33)	37%	(95)	48%	(123)	256
Millennials: 1981-1996	10%	(66)	14%	(93)	27%	(182)	49%	(332)	673
GenXers: 1965-1980	4%	(23)	10%	(57)	27%	(149)	59%	(324)	553
Baby Boomers: 1946-1964	1%	(8)	3%	(19)	22%	(143)	74%	(490)	660
PID: Dem (no lean)	6%	(54)	10%	(89)	27%	(234)	56%	(479)	856
PID: Ind (no lean)	3%	(20)	9%	(60)	26%	(181)	63%	(439)	700
PID: Rep (no lean)	4%	(28)	8%	(54)	26%	(166)	62%	(400)	649
PID/Gender: Dem Men	10%	(43)	14%	(58)	30%	(123)	46%	(189)	413
PID/Gender: Dem Women	2%	(10)	7%	(30)	25%	(111)	66%	(289)	442
PID/Gender: Ind Men	4%	(13)	12%	(42)	30%	(104)	54%	(187)	345
PID/Gender: Ind Women	2%	(6)	5%	(18)	22%	(78)	71%	(252)	355
PID/Gender: Rep Men	7%	(23)	11%	(36)	27%	(84)	54%	(170)	313
PID/Gender: Rep Women	1%	(5)	6%	(19)	25%	(82)	69%	(230)	335
Ideo: Liberal (1-3)	7%	(43)	12%	(75)	28%	(178)	53%	(332)	628
Ideo: Moderate (4)	4%	(26)	9%	(61)	27%	(189)	61%	(432)	708
Ideo: Conservative (5-7)	4%	(31)	8%	(60)	26%	(183)	61%	(432)	706
Educ: < College	3%	(44)	7%	(99)	26%	(377)	64%	(921)	1441
Educ: Bachelors degree	6%	(27)	13%	(64)	24%	(118)	57%	(276)	485
Educ: Post-grad	11%	(30)	14%	(40)	31%	(87)	43%	(121)	279
Income: Under 50k	3%	(37)	7%	(82)	24%	(295)	66%	(814)	1228
Income: 50k-100k	6%	(35)	11%	(70)	30%	(190)	54%	(344)	640
Income: 100k+	9%	(29)	15%	(52)	29%	(96)	47%	(160)	337
Ethnicity: White	4%	(72)	8%	(141)	26%	(438)	62%	(1051)	1702
Ethnicity: Hispanic	6%	(24)	11%	(42)	36%	(136)	47%	(178)	380
Ethnicity: Black	7%	(19)	13%	(36)	27%	(77)	53%	(151)	283

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**Table MCFE37\_9: How likely is it you will do each of the following within the next 6 months?**  
*Invest in structured products, such as CDOs*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(101)	9%	(203)	26%	(582)	60%	(1318)	2205
Ethnicity: Other	5%	(11)	12%	(26)	30%	(67)	53%	(117)	220
All Christian	6%	(52)	9%	(83)	24%	(221)	62%	(584)	941
All Non-Christian	12%	(19)	17%	(26)	23%	(37)	48%	(74)	156
Atheist	2%	(2)	10%	(9)	35%	(34)	54%	(51)	95
Agnostic/Nothing in particular	3%	(18)	8%	(54)	28%	(185)	61%	(401)	658
Something Else	3%	(11)	9%	(31)	30%	(106)	58%	(207)	355
Religious Non-Protestant/Catholic	11%	(19)	15%	(26)	24%	(40)	50%	(84)	168
Evangelical	8%	(43)	9%	(50)	23%	(125)	60%	(330)	549
Non-Evangelical	3%	(18)	9%	(63)	27%	(195)	62%	(444)	721
Community: Urban	9%	(61)	14%	(98)	26%	(181)	51%	(349)	688
Community: Suburban	3%	(27)	7%	(73)	28%	(273)	62%	(610)	984
Community: Rural	3%	(14)	6%	(32)	24%	(128)	67%	(359)	533
Employ: Private Sector	7%	(49)	14%	(102)	29%	(208)	49%	(349)	708
Employ: Government	5%	(5)	11%	(12)	39%	(39)	45%	(46)	102
Employ: Self-Employed	12%	(26)	13%	(28)	24%	(54)	52%	(115)	222
Employ: Homemaker	3%	(5)	7%	(10)	25%	(38)	66%	(101)	153
Employ: Student	5%	(4)	2%	(2)	41%	(28)	52%	(36)	69
Employ: Retired	1%	(5)	3%	(15)	21%	(120)	75%	(425)	565
Employ: Unemployed	2%	(5)	12%	(30)	19%	(50)	67%	(176)	262
Employ: Other	2%	(3)	5%	(6)	36%	(45)	57%	(70)	124
Military HH: Yes	5%	(14)	8%	(24)	27%	(82)	61%	(186)	306
Military HH: No	5%	(87)	9%	(180)	26%	(500)	60%	(1132)	1899
RD/WT: Right Direction	10%	(70)	14%	(100)	27%	(196)	49%	(354)	721
RD/WT: Wrong Track	2%	(31)	7%	(103)	26%	(386)	65%	(964)	1484
Biden Job Approve	7%	(68)	12%	(108)	27%	(253)	54%	(501)	930
Biden Job Disapprove	3%	(34)	8%	(90)	25%	(288)	64%	(744)	1155
Biden Job Strongly Approve	11%	(45)	15%	(64)	26%	(110)	48%	(199)	418
Biden Job Somewhat Approve	4%	(22)	9%	(44)	28%	(143)	59%	(303)	512
Biden Job Somewhat Disapprove	2%	(7)	8%	(29)	25%	(87)	65%	(224)	347
Biden Job Strongly Disapprove	3%	(26)	7%	(61)	25%	(202)	64%	(519)	808

Continued on next page

**Table MCFE37\_9:** How likely is it you will do each of the following within the next 6 months?  
 Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(101)	9%	(203)	26%	(582)	60%	(1318)	2205
Favorable of Biden	7%	(67)	11%	(103)	27%	(257)	54%	(509)	936
Unfavorable of Biden	3%	(29)	8%	(85)	26%	(294)	64%	(718)	1125
Very Favorable of Biden	11%	(45)	12%	(51)	26%	(111)	51%	(217)	424
Somewhat Favorable of Biden	4%	(21)	10%	(52)	29%	(146)	57%	(292)	512
Somewhat Unfavorable of Biden	2%	(6)	8%	(22)	29%	(85)	61%	(177)	290
Very Unfavorable of Biden	3%	(23)	7%	(62)	25%	(209)	65%	(541)	835
#1 Issue: Economy	5%	(42)	12%	(107)	28%	(258)	56%	(509)	917
#1 Issue: Security	5%	(11)	5%	(12)	27%	(63)	64%	(151)	237
#1 Issue: Health Care	7%	(14)	8%	(15)	21%	(38)	64%	(116)	183
#1 Issue: Medicare / Social Security	3%	(8)	6%	(18)	23%	(69)	68%	(199)	293
#1 Issue: Women's Issues	4%	(8)	7%	(16)	27%	(58)	62%	(135)	217
#1 Issue: Education	3%	(2)	13%	(12)	30%	(26)	55%	(48)	88
#1 Issue: Energy	9%	(12)	15%	(20)	32%	(42)	44%	(58)	132
#1 Issue: Other	2%	(3)	3%	(4)	21%	(29)	73%	(102)	139
2022 House Vote: Democrat	7%	(55)	11%	(91)	29%	(230)	53%	(424)	799
2022 House Vote: Republican	6%	(36)	8%	(52)	25%	(161)	61%	(389)	638
2022 House Vote: Didnt Vote	1%	(10)	8%	(58)	24%	(175)	67%	(484)	727
2020 Vote: Joe Biden	7%	(61)	10%	(89)	30%	(255)	53%	(459)	864
2020 Vote: Donald Trump	3%	(22)	8%	(55)	26%	(169)	63%	(410)	655
2020 Vote: Other	8%	(6)	8%	(6)	24%	(17)	59%	(40)	68
2020 Vote: Didn't Vote	2%	(12)	9%	(54)	23%	(142)	66%	(410)	618
2018 House Vote: Democrat	8%	(57)	12%	(83)	26%	(186)	54%	(391)	718
2018 House Vote: Republican	3%	(17)	8%	(43)	26%	(149)	64%	(368)	577
2018 House Vote: Didnt Vote	3%	(27)	9%	(76)	27%	(231)	62%	(537)	870
4-Region: Northeast	5%	(19)	12%	(45)	24%	(91)	60%	(231)	386
4-Region: Midwest	3%	(14)	8%	(37)	24%	(109)	65%	(295)	456
4-Region: South	4%	(33)	8%	(67)	29%	(247)	59%	(494)	841
4-Region: West	7%	(35)	10%	(53)	26%	(136)	57%	(298)	522
Sports Fan	6%	(89)	11%	(171)	28%	(445)	55%	(868)	1573
Avid Sports Fan	10%	(62)	14%	(87)	25%	(154)	52%	(322)	625
Casual Sports Fan	3%	(27)	9%	(84)	31%	(291)	58%	(546)	948

Continued on next page

**Table MCFE37\_9:** How likely is it you will do each of the following within the next 6 months?  
Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	5%	(101)	9%	(203)	26%	(582)	60%	(1318)	2205
Football Fan	6%	(88)	11%	(160)	28%	(421)	56%	(835)	1504
Avid Football Fan	10%	(68)	12%	(82)	26%	(172)	52%	(348)	670
NFL Fan	6%	(87)	11%	(159)	27%	(408)	56%	(834)	1488
Avid NFL Fan	10%	(68)	12%	(81)	24%	(166)	54%	(366)	682
Rihanna Fan	7%	(73)	12%	(130)	30%	(329)	51%	(555)	1086
Pro Football is Favorite	10%	(60)	12%	(75)	26%	(163)	53%	(331)	630
Like Pro Football but not Favorite	3%	(30)	10%	(95)	30%	(286)	57%	(548)	958
Watched SB LVI and Plan to Watch LVII	6%	(67)	11%	(125)	29%	(328)	54%	(620)	1141
Likely to Watch SB LVII	6%	(88)	10%	(150)	29%	(421)	55%	(794)	1452
Want Eagles to Win	6%	(49)	12%	(91)	29%	(220)	53%	(410)	770
Want Chiefs to Win	6%	(38)	11%	(74)	27%	(189)	56%	(391)	692
Typically Host SB Party and Likely Host this Year	15%	(61)	19%	(78)	30%	(125)	37%	(152)	416
Likely Host SB Party this Year	11%	(76)	18%	(126)	32%	(228)	39%	(277)	707
Sports Bettors	13%	(85)	21%	(134)	31%	(198)	35%	(227)	644
Sports Bettors Weekly+	25%	(59)	21%	(49)	25%	(59)	30%	(71)	239
Non/Infrequent Bettor	2%	(28)	5%	(92)	26%	(462)	67%	(1182)	1764
Sports Bettors Monthly+	19%	(74)	27%	(105)	26%	(102)	27%	(105)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	6%	(9)	11%	(16)	32%	(47)	52%	(77)	149
Plan to Bet on SB LVII	18%	(77)	20%	(90)	27%	(121)	35%	(152)	440

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



**Table MCFE38\_1:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Enjoyable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(186)	13%	(287)	15%	(340)	30%	(658)	33%	(734)	2205
Gender: Male	13%	(144)	18%	(188)	17%	(179)	27%	(286)	26%	(275)	1072
Gender: Female	4%	(42)	9%	(99)	14%	(161)	33%	(371)	41%	(459)	1132
Age: 18-34	14%	(91)	20%	(125)	18%	(111)	19%	(118)	30%	(188)	632
Age: 35-44	15%	(56)	18%	(67)	16%	(60)	19%	(69)	32%	(120)	372
Age: 45-64	5%	(35)	11%	(82)	16%	(116)	32%	(231)	35%	(248)	712
Age: 65+	1%	(4)	3%	(14)	11%	(52)	49%	(239)	37%	(178)	488
GenZers: 1997-2012	10%	(26)	21%	(54)	20%	(50)	21%	(53)	29%	(73)	256
Millennials: 1981-1996	17%	(112)	19%	(131)	17%	(111)	18%	(119)	30%	(200)	673
GenXers: 1965-1980	7%	(37)	12%	(66)	17%	(93)	29%	(161)	35%	(196)	553
Baby Boomers: 1946-1964	1%	(9)	5%	(35)	12%	(81)	44%	(290)	37%	(244)	660
PID: Dem (no lean)	12%	(101)	14%	(120)	16%	(133)	31%	(268)	27%	(234)	856
PID: Ind (no lean)	4%	(31)	13%	(92)	15%	(104)	25%	(175)	43%	(299)	700
PID: Rep (no lean)	8%	(54)	12%	(76)	16%	(103)	33%	(215)	31%	(202)	649
PID/Gender: Dem Men	19%	(79)	17%	(71)	16%	(67)	28%	(115)	20%	(82)	413
PID/Gender: Dem Women	5%	(22)	11%	(49)	15%	(66)	35%	(153)	34%	(151)	442
PID/Gender: Ind Men	7%	(23)	19%	(66)	17%	(58)	23%	(78)	35%	(120)	345
PID/Gender: Ind Women	2%	(9)	7%	(26)	13%	(45)	27%	(96)	50%	(179)	355
PID/Gender: Rep Men	14%	(43)	16%	(52)	17%	(54)	30%	(93)	23%	(73)	313
PID/Gender: Rep Women	3%	(11)	7%	(24)	15%	(49)	36%	(122)	38%	(129)	335
Ideo: Liberal (1-3)	11%	(66)	14%	(90)	16%	(102)	33%	(209)	26%	(161)	628
Ideo: Moderate (4)	8%	(58)	14%	(101)	14%	(101)	26%	(187)	37%	(260)	708
Ideo: Conservative (5-7)	8%	(58)	11%	(81)	16%	(115)	33%	(233)	31%	(218)	706
Educ: < College	8%	(108)	13%	(185)	15%	(216)	27%	(387)	38%	(545)	1441
Educ: Bachelors degree	8%	(40)	12%	(60)	17%	(83)	34%	(167)	28%	(135)	485
Educ: Post-grad	13%	(37)	15%	(43)	14%	(40)	37%	(104)	20%	(55)	279
Income: Under 50k	7%	(90)	12%	(150)	13%	(155)	29%	(351)	39%	(481)	1228
Income: 50k-100k	8%	(50)	14%	(88)	19%	(122)	32%	(206)	27%	(174)	640
Income: 100k+	14%	(46)	15%	(49)	19%	(63)	30%	(101)	23%	(79)	337
Ethnicity: White	8%	(128)	12%	(200)	15%	(251)	32%	(537)	34%	(586)	1702
Ethnicity: Hispanic	10%	(38)	20%	(76)	19%	(72)	19%	(72)	32%	(122)	380

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**Table MCFE38\_1:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Enjoyable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(186)	13%	(287)	15%	(340)	30%	(658)	33%	(734)	2205
Ethnicity: Black	14%	(39)	20%	(56)	15%	(43)	20%	(56)	32%	(90)	283
Ethnicity: Other	9%	(19)	14%	(32)	21%	(46)	29%	(65)	27%	(59)	220
All Christian	9%	(83)	12%	(109)	16%	(149)	34%	(318)	30%	(281)	941
All Non-Christian	22%	(34)	15%	(23)	16%	(25)	16%	(25)	31%	(48)	156
Atheist	3%	(3)	21%	(20)	17%	(16)	39%	(37)	20%	(19)	95
Agnostic/Nothing in particular	5%	(33)	11%	(75)	15%	(97)	30%	(200)	38%	(253)	658
Something Else	9%	(33)	17%	(59)	14%	(51)	22%	(79)	37%	(133)	355
Religious Non-Protestant/Catholic	20%	(34)	15%	(25)	16%	(26)	19%	(32)	30%	(51)	168
Evangelical	12%	(68)	14%	(76)	15%	(85)	25%	(139)	33%	(182)	549
Non-Evangelical	6%	(47)	12%	(89)	15%	(112)	34%	(246)	32%	(227)	721
Community: Urban	13%	(89)	18%	(121)	17%	(117)	25%	(171)	28%	(190)	688
Community: Suburban	6%	(61)	12%	(121)	17%	(165)	33%	(327)	32%	(311)	984
Community: Rural	7%	(36)	9%	(46)	11%	(58)	30%	(160)	44%	(233)	533
Employ: Private Sector	14%	(100)	19%	(131)	19%	(133)	26%	(187)	22%	(157)	708
Employ: Government	14%	(14)	22%	(22)	14%	(15)	26%	(26)	24%	(25)	102
Employ: Self-Employed	16%	(36)	16%	(35)	20%	(45)	19%	(42)	29%	(65)	222
Employ: Homemaker	2%	(4)	8%	(13)	11%	(17)	30%	(46)	48%	(73)	153
Employ: Student	7%	(5)	13%	(9)	26%	(18)	19%	(13)	36%	(25)	69
Employ: Retired	2%	(10)	5%	(26)	10%	(59)	44%	(249)	39%	(222)	565
Employ: Unemployed	6%	(15)	14%	(36)	14%	(37)	25%	(65)	42%	(109)	262
Employ: Other	2%	(2)	13%	(16)	13%	(17)	24%	(30)	48%	(60)	124
Military HH: Yes	8%	(24)	13%	(39)	11%	(35)	36%	(111)	32%	(97)	306
Military HH: No	9%	(162)	13%	(248)	16%	(305)	29%	(547)	34%	(638)	1899
RD/WT: Right Direction	15%	(105)	16%	(112)	13%	(95)	26%	(190)	30%	(218)	721
RD/WT: Wrong Track	5%	(82)	12%	(175)	16%	(245)	31%	(467)	35%	(516)	1484
Biden Job Approve	12%	(110)	14%	(130)	14%	(134)	31%	(291)	28%	(264)	930
Biden Job Disapprove	6%	(71)	12%	(143)	17%	(196)	31%	(353)	34%	(393)	1155

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**Table MCFE38\_1:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Enjoyable

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	8% (186)	13% (287)	15% (340)	30% (658)	33% (734)	2205
Biden Job Strongly Approve	18% (74)	14% (60)	13% (53)	31% (132)	24% (100)	418
Biden Job Somewhat Approve	7% (36)	14% (70)	16% (82)	31% (160)	32% (164)	512
Biden Job Somewhat Disapprove	6% (22)	16% (54)	20% (69)	23% (79)	36% (123)	347
Biden Job Strongly Disapprove	6% (50)	11% (88)	16% (127)	34% (274)	33% (269)	808
Favorable of Biden	11% (107)	14% (127)	14% (127)	31% (291)	30% (284)	936
Unfavorable of Biden	6% (67)	12% (138)	18% (200)	31% (351)	33% (369)	1125
Very Favorable of Biden	16% (68)	15% (63)	11% (48)	33% (138)	25% (107)	424
Somewhat Favorable of Biden	8% (39)	12% (64)	15% (79)	30% (153)	35% (177)	512
Somewhat Unfavorable of Biden	7% (21)	17% (50)	22% (63)	27% (79)	26% (77)	290
Very Unfavorable of Biden	6% (46)	11% (88)	16% (137)	33% (272)	35% (292)	835
#1 Issue: Economy	10% (92)	16% (150)	16% (150)	26% (238)	31% (287)	917
#1 Issue: Security	6% (13)	10% (23)	13% (32)	42% (100)	29% (69)	237
#1 Issue: Health Care	8% (14)	16% (30)	13% (23)	26% (47)	37% (68)	183
#1 Issue: Medicare / Social Security	4% (13)	6% (18)	17% (51)	33% (98)	39% (114)	293
#1 Issue: Women's Issues	7% (15)	10% (22)	16% (34)	30% (64)	38% (82)	217
#1 Issue: Education	18% (16)	13% (11)	17% (15)	27% (23)	26% (22)	88
#1 Issue: Energy	10% (13)	18% (23)	19% (25)	28% (37)	25% (33)	132
#1 Issue: Other	7% (10)	7% (10)	7% (10)	36% (50)	42% (58)	139
2022 House Vote: Democrat	11% (92)	13% (105)	16% (127)	33% (266)	26% (210)	799
2022 House Vote: Republican	8% (52)	12% (77)	16% (102)	34% (218)	30% (189)	638
2022 House Vote: Didnt Vote	6% (42)	13% (98)	14% (104)	22% (162)	44% (322)	727
2020 Vote: Joe Biden	11% (94)	13% (111)	16% (140)	34% (291)	26% (228)	864
2020 Vote: Donald Trump	7% (47)	13% (82)	16% (104)	33% (216)	32% (207)	655
2020 Vote: Other	5% (4)	8% (5)	15% (10)	24% (16)	48% (33)	68
2020 Vote: Didn't Vote	7% (41)	14% (89)	14% (85)	22% (135)	43% (267)	618
2018 House Vote: Democrat	11% (81)	15% (105)	15% (111)	33% (237)	26% (184)	718
2018 House Vote: Republican	7% (39)	10% (61)	16% (92)	35% (201)	32% (185)	577
2018 House Vote: Didnt Vote	8% (66)	13% (115)	15% (132)	24% (207)	40% (350)	870

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**Table MCFE38\_1:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Enjoyable

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	8% (186)	13% (287)	15% (340)	30% (658)	33% (734)	2205
4-Region: Northeast	10% (38)	12% (48)	20% (77)	27% (105)	31% (119)	386
4-Region: Midwest	8% (36)	9% (40)	14% (62)	34% (153)	36% (164)	456
4-Region: South	6% (54)	16% (131)	13% (111)	31% (259)	34% (286)	841
4-Region: West	11% (57)	13% (69)	17% (90)	27% (141)	32% (165)	522
Sports Fan	11% (168)	14% (226)	17% (267)	29% (454)	29% (458)	1573
Avid Sports Fan	17% (108)	16% (102)	17% (104)	28% (176)	22% (135)	625
Casual Sports Fan	6% (61)	13% (123)	17% (164)	29% (278)	34% (323)	948
Football Fan	11% (166)	14% (218)	17% (258)	29% (431)	29% (431)	1504
Avid Football Fan	16% (107)	16% (106)	16% (108)	30% (202)	22% (147)	670
NFL Fan	11% (159)	14% (211)	17% (249)	30% (442)	29% (428)	1488
Avid NFL Fan	16% (109)	15% (100)	15% (104)	32% (221)	22% (149)	682
Rihanna Fan	13% (136)	18% (193)	18% (191)	25% (268)	27% (298)	1086
Pro Football is Favorite	17% (105)	17% (104)	14% (85)	29% (180)	25% (155)	630
Like Pro Football but not Favorite	7% (66)	12% (119)	19% (186)	29% (277)	32% (311)	958
Watched SB LVI and Plan to Watch LVII	11% (122)	14% (158)	18% (208)	31% (357)	26% (295)	1141
Likely to Watch SB LVII	11% (162)	15% (212)	17% (252)	30% (434)	27% (393)	1452
Want Eagles to Win	11% (83)	18% (140)	18% (140)	28% (217)	25% (191)	770
Want Chiefs to Win	12% (82)	14% (94)	17% (117)	31% (218)	26% (182)	692
Typically Host SB Party and Likely Host this Year	25% (104)	22% (90)	17% (69)	22% (93)	14% (60)	416
Likely Host SB Party this Year	19% (132)	21% (150)	19% (133)	22% (156)	19% (136)	707
Sports Bettors	20% (126)	24% (153)	20% (126)	19% (124)	18% (114)	644
Sports Bettors Weekly+	34% (81)	23% (56)	16% (39)	15% (37)	11% (26)	239
Non/Infrequent Bettor	4% (78)	10% (175)	15% (259)	33% (588)	38% (663)	1764
Sports Bettors Monthly+	26% (100)	27% (103)	19% (72)	16% (63)	12% (47)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	9% (14)	18% (27)	22% (33)	34% (51)	16% (24)	149
Plan to Bet on SB LVII	25% (111)	22% (96)	19% (84)	21% (94)	13% (56)	440

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

**Table MCFE38\_2:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Annoying

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(431)	16%	(360)	12%	(257)	17%	(376)	35%	(781)	2205
Gender: Male	23%	(242)	16%	(175)	13%	(139)	19%	(208)	29%	(308)	1072
Gender: Female	17%	(189)	16%	(185)	10%	(118)	15%	(168)	42%	(472)	1132
Age: 18-34	17%	(108)	18%	(115)	15%	(93)	19%	(121)	31%	(195)	632
Age: 35-44	15%	(55)	14%	(53)	16%	(61)	20%	(76)	34%	(128)	372
Age: 45-64	19%	(139)	17%	(122)	9%	(65)	17%	(122)	37%	(264)	712
Age: 65+	27%	(130)	14%	(69)	8%	(38)	12%	(56)	40%	(194)	488
GenZers: 1997-2012	19%	(49)	14%	(36)	16%	(41)	18%	(45)	33%	(85)	256
Millennials: 1981-1996	16%	(105)	18%	(124)	15%	(103)	21%	(142)	30%	(199)	673
GenXers: 1965-1980	17%	(96)	17%	(93)	10%	(53)	18%	(99)	38%	(213)	553
Baby Boomers: 1946-1964	25%	(167)	15%	(96)	9%	(58)	13%	(83)	39%	(257)	660
PID: Dem (no lean)	22%	(188)	19%	(162)	13%	(107)	18%	(152)	29%	(248)	856
PID: Ind (no lean)	17%	(119)	14%	(96)	11%	(77)	13%	(91)	45%	(318)	700
PID: Rep (no lean)	19%	(124)	16%	(103)	11%	(73)	21%	(133)	33%	(215)	649
PID/Gender: Dem Men	24%	(97)	20%	(81)	13%	(55)	22%	(89)	22%	(91)	413
PID/Gender: Dem Women	21%	(91)	18%	(81)	12%	(52)	14%	(63)	35%	(156)	442
PID/Gender: Ind Men	21%	(71)	14%	(47)	12%	(41)	16%	(54)	38%	(132)	345
PID/Gender: Ind Women	13%	(47)	14%	(48)	10%	(36)	10%	(37)	53%	(187)	355
PID/Gender: Rep Men	23%	(73)	15%	(47)	14%	(43)	21%	(65)	27%	(85)	313
PID/Gender: Rep Women	15%	(51)	17%	(56)	9%	(31)	20%	(68)	39%	(129)	335
Ideo: Liberal (1-3)	25%	(155)	19%	(119)	12%	(75)	16%	(102)	28%	(177)	628
Ideo: Moderate (4)	17%	(117)	15%	(104)	10%	(70)	18%	(128)	41%	(288)	708
Ideo: Conservative (5-7)	20%	(140)	17%	(122)	14%	(99)	17%	(121)	32%	(223)	706
Educ: < College	18%	(253)	14%	(203)	11%	(154)	18%	(254)	40%	(578)	1441
Educ: Bachelors degree	21%	(101)	21%	(102)	13%	(62)	16%	(77)	29%	(143)	485
Educ: Post-grad	28%	(77)	20%	(55)	15%	(41)	16%	(45)	22%	(60)	279
Income: Under 50k	17%	(214)	15%	(183)	10%	(126)	17%	(204)	41%	(502)	1228
Income: 50k-100k	23%	(145)	17%	(110)	13%	(81)	18%	(115)	29%	(188)	640
Income: 100k+	21%	(72)	20%	(66)	15%	(51)	17%	(57)	27%	(91)	337
Ethnicity: White	21%	(355)	17%	(282)	12%	(197)	15%	(254)	36%	(614)	1702
Ethnicity: Hispanic	16%	(62)	16%	(60)	15%	(58)	15%	(59)	37%	(141)	380

Continued on next page

**Table MCFE38\_2:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?

Annoying

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(431)	16%	(360)	12%	(257)	17%	(376)	35%	(781)	2205
Ethnicity: Black	15%	(43)	15%	(43)	12%	(35)	28%	(78)	30%	(85)	283
Ethnicity: Other	15%	(33)	16%	(36)	12%	(25)	20%	(44)	37%	(82)	220
All Christian	22%	(205)	18%	(171)	11%	(104)	17%	(155)	33%	(306)	941
All Non-Christian	24%	(38)	13%	(20)	15%	(23)	15%	(24)	32%	(51)	156
Atheist	32%	(30)	14%	(14)	13%	(12)	12%	(11)	30%	(28)	95
Agnostic/Nothing in particular	18%	(118)	16%	(107)	12%	(77)	15%	(100)	39%	(257)	658
Something Else	11%	(40)	14%	(49)	12%	(41)	24%	(86)	39%	(139)	355
Religious Non-Protestant/Catholic	24%	(40)	12%	(21)	15%	(25)	15%	(26)	34%	(56)	168
Evangelical	19%	(102)	18%	(98)	10%	(54)	20%	(108)	34%	(187)	549
Non-Evangelical	19%	(138)	17%	(120)	12%	(88)	18%	(127)	34%	(248)	721
Community: Urban	22%	(150)	15%	(104)	14%	(94)	17%	(117)	32%	(223)	688
Community: Suburban	20%	(194)	18%	(175)	12%	(122)	17%	(169)	33%	(323)	984
Community: Rural	16%	(87)	15%	(80)	8%	(41)	17%	(90)	44%	(235)	533
Employ: Private Sector	21%	(147)	18%	(130)	16%	(115)	20%	(143)	24%	(172)	708
Employ: Government	21%	(22)	13%	(13)	14%	(15)	19%	(19)	33%	(33)	102
Employ: Self-Employed	19%	(42)	20%	(46)	12%	(27)	18%	(41)	30%	(67)	222
Employ: Homemaker	13%	(19)	14%	(21)	9%	(14)	15%	(22)	50%	(76)	153
Employ: Student	18%	(13)	5%	(4)	18%	(13)	21%	(14)	37%	(26)	69
Employ: Retired	23%	(133)	15%	(86)	7%	(41)	12%	(70)	42%	(236)	565
Employ: Unemployed	16%	(41)	14%	(37)	10%	(27)	20%	(52)	40%	(105)	262
Employ: Other	11%	(14)	19%	(23)	5%	(6)	12%	(15)	53%	(65)	124
Military HH: Yes	25%	(77)	19%	(58)	9%	(29)	14%	(43)	33%	(100)	306
Military HH: No	19%	(354)	16%	(302)	12%	(229)	18%	(333)	36%	(681)	1899
RD/WT: Right Direction	22%	(159)	18%	(129)	10%	(74)	17%	(124)	33%	(234)	721
RD/WT: Wrong Track	18%	(272)	16%	(231)	12%	(184)	17%	(252)	37%	(546)	1484
Biden Job Approve	23%	(215)	18%	(168)	11%	(102)	17%	(158)	31%	(286)	930
Biden Job Disapprove	18%	(207)	15%	(179)	13%	(147)	18%	(207)	36%	(416)	1155

Continued on next page

**Table MCFE38\_2:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Annoying

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(431)	16%	(360)	12%	(257)	17%	(376)	35%	(781)	2205
Biden Job Strongly Approve	28%	(119)	18%	(75)	7%	(30)	20%	(82)	27%	(113)	418
Biden Job Somewhat Approve	19%	(96)	18%	(93)	14%	(73)	15%	(76)	34%	(173)	512
Biden Job Somewhat Disapprove	15%	(51)	18%	(63)	14%	(48)	17%	(59)	36%	(126)	347
Biden Job Strongly Disapprove	19%	(156)	14%	(115)	12%	(99)	18%	(148)	36%	(290)	808
Favorable of Biden	22%	(210)	18%	(171)	10%	(95)	17%	(161)	32%	(300)	936
Unfavorable of Biden	19%	(209)	16%	(178)	13%	(148)	18%	(199)	35%	(392)	1125
Very Favorable of Biden	27%	(115)	17%	(74)	7%	(31)	20%	(85)	28%	(119)	424
Somewhat Favorable of Biden	18%	(94)	19%	(97)	13%	(65)	15%	(75)	35%	(181)	512
Somewhat Unfavorable of Biden	19%	(56)	18%	(52)	16%	(47)	17%	(49)	30%	(86)	290
Very Unfavorable of Biden	18%	(153)	15%	(125)	12%	(101)	18%	(150)	37%	(305)	835
#1 Issue: Economy	15%	(134)	17%	(154)	14%	(128)	20%	(179)	35%	(321)	917
#1 Issue: Security	22%	(53)	16%	(38)	11%	(25)	19%	(46)	31%	(75)	237
#1 Issue: Health Care	19%	(36)	14%	(25)	16%	(29)	16%	(30)	35%	(64)	183
#1 Issue: Medicare / Social Security	22%	(64)	15%	(43)	7%	(20)	15%	(45)	41%	(120)	293
#1 Issue: Women's Issues	22%	(48)	19%	(41)	9%	(20)	16%	(36)	34%	(73)	217
#1 Issue: Education	34%	(30)	7%	(6)	14%	(12)	13%	(11)	31%	(27)	88
#1 Issue: Energy	23%	(30)	25%	(32)	11%	(15)	14%	(18)	28%	(37)	132
#1 Issue: Other	25%	(35)	14%	(20)	6%	(8)	8%	(12)	46%	(64)	139
2022 House Vote: Democrat	26%	(204)	18%	(147)	11%	(91)	17%	(136)	28%	(221)	799
2022 House Vote: Republican	21%	(137)	15%	(97)	10%	(65)	20%	(129)	33%	(210)	638
2022 House Vote: Didnt Vote	11%	(83)	15%	(112)	13%	(95)	14%	(103)	46%	(334)	727
2020 Vote: Joe Biden	25%	(214)	18%	(158)	12%	(100)	17%	(143)	29%	(248)	864
2020 Vote: Donald Trump	19%	(124)	16%	(108)	12%	(78)	18%	(119)	34%	(226)	655
2020 Vote: Other	24%	(16)	13%	(9)	5%	(4)	23%	(15)	35%	(24)	68
2020 Vote: Didn't Vote	12%	(77)	14%	(85)	12%	(76)	16%	(98)	46%	(282)	618
2018 House Vote: Democrat	25%	(183)	19%	(137)	11%	(81)	17%	(120)	27%	(197)	718
2018 House Vote: Republican	20%	(118)	16%	(92)	10%	(60)	20%	(113)	34%	(195)	577
2018 House Vote: Didnt Vote	14%	(124)	15%	(129)	13%	(109)	16%	(138)	43%	(370)	870

Continued on next page

**Table MCFE38\_2:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?

Annoying

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	20% (431)	16% (360)	12% (257)	17% (376)	35% (781)	2205
4-Region: Northeast	21% (82)	18% (69)	11% (44)	17% (66)	32% (125)	386
4-Region: Midwest	22% (100)	15% (71)	11% (49)	15% (68)	37% (168)	456
4-Region: South	19% (163)	15% (129)	11% (93)	17% (147)	37% (309)	841
4-Region: West	16% (86)	17% (91)	14% (72)	18% (96)	34% (178)	522
Sports Fan	21% (331)	18% (276)	12% (195)	18% (283)	31% (488)	1573
Avid Sports Fan	24% (151)	16% (97)	13% (81)	22% (137)	26% (159)	625
Casual Sports Fan	19% (180)	19% (179)	12% (114)	15% (147)	35% (328)	948
Football Fan	21% (311)	18% (269)	12% (183)	18% (277)	31% (465)	1504
Avid Football Fan	25% (168)	17% (113)	11% (73)	22% (149)	25% (167)	670
NFL Fan	21% (307)	18% (266)	12% (184)	18% (273)	31% (459)	1488
Avid NFL Fan	26% (176)	16% (111)	11% (75)	22% (149)	25% (171)	682
Rihanna Fan	18% (195)	18% (191)	14% (148)	20% (216)	31% (336)	1086
Pro Football is Favorite	24% (150)	16% (102)	11% (68)	22% (139)	27% (172)	630
Like Pro Football but not Favorite	18% (173)	19% (182)	13% (127)	15% (142)	35% (333)	958
Watched SB LVI and Plan to Watch LVII	22% (252)	19% (213)	13% (145)	18% (207)	28% (324)	1141
Likely to Watch SB LVII	21% (305)	18% (267)	12% (173)	19% (271)	30% (437)	1452
Want Eagles to Win	21% (165)	17% (130)	14% (104)	22% (168)	26% (203)	770
Want Chiefs to Win	21% (147)	21% (144)	13% (88)	16% (113)	29% (200)	692
Typically Host SB Party and Likely Host this Year	25% (104)	22% (91)	11% (44)	23% (94)	20% (82)	416
Likely Host SB Party this Year	20% (138)	19% (135)	14% (98)	23% (163)	24% (172)	707
Sports Bettors	20% (128)	20% (130)	19% (121)	20% (129)	21% (136)	644
Sports Bettors Weekly+	24% (56)	22% (53)	12% (29)	24% (57)	18% (43)	239
Non/Infrequent Bettor	20% (345)	15% (266)	10% (172)	16% (290)	39% (690)	1764
Sports Bettors Monthly+	20% (76)	23% (89)	20% (76)	21% (79)	17% (65)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	18% (27)	23% (34)	15% (22)	23% (34)	22% (32)	149
Plan to Bet on SB LVII	21% (94)	24% (104)	15% (66)	22% (98)	18% (79)	440

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



**Table MCFE38\_3:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Confusing

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	19% (420)	21% (473)	12% (263)	16% (345)	32% (704)	2205
Gender: Male	19% (206)	21% (228)	15% (158)	18% (197)	26% (283)	1072
Gender: Female	19% (214)	22% (245)	9% (105)	13% (148)	37% (420)	1132
Age: 18-34	17% (105)	24% (151)	14% (92)	17% (106)	28% (178)	632
Age: 35-44	14% (53)	22% (81)	17% (63)	17% (63)	30% (113)	372
Age: 45-64	19% (138)	20% (140)	11% (79)	17% (118)	33% (237)	712
Age: 65+	25% (124)	20% (100)	6% (30)	12% (58)	36% (175)	488
GenZers: 1997-2012	13% (33)	26% (66)	19% (47)	14% (37)	28% (73)	256
Millennials: 1981-1996	17% (114)	24% (159)	14% (94)	18% (123)	27% (182)	673
GenXers: 1965-1980	17% (94)	18% (98)	14% (76)	18% (100)	33% (185)	553
Baby Boomers: 1946-1964	25% (168)	21% (136)	6% (42)	11% (74)	36% (240)	660
PID: Dem (no lean)	23% (194)	23% (194)	11% (96)	16% (135)	28% (238)	856
PID: Ind (no lean)	13% (94)	20% (140)	12% (87)	14% (100)	40% (280)	700
PID: Rep (no lean)	20% (132)	22% (140)	12% (81)	17% (111)	29% (185)	649
PID/Gender: Dem Men	24% (98)	21% (87)	14% (57)	20% (84)	21% (87)	413
PID/Gender: Dem Women	22% (96)	24% (106)	9% (38)	11% (51)	34% (151)	442
PID/Gender: Ind Men	13% (47)	18% (64)	14% (50)	19% (65)	35% (120)	345
PID/Gender: Ind Women	13% (47)	21% (76)	10% (37)	10% (34)	45% (161)	355
PID/Gender: Rep Men	20% (61)	25% (77)	16% (51)	15% (47)	24% (77)	313
PID/Gender: Rep Women	21% (71)	19% (63)	9% (30)	19% (63)	32% (108)	335
Ideo: Liberal (1-3)	24% (153)	24% (152)	12% (76)	14% (88)	25% (160)	628
Ideo: Moderate (4)	15% (107)	20% (139)	11% (79)	17% (121)	37% (262)	708
Ideo: Conservative (5-7)	20% (144)	23% (162)	14% (96)	16% (113)	27% (191)	706
Educ: < College	18% (255)	19% (274)	12% (167)	15% (223)	36% (523)	1441
Educ: Bachelors degree	22% (106)	24% (116)	13% (63)	15% (71)	27% (129)	485
Educ: Post-grad	21% (59)	30% (83)	12% (33)	18% (51)	19% (52)	279
Income: Under 50k	19% (229)	18% (216)	12% (142)	15% (181)	38% (461)	1228
Income: 50k-100k	20% (130)	26% (169)	11% (70)	16% (102)	26% (169)	640
Income: 100k+	18% (61)	26% (88)	15% (51)	19% (63)	22% (74)	337
Ethnicity: White	20% (337)	22% (368)	12% (198)	14% (241)	33% (557)	1702
Ethnicity: Hispanic	12% (46)	28% (106)	17% (66)	11% (42)	32% (120)	380

Continued on next page

**Table MCFE38\_3:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
*Confusing*

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	19% (420)	21% (473)	12% (263)	16% (345)	32% (704)	2205
Ethnicity: Black	17% (49)	21% (60)	13% (37)	23% (65)	26% (73)	283
Ethnicity: Other	15% (34)	21% (45)	13% (28)	18% (40)	33% (73)	220
All Christian	21% (202)	23% (220)	12% (110)	14% (133)	29% (276)	941
All Non-Christian	21% (32)	23% (37)	13% (20)	16% (25)	27% (42)	156
Atheist	18% (17)	24% (23)	12% (11)	20% (19)	27% (25)	95
Agnostic/Nothing in particular	17% (114)	18% (118)	14% (89)	15% (101)	36% (237)	658
Something Else	15% (55)	21% (76)	9% (33)	19% (67)	35% (124)	355
Religious Non-Protestant/Catholic	21% (35)	22% (37)	12% (20)	18% (30)	27% (46)	168
Evangelical	20% (108)	23% (125)	10% (55)	16% (90)	31% (171)	549
Non-Evangelical	20% (141)	23% (169)	12% (85)	15% (106)	31% (220)	721
Community: Urban	19% (128)	20% (139)	14% (96)	19% (130)	28% (195)	688
Community: Suburban	19% (191)	24% (232)	13% (125)	14% (140)	30% (295)	984
Community: Rural	19% (100)	19% (102)	8% (42)	14% (75)	40% (214)	533
Employ: Private Sector	21% (149)	23% (165)	14% (98)	18% (129)	24% (167)	708
Employ: Government	18% (18)	24% (24)	16% (16)	21% (21)	21% (22)	102
Employ: Self-Employed	15% (34)	23% (51)	18% (41)	15% (34)	28% (62)	222
Employ: Homemaker	13% (20)	27% (41)	6% (9)	17% (26)	37% (57)	153
Employ: Student	7% (5)	27% (19)	26% (18)	10% (7)	30% (20)	69
Employ: Retired	23% (132)	18% (104)	6% (34)	12% (68)	40% (227)	565
Employ: Unemployed	17% (43)	20% (52)	13% (34)	17% (43)	34% (89)	262
Employ: Other	14% (18)	15% (19)	10% (13)	12% (16)	48% (59)	124
Military HH: Yes	22% (66)	24% (74)	9% (26)	16% (49)	30% (91)	306
Military HH: No	19% (354)	21% (399)	12% (237)	16% (296)	32% (613)	1899
RD/WT: Right Direction	21% (149)	22% (160)	9% (65)	17% (121)	31% (226)	721
RD/WT: Wrong Track	18% (271)	21% (313)	13% (199)	15% (225)	32% (477)	1484
Biden Job Approve	22% (207)	24% (225)	10% (89)	16% (146)	28% (262)	930
Biden Job Disapprove	18% (206)	21% (239)	14% (162)	16% (188)	31% (360)	1155

Continued on next page

**Table MCFE38\_3:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Confusing

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	19% (420)	21% (473)	12% (263)	16% (345)	32% (704)	2205
Biden Job Strongly Approve	24% (101)	24% (102)	7% (28)	18% (76)	27% (112)	418
Biden Job Somewhat Approve	21% (106)	24% (123)	12% (62)	14% (71)	29% (150)	512
Biden Job Somewhat Disapprove	13% (44)	22% (77)	18% (62)	14% (50)	33% (114)	347
Biden Job Strongly Disapprove	20% (161)	20% (162)	12% (100)	17% (138)	31% (247)	808
Favorable of Biden	22% (205)	24% (224)	9% (86)	16% (150)	29% (272)	936
Unfavorable of Biden	18% (201)	21% (241)	14% (158)	16% (185)	30% (340)	1125
Very Favorable of Biden	25% (107)	22% (95)	6% (25)	20% (85)	26% (112)	424
Somewhat Favorable of Biden	19% (98)	25% (129)	12% (61)	13% (65)	31% (159)	512
Somewhat Unfavorable of Biden	16% (47)	25% (72)	16% (46)	16% (47)	27% (77)	290
Very Unfavorable of Biden	18% (154)	20% (169)	13% (112)	17% (138)	31% (263)	835
#1 Issue: Economy	17% (157)	22% (205)	15% (137)	16% (148)	29% (270)	917
#1 Issue: Security	22% (53)	20% (46)	12% (29)	18% (43)	28% (66)	237
#1 Issue: Health Care	16% (29)	27% (50)	8% (15)	16% (30)	33% (59)	183
#1 Issue: Medicare / Social Security	23% (68)	13% (39)	11% (32)	14% (40)	39% (115)	293
#1 Issue: Women's Issues	22% (47)	25% (54)	7% (16)	12% (27)	33% (73)	217
#1 Issue: Education	21% (18)	24% (21)	9% (8)	20% (17)	26% (23)	88
#1 Issue: Energy	13% (18)	26% (34)	15% (20)	20% (26)	26% (34)	132
#1 Issue: Other	21% (29)	17% (24)	5% (7)	10% (14)	46% (64)	139
2022 House Vote: Democrat	24% (189)	24% (194)	11% (88)	15% (124)	26% (204)	799
2022 House Vote: Republican	22% (137)	24% (155)	10% (66)	18% (112)	26% (167)	638
2022 House Vote: Didnt Vote	12% (87)	17% (122)	14% (102)	13% (97)	44% (318)	727
2020 Vote: Joe Biden	24% (208)	24% (208)	11% (92)	16% (134)	26% (223)	864
2020 Vote: Donald Trump	21% (138)	23% (150)	12% (77)	16% (103)	29% (188)	655
2020 Vote: Other	12% (8)	19% (13)	8% (5)	27% (18)	34% (23)	68
2020 Vote: Didn't Vote	11% (65)	17% (103)	14% (89)	15% (90)	44% (270)	618
2018 House Vote: Democrat	23% (168)	23% (168)	11% (75)	16% (118)	26% (188)	718
2018 House Vote: Republican	21% (120)	24% (140)	11% (62)	16% (95)	28% (160)	577
2018 House Vote: Didnt Vote	14% (125)	18% (161)	14% (122)	14% (125)	39% (339)	870

Continued on next page

**Table MCFE38\_3:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
*Confusing*

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	19% (420)	21% (473)	12% (263)	16% (345)	32% (704)	2205
4-Region: Northeast	20% (76)	22% (87)	12% (48)	17% (65)	29% (111)	386
4-Region: Midwest	20% (93)	19% (86)	12% (53)	14% (65)	35% (159)	456
4-Region: South	19% (156)	22% (184)	9% (79)	17% (143)	33% (279)	841
4-Region: West	18% (95)	22% (116)	16% (84)	14% (73)	30% (155)	522
Sports Fan	20% (309)	24% (379)	13% (199)	16% (249)	28% (436)	1573
Avid Sports Fan	21% (130)	25% (155)	14% (85)	20% (123)	21% (133)	625
Casual Sports Fan	19% (179)	24% (224)	12% (115)	13% (126)	32% (303)	948
Football Fan	19% (291)	24% (363)	13% (190)	17% (251)	27% (409)	1504
Avid Football Fan	23% (156)	23% (157)	13% (89)	19% (125)	21% (143)	670
NFL Fan	20% (295)	24% (353)	13% (187)	17% (252)	27% (401)	1488
Avid NFL Fan	26% (174)	22% (149)	12% (84)	19% (132)	21% (143)	682
Rihanna Fan	18% (198)	24% (258)	14% (150)	17% (185)	27% (295)	1086
Pro Football is Favorite	24% (153)	20% (125)	12% (76)	20% (128)	23% (148)	630
Like Pro Football but not Favorite	16% (157)	26% (248)	13% (126)	14% (130)	31% (297)	958
Watched SB LVI and Plan to Watch LVII	21% (243)	25% (284)	13% (144)	17% (193)	24% (277)	1141
Likely to Watch SB LVII	20% (297)	24% (354)	12% (178)	17% (244)	26% (379)	1452
Want Eagles to Win	21% (164)	24% (187)	14% (105)	18% (141)	22% (173)	770
Want Chiefs to Win	22% (152)	25% (172)	14% (98)	15% (101)	25% (170)	692
Typically Host SB Party and Likely Host this Year	20% (84)	30% (125)	14% (58)	19% (78)	17% (70)	416
Likely Host SB Party this Year	18% (126)	29% (202)	14% (101)	19% (132)	21% (146)	707
Sports Bettors	17% (108)	27% (174)	21% (133)	18% (113)	18% (116)	644
Sports Bettors Weekly+	24% (57)	23% (56)	17% (41)	23% (54)	13% (30)	239
Non/Infrequent Bettor	19% (336)	20% (360)	9% (164)	15% (273)	36% (631)	1764
Sports Bettors Monthly+	20% (78)	26% (100)	23% (90)	18% (69)	12% (48)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	18% (27)	30% (44)	14% (22)	20% (29)	19% (28)	149
Plan to Bet on SB LVII	22% (96)	26% (116)	17% (75)	21% (93)	14% (60)	440

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

**Table MCFE38\_4:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(176)	15%	(341)	17%	(374)	26%	(573)	34%	(741)	2205
Gender: Male	12%	(128)	19%	(206)	19%	(208)	24%	(257)	26%	(273)	1072
Gender: Female	4%	(48)	12%	(136)	15%	(166)	28%	(315)	41%	(467)	1132
Age: 18-34	13%	(81)	24%	(152)	17%	(109)	15%	(98)	30%	(193)	632
Age: 35-44	15%	(55)	20%	(76)	16%	(61)	16%	(61)	32%	(119)	372
Age: 45-64	5%	(37)	12%	(83)	20%	(144)	29%	(206)	34%	(242)	712
Age: 65+	1%	(3)	6%	(30)	12%	(60)	43%	(208)	38%	(187)	488
GenZers: 1997-2012	14%	(35)	24%	(62)	19%	(50)	14%	(35)	29%	(75)	256
Millennials: 1981-1996	14%	(94)	23%	(155)	16%	(110)	17%	(113)	30%	(201)	673
GenXers: 1965-1980	7%	(36)	13%	(74)	20%	(110)	26%	(145)	34%	(188)	553
Baby Boomers: 1946-1964	2%	(11)	8%	(50)	15%	(96)	38%	(248)	39%	(255)	660
PID: Dem (no lean)	11%	(94)	16%	(134)	15%	(130)	29%	(248)	29%	(250)	856
PID: Ind (no lean)	4%	(31)	16%	(109)	16%	(111)	22%	(151)	42%	(297)	700
PID: Rep (no lean)	8%	(51)	15%	(98)	20%	(133)	27%	(174)	30%	(194)	649
PID/Gender: Dem Men	18%	(72)	20%	(81)	17%	(70)	26%	(106)	20%	(84)	413
PID/Gender: Dem Women	5%	(21)	12%	(54)	13%	(59)	32%	(142)	37%	(165)	442
PID/Gender: Ind Men	5%	(18)	20%	(70)	18%	(62)	22%	(76)	35%	(119)	345
PID/Gender: Ind Women	4%	(13)	11%	(39)	14%	(50)	21%	(74)	50%	(178)	355
PID/Gender: Rep Men	12%	(37)	18%	(55)	24%	(75)	24%	(76)	22%	(70)	313
PID/Gender: Rep Women	4%	(14)	13%	(43)	17%	(57)	29%	(98)	37%	(124)	335
Ideo: Liberal (1-3)	10%	(64)	17%	(106)	16%	(100)	29%	(185)	27%	(172)	628
Ideo: Moderate (4)	7%	(50)	17%	(120)	15%	(103)	22%	(158)	39%	(277)	708
Ideo: Conservative (5-7)	8%	(57)	14%	(99)	21%	(149)	28%	(200)	29%	(202)	706
Educ: < College	7%	(101)	15%	(212)	16%	(234)	23%	(338)	39%	(556)	1441
Educ: Bachelors degree	8%	(37)	17%	(85)	18%	(88)	30%	(146)	27%	(129)	485
Educ: Post-grad	14%	(38)	16%	(44)	18%	(51)	32%	(90)	20%	(56)	279
Income: Under 50k	6%	(79)	13%	(163)	16%	(196)	25%	(307)	39%	(483)	1228
Income: 50k-100k	8%	(49)	19%	(120)	18%	(114)	27%	(175)	28%	(181)	640
Income: 100k+	14%	(48)	17%	(58)	19%	(64)	27%	(91)	23%	(77)	337
Ethnicity: White	7%	(114)	15%	(256)	16%	(280)	27%	(460)	35%	(592)	1702
Ethnicity: Hispanic	10%	(38)	20%	(76)	24%	(91)	13%	(51)	33%	(124)	380

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**Table MCFE38\_4:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(176)	15%	(341)	17%	(374)	26%	(573)	34%	(741)	2205
Ethnicity: Black	13%	(36)	20%	(55)	18%	(50)	21%	(60)	29%	(82)	283
Ethnicity: Other	12%	(26)	13%	(29)	20%	(44)	24%	(53)	31%	(68)	220
All Christian	8%	(74)	15%	(142)	16%	(154)	30%	(280)	31%	(290)	941
All Non-Christian	20%	(31)	19%	(30)	15%	(23)	14%	(22)	32%	(50)	156
Atheist	1%	(1)	21%	(20)	20%	(19)	40%	(38)	17%	(17)	95
Agnostic/Nothing in particular	5%	(35)	12%	(78)	18%	(120)	25%	(162)	40%	(263)	658
Something Else	10%	(35)	20%	(71)	16%	(57)	20%	(71)	34%	(122)	355
Religious Non-Protestant/Catholic	18%	(31)	20%	(34)	14%	(23)	16%	(26)	32%	(54)	168
Evangelical	10%	(56)	20%	(110)	16%	(89)	21%	(118)	32%	(176)	549
Non-Evangelical	7%	(51)	14%	(98)	17%	(120)	31%	(225)	32%	(227)	721
Community: Urban	13%	(88)	22%	(149)	17%	(117)	21%	(143)	28%	(190)	688
Community: Suburban	6%	(59)	12%	(122)	19%	(188)	30%	(299)	32%	(315)	984
Community: Rural	5%	(29)	13%	(70)	13%	(68)	24%	(130)	44%	(237)	533
Employ: Private Sector	14%	(96)	21%	(145)	19%	(131)	25%	(175)	23%	(161)	708
Employ: Government	10%	(10)	20%	(20)	24%	(24)	18%	(18)	29%	(29)	102
Employ: Self-Employed	11%	(25)	26%	(57)	19%	(43)	19%	(42)	25%	(56)	222
Employ: Homemaker	4%	(6)	10%	(15)	14%	(21)	26%	(40)	46%	(70)	153
Employ: Student	10%	(7)	20%	(14)	14%	(10)	17%	(11)	40%	(27)	69
Employ: Retired	1%	(8)	7%	(40)	14%	(79)	36%	(204)	41%	(234)	565
Employ: Unemployed	7%	(17)	13%	(33)	17%	(44)	21%	(56)	43%	(111)	262
Employ: Other	6%	(7)	13%	(17)	17%	(21)	21%	(26)	43%	(53)	124
Military HH: Yes	7%	(21)	16%	(49)	19%	(57)	28%	(86)	31%	(94)	306
Military HH: No	8%	(155)	15%	(292)	17%	(317)	26%	(487)	34%	(648)	1899
RD/WT: Right Direction	13%	(94)	18%	(131)	13%	(96)	24%	(174)	31%	(225)	721
RD/WT: Wrong Track	6%	(82)	14%	(210)	19%	(278)	27%	(399)	35%	(516)	1484
Biden Job Approve	11%	(105)	17%	(158)	13%	(119)	29%	(272)	30%	(275)	930
Biden Job Disapprove	5%	(63)	15%	(177)	21%	(240)	25%	(291)	33%	(384)	1155

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**Table MCFE38\_4:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(176)	15%	(341)	17%	(374)	26%	(573)	34%	(741)	2205
Biden Job Strongly Approve	16%	(67)	17%	(69)	12%	(52)	30%	(124)	25%	(106)	418
Biden Job Somewhat Approve	7%	(38)	17%	(89)	13%	(67)	29%	(149)	33%	(169)	512
Biden Job Somewhat Disapprove	5%	(18)	17%	(59)	27%	(93)	18%	(64)	33%	(113)	347
Biden Job Strongly Disapprove	6%	(44)	15%	(118)	18%	(147)	28%	(227)	34%	(271)	808
Favorable of Biden	11%	(99)	17%	(160)	13%	(122)	29%	(269)	31%	(286)	936
Unfavorable of Biden	6%	(63)	15%	(168)	20%	(228)	26%	(292)	33%	(373)	1125
Very Favorable of Biden	16%	(66)	15%	(65)	12%	(50)	29%	(124)	28%	(118)	424
Somewhat Favorable of Biden	6%	(33)	19%	(95)	14%	(72)	28%	(145)	33%	(168)	512
Somewhat Unfavorable of Biden	6%	(17)	20%	(57)	24%	(70)	23%	(66)	28%	(81)	290
Very Unfavorable of Biden	6%	(46)	13%	(111)	19%	(159)	27%	(226)	35%	(292)	835
#1 Issue: Economy	9%	(83)	19%	(177)	18%	(168)	22%	(197)	32%	(292)	917
#1 Issue: Security	6%	(15)	13%	(30)	17%	(40)	35%	(83)	29%	(69)	237
#1 Issue: Health Care	8%	(15)	17%	(31)	12%	(22)	24%	(44)	38%	(69)	183
#1 Issue: Medicare / Social Security	3%	(8)	9%	(26)	19%	(57)	30%	(89)	39%	(114)	293
#1 Issue: Women's Issues	9%	(19)	12%	(25)	15%	(33)	29%	(62)	36%	(77)	217
#1 Issue: Education	16%	(14)	13%	(12)	21%	(19)	19%	(17)	30%	(26)	88
#1 Issue: Energy	9%	(11)	20%	(26)	19%	(25)	25%	(33)	28%	(36)	132
#1 Issue: Other	8%	(11)	10%	(14)	7%	(10)	34%	(47)	41%	(57)	139
2022 House Vote: Democrat	11%	(86)	16%	(128)	16%	(131)	30%	(237)	27%	(218)	799
2022 House Vote: Republican	8%	(48)	15%	(98)	18%	(116)	30%	(193)	29%	(182)	638
2022 House Vote: Didnt Vote	5%	(40)	14%	(104)	17%	(123)	18%	(131)	45%	(329)	727
2020 Vote: Joe Biden	10%	(87)	16%	(138)	16%	(140)	31%	(264)	27%	(235)	864
2020 Vote: Donald Trump	7%	(46)	17%	(110)	18%	(118)	28%	(182)	31%	(201)	655
2020 Vote: Other	7%	(5)	9%	(6)	18%	(12)	29%	(20)	37%	(25)	68
2020 Vote: Didn't Vote	6%	(39)	14%	(87)	17%	(104)	17%	(108)	45%	(281)	618
2018 House Vote: Democrat	11%	(77)	17%	(121)	16%	(112)	31%	(225)	25%	(183)	718
2018 House Vote: Republican	7%	(39)	15%	(89)	18%	(106)	29%	(170)	30%	(173)	577
2018 House Vote: Didnt Vote	7%	(58)	14%	(126)	17%	(149)	19%	(169)	42%	(369)	870

Continued on next page

**Table MCFE38\_4:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(176)	15%	(341)	17%	(374)	26%	(573)	34%	(741)	2205
4-Region: Northeast	9%	(34)	17%	(66)	18%	(68)	26%	(102)	30%	(117)	386
4-Region: Midwest	6%	(27)	16%	(73)	14%	(62)	30%	(135)	35%	(158)	456
4-Region: South	8%	(64)	15%	(128)	17%	(147)	25%	(214)	34%	(288)	841
4-Region: West	10%	(50)	14%	(74)	18%	(96)	24%	(123)	34%	(179)	522
Sports Fan	10%	(156)	17%	(269)	19%	(292)	26%	(403)	29%	(454)	1573
Avid Sports Fan	16%	(101)	20%	(127)	17%	(105)	25%	(154)	22%	(139)	625
Casual Sports Fan	6%	(54)	15%	(142)	20%	(187)	26%	(250)	33%	(315)	948
Football Fan	10%	(153)	18%	(266)	19%	(283)	25%	(374)	28%	(429)	1504
Avid Football Fan	14%	(92)	20%	(134)	18%	(123)	26%	(175)	22%	(146)	670
NFL Fan	10%	(142)	17%	(254)	19%	(282)	26%	(385)	29%	(426)	1488
Avid NFL Fan	13%	(91)	20%	(134)	18%	(122)	27%	(184)	22%	(151)	682
Rihanna Fan	13%	(138)	21%	(224)	17%	(184)	22%	(235)	28%	(305)	1086
Pro Football is Favorite	14%	(88)	20%	(124)	17%	(107)	24%	(150)	25%	(160)	630
Like Pro Football but not Favorite	7%	(68)	16%	(152)	20%	(188)	26%	(247)	32%	(304)	958
Watched SB LVI and Plan to Watch LVII	10%	(116)	18%	(210)	19%	(217)	27%	(305)	26%	(293)	1141
Likely to Watch SB LVII	10%	(146)	18%	(260)	19%	(273)	26%	(379)	27%	(395)	1452
Want Eagles to Win	12%	(96)	20%	(151)	16%	(127)	27%	(211)	24%	(185)	770
Want Chiefs to Win	8%	(58)	19%	(129)	21%	(145)	25%	(174)	27%	(185)	692
Typically Host SB Party and Likely Host this Year	19%	(77)	28%	(118)	17%	(72)	19%	(79)	17%	(70)	416
Likely Host SB Party this Year	16%	(114)	24%	(171)	19%	(133)	18%	(130)	22%	(158)	707
Sports Bettors	16%	(103)	28%	(180)	20%	(132)	18%	(114)	18%	(116)	644
Sports Bettors Weekly+	25%	(59)	35%	(83)	15%	(35)	14%	(33)	12%	(28)	239
Non/Infrequent Bettor	5%	(94)	11%	(202)	16%	(290)	29%	(509)	38%	(668)	1764
Sports Bettors Monthly+	20%	(76)	33%	(126)	19%	(73)	16%	(62)	12%	(48)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12%	(18)	17%	(26)	25%	(37)	26%	(39)	20%	(29)	149
Plan to Bet on SB LVII	20%	(88)	31%	(136)	18%	(80)	17%	(76)	13%	(59)	440

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



**Table MCFE38\_5:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Misleading

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(353)	17%	(376)	13%	(295)	15%	(333)	38%	(847)	2205
Gender: Male	19%	(201)	19%	(204)	15%	(164)	17%	(182)	30%	(321)	1072
Gender: Female	13%	(152)	15%	(172)	12%	(131)	13%	(150)	46%	(525)	1132
Age: 18-34	12%	(74)	19%	(119)	19%	(121)	17%	(107)	33%	(211)	632
Age: 35-44	16%	(61)	16%	(58)	17%	(63)	15%	(57)	36%	(133)	372
Age: 45-64	17%	(118)	17%	(119)	11%	(81)	16%	(114)	39%	(280)	712
Age: 65+	21%	(100)	16%	(79)	6%	(30)	11%	(55)	46%	(223)	488
GenZers: 1997-2012	13%	(32)	17%	(43)	19%	(49)	16%	(41)	35%	(91)	256
Millennials: 1981-1996	14%	(94)	18%	(121)	19%	(127)	17%	(114)	32%	(216)	673
GenXers: 1965-1980	15%	(84)	15%	(83)	13%	(69)	17%	(95)	40%	(221)	553
Baby Boomers: 1946-1964	20%	(131)	19%	(122)	7%	(47)	11%	(71)	44%	(289)	660
PID: Dem (no lean)	19%	(167)	19%	(162)	14%	(120)	15%	(129)	33%	(280)	856
PID: Ind (no lean)	12%	(83)	16%	(114)	13%	(94)	12%	(83)	47%	(327)	700
PID: Rep (no lean)	16%	(103)	16%	(101)	13%	(82)	19%	(122)	37%	(241)	649
PID/Gender: Dem Men	23%	(93)	20%	(83)	15%	(64)	17%	(71)	25%	(102)	413
PID/Gender: Dem Women	17%	(73)	18%	(78)	13%	(56)	13%	(58)	40%	(177)	442
PID/Gender: Ind Men	14%	(49)	18%	(62)	16%	(55)	15%	(52)	37%	(127)	345
PID/Gender: Ind Women	10%	(34)	15%	(52)	11%	(39)	8%	(30)	57%	(200)	355
PID/Gender: Rep Men	18%	(58)	19%	(59)	14%	(45)	19%	(59)	30%	(92)	313
PID/Gender: Rep Women	14%	(45)	13%	(42)	11%	(37)	19%	(63)	44%	(148)	335
Ideo: Liberal (1-3)	23%	(145)	21%	(132)	14%	(90)	12%	(75)	30%	(186)	628
Ideo: Moderate (4)	13%	(94)	16%	(111)	12%	(82)	17%	(118)	43%	(304)	708
Ideo: Conservative (5-7)	15%	(104)	17%	(123)	15%	(104)	17%	(117)	36%	(257)	706
Educ: < College	13%	(194)	14%	(207)	13%	(186)	16%	(229)	43%	(625)	1441
Educ: Bachelors degree	19%	(91)	22%	(107)	14%	(67)	13%	(63)	32%	(158)	485
Educ: Post-grad	24%	(68)	22%	(62)	15%	(42)	15%	(42)	23%	(64)	279
Income: Under 50k	14%	(177)	13%	(163)	13%	(162)	15%	(186)	44%	(541)	1228
Income: 50k-100k	18%	(117)	22%	(142)	13%	(81)	15%	(98)	31%	(201)	640
Income: 100k+	18%	(60)	21%	(71)	16%	(52)	15%	(49)	31%	(105)	337
Ethnicity: White	16%	(280)	17%	(296)	13%	(222)	14%	(236)	39%	(667)	1702
Ethnicity: Hispanic	10%	(38)	17%	(64)	21%	(78)	13%	(51)	40%	(150)	380

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**Table MCFE38\_5:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?

Misleading

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(353)	17%	(376)	13%	(295)	15%	(333)	38%	(847)	2205
Ethnicity: Black	13%	(36)	15%	(44)	16%	(46)	21%	(59)	35%	(99)	283
Ethnicity: Other	17%	(37)	17%	(36)	12%	(27)	17%	(38)	37%	(82)	220
All Christian	18%	(169)	19%	(182)	12%	(110)	15%	(141)	36%	(337)	941
All Non-Christian	14%	(22)	19%	(30)	17%	(27)	14%	(21)	36%	(56)	156
Atheist	29%	(28)	22%	(21)	14%	(13)	10%	(10)	25%	(23)	95
Agnostic/Nothing in particular	14%	(92)	15%	(100)	15%	(99)	13%	(88)	42%	(280)	658
Something Else	12%	(42)	12%	(43)	13%	(46)	21%	(73)	43%	(151)	355
Religious Non-Protestant/Catholic	14%	(24)	18%	(31)	16%	(27)	13%	(21)	38%	(65)	168
Evangelical	16%	(85)	16%	(87)	11%	(60)	20%	(112)	37%	(205)	549
Non-Evangelical	17%	(121)	19%	(135)	13%	(95)	14%	(100)	37%	(270)	721
Community: Urban	17%	(119)	18%	(125)	16%	(107)	16%	(111)	33%	(227)	688
Community: Suburban	16%	(162)	19%	(183)	14%	(142)	14%	(141)	36%	(356)	984
Community: Rural	14%	(73)	13%	(69)	9%	(46)	15%	(82)	50%	(264)	533
Employ: Private Sector	18%	(128)	20%	(141)	18%	(126)	18%	(126)	26%	(186)	708
Employ: Government	16%	(16)	16%	(17)	18%	(19)	17%	(18)	32%	(33)	102
Employ: Self-Employed	17%	(38)	20%	(45)	15%	(34)	16%	(35)	32%	(71)	222
Employ: Homemaker	9%	(14)	13%	(21)	7%	(10)	17%	(27)	54%	(82)	153
Employ: Student	15%	(11)	13%	(9)	18%	(12)	18%	(12)	36%	(25)	69
Employ: Retired	18%	(104)	15%	(87)	7%	(38)	12%	(67)	48%	(270)	565
Employ: Unemployed	11%	(29)	15%	(40)	17%	(43)	15%	(39)	42%	(110)	262
Employ: Other	12%	(15)	13%	(16)	10%	(13)	8%	(10)	57%	(71)	124
Military HH: Yes	19%	(60)	23%	(70)	9%	(26)	15%	(45)	35%	(106)	306
Military HH: No	15%	(294)	16%	(306)	14%	(269)	15%	(288)	39%	(741)	1899
RD/WT: Right Direction	20%	(147)	16%	(117)	13%	(92)	15%	(108)	36%	(257)	721
RD/WT: Wrong Track	14%	(207)	17%	(259)	14%	(203)	15%	(225)	40%	(590)	1484
Biden Job Approve	21%	(194)	18%	(169)	14%	(130)	14%	(131)	33%	(305)	930
Biden Job Disapprove	13%	(155)	17%	(199)	13%	(151)	17%	(195)	39%	(455)	1155

Continued on next page

**Table MCFE38\_5:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Misleading

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	16% (353)	17% (376)	13% (295)	15% (333)	38% (847)	2205
Biden Job Strongly Approve	26% (107)	18% (76)	9% (38)	16% (67)	31% (130)	418
Biden Job Somewhat Approve	17% (87)	18% (94)	18% (92)	13% (64)	34% (175)	512
Biden Job Somewhat Disapprove	10% (35)	20% (69)	16% (54)	15% (52)	39% (137)	347
Biden Job Strongly Disapprove	15% (120)	16% (130)	12% (97)	18% (143)	39% (318)	808
Favorable of Biden	21% (195)	18% (170)	13% (125)	14% (127)	34% (319)	936
Unfavorable of Biden	13% (150)	18% (200)	13% (150)	17% (193)	38% (433)	1125
Very Favorable of Biden	25% (105)	17% (74)	10% (41)	16% (67)	32% (137)	424
Somewhat Favorable of Biden	18% (90)	19% (96)	16% (84)	12% (60)	36% (182)	512
Somewhat Unfavorable of Biden	11% (33)	24% (70)	15% (43)	16% (46)	34% (98)	290
Very Unfavorable of Biden	14% (117)	16% (130)	13% (107)	18% (146)	40% (335)	835
#1 Issue: Economy	13% (116)	18% (167)	15% (137)	16% (144)	39% (353)	917
#1 Issue: Security	21% (50)	13% (30)	13% (32)	19% (45)	34% (80)	237
#1 Issue: Health Care	18% (32)	15% (28)	15% (27)	14% (26)	38% (70)	183
#1 Issue: Medicare / Social Security	17% (51)	14% (42)	11% (32)	15% (44)	42% (124)	293
#1 Issue: Women's Issues	17% (36)	16% (34)	13% (27)	15% (32)	40% (87)	217
#1 Issue: Education	10% (8)	27% (24)	18% (16)	9% (8)	36% (32)	88
#1 Issue: Energy	17% (22)	22% (29)	11% (15)	19% (25)	31% (41)	132
#1 Issue: Other	27% (38)	16% (22)	7% (9)	6% (9)	44% (61)	139
2022 House Vote: Democrat	23% (183)	21% (171)	13% (103)	13% (107)	29% (235)	799
2022 House Vote: Republican	18% (113)	17% (111)	11% (68)	19% (121)	35% (225)	638
2022 House Vote: Didnt Vote	7% (53)	13% (93)	16% (117)	13% (97)	51% (367)	727
2020 Vote: Joe Biden	22% (194)	20% (176)	13% (115)	13% (114)	31% (265)	864
2020 Vote: Donald Trump	16% (103)	18% (121)	11% (73)	18% (116)	37% (243)	655
2020 Vote: Other	18% (12)	8% (5)	11% (8)	20% (13)	43% (29)	68
2020 Vote: Didn't Vote	7% (45)	12% (74)	16% (100)	15% (90)	50% (309)	618
2018 House Vote: Democrat	23% (164)	19% (139)	13% (93)	14% (100)	31% (222)	718
2018 House Vote: Republican	16% (94)	18% (106)	11% (65)	18% (103)	36% (211)	577
2018 House Vote: Didnt Vote	11% (92)	15% (129)	15% (134)	14% (126)	45% (389)	870

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**Table MCFE38\_5:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
*Misleading*

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	16% (353)	17% (376)	13% (295)	15% (333)	38% (847)	2205
4-Region: Northeast	18% (68)	16% (62)	15% (58)	14% (54)	37% (144)	386
4-Region: Midwest	17% (79)	17% (76)	11% (52)	15% (69)	39% (179)	456
4-Region: South	14% (122)	17% (144)	14% (119)	15% (128)	39% (329)	841
4-Region: West	16% (84)	18% (94)	13% (67)	16% (82)	37% (195)	522
Sports Fan	17% (270)	18% (288)	15% (234)	15% (239)	35% (543)	1573
Avid Sports Fan	21% (134)	18% (115)	15% (95)	18% (115)	27% (166)	625
Casual Sports Fan	14% (136)	18% (173)	15% (139)	13% (124)	40% (377)	948
Football Fan	17% (255)	18% (278)	15% (227)	16% (236)	34% (508)	1504
Avid Football Fan	22% (145)	20% (132)	14% (93)	18% (119)	27% (182)	670
NFL Fan	18% (264)	19% (281)	14% (214)	16% (237)	33% (492)	1488
Avid NFL Fan	23% (160)	20% (133)	13% (88)	18% (121)	26% (179)	682
Rihanna Fan	16% (175)	20% (212)	16% (176)	16% (170)	32% (353)	1086
Pro Football is Favorite	22% (136)	18% (115)	14% (86)	18% (113)	28% (179)	630
Like Pro Football but not Favorite	14% (134)	18% (176)	15% (147)	13% (128)	39% (372)	958
Watched SB LVI and Plan to Watch LVII	19% (215)	20% (225)	15% (172)	15% (170)	31% (358)	1141
Likely to Watch SB LVII	18% (257)	19% (281)	15% (211)	16% (226)	33% (477)	1452
Want Eagles to Win	17% (132)	21% (162)	15% (116)	18% (141)	29% (220)	770
Want Chiefs to Win	19% (129)	19% (131)	16% (114)	13% (91)	33% (228)	692
Typically Host SB Party and Likely Host this Year	19% (77)	23% (94)	15% (63)	20% (81)	24% (101)	416
Likely Host SB Party this Year	16% (114)	22% (152)	17% (117)	19% (131)	27% (191)	707
Sports Bettors	15% (99)	23% (146)	22% (140)	18% (114)	23% (145)	644
Sports Bettors Weekly+	23% (56)	23% (54)	19% (46)	18% (42)	17% (40)	239
Non/Infrequent Bettor	16% (278)	16% (277)	11% (196)	15% (264)	42% (749)	1764
Sports Bettors Monthly+	18% (71)	25% (96)	24% (91)	16% (60)	17% (67)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	12% (19)	29% (43)	13% (20)	23% (34)	23% (35)	149
Plan to Bet on SB LVII	19% (84)	26% (112)	18% (78)	20% (86)	18% (79)	440

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

**Table MCFE38\_6:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(172)	15%	(326)	14%	(314)	30%	(672)	33%	(721)	2205
Gender: Male	12%	(129)	20%	(218)	15%	(163)	28%	(299)	25%	(263)	1072
Gender: Female	4%	(43)	9%	(107)	13%	(152)	33%	(372)	40%	(457)	1132
Age: 18-34	12%	(76)	22%	(141)	18%	(117)	19%	(117)	29%	(181)	632
Age: 35-44	16%	(60)	18%	(68)	15%	(55)	17%	(64)	34%	(126)	372
Age: 45-64	5%	(33)	13%	(91)	14%	(98)	36%	(257)	33%	(233)	712
Age: 65+	1%	(4)	5%	(26)	9%	(44)	48%	(234)	37%	(180)	488
GenZers: 1997-2012	9%	(23)	23%	(58)	23%	(60)	18%	(45)	27%	(70)	256
Millennials: 1981-1996	16%	(105)	21%	(139)	15%	(102)	19%	(125)	30%	(203)	673
GenXers: 1965-1980	6%	(33)	15%	(81)	13%	(74)	32%	(179)	34%	(186)	553
Baby Boomers: 1946-1964	2%	(11)	7%	(46)	11%	(74)	44%	(290)	36%	(239)	660
PID: Dem (no lean)	11%	(94)	17%	(147)	13%	(110)	32%	(271)	27%	(234)	856
PID: Ind (no lean)	4%	(25)	13%	(92)	16%	(115)	26%	(183)	41%	(286)	700
PID: Rep (no lean)	8%	(53)	13%	(87)	14%	(89)	34%	(218)	31%	(201)	649
PID/Gender: Dem Men	18%	(75)	22%	(90)	13%	(54)	27%	(112)	20%	(82)	413
PID/Gender: Dem Women	4%	(18)	13%	(57)	13%	(57)	36%	(159)	34%	(151)	442
PID/Gender: Ind Men	4%	(13)	20%	(71)	18%	(64)	27%	(92)	31%	(106)	345
PID/Gender: Ind Women	4%	(13)	6%	(21)	14%	(51)	25%	(90)	51%	(179)	355
PID/Gender: Rep Men	13%	(41)	19%	(58)	14%	(45)	30%	(95)	24%	(75)	313
PID/Gender: Rep Women	4%	(12)	9%	(29)	13%	(44)	37%	(124)	38%	(127)	335
Ideo: Liberal (1-3)	10%	(66)	17%	(105)	13%	(83)	33%	(208)	27%	(167)	628
Ideo: Moderate (4)	8%	(56)	15%	(108)	14%	(103)	27%	(189)	36%	(252)	708
Ideo: Conservative (5-7)	7%	(46)	14%	(99)	15%	(108)	35%	(245)	29%	(207)	706
Educ: < College	6%	(86)	15%	(213)	13%	(193)	28%	(407)	38%	(542)	1441
Educ: Bachelors degree	8%	(39)	16%	(77)	16%	(79)	34%	(167)	25%	(122)	485
Educ: Post-grad	17%	(46)	13%	(35)	15%	(42)	35%	(98)	21%	(57)	279
Income: Under 50k	6%	(73)	13%	(165)	13%	(163)	29%	(356)	38%	(471)	1228
Income: 50k-100k	7%	(47)	18%	(114)	14%	(89)	34%	(217)	27%	(172)	640
Income: 100k+	15%	(51)	14%	(47)	18%	(62)	29%	(99)	23%	(78)	337
Ethnicity: White	6%	(106)	14%	(237)	13%	(225)	33%	(562)	34%	(571)	1702
Ethnicity: Hispanic	10%	(39)	22%	(85)	18%	(69)	18%	(69)	31%	(117)	380

Continued on next page

**Table MCFE38\_6:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(172)	15%	(326)	14%	(314)	30%	(672)	33%	(721)	2205
Ethnicity: Black	15%	(42)	19%	(54)	17%	(48)	21%	(60)	28%	(80)	283
Ethnicity: Other	11%	(24)	16%	(35)	19%	(42)	23%	(50)	32%	(70)	220
All Christian	9%	(82)	13%	(126)	14%	(130)	34%	(323)	30%	(280)	941
All Non-Christian	19%	(29)	23%	(35)	10%	(16)	18%	(28)	31%	(48)	156
Atheist	1%	(1)	22%	(21)	18%	(17)	40%	(39)	18%	(18)	95
Agnostic/Nothing in particular	5%	(32)	12%	(79)	16%	(105)	30%	(200)	37%	(243)	658
Something Else	8%	(29)	18%	(64)	13%	(47)	23%	(83)	37%	(133)	355
Religious Non-Protestant/Catholic	17%	(29)	22%	(37)	9%	(16)	19%	(33)	32%	(54)	168
Evangelical	11%	(62)	16%	(90)	14%	(75)	26%	(144)	32%	(178)	549
Non-Evangelical	6%	(46)	13%	(96)	14%	(100)	35%	(254)	31%	(225)	721
Community: Urban	12%	(85)	21%	(145)	14%	(100)	24%	(162)	29%	(196)	688
Community: Suburban	6%	(64)	12%	(114)	17%	(163)	35%	(343)	30%	(299)	984
Community: Rural	4%	(24)	12%	(66)	10%	(52)	31%	(166)	42%	(225)	533
Employ: Private Sector	14%	(96)	20%	(140)	16%	(111)	29%	(206)	22%	(154)	708
Employ: Government	13%	(13)	13%	(13)	25%	(25)	23%	(23)	27%	(28)	102
Employ: Self-Employed	13%	(29)	23%	(52)	14%	(32)	22%	(50)	27%	(59)	222
Employ: Homemaker	4%	(6)	7%	(11)	11%	(17)	31%	(48)	47%	(71)	153
Employ: Student	12%	(8)	21%	(15)	20%	(14)	13%	(9)	33%	(23)	69
Employ: Retired	1%	(8)	7%	(37)	9%	(51)	43%	(245)	40%	(224)	565
Employ: Unemployed	3%	(9)	15%	(38)	16%	(42)	25%	(66)	41%	(107)	262
Employ: Other	3%	(3)	16%	(20)	18%	(22)	20%	(25)	43%	(54)	124
Military HH: Yes	8%	(26)	12%	(38)	13%	(39)	37%	(114)	29%	(89)	306
Military HH: No	8%	(146)	15%	(287)	14%	(275)	29%	(558)	33%	(632)	1899
RD/WT: Right Direction	15%	(105)	17%	(125)	10%	(74)	27%	(197)	30%	(220)	721
RD/WT: Wrong Track	5%	(67)	13%	(200)	16%	(241)	32%	(476)	34%	(501)	1484
Biden Job Approve	11%	(106)	17%	(157)	12%	(110)	32%	(295)	28%	(262)	930
Biden Job Disapprove	5%	(62)	14%	(164)	16%	(190)	31%	(362)	33%	(378)	1155

Continued on next page

**Table MCFE38\_6:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
 Helpful

Demographic	Very well	Somewhat well	Not too well	Not well at all	Don't know / No opinion	Total N
Adults	8% (172)	15% (326)	14% (314)	30% (672)	33% (721)	2205
Biden Job Strongly Approve	16% (66)	20% (82)	9% (38)	32% (133)	24% (99)	418
Biden Job Somewhat Approve	8% (40)	15% (75)	14% (72)	32% (162)	32% (163)	512
Biden Job Somewhat Disapprove	4% (15)	17% (59)	21% (71)	26% (90)	32% (112)	347
Biden Job Strongly Disapprove	6% (47)	13% (104)	15% (118)	34% (272)	33% (266)	808
Favorable of Biden	11% (103)	16% (152)	12% (111)	32% (296)	29% (274)	936
Unfavorable of Biden	5% (60)	14% (158)	16% (182)	32% (361)	32% (363)	1125
Very Favorable of Biden	16% (67)	16% (70)	10% (42)	32% (138)	25% (108)	424
Somewhat Favorable of Biden	7% (36)	16% (83)	13% (69)	31% (158)	32% (166)	512
Somewhat Unfavorable of Biden	5% (14)	19% (54)	22% (64)	30% (86)	25% (71)	290
Very Unfavorable of Biden	6% (46)	12% (104)	14% (118)	33% (275)	35% (292)	835
#1 Issue: Economy	9% (84)	18% (162)	16% (148)	25% (227)	32% (294)	917
#1 Issue: Security	8% (20)	8% (19)	15% (35)	42% (99)	27% (65)	237
#1 Issue: Health Care	7% (13)	17% (30)	15% (27)	26% (48)	35% (64)	183
#1 Issue: Medicare / Social Security	4% (11)	9% (26)	10% (28)	40% (118)	38% (111)	293
#1 Issue: Women's Issues	7% (14)	13% (28)	13% (28)	31% (67)	37% (80)	217
#1 Issue: Education	11% (10)	20% (17)	13% (12)	28% (25)	28% (24)	88
#1 Issue: Energy	9% (12)	20% (26)	19% (25)	25% (33)	27% (36)	132
#1 Issue: Other	5% (7)	13% (18)	8% (11)	40% (55)	34% (48)	139
2022 House Vote: Democrat	10% (84)	16% (131)	13% (105)	35% (278)	25% (202)	799
2022 House Vote: Republican	9% (58)	12% (79)	14% (91)	35% (222)	29% (188)	638
2022 House Vote: Didnt Vote	4% (28)	15% (110)	15% (112)	22% (161)	43% (316)	727
2020 Vote: Joe Biden	10% (87)	17% (145)	13% (112)	34% (292)	26% (227)	864
2020 Vote: Donald Trump	7% (46)	15% (99)	14% (93)	33% (219)	30% (198)	655
2020 Vote: Other	6% (4)	6% (4)	16% (11)	32% (22)	40% (27)	68
2020 Vote: Didn't Vote	6% (34)	13% (78)	16% (98)	23% (139)	43% (268)	618
2018 House Vote: Democrat	11% (80)	17% (119)	12% (86)	35% (251)	25% (181)	718
2018 House Vote: Republican	7% (40)	13% (76)	13% (75)	36% (208)	31% (179)	577
2018 House Vote: Didnt Vote	6% (50)	14% (125)	17% (151)	23% (203)	39% (342)	870

Continued on next page

**Table MCFE38\_6:** Generally speaking, to what extent do the following words describe how you feel about cryptocurrency advertisements?  
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	8%	(172)	15%	(326)	14%	(314)	30%	(672)	33%	(721)	2205
4-Region: Northeast	10%	(39)	16%	(61)	12%	(47)	32%	(122)	30%	(117)	386
4-Region: Midwest	6%	(28)	11%	(51)	14%	(65)	34%	(154)	35%	(158)	456
4-Region: South	7%	(59)	16%	(131)	15%	(123)	29%	(247)	34%	(282)	841
4-Region: West	9%	(46)	16%	(83)	15%	(80)	29%	(149)	31%	(164)	522
Sports Fan	10%	(153)	17%	(269)	15%	(232)	30%	(472)	28%	(448)	1573
Avid Sports Fan	17%	(107)	18%	(115)	13%	(81)	29%	(179)	23%	(144)	625
Casual Sports Fan	5%	(47)	16%	(154)	16%	(151)	31%	(293)	32%	(304)	948
Football Fan	10%	(149)	17%	(259)	15%	(218)	30%	(453)	28%	(425)	1504
Avid Football Fan	15%	(103)	18%	(118)	14%	(92)	31%	(208)	22%	(148)	670
NFL Fan	10%	(142)	16%	(244)	15%	(225)	31%	(455)	28%	(423)	1488
Avid NFL Fan	14%	(98)	18%	(120)	14%	(93)	32%	(218)	22%	(152)	682
Rihanna Fan	13%	(136)	19%	(208)	15%	(162)	25%	(273)	28%	(307)	1086
Pro Football is Favorite	15%	(93)	19%	(118)	12%	(78)	29%	(186)	25%	(155)	630
Like Pro Football but not Favorite	6%	(60)	16%	(152)	17%	(167)	30%	(284)	31%	(296)	958
Watched SB LVI and Plan to Watch LVII	10%	(111)	17%	(193)	15%	(172)	33%	(380)	25%	(286)	1141
Likely to Watch SB LVII	10%	(148)	17%	(241)	15%	(221)	31%	(457)	27%	(386)	1452
Want Eagles to Win	11%	(82)	18%	(139)	17%	(130)	31%	(237)	23%	(181)	770
Want Chiefs to Win	10%	(68)	19%	(129)	13%	(90)	33%	(229)	25%	(176)	692
Typically Host SB Party and Likely Host this Year	20%	(81)	28%	(116)	16%	(67)	21%	(88)	15%	(64)	416
Likely Host SB Party this Year	18%	(125)	24%	(168)	18%	(125)	20%	(144)	20%	(145)	707
Sports Bettors	18%	(118)	26%	(165)	21%	(133)	18%	(114)	18%	(115)	644
Sports Bettors Weekly+	31%	(74)	26%	(62)	18%	(42)	12%	(29)	13%	(31)	239
Non/Infrequent Bettor	4%	(69)	12%	(213)	13%	(226)	35%	(613)	36%	(641)	1764
Sports Bettors Monthly+	26%	(99)	27%	(105)	20%	(77)	14%	(54)	13%	(51)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	10%	(15)	22%	(33)	19%	(28)	32%	(48)	17%	(26)	149
Plan to Bet on SB LVII	24%	(107)	25%	(108)	19%	(83)	19%	(82)	13%	(59)	440

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



**Table MCFE39\_1: How much have you seen, read, or heard about the following?**  
 The value of Bitcoin

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(257)	24%	(530)	22%	(485)	42%	(934)	2205
Gender: Male	18%	(197)	29%	(312)	23%	(248)	29%	(315)	1072
Gender: Female	5%	(60)	19%	(218)	21%	(236)	55%	(617)	1132
Age: 18-34	18%	(111)	29%	(186)	19%	(121)	34%	(214)	632
Age: 35-44	17%	(64)	27%	(101)	20%	(73)	36%	(135)	372
Age: 45-64	9%	(63)	22%	(156)	23%	(165)	46%	(328)	712
Age: 65+	4%	(18)	18%	(87)	26%	(125)	53%	(257)	488
GenZers: 1997-2012	17%	(44)	31%	(80)	15%	(38)	36%	(93)	256
Millennials: 1981-1996	18%	(120)	29%	(196)	21%	(140)	32%	(217)	673
GenXers: 1965-1980	10%	(57)	21%	(118)	23%	(127)	45%	(250)	553
Baby Boomers: 1946-1964	5%	(36)	18%	(121)	24%	(161)	52%	(343)	660
PID: Dem (no lean)	13%	(113)	25%	(214)	21%	(179)	41%	(351)	856
PID: Ind (no lean)	11%	(76)	25%	(177)	21%	(147)	43%	(300)	700
PID: Rep (no lean)	10%	(67)	22%	(139)	25%	(159)	44%	(283)	649
PID/Gender: Dem Men	21%	(87)	27%	(113)	22%	(92)	30%	(122)	413
PID/Gender: Dem Women	6%	(26)	23%	(100)	20%	(87)	52%	(228)	442
PID/Gender: Ind Men	18%	(61)	31%	(105)	23%	(78)	29%	(101)	345
PID/Gender: Ind Women	4%	(16)	20%	(71)	19%	(68)	56%	(200)	355
PID/Gender: Rep Men	16%	(49)	30%	(93)	25%	(78)	30%	(93)	313
PID/Gender: Rep Women	5%	(18)	14%	(47)	24%	(81)	57%	(190)	335
Ideo: Liberal (1-3)	14%	(86)	30%	(187)	22%	(139)	34%	(215)	628
Ideo: Moderate (4)	12%	(84)	22%	(157)	21%	(150)	45%	(316)	708
Ideo: Conservative (5-7)	10%	(73)	24%	(170)	23%	(164)	42%	(298)	706
Educ: < College	10%	(142)	20%	(294)	22%	(311)	48%	(694)	1441
Educ: Bachelors degree	14%	(68)	31%	(151)	21%	(101)	34%	(165)	485
Educ: Post-grad	17%	(47)	30%	(85)	26%	(72)	27%	(75)	279
Income: Under 50k	9%	(112)	19%	(237)	22%	(272)	49%	(607)	1228
Income: 50k-100k	12%	(74)	28%	(181)	23%	(147)	37%	(238)	640
Income: 100k+	21%	(70)	33%	(112)	20%	(66)	26%	(89)	337
Ethnicity: White	11%	(187)	23%	(398)	22%	(376)	43%	(739)	1702
Ethnicity: Hispanic	16%	(59)	31%	(116)	23%	(89)	30%	(116)	380
Ethnicity: Black	13%	(37)	30%	(86)	21%	(60)	36%	(101)	283

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**Table MCFE39\_1: How much have you seen, read, or heard about the following?**  
*The value of Bitcoin*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(257)	24%	(530)	22%	(485)	42%	(934)	2205
Ethnicity: Other	15%	(32)	21%	(46)	22%	(48)	42%	(93)	220
All Christian	12%	(111)	24%	(225)	22%	(203)	43%	(402)	941
All Non-Christian	23%	(36)	27%	(42)	17%	(26)	33%	(51)	156
Atheist	11%	(10)	40%	(38)	13%	(12)	37%	(35)	95
Agnostic/Nothing in particular	7%	(49)	23%	(151)	23%	(153)	46%	(306)	658
Something Else	14%	(50)	21%	(74)	26%	(91)	40%	(141)	355
Religious Non-Protestant/Catholic	22%	(36)	27%	(45)	17%	(29)	34%	(58)	168
Evangelical	12%	(65)	22%	(120)	24%	(130)	43%	(235)	549
Non-Evangelical	13%	(93)	24%	(174)	22%	(158)	41%	(296)	721
Community: Urban	17%	(116)	27%	(186)	21%	(144)	35%	(243)	688
Community: Suburban	10%	(101)	25%	(250)	22%	(216)	42%	(417)	984
Community: Rural	8%	(40)	18%	(95)	24%	(125)	51%	(273)	533
Employ: Private Sector	17%	(120)	31%	(222)	20%	(142)	31%	(223)	708
Employ: Government	11%	(12)	28%	(29)	25%	(26)	35%	(36)	102
Employ: Self-Employed	18%	(40)	35%	(78)	18%	(40)	29%	(64)	222
Employ: Homemaker	4%	(6)	17%	(26)	20%	(30)	59%	(90)	153
Employ: Student	22%	(15)	26%	(18)	20%	(14)	32%	(22)	69
Employ: Retired	5%	(29)	16%	(93)	26%	(145)	53%	(299)	565
Employ: Unemployed	8%	(21)	13%	(35)	27%	(72)	51%	(134)	262
Employ: Other	11%	(13)	24%	(30)	13%	(16)	53%	(65)	124
Military HH: Yes	9%	(28)	28%	(87)	19%	(59)	43%	(132)	306
Military HH: No	12%	(229)	23%	(443)	22%	(425)	42%	(801)	1899
RD/WT: Right Direction	15%	(111)	25%	(182)	21%	(155)	38%	(273)	721
RD/WT: Wrong Track	10%	(145)	23%	(348)	22%	(330)	45%	(661)	1484
Biden Job Approve	15%	(135)	25%	(230)	22%	(209)	38%	(356)	930
Biden Job Disapprove	10%	(110)	25%	(285)	23%	(264)	43%	(496)	1155
Biden Job Strongly Approve	17%	(72)	26%	(109)	21%	(86)	36%	(151)	418
Biden Job Somewhat Approve	12%	(63)	24%	(121)	24%	(123)	40%	(205)	512
Biden Job Somewhat Disapprove	11%	(38)	25%	(86)	27%	(93)	38%	(131)	347
Biden Job Strongly Disapprove	9%	(72)	25%	(199)	21%	(171)	45%	(366)	808

Continued on next page

**Table MCFE39\_1:** How much have you seen, read, or heard about the following?  
 The value of Bitcoin

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(257)	24%	(530)	22%	(485)	42%	(934)	2205
Favorable of Biden	15%	(143)	25%	(231)	21%	(200)	39%	(362)	936
Unfavorable of Biden	9%	(101)	25%	(280)	22%	(253)	44%	(491)	1125
Very Favorable of Biden	18%	(75)	24%	(103)	20%	(87)	38%	(160)	424
Somewhat Favorable of Biden	13%	(68)	25%	(128)	22%	(113)	40%	(203)	512
Somewhat Unfavorable of Biden	12%	(33)	29%	(83)	23%	(67)	37%	(107)	290
Very Unfavorable of Biden	8%	(68)	24%	(197)	22%	(186)	46%	(384)	835
#1 Issue: Economy	13%	(122)	27%	(249)	22%	(199)	38%	(347)	917
#1 Issue: Security	6%	(15)	20%	(48)	29%	(70)	44%	(105)	237
#1 Issue: Health Care	16%	(29)	22%	(41)	23%	(43)	38%	(70)	183
#1 Issue: Medicare / Social Security	7%	(21)	17%	(50)	20%	(57)	56%	(165)	293
#1 Issue: Women's Issues	10%	(22)	23%	(49)	19%	(41)	48%	(105)	217
#1 Issue: Education	17%	(15)	31%	(27)	26%	(23)	27%	(24)	88
#1 Issue: Energy	12%	(16)	30%	(39)	19%	(25)	40%	(52)	132
#1 Issue: Other	13%	(18)	20%	(27)	20%	(28)	48%	(66)	139
2022 House Vote: Democrat	15%	(121)	28%	(221)	20%	(159)	37%	(298)	799
2022 House Vote: Republican	10%	(64)	24%	(153)	25%	(158)	41%	(262)	638
2022 House Vote: Didnt Vote	9%	(63)	20%	(143)	22%	(159)	50%	(362)	727
2020 Vote: Joe Biden	14%	(121)	27%	(233)	21%	(181)	38%	(328)	864
2020 Vote: Donald Trump	11%	(71)	24%	(159)	23%	(153)	42%	(273)	655
2020 Vote: Other	15%	(10)	20%	(13)	19%	(13)	46%	(32)	68
2020 Vote: Didn't Vote	9%	(54)	20%	(124)	22%	(138)	49%	(302)	618
2018 House Vote: Democrat	14%	(97)	29%	(207)	20%	(145)	37%	(269)	718
2018 House Vote: Republican	10%	(58)	24%	(140)	25%	(145)	41%	(235)	577
2018 House Vote: Didnt Vote	11%	(95)	20%	(174)	21%	(184)	48%	(417)	870
4-Region: Northeast	11%	(44)	26%	(99)	19%	(75)	44%	(168)	386
4-Region: Midwest	11%	(52)	22%	(98)	22%	(101)	45%	(205)	456
4-Region: South	11%	(92)	23%	(193)	23%	(193)	43%	(362)	841
4-Region: West	13%	(69)	27%	(139)	22%	(116)	38%	(198)	522
Sports Fan	15%	(230)	27%	(424)	22%	(349)	36%	(570)	1573
Avid Sports Fan	18%	(114)	32%	(197)	19%	(121)	31%	(193)	625
Casual Sports Fan	12%	(116)	24%	(227)	24%	(228)	40%	(377)	948

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**Table MCFE39\_1: How much have you seen, read, or heard about the following?  
The value of Bitcoin**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(257)	24%	(530)	22%	(485)	42%	(934)	2205
Football Fan	14%	(217)	27%	(408)	22%	(336)	36%	(543)	1504
Avid Football Fan	17%	(115)	29%	(198)	23%	(153)	31%	(205)	670
NFL Fan	13%	(196)	28%	(412)	23%	(336)	37%	(545)	1488
Avid NFL Fan	16%	(106)	31%	(208)	21%	(145)	33%	(222)	682
Rihanna Fan	15%	(160)	28%	(307)	22%	(240)	35%	(378)	1086
Pro Football is Favorite	16%	(102)	29%	(184)	21%	(129)	34%	(215)	630
Like Pro Football but not Favorite	13%	(121)	25%	(244)	24%	(232)	38%	(361)	958
Watched SB LVI and Plan to Watch LVII	13%	(149)	29%	(326)	24%	(278)	34%	(387)	1141
Likely to Watch SB LVII	14%	(198)	28%	(411)	23%	(332)	35%	(512)	1452
Want Eagles to Win	14%	(109)	29%	(220)	22%	(168)	35%	(273)	770
Want Chiefs to Win	13%	(92)	28%	(193)	23%	(159)	36%	(247)	692
Typically Host SB Party and Likely Host this Year	22%	(90)	38%	(156)	20%	(85)	20%	(85)	416
Likely Host SB Party this Year	19%	(137)	34%	(244)	21%	(146)	25%	(180)	707
Sports Bettors	21%	(138)	39%	(253)	19%	(122)	20%	(132)	644
Sports Bettors Weekly+	27%	(66)	40%	(96)	14%	(33)	18%	(44)	239
Non/Infrequent Bettor	9%	(157)	20%	(355)	23%	(401)	48%	(850)	1764
Sports Bettors Monthly+	22%	(86)	43%	(165)	19%	(72)	16%	(63)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	17%	(26)	37%	(55)	20%	(30)	26%	(38)	149
Plan to Bet on SB LVII	24%	(104)	41%	(179)	17%	(76)	18%	(80)	440

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

**Table MCFE39\_2: How much have you seen, read, or heard about the following?**  
 Cryptocurrency in general

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(254)	28%	(613)	27%	(593)	34%	(745)	2205
Gender: Male	19%	(200)	31%	(328)	27%	(285)	24%	(259)	1072
Gender: Female	5%	(54)	25%	(285)	27%	(307)	43%	(486)	1132
Age: 18-34	19%	(119)	30%	(191)	21%	(135)	30%	(188)	632
Age: 35-44	16%	(60)	29%	(109)	23%	(86)	32%	(118)	372
Age: 45-64	8%	(60)	27%	(194)	28%	(201)	36%	(257)	712
Age: 65+	3%	(15)	24%	(120)	35%	(172)	37%	(182)	488
GenZers: 1997-2012	18%	(47)	27%	(68)	23%	(60)	32%	(81)	256
Millennials: 1981-1996	18%	(122)	32%	(213)	21%	(142)	29%	(196)	673
GenXers: 1965-1980	10%	(55)	27%	(149)	27%	(150)	36%	(199)	553
Baby Boomers: 1946-1964	4%	(29)	25%	(163)	33%	(219)	38%	(249)	660
PID: Dem (no lean)	12%	(106)	32%	(273)	24%	(202)	32%	(275)	856
PID: Ind (no lean)	12%	(82)	25%	(176)	27%	(190)	36%	(252)	700
PID: Rep (no lean)	10%	(66)	25%	(164)	31%	(201)	34%	(218)	649
PID/Gender: Dem Men	20%	(81)	32%	(131)	24%	(100)	24%	(101)	413
PID/Gender: Dem Women	6%	(24)	32%	(142)	23%	(102)	39%	(174)	442
PID/Gender: Ind Men	19%	(67)	29%	(101)	26%	(88)	26%	(89)	345
PID/Gender: Ind Women	4%	(15)	21%	(75)	29%	(102)	46%	(163)	355
PID/Gender: Rep Men	16%	(52)	31%	(96)	31%	(97)	22%	(69)	313
PID/Gender: Rep Women	4%	(14)	20%	(68)	31%	(104)	44%	(149)	335
Ideo: Liberal (1-3)	13%	(84)	35%	(220)	25%	(156)	27%	(167)	628
Ideo: Moderate (4)	11%	(81)	28%	(201)	26%	(181)	35%	(245)	708
Ideo: Conservative (5-7)	11%	(78)	25%	(175)	32%	(223)	32%	(229)	706
Educ: < College	10%	(146)	23%	(335)	27%	(386)	40%	(574)	1441
Educ: Bachelors degree	13%	(61)	37%	(181)	27%	(130)	23%	(114)	485
Educ: Post-grad	17%	(47)	35%	(97)	28%	(77)	21%	(57)	279
Income: Under 50k	9%	(105)	22%	(274)	27%	(336)	42%	(513)	1228
Income: 50k-100k	14%	(92)	30%	(194)	29%	(187)	26%	(166)	640
Income: 100k+	17%	(56)	43%	(145)	21%	(70)	20%	(66)	337
Ethnicity: White	10%	(177)	28%	(479)	28%	(475)	34%	(571)	1702
Ethnicity: Hispanic	13%	(51)	29%	(110)	31%	(116)	27%	(103)	380
Ethnicity: Black	15%	(43)	28%	(80)	24%	(67)	33%	(93)	283

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**Table MCFE39\_2: How much have you seen, read, or heard about the following?  
Cryptocurrency in general**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(254)	28%	(613)	27%	(593)	34%	(745)	2205
Ethnicity: Other	15%	(33)	25%	(54)	23%	(51)	37%	(82)	220
All Christian	12%	(109)	29%	(275)	28%	(260)	32%	(297)	941
All Non-Christian	19%	(30)	34%	(53)	19%	(29)	28%	(43)	156
Atheist	15%	(14)	40%	(38)	21%	(20)	24%	(23)	95
Agnostic/Nothing in particular	8%	(52)	25%	(163)	29%	(192)	38%	(251)	658
Something Else	13%	(48)	24%	(85)	26%	(92)	37%	(131)	355
Religious Non-Protestant/Catholic	18%	(30)	34%	(57)	19%	(32)	29%	(49)	168
Evangelical	13%	(74)	27%	(146)	26%	(143)	34%	(186)	549
Non-Evangelical	11%	(80)	29%	(205)	28%	(201)	32%	(234)	721
Community: Urban	17%	(117)	29%	(198)	26%	(182)	28%	(191)	688
Community: Suburban	10%	(94)	30%	(298)	26%	(253)	34%	(338)	984
Community: Rural	8%	(42)	22%	(117)	30%	(158)	40%	(216)	533
Employ: Private Sector	17%	(121)	33%	(234)	26%	(183)	24%	(169)	708
Employ: Government	15%	(15)	28%	(29)	28%	(28)	29%	(30)	102
Employ: Self-Employed	22%	(49)	33%	(74)	19%	(42)	26%	(58)	222
Employ: Homemaker	2%	(3)	26%	(39)	23%	(35)	49%	(75)	153
Employ: Student	17%	(12)	36%	(25)	16%	(11)	31%	(21)	69
Employ: Retired	4%	(23)	24%	(136)	33%	(189)	38%	(217)	565
Employ: Unemployed	9%	(24)	18%	(47)	27%	(70)	46%	(121)	262
Employ: Other	5%	(6)	24%	(30)	28%	(35)	43%	(54)	124
Military HH: Yes	13%	(39)	32%	(97)	25%	(77)	30%	(92)	306
Military HH: No	11%	(214)	27%	(516)	27%	(516)	34%	(653)	1899
RD/WT: Right Direction	15%	(107)	29%	(207)	24%	(171)	33%	(235)	721
RD/WT: Wrong Track	10%	(147)	27%	(406)	28%	(422)	34%	(510)	1484
Biden Job Approve	13%	(119)	33%	(303)	24%	(220)	31%	(288)	930
Biden Job Disapprove	11%	(124)	26%	(299)	31%	(353)	33%	(380)	1155
Biden Job Strongly Approve	17%	(71)	28%	(116)	24%	(99)	32%	(132)	418
Biden Job Somewhat Approve	9%	(48)	37%	(187)	24%	(121)	30%	(155)	512
Biden Job Somewhat Disapprove	13%	(44)	28%	(96)	31%	(107)	29%	(99)	347
Biden Job Strongly Disapprove	10%	(79)	25%	(203)	30%	(245)	35%	(280)	808

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**Table MCFE39\_2:** How much have you seen, read, or heard about the following?  
 Cryptocurrency in general

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(254)	28%	(613)	27%	(593)	34%	(745)	2205
Favorable of Biden	14%	(128)	31%	(292)	24%	(226)	31%	(290)	936
Unfavorable of Biden	10%	(113)	27%	(305)	29%	(331)	33%	(376)	1125
Very Favorable of Biden	18%	(78)	27%	(116)	22%	(95)	32%	(136)	424
Somewhat Favorable of Biden	10%	(50)	34%	(176)	26%	(131)	30%	(154)	512
Somewhat Unfavorable of Biden	12%	(34)	35%	(102)	28%	(81)	26%	(74)	290
Very Unfavorable of Biden	10%	(80)	24%	(203)	30%	(250)	36%	(302)	835
#1 Issue: Economy	13%	(123)	30%	(273)	28%	(252)	29%	(269)	917
#1 Issue: Security	7%	(16)	28%	(66)	33%	(79)	32%	(76)	237
#1 Issue: Health Care	13%	(24)	30%	(55)	18%	(33)	39%	(71)	183
#1 Issue: Medicare / Social Security	8%	(25)	18%	(54)	25%	(74)	48%	(141)	293
#1 Issue: Women's Issues	8%	(17)	29%	(62)	26%	(57)	37%	(80)	217
#1 Issue: Education	14%	(12)	40%	(35)	18%	(16)	27%	(24)	88
#1 Issue: Energy	15%	(19)	30%	(39)	33%	(44)	23%	(30)	132
#1 Issue: Other	12%	(17)	20%	(28)	28%	(39)	39%	(54)	139
2022 House Vote: Democrat	14%	(109)	34%	(274)	24%	(193)	28%	(223)	799
2022 House Vote: Republican	11%	(70)	28%	(181)	30%	(194)	30%	(193)	638
2022 House Vote: Didnt Vote	9%	(66)	21%	(153)	26%	(191)	44%	(316)	727
2020 Vote: Joe Biden	13%	(111)	34%	(290)	24%	(210)	29%	(253)	864
2020 Vote: Donald Trump	11%	(75)	26%	(168)	33%	(216)	30%	(196)	655
2020 Vote: Other	17%	(12)	32%	(22)	21%	(14)	30%	(20)	68
2020 Vote: Didn't Vote	9%	(56)	21%	(133)	25%	(153)	45%	(276)	618
2018 House Vote: Democrat	14%	(101)	34%	(241)	24%	(175)	28%	(201)	718
2018 House Vote: Republican	10%	(59)	29%	(169)	30%	(175)	30%	(174)	577
2018 House Vote: Didnt Vote	10%	(86)	22%	(193)	27%	(231)	41%	(360)	870
4-Region: Northeast	11%	(42)	27%	(103)	30%	(114)	33%	(127)	386
4-Region: Midwest	12%	(56)	24%	(107)	26%	(117)	39%	(175)	456
4-Region: South	10%	(87)	27%	(229)	28%	(231)	35%	(294)	841
4-Region: West	13%	(68)	33%	(175)	25%	(131)	28%	(149)	522
Sports Fan	14%	(216)	31%	(494)	26%	(410)	29%	(453)	1573
Avid Sports Fan	19%	(116)	32%	(199)	23%	(141)	27%	(168)	625
Casual Sports Fan	11%	(100)	31%	(295)	28%	(269)	30%	(285)	948

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**Table MCFE39\_2: How much have you seen, read, or heard about the following?  
Cryptocurrency in general**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(254)	28%	(613)	27%	(593)	34%	(745)	2205
Football Fan	14%	(214)	31%	(470)	26%	(395)	28%	(425)	1504
Avid Football Fan	17%	(111)	32%	(215)	25%	(168)	26%	(176)	670
NFL Fan	14%	(205)	31%	(466)	26%	(393)	29%	(424)	1488
Avid NFL Fan	16%	(110)	32%	(219)	24%	(166)	27%	(186)	682
Rihanna Fan	15%	(168)	30%	(327)	25%	(267)	30%	(325)	1086
Pro Football is Favorite	18%	(111)	31%	(197)	25%	(155)	26%	(166)	630
Like Pro Football but not Favorite	11%	(109)	29%	(282)	29%	(278)	30%	(289)	958
Watched SB LVI and Plan to Watch LVII	13%	(154)	33%	(377)	27%	(306)	27%	(304)	1141
Likely to Watch SB LVII	14%	(207)	32%	(460)	27%	(386)	27%	(399)	1452
Want Eagles to Win	15%	(119)	31%	(237)	27%	(205)	27%	(210)	770
Want Chiefs to Win	12%	(82)	32%	(223)	28%	(194)	28%	(193)	692
Typically Host SB Party and Likely Host this Year	23%	(97)	36%	(149)	26%	(107)	15%	(63)	416
Likely Host SB Party this Year	21%	(145)	33%	(236)	26%	(182)	20%	(144)	707
Sports Bettors	20%	(132)	37%	(238)	23%	(151)	19%	(123)	644
Sports Bettors Weekly+	27%	(65)	39%	(92)	20%	(49)	14%	(33)	239
Non/Infrequent Bettor	8%	(148)	26%	(463)	28%	(489)	38%	(664)	1764
Sports Bettors Monthly+	25%	(96)	37%	(144)	25%	(97)	13%	(49)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	13%	(19)	45%	(67)	22%	(33)	21%	(31)	149
Plan to Bet on SB LVII	24%	(104)	40%	(178)	22%	(96)	14%	(63)	440

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



**Table MCFE39\_3: How much have you seen, read, or heard about the following?**  
 Cryptocurrency exchange FTX filing for bankruptcy, after not being able to fund withdrawal requests from consumers

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	14%	(316)	20%	(449)	18%	(387)	48%	(1053)	2205
Gender: Male	22%	(236)	25%	(271)	20%	(213)	33%	(352)	1072
Gender: Female	7%	(79)	16%	(177)	15%	(174)	62%	(701)	1132
Age: 18-34	15%	(97)	20%	(129)	19%	(122)	45%	(285)	632
Age: 35-44	15%	(56)	22%	(81)	17%	(62)	46%	(173)	372
Age: 45-64	13%	(93)	21%	(149)	15%	(110)	51%	(360)	712
Age: 65+	14%	(70)	18%	(90)	19%	(93)	48%	(235)	488
GenZers: 1997-2012	12%	(31)	19%	(49)	21%	(53)	48%	(122)	256
Millennials: 1981-1996	16%	(108)	23%	(152)	18%	(120)	43%	(292)	673
GenXers: 1965-1980	14%	(76)	20%	(111)	16%	(91)	50%	(275)	553
Baby Boomers: 1946-1964	14%	(90)	19%	(126)	16%	(105)	51%	(339)	660
PID: Dem (no lean)	14%	(118)	23%	(200)	18%	(153)	45%	(385)	856
PID: Ind (no lean)	13%	(92)	19%	(134)	16%	(114)	52%	(361)	700
PID: Rep (no lean)	16%	(106)	18%	(115)	19%	(120)	47%	(307)	649
PID/Gender: Dem Men	20%	(85)	28%	(115)	22%	(90)	30%	(124)	413
PID/Gender: Dem Women	7%	(33)	19%	(85)	14%	(63)	59%	(261)	442
PID/Gender: Ind Men	21%	(71)	25%	(86)	18%	(63)	36%	(125)	345
PID/Gender: Ind Women	6%	(20)	13%	(48)	14%	(51)	67%	(236)	355
PID/Gender: Rep Men	26%	(80)	22%	(70)	19%	(60)	33%	(103)	313
PID/Gender: Rep Women	8%	(26)	13%	(45)	18%	(60)	61%	(204)	335
Ideo: Liberal (1-3)	17%	(106)	25%	(155)	18%	(112)	41%	(255)	628
Ideo: Moderate (4)	14%	(101)	19%	(135)	16%	(117)	50%	(355)	708
Ideo: Conservative (5-7)	15%	(107)	22%	(152)	19%	(131)	45%	(316)	706
Educ: < College	10%	(144)	17%	(242)	18%	(266)	55%	(789)	1441
Educ: Bachelors degree	22%	(107)	26%	(127)	17%	(81)	35%	(171)	485
Educ: Post-grad	23%	(65)	29%	(80)	15%	(41)	33%	(93)	279
Income: Under 50k	11%	(138)	16%	(198)	18%	(224)	54%	(669)	1228
Income: 50k-100k	16%	(99)	22%	(142)	19%	(120)	44%	(279)	640
Income: 100k+	23%	(79)	32%	(110)	13%	(44)	31%	(105)	337
Ethnicity: White	14%	(232)	21%	(354)	17%	(297)	48%	(819)	1702
Ethnicity: Hispanic	12%	(44)	23%	(89)	21%	(79)	44%	(168)	380
Ethnicity: Black	17%	(47)	18%	(51)	17%	(50)	48%	(136)	283

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**Table MCFE39\_3: How much have you seen, read, or heard about the following?**  
*Cryptocurrency exchange FTX filing for bankruptcy, after not being able to fund withdrawal requests from consumers*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	14%	(316)	20%	(449)	18%	(387)	48%	(1053)	2205
Ethnicity: Other	17%	(37)	20%	(44)	19%	(41)	45%	(98)	220
All Christian	17%	(159)	21%	(201)	18%	(172)	43%	(408)	941
All Non-Christian	19%	(30)	22%	(34)	18%	(28)	41%	(64)	156
Atheist	17%	(17)	32%	(30)	15%	(15)	36%	(34)	95
Agnostic/Nothing in particular	11%	(72)	19%	(125)	17%	(111)	53%	(349)	658
Something Else	11%	(38)	16%	(58)	17%	(61)	56%	(198)	355
Religious Non-Protestant/Catholic	18%	(31)	21%	(36)	19%	(31)	42%	(70)	168
Evangelical	15%	(84)	19%	(106)	16%	(91)	49%	(269)	549
Non-Evangelical	15%	(109)	21%	(150)	19%	(137)	45%	(325)	721
Community: Urban	17%	(118)	23%	(160)	18%	(124)	42%	(286)	688
Community: Suburban	15%	(145)	21%	(204)	16%	(152)	49%	(482)	984
Community: Rural	10%	(52)	16%	(85)	21%	(111)	54%	(285)	533
Employ: Private Sector	17%	(123)	24%	(173)	19%	(137)	39%	(274)	708
Employ: Government	17%	(17)	24%	(24)	15%	(16)	44%	(45)	102
Employ: Self-Employed	20%	(45)	26%	(58)	14%	(32)	39%	(87)	222
Employ: Homemaker	7%	(11)	12%	(18)	11%	(17)	70%	(108)	153
Employ: Student	14%	(9)	14%	(10)	24%	(16)	49%	(33)	69
Employ: Retired	13%	(76)	18%	(101)	19%	(109)	49%	(279)	565
Employ: Unemployed	6%	(17)	18%	(47)	17%	(44)	59%	(154)	262
Employ: Other	13%	(16)	15%	(19)	13%	(16)	59%	(73)	124
Military HH: Yes	15%	(45)	22%	(68)	18%	(56)	45%	(137)	306
Military HH: No	14%	(271)	20%	(381)	17%	(331)	48%	(916)	1899
RD/WT: Right Direction	17%	(126)	22%	(160)	17%	(126)	43%	(309)	721
RD/WT: Wrong Track	13%	(190)	19%	(289)	18%	(262)	50%	(744)	1484
Biden Job Approve	17%	(156)	22%	(207)	18%	(169)	43%	(398)	930
Biden Job Disapprove	13%	(153)	21%	(238)	18%	(206)	48%	(558)	1155
Biden Job Strongly Approve	19%	(79)	25%	(106)	17%	(72)	38%	(160)	418
Biden Job Somewhat Approve	15%	(77)	20%	(100)	19%	(97)	46%	(237)	512
Biden Job Somewhat Disapprove	11%	(38)	24%	(82)	20%	(69)	46%	(158)	347
Biden Job Strongly Disapprove	14%	(115)	19%	(156)	17%	(137)	50%	(400)	808

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**Table MCFE39\_3:** How much have you seen, read, or heard about the following?  
 Cryptocurrency exchange FTX filing for bankruptcy, after not being able to fund withdrawal requests from consumers

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	14%	(316)	20%	(449)	18%	(387)	48%	(1053)	2205
Favorable of Biden	17%	(155)	22%	(210)	18%	(171)	43%	(400)	936
Unfavorable of Biden	13%	(148)	19%	(219)	18%	(199)	50%	(559)	1125
Very Favorable of Biden	19%	(80)	24%	(102)	17%	(73)	40%	(170)	424
Somewhat Favorable of Biden	15%	(75)	21%	(108)	19%	(98)	45%	(230)	512
Somewhat Unfavorable of Biden	15%	(43)	21%	(60)	20%	(59)	44%	(129)	290
Very Unfavorable of Biden	13%	(106)	19%	(158)	17%	(140)	52%	(431)	835
#1 Issue: Economy	15%	(137)	21%	(195)	18%	(170)	45%	(415)	917
#1 Issue: Security	13%	(31)	22%	(51)	20%	(47)	45%	(107)	237
#1 Issue: Health Care	15%	(27)	18%	(32)	16%	(30)	51%	(93)	183
#1 Issue: Medicare / Social Security	12%	(35)	17%	(49)	16%	(47)	55%	(163)	293
#1 Issue: Women's Issues	8%	(16)	17%	(36)	16%	(35)	60%	(129)	217
#1 Issue: Education	23%	(20)	17%	(15)	19%	(17)	41%	(36)	88
#1 Issue: Energy	16%	(22)	30%	(40)	21%	(27)	33%	(43)	132
#1 Issue: Other	20%	(28)	21%	(30)	10%	(14)	48%	(67)	139
2022 House Vote: Democrat	18%	(148)	25%	(197)	18%	(141)	39%	(313)	799
2022 House Vote: Republican	18%	(116)	19%	(119)	19%	(120)	44%	(283)	638
2022 House Vote: Didnt Vote	6%	(42)	17%	(123)	16%	(119)	61%	(443)	727
2020 Vote: Joe Biden	17%	(148)	24%	(209)	18%	(155)	41%	(351)	864
2020 Vote: Donald Trump	17%	(108)	21%	(137)	18%	(121)	44%	(289)	655
2020 Vote: Other	21%	(14)	14%	(10)	14%	(10)	51%	(35)	68
2020 Vote: Didn't Vote	7%	(45)	15%	(93)	16%	(101)	61%	(378)	618
2018 House Vote: Democrat	17%	(121)	26%	(188)	17%	(121)	40%	(289)	718
2018 House Vote: Republican	19%	(110)	18%	(106)	17%	(98)	46%	(263)	577
2018 House Vote: Didnt Vote	9%	(78)	17%	(150)	18%	(159)	56%	(484)	870
4-Region: Northeast	13%	(52)	24%	(94)	18%	(68)	45%	(172)	386
4-Region: Midwest	13%	(58)	20%	(89)	17%	(76)	51%	(232)	456
4-Region: South	14%	(117)	18%	(151)	20%	(164)	49%	(409)	841
4-Region: West	17%	(89)	22%	(115)	15%	(79)	46%	(239)	522
Sports Fan	18%	(281)	22%	(350)	18%	(287)	42%	(655)	1573
Avid Sports Fan	22%	(139)	23%	(144)	17%	(104)	38%	(239)	625
Casual Sports Fan	15%	(142)	22%	(207)	19%	(183)	44%	(416)	948

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**Table MCFE39\_3: How much have you seen, read, or heard about the following?**  
Cryptocurrency exchange FTX filing for bankruptcy, after not being able to fund withdrawal requests from consumers

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	14%	(316)	20%	(449)	18%	(387)	48%	(1053)	2205
Football Fan	18%	(269)	23%	(342)	17%	(258)	42%	(636)	1504
Avid Football Fan	22%	(147)	23%	(151)	18%	(121)	37%	(251)	670
NFL Fan	18%	(265)	23%	(337)	18%	(264)	42%	(623)	1488
Avid NFL Fan	23%	(159)	21%	(143)	17%	(119)	38%	(261)	682
Rihanna Fan	16%	(170)	21%	(233)	18%	(197)	45%	(486)	1086
Pro Football is Favorite	20%	(125)	24%	(152)	17%	(105)	39%	(247)	630
Like Pro Football but not Favorite	15%	(144)	22%	(210)	19%	(182)	44%	(422)	958
Watched SB LVI and Plan to Watch LVII	19%	(215)	23%	(262)	18%	(203)	40%	(461)	1141
Likely to Watch SB LVII	18%	(267)	22%	(326)	18%	(261)	41%	(599)	1452
Want Eagles to Win	17%	(132)	23%	(178)	18%	(140)	42%	(320)	770
Want Chiefs to Win	18%	(125)	23%	(159)	19%	(129)	40%	(280)	692
Typically Host SB Party and Likely Host this Year	23%	(96)	25%	(104)	20%	(81)	32%	(135)	416
Likely Host SB Party this Year	21%	(146)	25%	(174)	21%	(146)	34%	(240)	707
Sports Bettors	23%	(149)	32%	(205)	18%	(115)	27%	(176)	644
Sports Bettors Weekly+	29%	(69)	32%	(77)	16%	(38)	23%	(55)	239
Non/Infrequent Bettor	12%	(209)	18%	(310)	17%	(306)	53%	(938)	1764
Sports Bettors Monthly+	27%	(103)	34%	(132)	18%	(69)	21%	(81)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	21%	(31)	34%	(51)	16%	(24)	29%	(44)	149
Plan to Bet on SB LVII	28%	(121)	33%	(143)	16%	(70)	24%	(105)	440

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

**Table MCFE39\_4:** How much have you seen, read, or heard about the following?  
 Stablecoin Tether depegging from the US Dollar

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	5%	(105)	10%	(221)	17%	(382)	68%	(1496)	2205
Gender: Male	8%	(89)	14%	(147)	21%	(230)	57%	(606)	1072
Gender: Female	1%	(16)	7%	(74)	13%	(153)	79%	(889)	1132
Age: 18-34	8%	(49)	15%	(96)	21%	(131)	56%	(356)	632
Age: 35-44	10%	(36)	13%	(49)	15%	(56)	62%	(230)	372
Age: 45-64	3%	(19)	9%	(62)	19%	(133)	70%	(499)	712
Age: 65+	—	(1)	3%	(14)	13%	(62)	84%	(411)	488
GenZers: 1997-2012	4%	(9)	17%	(43)	20%	(52)	60%	(152)	256
Millennials: 1981-1996	10%	(68)	15%	(101)	19%	(129)	56%	(375)	673
GenXers: 1965-1980	4%	(20)	9%	(52)	19%	(102)	69%	(379)	553
Baby Boomers: 1946-1964	1%	(8)	4%	(24)	14%	(90)	82%	(538)	660
PID: Dem (no lean)	7%	(60)	11%	(95)	16%	(137)	66%	(564)	856
PID: Ind (no lean)	3%	(22)	8%	(58)	19%	(132)	70%	(488)	700
PID: Rep (no lean)	4%	(24)	10%	(67)	17%	(113)	68%	(444)	649
PID/Gender: Dem Men	13%	(53)	15%	(61)	19%	(79)	53%	(221)	413
PID/Gender: Dem Women	2%	(7)	8%	(34)	13%	(58)	77%	(342)	442
PID/Gender: Ind Men	5%	(18)	11%	(37)	24%	(84)	60%	(206)	345
PID/Gender: Ind Women	1%	(4)	6%	(21)	13%	(48)	80%	(282)	355
PID/Gender: Rep Men	6%	(18)	16%	(49)	21%	(67)	57%	(179)	313
PID/Gender: Rep Women	2%	(5)	6%	(19)	14%	(47)	79%	(265)	335
Ideo: Liberal (1-3)	8%	(49)	12%	(77)	17%	(104)	63%	(399)	628
Ideo: Moderate (4)	3%	(19)	9%	(62)	20%	(141)	69%	(486)	708
Ideo: Conservative (5-7)	5%	(34)	11%	(75)	17%	(117)	68%	(479)	706
Educ: < College	3%	(50)	9%	(132)	18%	(258)	69%	(1001)	1441
Educ: Bachelors degree	6%	(27)	11%	(53)	16%	(78)	67%	(327)	485
Educ: Post-grad	10%	(28)	13%	(36)	17%	(46)	60%	(168)	279
Income: Under 50k	3%	(37)	8%	(103)	17%	(213)	71%	(875)	1228
Income: 50k-100k	5%	(30)	12%	(75)	18%	(113)	66%	(421)	640
Income: 100k+	11%	(37)	13%	(43)	17%	(56)	60%	(201)	337
Ethnicity: White	4%	(76)	10%	(172)	16%	(278)	69%	(1175)	1702
Ethnicity: Hispanic	7%	(26)	18%	(67)	22%	(82)	54%	(205)	380
Ethnicity: Black	8%	(22)	11%	(31)	20%	(58)	61%	(172)	283

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**Table MCFE39\_4:** How much have you seen, read, or heard about the following?  
Stablecoin Tether depegging from the US Dollar

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	5%	(105)	10%	(221)	17%	(382)	68%	(1496)	2205
Ethnicity: Other	3%	(7)	8%	(18)	21%	(46)	68%	(149)	220
All Christian	5%	(46)	11%	(104)	17%	(157)	67%	(634)	941
All Non-Christian	16%	(25)	13%	(20)	16%	(25)	55%	(85)	156
Atheist	3%	(3)	13%	(13)	12%	(12)	71%	(68)	95
Agnostic/Nothing in particular	2%	(12)	7%	(48)	20%	(134)	71%	(464)	658
Something Else	5%	(18)	10%	(36)	16%	(55)	69%	(245)	355
Religious Non-Protestant/Catholic	15%	(25)	12%	(21)	15%	(26)	57%	(97)	168
Evangelical	6%	(31)	13%	(71)	16%	(87)	66%	(360)	549
Non-Evangelical	4%	(32)	9%	(67)	17%	(122)	69%	(499)	721
Community: Urban	9%	(59)	12%	(84)	19%	(131)	60%	(414)	688
Community: Suburban	3%	(32)	10%	(98)	15%	(150)	72%	(704)	984
Community: Rural	3%	(15)	7%	(39)	19%	(101)	71%	(379)	533
Employ: Private Sector	8%	(58)	15%	(104)	20%	(144)	57%	(401)	708
Employ: Government	6%	(6)	17%	(17)	14%	(14)	64%	(65)	102
Employ: Self-Employed	10%	(22)	15%	(33)	19%	(42)	56%	(125)	222
Employ: Homemaker	1%	(2)	7%	(10)	11%	(17)	81%	(124)	153
Employ: Student	5%	(3)	26%	(18)	14%	(10)	55%	(38)	69
Employ: Retired	1%	(7)	3%	(18)	15%	(84)	81%	(458)	565
Employ: Unemployed	1%	(2)	6%	(15)	19%	(51)	74%	(194)	262
Employ: Other	3%	(4)	5%	(6)	18%	(22)	74%	(92)	124
Military HH: Yes	4%	(13)	10%	(31)	15%	(45)	71%	(218)	306
Military HH: No	5%	(92)	10%	(190)	18%	(338)	67%	(1279)	1899
RD/WT: Right Direction	9%	(66)	14%	(104)	16%	(113)	61%	(439)	721
RD/WT: Wrong Track	3%	(40)	8%	(117)	18%	(270)	71%	(1058)	1484
Biden Job Approve	7%	(67)	12%	(107)	17%	(154)	65%	(602)	930
Biden Job Disapprove	3%	(37)	9%	(108)	19%	(215)	69%	(795)	1155
Biden Job Strongly Approve	11%	(47)	16%	(67)	16%	(67)	57%	(237)	418
Biden Job Somewhat Approve	4%	(21)	8%	(40)	17%	(86)	71%	(364)	512
Biden Job Somewhat Disapprove	4%	(14)	7%	(24)	24%	(83)	65%	(226)	347
Biden Job Strongly Disapprove	3%	(23)	10%	(83)	16%	(132)	70%	(569)	808

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**Table MCFE39\_4:** How much have you seen, read, or heard about the following?  
 Stablecoin Tether depegging from the US Dollar

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	5%	(105)	10%	(221)	17%	(382)	68%	(1496)	2205
Favorable of Biden	7%	(66)	11%	(106)	17%	(155)	65%	(609)	936
Unfavorable of Biden	3%	(38)	9%	(103)	17%	(196)	70%	(788)	1125
Very Favorable of Biden	10%	(42)	14%	(61)	17%	(71)	59%	(250)	424
Somewhat Favorable of Biden	5%	(23)	9%	(45)	17%	(85)	70%	(359)	512
Somewhat Unfavorable of Biden	5%	(15)	8%	(24)	19%	(54)	68%	(197)	290
Very Unfavorable of Biden	3%	(23)	9%	(79)	17%	(142)	71%	(591)	835
#1 Issue: Economy	5%	(42)	11%	(99)	20%	(188)	64%	(587)	917
#1 Issue: Security	4%	(10)	7%	(18)	17%	(40)	71%	(169)	237
#1 Issue: Health Care	6%	(12)	16%	(29)	15%	(28)	63%	(114)	183
#1 Issue: Medicare / Social Security	3%	(8)	7%	(21)	15%	(45)	75%	(219)	293
#1 Issue: Women's Issues	4%	(8)	8%	(17)	11%	(25)	77%	(167)	217
#1 Issue: Education	15%	(13)	12%	(11)	16%	(14)	57%	(50)	88
#1 Issue: Energy	6%	(7)	17%	(23)	21%	(28)	56%	(73)	132
#1 Issue: Other	2%	(3)	3%	(4)	11%	(16)	83%	(116)	139
2022 House Vote: Democrat	8%	(63)	11%	(90)	16%	(124)	65%	(522)	799
2022 House Vote: Republican	3%	(21)	11%	(70)	17%	(108)	69%	(439)	638
2022 House Vote: Didnt Vote	2%	(17)	7%	(53)	19%	(140)	71%	(517)	727
2020 Vote: Joe Biden	8%	(65)	11%	(98)	16%	(141)	65%	(559)	864
2020 Vote: Donald Trump	4%	(24)	9%	(60)	17%	(112)	70%	(459)	655
2020 Vote: Other	12%	(8)	6%	(4)	12%	(8)	70%	(47)	68
2020 Vote: Didn't Vote	1%	(8)	9%	(58)	20%	(121)	70%	(431)	618
2018 House Vote: Democrat	8%	(56)	12%	(84)	16%	(114)	65%	(464)	718
2018 House Vote: Republican	4%	(23)	8%	(49)	17%	(99)	71%	(407)	577
2018 House Vote: Didnt Vote	3%	(26)	10%	(85)	19%	(162)	69%	(597)	870
4-Region: Northeast	6%	(25)	10%	(40)	16%	(61)	67%	(260)	386
4-Region: Midwest	5%	(22)	7%	(33)	19%	(87)	69%	(313)	456
4-Region: South	4%	(36)	11%	(94)	16%	(139)	68%	(572)	841
4-Region: West	4%	(22)	10%	(53)	18%	(96)	67%	(351)	522
Sports Fan	6%	(94)	12%	(193)	18%	(291)	63%	(996)	1573
Avid Sports Fan	9%	(58)	15%	(96)	18%	(115)	57%	(356)	625
Casual Sports Fan	4%	(35)	10%	(97)	19%	(176)	67%	(640)	948

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**Table MCFE39\_4:** How much have you seen, read, or heard about the following?  
Stablecoin Tether depegging from the US Dollar

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	5%	(105)	10%	(221)	17%	(382)	68%	(1496)	2205
Football Fan	6%	(93)	12%	(187)	18%	(278)	63%	(946)	1504
Avid Football Fan	9%	(62)	13%	(87)	21%	(138)	57%	(383)	670
NFL Fan	6%	(88)	13%	(190)	19%	(275)	63%	(935)	1488
Avid NFL Fan	9%	(60)	14%	(93)	20%	(134)	58%	(395)	682
Rihanna Fan	7%	(79)	13%	(143)	19%	(206)	60%	(657)	1086
Pro Football is Favorite	10%	(62)	14%	(90)	19%	(122)	56%	(355)	630
Like Pro Football but not Favorite	3%	(30)	11%	(106)	19%	(182)	67%	(640)	958
Watched SB LVI and Plan to Watch LVII	7%	(77)	12%	(136)	19%	(218)	62%	(710)	1141
Likely to Watch SB LVII	6%	(90)	13%	(182)	19%	(276)	62%	(905)	1452
Want Eagles to Win	8%	(59)	13%	(96)	20%	(151)	60%	(464)	770
Want Chiefs to Win	5%	(36)	13%	(91)	18%	(122)	64%	(443)	692
Typically Host SB Party and Likely Host this Year	13%	(56)	21%	(86)	22%	(92)	44%	(183)	416
Likely Host SB Party this Year	11%	(74)	21%	(149)	21%	(152)	47%	(332)	707
Sports Bettors	12%	(80)	23%	(151)	25%	(161)	39%	(252)	644
Sports Bettors Weekly+	20%	(48)	29%	(68)	20%	(48)	31%	(75)	239
Non/Infrequent Bettor	2%	(40)	6%	(106)	15%	(269)	76%	(1349)	1764
Sports Bettors Monthly+	17%	(65)	28%	(107)	26%	(101)	29%	(113)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	6%	(10)	20%	(30)	17%	(26)	56%	(84)	149
Plan to Bet on SB LVII	16%	(69)	26%	(113)	21%	(91)	38%	(167)	440

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



**Table MCFE39\_5: How much have you seen, read, or heard about the following?**  
*Crypto.com accidentally sending \$405 million in Ether to the wrong recipient, but later receiving most of the funds back*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(131)	12%	(265)	20%	(433)	62%	(1376)	2205
Gender: Male	10%	(106)	17%	(183)	23%	(250)	50%	(534)	1072
Gender: Female	2%	(25)	7%	(82)	16%	(183)	74%	(841)	1132
Age: 18-34	10%	(61)	16%	(103)	22%	(141)	52%	(327)	632
Age: 35-44	10%	(36)	15%	(54)	19%	(72)	56%	(210)	372
Age: 45-64	4%	(30)	11%	(78)	20%	(146)	64%	(458)	712
Age: 65+	1%	(3)	6%	(30)	15%	(75)	78%	(380)	488
GenZers: 1997-2012	7%	(19)	18%	(47)	19%	(48)	56%	(143)	256
Millennials: 1981-1996	10%	(69)	16%	(109)	23%	(152)	51%	(343)	673
GenXers: 1965-1980	6%	(34)	11%	(60)	21%	(117)	62%	(342)	553
Baby Boomers: 1946-1964	1%	(9)	7%	(44)	16%	(105)	76%	(502)	660
PID: Dem (no lean)	7%	(62)	13%	(110)	21%	(182)	59%	(502)	856
PID: Ind (no lean)	4%	(25)	13%	(90)	19%	(132)	65%	(454)	700
PID: Rep (no lean)	7%	(44)	10%	(65)	18%	(119)	65%	(420)	649
PID/Gender: Dem Men	13%	(53)	17%	(70)	25%	(102)	46%	(189)	413
PID/Gender: Dem Women	2%	(9)	9%	(40)	18%	(81)	71%	(312)	442
PID/Gender: Ind Men	5%	(19)	19%	(65)	23%	(81)	52%	(180)	345
PID/Gender: Ind Women	2%	(6)	7%	(25)	14%	(50)	77%	(274)	355
PID/Gender: Rep Men	11%	(34)	15%	(48)	21%	(67)	53%	(165)	313
PID/Gender: Rep Women	3%	(10)	5%	(18)	16%	(52)	76%	(255)	335
Ideo: Liberal (1-3)	7%	(45)	16%	(99)	22%	(138)	55%	(346)	628
Ideo: Moderate (4)	4%	(29)	12%	(87)	18%	(126)	66%	(466)	708
Ideo: Conservative (5-7)	7%	(52)	10%	(73)	21%	(146)	62%	(435)	706
Educ: < College	5%	(76)	11%	(152)	20%	(283)	65%	(930)	1441
Educ: Bachelors degree	5%	(27)	17%	(81)	17%	(85)	60%	(293)	485
Educ: Post-grad	10%	(29)	12%	(33)	23%	(65)	55%	(152)	279
Income: Under 50k	5%	(59)	10%	(121)	19%	(237)	66%	(811)	1228
Income: 50k-100k	6%	(35)	14%	(89)	22%	(138)	59%	(377)	640
Income: 100k+	11%	(36)	16%	(55)	17%	(58)	56%	(188)	337
Ethnicity: White	5%	(88)	12%	(197)	19%	(327)	64%	(1090)	1702
Ethnicity: Hispanic	10%	(37)	18%	(67)	25%	(94)	48%	(181)	380
Ethnicity: Black	10%	(30)	16%	(45)	20%	(57)	53%	(151)	283

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**Table MCFE39\_5: How much have you seen, read, or heard about the following?**  
*Crypto.com accidentally sending \$405 million in Ether to the wrong recipient, but later receiving most of the funds back*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(131)	12%	(265)	20%	(433)	62%	(1376)	2205
Ethnicity: Other	6%	(14)	10%	(23)	22%	(49)	61%	(135)	220
All Christian	6%	(52)	13%	(122)	20%	(186)	62%	(581)	941
All Non-Christian	12%	(19)	15%	(23)	24%	(38)	49%	(76)	156
Atheist	3%	(3)	19%	(18)	14%	(14)	63%	(60)	95
Agnostic/Nothing in particular	5%	(31)	8%	(54)	21%	(135)	66%	(437)	658
Something Else	7%	(25)	14%	(48)	17%	(61)	62%	(221)	355
Religious Non-Protestant/Catholic	12%	(20)	14%	(23)	23%	(38)	52%	(87)	168
Evangelical	8%	(42)	15%	(83)	17%	(96)	60%	(329)	549
Non-Evangelical	5%	(33)	12%	(83)	21%	(150)	63%	(454)	721
Community: Urban	10%	(70)	14%	(98)	22%	(155)	53%	(365)	688
Community: Suburban	3%	(33)	12%	(117)	18%	(182)	66%	(652)	984
Community: Rural	5%	(28)	9%	(51)	18%	(96)	67%	(358)	533
Employ: Private Sector	9%	(67)	15%	(109)	24%	(167)	52%	(365)	708
Employ: Government	7%	(7)	15%	(15)	23%	(23)	55%	(56)	102
Employ: Self-Employed	13%	(29)	20%	(43)	18%	(39)	50%	(111)	222
Employ: Homemaker	2%	(3)	7%	(11)	11%	(16)	80%	(122)	153
Employ: Student	7%	(5)	22%	(15)	19%	(13)	52%	(36)	69
Employ: Retired	2%	(10)	6%	(35)	16%	(92)	76%	(429)	565
Employ: Unemployed	2%	(6)	10%	(27)	20%	(52)	67%	(176)	262
Employ: Other	3%	(4)	8%	(10)	24%	(30)	65%	(80)	124
Military HH: Yes	6%	(17)	14%	(42)	20%	(60)	61%	(187)	306
Military HH: No	6%	(114)	12%	(223)	20%	(372)	63%	(1189)	1899
RD/WT: Right Direction	11%	(77)	15%	(108)	19%	(138)	55%	(398)	721
RD/WT: Wrong Track	4%	(54)	11%	(158)	20%	(295)	66%	(978)	1484
Biden Job Approve	8%	(72)	14%	(128)	21%	(194)	58%	(535)	930
Biden Job Disapprove	5%	(55)	11%	(132)	19%	(223)	65%	(746)	1155
Biden Job Strongly Approve	11%	(45)	17%	(71)	22%	(91)	51%	(212)	418
Biden Job Somewhat Approve	5%	(27)	11%	(58)	20%	(103)	63%	(324)	512
Biden Job Somewhat Disapprove	4%	(13)	12%	(43)	21%	(72)	63%	(219)	347
Biden Job Strongly Disapprove	5%	(42)	11%	(89)	19%	(151)	65%	(527)	808

Continued on next page

**Table MCFE39\_5: How much have you seen, read, or heard about the following?**  
*Crypto.com accidentally sending \$405 million in Ether to the wrong recipient, but later receiving most of the funds back*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(131)	12%	(265)	20%	(433)	62%	(1376)	2205
Favorable of Biden	8%	(72)	14%	(130)	21%	(195)	58%	(539)	936
Unfavorable of Biden	5%	(51)	11%	(128)	18%	(208)	66%	(738)	1125
Very Favorable of Biden	10%	(42)	16%	(68)	20%	(84)	54%	(230)	424
Somewhat Favorable of Biden	6%	(30)	12%	(62)	22%	(110)	60%	(309)	512
Somewhat Unfavorable of Biden	5%	(16)	10%	(30)	19%	(56)	65%	(188)	290
Very Unfavorable of Biden	4%	(36)	12%	(98)	18%	(152)	66%	(550)	835
#1 Issue: Economy	7%	(63)	14%	(126)	21%	(195)	58%	(533)	917
#1 Issue: Security	5%	(13)	11%	(27)	18%	(43)	65%	(154)	237
#1 Issue: Health Care	7%	(13)	14%	(25)	19%	(35)	60%	(110)	183
#1 Issue: Medicare / Social Security	4%	(12)	7%	(22)	18%	(52)	71%	(208)	293
#1 Issue: Women's Issues	4%	(9)	11%	(24)	12%	(25)	73%	(158)	217
#1 Issue: Education	6%	(5)	15%	(13)	24%	(21)	55%	(48)	88
#1 Issue: Energy	6%	(8)	18%	(24)	30%	(40)	46%	(60)	132
#1 Issue: Other	5%	(8)	3%	(4)	16%	(22)	76%	(105)	139
2022 House Vote: Democrat	7%	(55)	14%	(114)	20%	(159)	59%	(471)	799
2022 House Vote: Republican	7%	(42)	11%	(73)	19%	(123)	63%	(400)	638
2022 House Vote: Didnt Vote	4%	(27)	10%	(74)	19%	(137)	67%	(488)	727
2020 Vote: Joe Biden	7%	(64)	14%	(122)	20%	(176)	58%	(502)	864
2020 Vote: Donald Trump	6%	(39)	10%	(69)	19%	(124)	65%	(425)	655
2020 Vote: Other	12%	(8)	18%	(13)	11%	(7)	59%	(40)	68
2020 Vote: Didn't Vote	3%	(20)	10%	(63)	20%	(126)	66%	(410)	618
2018 House Vote: Democrat	8%	(57)	15%	(107)	20%	(147)	57%	(408)	718
2018 House Vote: Republican	6%	(33)	10%	(55)	19%	(110)	66%	(380)	577
2018 House Vote: Didnt Vote	4%	(38)	12%	(101)	19%	(169)	65%	(562)	870
4-Region: Northeast	8%	(32)	10%	(38)	20%	(79)	61%	(237)	386
4-Region: Midwest	5%	(24)	11%	(52)	19%	(87)	64%	(293)	456
4-Region: South	5%	(44)	12%	(103)	20%	(171)	62%	(523)	841
4-Region: West	6%	(30)	14%	(72)	18%	(96)	62%	(323)	522
Sports Fan	7%	(117)	14%	(219)	20%	(317)	58%	(920)	1573
Avid Sports Fan	14%	(86)	15%	(93)	20%	(122)	52%	(323)	625
Casual Sports Fan	3%	(31)	13%	(126)	21%	(195)	63%	(596)	948

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**Table MCFE39\_5: How much have you seen, read, or heard about the following?**  
*Crypto.com accidentally sending \$405 million in Ether to the wrong recipient, but later receiving most of the funds back*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(131)	12%	(265)	20%	(433)	62%	(1376)	2205
Football Fan	8%	(116)	14%	(216)	20%	(299)	58%	(873)	1504
Avid Football Fan	11%	(72)	15%	(101)	22%	(147)	52%	(349)	670
NFL Fan	8%	(121)	14%	(210)	20%	(292)	58%	(866)	1488
Avid NFL Fan	11%	(78)	14%	(97)	21%	(144)	53%	(363)	682
Rihanna Fan	9%	(96)	15%	(165)	22%	(239)	54%	(586)	1086
Pro Football is Favorite	12%	(72)	16%	(99)	20%	(125)	53%	(334)	630
Like Pro Football but not Favorite	5%	(50)	13%	(122)	21%	(201)	61%	(585)	958
Watched SB LVI and Plan to Watch LVII	8%	(92)	14%	(160)	21%	(241)	57%	(648)	1141
Likely to Watch SB LVII	8%	(112)	14%	(207)	21%	(300)	57%	(833)	1452
Want Eagles to Win	8%	(62)	15%	(115)	22%	(169)	55%	(424)	770
Want Chiefs to Win	8%	(58)	14%	(94)	18%	(122)	60%	(418)	692
Typically Host SB Party and Likely Host this Year	15%	(63)	20%	(85)	22%	(93)	42%	(176)	416
Likely Host SB Party this Year	13%	(94)	22%	(152)	22%	(154)	43%	(306)	707
Sports Bettors	16%	(102)	22%	(142)	25%	(164)	37%	(237)	644
Sports Bettors Weekly+	22%	(52)	22%	(52)	27%	(65)	29%	(69)	239
Non/Infrequent Bettor	3%	(50)	9%	(167)	18%	(309)	70%	(1237)	1764
Sports Bettors Monthly+	20%	(78)	24%	(93)	28%	(110)	27%	(105)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	8%	(12)	23%	(35)	15%	(22)	54%	(80)	149
Plan to Bet on SB LVII	18%	(81)	23%	(103)	22%	(98)	36%	(158)	440

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

**Table MCFE39\_6:** How much have you seen, read, or heard about the following?

*Sam Bankman-Fried, the former CEO of FTX losing nearly 14 billion dollars of personal wealth in the exchange's collapse*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(362)	19%	(429)	17%	(367)	48%	(1047)	2205
Gender: Male	24%	(259)	24%	(258)	18%	(196)	34%	(360)	1072
Gender: Female	9%	(103)	15%	(171)	15%	(171)	61%	(688)	1132
Age: 18-34	15%	(96)	17%	(111)	18%	(115)	49%	(311)	632
Age: 35-44	18%	(68)	15%	(56)	19%	(70)	48%	(179)	372
Age: 45-64	16%	(112)	20%	(145)	18%	(125)	46%	(331)	712
Age: 65+	18%	(86)	24%	(118)	12%	(57)	46%	(227)	488
GenZers: 1997-2012	11%	(29)	13%	(34)	19%	(49)	56%	(143)	256
Millennials: 1981-1996	18%	(121)	18%	(124)	18%	(124)	45%	(303)	673
GenXers: 1965-1980	15%	(85)	20%	(112)	18%	(99)	46%	(256)	553
Baby Boomers: 1946-1964	18%	(117)	22%	(143)	14%	(90)	47%	(311)	660
PID: Dem (no lean)	17%	(146)	21%	(182)	18%	(152)	44%	(375)	856
PID: Ind (no lean)	14%	(97)	20%	(137)	16%	(109)	51%	(357)	700
PID: Rep (no lean)	18%	(118)	17%	(109)	16%	(106)	49%	(315)	649
PID/Gender: Dem Men	24%	(100)	25%	(105)	18%	(74)	32%	(134)	413
PID/Gender: Dem Women	10%	(46)	17%	(77)	18%	(78)	55%	(241)	442
PID/Gender: Ind Men	21%	(71)	25%	(85)	20%	(68)	35%	(122)	345
PID/Gender: Ind Women	7%	(26)	15%	(52)	12%	(41)	66%	(235)	355
PID/Gender: Rep Men	28%	(87)	22%	(68)	17%	(54)	33%	(104)	313
PID/Gender: Rep Women	9%	(31)	12%	(41)	15%	(52)	63%	(211)	335
Ideo: Liberal (1-3)	19%	(120)	23%	(142)	19%	(119)	39%	(247)	628
Ideo: Moderate (4)	14%	(99)	20%	(143)	15%	(105)	51%	(361)	708
Ideo: Conservative (5-7)	20%	(138)	18%	(129)	17%	(119)	45%	(319)	706
Educ: < College	11%	(153)	18%	(252)	18%	(262)	54%	(773)	1441
Educ: Bachelors degree	26%	(128)	22%	(105)	13%	(64)	39%	(188)	485
Educ: Post-grad	29%	(80)	26%	(71)	15%	(41)	31%	(86)	279
Income: Under 50k	10%	(123)	17%	(206)	18%	(220)	55%	(679)	1228
Income: 50k-100k	21%	(135)	21%	(132)	16%	(105)	42%	(268)	640
Income: 100k+	31%	(105)	27%	(91)	12%	(42)	30%	(100)	337
Ethnicity: White	17%	(285)	20%	(334)	16%	(277)	47%	(806)	1702
Ethnicity: Hispanic	12%	(47)	17%	(66)	26%	(101)	44%	(167)	380
Ethnicity: Black	14%	(39)	19%	(54)	19%	(53)	49%	(138)	283

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**Table MCFE39\_6:** How much have you seen, read, or heard about the following?

*Sam Bankman-Fried, the former CEO of FTX losing nearly 14 billion dollars of personal wealth in the exchange's collapse*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(362)	19%	(429)	17%	(367)	48%	(1047)	2205
Ethnicity: Other	17%	(38)	19%	(41)	17%	(37)	47%	(104)	220
All Christian	19%	(178)	22%	(206)	16%	(149)	43%	(407)	941
All Non-Christian	23%	(36)	24%	(38)	11%	(17)	42%	(65)	156
Atheist	23%	(22)	26%	(25)	11%	(11)	39%	(37)	95
Agnostic/Nothing in particular	13%	(86)	16%	(108)	19%	(126)	51%	(338)	658
Something Else	11%	(39)	15%	(52)	18%	(63)	56%	(200)	355
Religious Non-Protestant/Catholic	22%	(37)	24%	(40)	12%	(20)	43%	(72)	168
Evangelical	16%	(86)	17%	(93)	20%	(109)	48%	(261)	549
Non-Evangelical	18%	(128)	22%	(160)	14%	(98)	47%	(335)	721
Community: Urban	17%	(120)	23%	(156)	16%	(110)	44%	(302)	688
Community: Suburban	18%	(177)	20%	(201)	15%	(148)	46%	(457)	984
Community: Rural	12%	(64)	13%	(72)	20%	(109)	54%	(288)	533
Employ: Private Sector	22%	(154)	22%	(153)	19%	(137)	37%	(264)	708
Employ: Government	20%	(20)	18%	(18)	17%	(17)	46%	(47)	102
Employ: Self-Employed	22%	(48)	20%	(46)	17%	(38)	41%	(91)	222
Employ: Homemaker	6%	(10)	14%	(21)	10%	(15)	70%	(108)	153
Employ: Student	11%	(8)	20%	(14)	19%	(13)	49%	(34)	69
Employ: Retired	16%	(92)	22%	(124)	16%	(88)	46%	(262)	565
Employ: Unemployed	5%	(13)	15%	(40)	15%	(39)	65%	(169)	262
Employ: Other	14%	(18)	10%	(13)	17%	(21)	58%	(73)	124
Military HH: Yes	20%	(62)	22%	(68)	13%	(40)	45%	(137)	306
Military HH: No	16%	(300)	19%	(361)	17%	(327)	48%	(911)	1899
RD/WT: Right Direction	20%	(143)	22%	(157)	17%	(121)	42%	(299)	721
RD/WT: Wrong Track	15%	(219)	18%	(272)	17%	(246)	50%	(748)	1484
Biden Job Approve	18%	(169)	22%	(202)	17%	(161)	43%	(397)	930
Biden Job Disapprove	16%	(188)	19%	(217)	17%	(193)	48%	(557)	1155
Biden Job Strongly Approve	21%	(90)	22%	(91)	21%	(87)	36%	(151)	418
Biden Job Somewhat Approve	16%	(79)	22%	(112)	14%	(74)	48%	(247)	512
Biden Job Somewhat Disapprove	11%	(40)	20%	(68)	21%	(73)	48%	(167)	347
Biden Job Strongly Disapprove	18%	(148)	19%	(150)	15%	(120)	48%	(390)	808

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**Table MCFE39\_6:** How much have you seen, read, or heard about the following?

*Sam Bankman-Fried, the former CEO of FTX losing nearly 14 billion dollars of personal wealth in the exchange's collapse*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(362)	19%	(429)	17%	(367)	48%	(1047)	2205
Favorable of Biden	19%	(174)	21%	(200)	17%	(160)	43%	(402)	936
Unfavorable of Biden	16%	(176)	19%	(216)	16%	(179)	49%	(554)	1125
Very Favorable of Biden	21%	(90)	22%	(91)	19%	(79)	39%	(164)	424
Somewhat Favorable of Biden	16%	(84)	21%	(109)	16%	(81)	46%	(238)	512
Somewhat Unfavorable of Biden	16%	(46)	22%	(63)	16%	(47)	46%	(134)	290
Very Unfavorable of Biden	16%	(131)	18%	(153)	16%	(132)	50%	(420)	835
#1 Issue: Economy	17%	(156)	19%	(173)	17%	(154)	47%	(433)	917
#1 Issue: Security	18%	(42)	21%	(49)	19%	(44)	43%	(102)	237
#1 Issue: Health Care	13%	(24)	20%	(37)	19%	(34)	48%	(88)	183
#1 Issue: Medicare / Social Security	13%	(39)	16%	(47)	14%	(41)	57%	(166)	293
#1 Issue: Women's Issues	11%	(23)	15%	(33)	15%	(33)	59%	(127)	217
#1 Issue: Education	17%	(15)	33%	(29)	16%	(14)	34%	(30)	88
#1 Issue: Energy	22%	(29)	25%	(32)	25%	(33)	29%	(38)	132
#1 Issue: Other	24%	(34)	21%	(29)	10%	(15)	45%	(62)	139
2022 House Vote: Democrat	20%	(163)	24%	(196)	16%	(128)	39%	(313)	799
2022 House Vote: Republican	23%	(145)	20%	(129)	15%	(95)	42%	(269)	638
2022 House Vote: Didnt Vote	6%	(45)	13%	(93)	19%	(137)	62%	(451)	727
2020 Vote: Joe Biden	20%	(170)	24%	(207)	16%	(140)	40%	(347)	864
2020 Vote: Donald Trump	20%	(133)	20%	(130)	16%	(108)	43%	(284)	655
2020 Vote: Other	21%	(14)	23%	(15)	8%	(6)	48%	(32)	68
2020 Vote: Didn't Vote	7%	(44)	12%	(76)	18%	(114)	62%	(384)	618
2018 House Vote: Democrat	20%	(142)	25%	(181)	16%	(112)	39%	(283)	718
2018 House Vote: Republican	23%	(130)	19%	(111)	15%	(89)	43%	(248)	577
2018 House Vote: Didnt Vote	9%	(81)	15%	(127)	18%	(160)	58%	(502)	870
4-Region: Northeast	18%	(70)	24%	(93)	14%	(54)	44%	(170)	386
4-Region: Midwest	15%	(69)	19%	(84)	15%	(70)	51%	(232)	456
4-Region: South	15%	(123)	17%	(145)	18%	(154)	50%	(419)	841
4-Region: West	19%	(100)	20%	(107)	17%	(89)	43%	(227)	522
Sports Fan	20%	(316)	21%	(334)	17%	(268)	42%	(655)	1573
Avid Sports Fan	27%	(168)	21%	(131)	18%	(115)	34%	(211)	625
Casual Sports Fan	16%	(149)	21%	(202)	16%	(153)	47%	(444)	948

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**Table MCFE39\_6:** How much have you seen, read, or heard about the following?

*Sam Bankman-Fried, the former CEO of FTX losing nearly 14 billion dollars of personal wealth in the exchange's collapse*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	16%	(362)	19%	(429)	17%	(367)	48%	(1047)	2205
Football Fan	20%	(303)	22%	(325)	17%	(249)	42%	(627)	1504
Avid Football Fan	26%	(175)	23%	(152)	19%	(124)	33%	(219)	670
NFL Fan	20%	(304)	22%	(321)	17%	(253)	41%	(611)	1488
Avid NFL Fan	26%	(177)	22%	(152)	17%	(113)	35%	(240)	682
Rihanna Fan	17%	(181)	20%	(216)	18%	(195)	45%	(494)	1086
Pro Football is Favorite	25%	(160)	21%	(131)	15%	(95)	39%	(244)	630
Like Pro Football but not Favorite	16%	(152)	22%	(207)	19%	(178)	44%	(422)	958
Watched SB LVI and Plan to Watch LVII	22%	(251)	22%	(256)	17%	(192)	39%	(441)	1141
Likely to Watch SB LVII	21%	(301)	22%	(313)	17%	(241)	41%	(597)	1452
Want Eagles to Win	20%	(152)	23%	(179)	16%	(127)	41%	(313)	770
Want Chiefs to Win	21%	(146)	19%	(133)	18%	(127)	41%	(286)	692
Typically Host SB Party and Likely Host this Year	26%	(109)	24%	(98)	18%	(74)	32%	(135)	416
Likely Host SB Party this Year	23%	(160)	23%	(162)	20%	(138)	35%	(246)	707
Sports Bettors	26%	(168)	25%	(158)	22%	(140)	28%	(178)	644
Sports Bettors Weekly+	35%	(84)	26%	(62)	16%	(39)	23%	(54)	239
Non/Infrequent Bettor	13%	(237)	18%	(325)	15%	(270)	53%	(932)	1764
Sports Bettors Monthly+	31%	(121)	26%	(101)	21%	(82)	21%	(81)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	21%	(32)	31%	(46)	16%	(24)	32%	(47)	149
Plan to Bet on SB LVII	32%	(142)	28%	(125)	16%	(69)	24%	(104)	440

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



**Table MCFE39\_7: How much have you seen, read, or heard about the following?**  
 Crypto exchange Blockfi pausing consumer withdrawals

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(134)	12%	(270)	18%	(391)	64%	(1411)	2205
Gender: Male	10%	(104)	17%	(180)	22%	(234)	52%	(555)	1072
Gender: Female	3%	(30)	8%	(89)	14%	(157)	76%	(855)	1132
Age: 18-34	10%	(63)	17%	(105)	19%	(118)	55%	(346)	632
Age: 35-44	10%	(37)	12%	(46)	19%	(71)	59%	(219)	372
Age: 45-64	4%	(30)	12%	(87)	19%	(134)	65%	(461)	712
Age: 65+	1%	(4)	6%	(31)	14%	(68)	79%	(385)	488
GenZers: 1997-2012	6%	(16)	16%	(42)	18%	(47)	59%	(151)	256
Millennials: 1981-1996	12%	(78)	15%	(103)	20%	(131)	54%	(360)	673
GenXers: 1965-1980	5%	(30)	13%	(73)	20%	(112)	61%	(338)	553
Baby Boomers: 1946-1964	1%	(10)	7%	(48)	14%	(92)	77%	(510)	660
PID: Dem (no lean)	7%	(60)	14%	(122)	18%	(152)	61%	(522)	856
PID: Ind (no lean)	4%	(27)	12%	(83)	19%	(131)	66%	(459)	700
PID: Rep (no lean)	7%	(47)	10%	(64)	17%	(108)	66%	(430)	649
PID/Gender: Dem Men	11%	(47)	20%	(81)	22%	(93)	47%	(193)	413
PID/Gender: Dem Women	3%	(13)	9%	(42)	13%	(59)	74%	(328)	442
PID/Gender: Ind Men	7%	(23)	16%	(55)	23%	(81)	54%	(187)	345
PID/Gender: Ind Women	1%	(4)	8%	(29)	14%	(50)	77%	(272)	355
PID/Gender: Rep Men	11%	(34)	14%	(45)	19%	(60)	56%	(174)	313
PID/Gender: Rep Women	4%	(13)	6%	(19)	14%	(48)	76%	(255)	335
Ideo: Liberal (1-3)	9%	(55)	15%	(92)	18%	(115)	58%	(366)	628
Ideo: Moderate (4)	5%	(34)	13%	(89)	18%	(125)	65%	(461)	708
Ideo: Conservative (5-7)	6%	(42)	11%	(76)	19%	(135)	64%	(452)	706
Educ: < College	5%	(74)	9%	(136)	19%	(269)	67%	(963)	1441
Educ: Bachelors degree	6%	(30)	18%	(87)	16%	(78)	60%	(290)	485
Educ: Post-grad	11%	(30)	17%	(47)	16%	(44)	57%	(158)	279
Income: Under 50k	4%	(51)	10%	(127)	18%	(218)	68%	(832)	1228
Income: 50k-100k	6%	(38)	13%	(80)	19%	(122)	62%	(400)	640
Income: 100k+	13%	(45)	18%	(62)	15%	(51)	53%	(179)	337
Ethnicity: White	5%	(87)	12%	(208)	18%	(300)	65%	(1106)	1702
Ethnicity: Hispanic	9%	(35)	14%	(52)	26%	(98)	51%	(195)	380
Ethnicity: Black	10%	(29)	11%	(31)	20%	(56)	59%	(167)	283

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**Table MCFE39\_7: How much have you seen, read, or heard about the following?  
Crypto exchange Blockfi pausing consumer withdrawals**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(134)	12%	(270)	18%	(391)	64%	(1411)	2205
Ethnicity: Other	8%	(17)	14%	(30)	16%	(35)	62%	(137)	220
All Christian	6%	(58)	14%	(127)	17%	(158)	63%	(597)	941
All Non-Christian	18%	(28)	14%	(22)	17%	(26)	51%	(80)	156
Atheist	2%	(2)	19%	(18)	17%	(17)	62%	(59)	95
Agnostic/Nothing in particular	4%	(27)	9%	(62)	19%	(123)	68%	(447)	658
Something Else	5%	(19)	12%	(41)	19%	(68)	64%	(227)	355
Religious Non-Protestant/Catholic	16%	(28)	14%	(24)	16%	(27)	54%	(90)	168
Evangelical	8%	(45)	13%	(69)	16%	(88)	63%	(348)	549
Non-Evangelical	4%	(31)	13%	(96)	19%	(134)	64%	(460)	721
Community: Urban	9%	(62)	16%	(113)	19%	(132)	55%	(381)	688
Community: Suburban	5%	(50)	11%	(109)	16%	(159)	68%	(665)	984
Community: Rural	4%	(22)	9%	(48)	19%	(100)	68%	(364)	533
Employ: Private Sector	11%	(77)	18%	(124)	19%	(134)	53%	(373)	708
Employ: Government	11%	(12)	15%	(15)	19%	(20)	55%	(56)	102
Employ: Self-Employed	11%	(25)	15%	(33)	27%	(60)	47%	(105)	222
Employ: Homemaker	2%	(3)	7%	(11)	11%	(16)	80%	(123)	153
Employ: Student	3%	(2)	15%	(10)	11%	(8)	71%	(49)	69
Employ: Retired	1%	(7)	8%	(44)	15%	(84)	76%	(431)	565
Employ: Unemployed	2%	(6)	9%	(23)	18%	(48)	71%	(185)	262
Employ: Other	2%	(2)	7%	(9)	18%	(23)	73%	(90)	124
Military HH: Yes	6%	(18)	12%	(37)	18%	(55)	64%	(196)	306
Military HH: No	6%	(116)	12%	(233)	18%	(336)	64%	(1215)	1899
RD/WT: Right Direction	10%	(75)	16%	(118)	15%	(106)	59%	(422)	721
RD/WT: Wrong Track	4%	(59)	10%	(152)	19%	(285)	67%	(989)	1484
Biden Job Approve	8%	(71)	15%	(142)	17%	(156)	60%	(561)	930
Biden Job Disapprove	5%	(58)	11%	(123)	19%	(224)	65%	(750)	1155
Biden Job Strongly Approve	11%	(45)	20%	(84)	16%	(68)	53%	(222)	418
Biden Job Somewhat Approve	5%	(26)	11%	(58)	17%	(88)	66%	(339)	512
Biden Job Somewhat Disapprove	5%	(17)	11%	(39)	23%	(81)	60%	(210)	347
Biden Job Strongly Disapprove	5%	(41)	10%	(84)	18%	(142)	67%	(540)	808

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**Table MCFE39\_7: How much have you seen, read, or heard about the following?  
 Crypto exchange Blockfi pausing consumer withdrawals**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(134)	12%	(270)	18%	(391)	64%	(1411)	2205
Favorable of Biden	8%	(77)	14%	(131)	17%	(163)	60%	(565)	936
Unfavorable of Biden	4%	(48)	11%	(124)	18%	(204)	67%	(748)	1125
Very Favorable of Biden	11%	(46)	18%	(76)	16%	(67)	55%	(235)	424
Somewhat Favorable of Biden	6%	(31)	11%	(55)	19%	(95)	65%	(330)	512
Somewhat Unfavorable of Biden	5%	(14)	10%	(30)	20%	(58)	65%	(188)	290
Very Unfavorable of Biden	4%	(35)	11%	(94)	17%	(146)	67%	(560)	835
#1 Issue: Economy	7%	(65)	14%	(126)	18%	(165)	61%	(561)	917
#1 Issue: Security	5%	(11)	10%	(23)	16%	(38)	70%	(165)	237
#1 Issue: Health Care	6%	(11)	18%	(33)	14%	(25)	62%	(114)	183
#1 Issue: Medicare / Social Security	4%	(12)	8%	(23)	20%	(58)	69%	(202)	293
#1 Issue: Women's Issues	3%	(7)	9%	(19)	15%	(32)	73%	(159)	217
#1 Issue: Education	11%	(10)	16%	(14)	18%	(16)	55%	(48)	88
#1 Issue: Energy	9%	(12)	17%	(23)	25%	(33)	49%	(65)	132
#1 Issue: Other	5%	(7)	7%	(9)	17%	(24)	71%	(98)	139
2022 House Vote: Democrat	8%	(62)	15%	(120)	18%	(142)	60%	(476)	799
2022 House Vote: Republican	7%	(43)	12%	(76)	17%	(108)	64%	(410)	638
2022 House Vote: Didnt Vote	3%	(22)	10%	(73)	17%	(125)	70%	(506)	727
2020 Vote: Joe Biden	8%	(69)	14%	(124)	18%	(156)	60%	(515)	864
2020 Vote: Donald Trump	6%	(38)	11%	(72)	17%	(112)	66%	(434)	655
2020 Vote: Other	16%	(11)	6%	(4)	22%	(15)	57%	(39)	68
2020 Vote: Didn't Vote	3%	(17)	11%	(70)	18%	(108)	69%	(423)	618
2018 House Vote: Democrat	9%	(62)	15%	(108)	19%	(133)	58%	(416)	718
2018 House Vote: Republican	6%	(35)	12%	(68)	16%	(91)	66%	(384)	577
2018 House Vote: Didnt Vote	4%	(35)	11%	(92)	18%	(160)	67%	(584)	870
4-Region: Northeast	7%	(28)	12%	(48)	19%	(74)	61%	(236)	386
4-Region: Midwest	5%	(21)	12%	(57)	15%	(70)	68%	(308)	456
4-Region: South	6%	(49)	12%	(102)	19%	(156)	64%	(534)	841
4-Region: West	7%	(36)	12%	(63)	17%	(91)	64%	(333)	522
Sports Fan	8%	(119)	14%	(225)	19%	(301)	59%	(928)	1573
Avid Sports Fan	13%	(81)	16%	(100)	17%	(107)	54%	(338)	625
Casual Sports Fan	4%	(38)	13%	(125)	21%	(194)	62%	(591)	948

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**Table MCFE39\_7: How much have you seen, read, or heard about the following?  
Crypto exchange Blockfi pausing consumer withdrawals**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(134)	12%	(270)	18%	(391)	64%	(1411)	2205
Football Fan	8%	(124)	14%	(212)	19%	(280)	59%	(887)	1504
Avid Football Fan	11%	(73)	17%	(111)	18%	(123)	54%	(362)	670
NFL Fan	8%	(118)	14%	(208)	19%	(282)	59%	(881)	1488
Avid NFL Fan	12%	(82)	15%	(106)	18%	(124)	54%	(370)	682
Rihanna Fan	8%	(91)	15%	(166)	20%	(215)	57%	(614)	1086
Pro Football is Favorite	11%	(69)	17%	(105)	17%	(109)	55%	(346)	630
Like Pro Football but not Favorite	5%	(52)	12%	(114)	21%	(200)	62%	(592)	958
Watched SB LVI and Plan to Watch LVII	8%	(95)	13%	(152)	20%	(228)	58%	(665)	1141
Likely to Watch SB LVII	8%	(116)	14%	(200)	20%	(286)	59%	(850)	1452
Want Eagles to Win	8%	(65)	15%	(116)	19%	(145)	58%	(444)	770
Want Chiefs to Win	8%	(56)	13%	(88)	21%	(144)	58%	(405)	692
Typically Host SB Party and Likely Host this Year	15%	(62)	23%	(96)	21%	(87)	41%	(172)	416
Likely Host SB Party this Year	13%	(92)	20%	(139)	21%	(150)	46%	(326)	707
Sports Bettors	15%	(95)	23%	(147)	23%	(148)	40%	(255)	644
Sports Bettors Weekly+	19%	(46)	30%	(72)	20%	(49)	30%	(73)	239
Non/Infrequent Bettor	3%	(54)	9%	(160)	16%	(291)	71%	(1259)	1764
Sports Bettors Monthly+	20%	(78)	26%	(100)	24%	(91)	30%	(116)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	9%	(13)	17%	(25)	19%	(28)	56%	(84)	149
Plan to Bet on SB LVII	19%	(82)	25%	(111)	18%	(79)	38%	(167)	440

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

**Table MCFE39\_8:** How much have you seen, read, or heard about the following?  
 The Ontario teachers' pension fund investing 95 million dollars into FTX before the exchange collapsed

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(127)	11%	(234)	18%	(388)	66%	(1455)	2205
Gender: Male	9%	(102)	14%	(152)	20%	(219)	56%	(600)	1072
Gender: Female	2%	(25)	7%	(83)	15%	(169)	76%	(855)	1132
Age: 18-34	10%	(61)	16%	(101)	20%	(126)	54%	(344)	632
Age: 35-44	8%	(31)	13%	(50)	17%	(63)	61%	(228)	372
Age: 45-64	4%	(30)	8%	(56)	20%	(139)	68%	(488)	712
Age: 65+	1%	(5)	6%	(28)	12%	(60)	81%	(395)	488
GenZers: 1997-2012	6%	(16)	14%	(35)	21%	(53)	59%	(151)	256
Millennials: 1981-1996	10%	(68)	17%	(113)	19%	(126)	54%	(366)	673
GenXers: 1965-1980	6%	(30)	9%	(51)	19%	(104)	66%	(368)	553
Baby Boomers: 1946-1964	2%	(13)	5%	(32)	14%	(94)	79%	(521)	660
PID: Dem (no lean)	7%	(63)	12%	(105)	18%	(158)	62%	(530)	856
PID: Ind (no lean)	4%	(25)	10%	(71)	17%	(122)	69%	(483)	700
PID: Rep (no lean)	6%	(39)	9%	(59)	17%	(109)	68%	(442)	649
PID/Gender: Dem Men	13%	(53)	16%	(65)	21%	(86)	50%	(209)	413
PID/Gender: Dem Women	2%	(10)	9%	(39)	16%	(72)	73%	(321)	442
PID/Gender: Ind Men	5%	(18)	15%	(53)	19%	(66)	61%	(209)	345
PID/Gender: Ind Women	2%	(7)	5%	(18)	16%	(56)	77%	(274)	355
PID/Gender: Rep Men	10%	(31)	11%	(34)	21%	(67)	58%	(182)	313
PID/Gender: Rep Women	3%	(9)	7%	(25)	12%	(41)	78%	(260)	335
Ideo: Liberal (1-3)	8%	(52)	13%	(82)	19%	(121)	59%	(373)	628
Ideo: Moderate (4)	4%	(29)	11%	(78)	17%	(117)	68%	(484)	708
Ideo: Conservative (5-7)	6%	(43)	9%	(66)	18%	(125)	67%	(471)	706
Educ: < College	5%	(67)	9%	(130)	18%	(263)	68%	(981)	1441
Educ: Bachelors degree	7%	(34)	12%	(59)	17%	(80)	64%	(312)	485
Educ: Post-grad	9%	(26)	16%	(45)	16%	(45)	58%	(162)	279
Income: Under 50k	5%	(56)	10%	(119)	16%	(202)	69%	(852)	1228
Income: 50k-100k	6%	(36)	11%	(71)	19%	(124)	64%	(409)	640
Income: 100k+	11%	(36)	13%	(45)	19%	(63)	58%	(194)	337
Ethnicity: White	5%	(90)	10%	(178)	17%	(289)	67%	(1144)	1702
Ethnicity: Hispanic	8%	(31)	15%	(57)	28%	(108)	48%	(184)	380
Ethnicity: Black	9%	(25)	11%	(32)	21%	(61)	58%	(165)	283

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**Table MCFE39\_8: How much have you seen, read, or heard about the following?**  
*The Ontario teachers' pension fund investing 95 million dollars into FTX before the exchange collapsed*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(127)	11%	(234)	18%	(388)	66%	(1455)	2205
Ethnicity: Other	5%	(12)	11%	(24)	18%	(39)	66%	(146)	220
All Christian	6%	(55)	10%	(90)	17%	(157)	68%	(638)	941
All Non-Christian	15%	(23)	18%	(27)	13%	(20)	54%	(85)	156
Atheist	7%	(7)	7%	(7)	17%	(16)	68%	(65)	95
Agnostic/Nothing in particular	4%	(24)	11%	(74)	19%	(122)	66%	(438)	658
Something Else	5%	(18)	10%	(35)	21%	(73)	65%	(229)	355
Religious Non-Protestant/Catholic	14%	(24)	16%	(27)	13%	(21)	57%	(96)	168
Evangelical	8%	(41)	10%	(55)	18%	(101)	64%	(351)	549
Non-Evangelical	4%	(29)	9%	(68)	17%	(126)	69%	(497)	721
Community: Urban	8%	(57)	14%	(99)	19%	(131)	58%	(400)	688
Community: Suburban	5%	(48)	10%	(96)	15%	(152)	70%	(688)	984
Community: Rural	4%	(22)	7%	(39)	20%	(105)	69%	(367)	533
Employ: Private Sector	9%	(66)	13%	(95)	21%	(146)	57%	(400)	708
Employ: Government	3%	(3)	12%	(12)	30%	(31)	55%	(56)	102
Employ: Self-Employed	15%	(32)	16%	(35)	16%	(35)	54%	(121)	222
Employ: Homemaker	2%	(3)	8%	(13)	8%	(12)	81%	(124)	153
Employ: Student	1%	(0)	20%	(13)	20%	(14)	59%	(41)	69
Employ: Retired	1%	(8)	5%	(26)	16%	(90)	78%	(441)	565
Employ: Unemployed	3%	(8)	11%	(30)	14%	(38)	71%	(186)	262
Employ: Other	4%	(6)	8%	(10)	18%	(23)	69%	(86)	124
Military HH: Yes	6%	(19)	10%	(30)	15%	(47)	69%	(210)	306
Military HH: No	6%	(108)	11%	(205)	18%	(341)	66%	(1245)	1899
RD/WT: Right Direction	10%	(72)	14%	(101)	16%	(118)	60%	(430)	721
RD/WT: Wrong Track	4%	(56)	9%	(133)	18%	(270)	69%	(1026)	1484
Biden Job Approve	8%	(74)	12%	(114)	17%	(162)	62%	(580)	930
Biden Job Disapprove	5%	(52)	10%	(112)	18%	(210)	68%	(781)	1155
Biden Job Strongly Approve	10%	(43)	15%	(64)	19%	(80)	55%	(231)	418
Biden Job Somewhat Approve	6%	(31)	10%	(49)	16%	(82)	68%	(349)	512
Biden Job Somewhat Disapprove	4%	(14)	10%	(36)	22%	(75)	64%	(221)	347
Biden Job Strongly Disapprove	5%	(38)	9%	(76)	17%	(135)	69%	(560)	808

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**Table MCFE39\_8:** How much have you seen, read, or heard about the following?  
 The Ontario teachers' pension fund investing 95 million dollars into FTX before the exchange collapsed

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(127)	11%	(234)	18%	(388)	66%	(1455)	2205
Favorable of Biden	8%	(73)	12%	(115)	17%	(159)	63%	(590)	936
Unfavorable of Biden	4%	(51)	9%	(100)	18%	(206)	68%	(769)	1125
Very Favorable of Biden	9%	(40)	13%	(54)	19%	(81)	59%	(250)	424
Somewhat Favorable of Biden	6%	(33)	12%	(61)	15%	(78)	66%	(340)	512
Somewhat Unfavorable of Biden	6%	(17)	9%	(27)	21%	(61)	64%	(185)	290
Very Unfavorable of Biden	4%	(34)	9%	(73)	17%	(145)	70%	(583)	835
#1 Issue: Economy	6%	(51)	12%	(111)	19%	(175)	63%	(580)	917
#1 Issue: Security	7%	(16)	7%	(18)	16%	(38)	70%	(165)	237
#1 Issue: Health Care	4%	(8)	16%	(29)	18%	(33)	62%	(113)	183
#1 Issue: Medicare / Social Security	6%	(17)	6%	(16)	16%	(48)	72%	(212)	293
#1 Issue: Women's Issues	4%	(9)	8%	(17)	13%	(27)	76%	(164)	217
#1 Issue: Education	13%	(12)	12%	(10)	19%	(17)	55%	(49)	88
#1 Issue: Energy	6%	(8)	15%	(20)	30%	(39)	49%	(65)	132
#1 Issue: Other	5%	(7)	10%	(13)	8%	(11)	77%	(107)	139
2022 House Vote: Democrat	8%	(61)	12%	(99)	16%	(131)	64%	(508)	799
2022 House Vote: Republican	8%	(48)	8%	(51)	19%	(121)	66%	(418)	638
2022 House Vote: Didnt Vote	2%	(17)	11%	(77)	17%	(123)	70%	(509)	727
2020 Vote: Joe Biden	8%	(70)	12%	(102)	17%	(147)	63%	(544)	864
2020 Vote: Donald Trump	5%	(32)	9%	(58)	18%	(116)	69%	(449)	655
2020 Vote: Other	4%	(3)	7%	(5)	27%	(18)	62%	(42)	68
2020 Vote: Didn't Vote	4%	(22)	11%	(69)	17%	(108)	68%	(419)	618
2018 House Vote: Democrat	8%	(55)	14%	(98)	18%	(127)	61%	(437)	718
2018 House Vote: Republican	6%	(35)	7%	(38)	17%	(100)	70%	(404)	577
2018 House Vote: Didnt Vote	4%	(35)	11%	(94)	18%	(153)	68%	(589)	870
4-Region: Northeast	6%	(22)	12%	(47)	19%	(73)	63%	(244)	386
4-Region: Midwest	4%	(17)	13%	(57)	15%	(68)	69%	(314)	456
4-Region: South	7%	(56)	9%	(72)	20%	(165)	65%	(548)	841
4-Region: West	6%	(33)	11%	(58)	16%	(83)	67%	(349)	522
Sports Fan	7%	(110)	12%	(194)	18%	(290)	62%	(978)	1573
Avid Sports Fan	10%	(63)	13%	(81)	21%	(129)	56%	(352)	625
Casual Sports Fan	5%	(48)	12%	(113)	17%	(161)	66%	(627)	948

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**Table MCFE39\_8:** How much have you seen, read, or heard about the following?  
The Ontario teachers' pension fund investing 95 million dollars into FTX before the exchange collapsed

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	6%	(127)	11%	(234)	18%	(388)	66%	(1455)	2205
Football Fan	7%	(111)	12%	(180)	18%	(269)	63%	(944)	1504
Avid Football Fan	9%	(63)	14%	(95)	20%	(135)	56%	(376)	670
NFL Fan	7%	(106)	12%	(180)	18%	(274)	62%	(929)	1488
Avid NFL Fan	10%	(67)	13%	(88)	20%	(134)	58%	(392)	682
Rihanna Fan	8%	(92)	13%	(136)	20%	(220)	59%	(638)	1086
Pro Football is Favorite	11%	(67)	14%	(90)	18%	(111)	57%	(362)	630
Like Pro Football but not Favorite	5%	(43)	11%	(107)	20%	(189)	65%	(619)	958
Watched SB LVI and Plan to Watch LVII	7%	(85)	12%	(135)	20%	(229)	61%	(692)	1141
Likely to Watch SB LVII	7%	(105)	11%	(165)	20%	(285)	62%	(897)	1452
Want Eagles to Win	9%	(66)	12%	(96)	19%	(145)	60%	(464)	770
Want Chiefs to Win	7%	(47)	12%	(86)	18%	(123)	63%	(435)	692
Typically Host SB Party and Likely Host this Year	14%	(59)	17%	(73)	23%	(96)	45%	(188)	416
Likely Host SB Party this Year	12%	(81)	18%	(125)	24%	(168)	47%	(332)	707
Sports Bettors	14%	(93)	23%	(145)	23%	(146)	40%	(260)	644
Sports Bettors Weekly+	24%	(58)	18%	(44)	22%	(53)	35%	(83)	239
Non/Infrequent Bettor	3%	(49)	8%	(134)	16%	(289)	73%	(1292)	1764
Sports Bettors Monthly+	20%	(77)	24%	(94)	22%	(85)	34%	(129)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	5%	(8)	20%	(29)	17%	(26)	57%	(86)	149
Plan to Bet on SB LVII	18%	(79)	20%	(89)	21%	(91)	41%	(181)	440

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



**Table MCFE39\_9:** How much have you seen, read, or heard about the following?

*Hackers stole 570 million dollars of BNB coin from Binance, forcing Binance to temporarily suspend their blockchain to recover most of the coin*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(168)	14%	(314)	19%	(411)	60%	(1313)	2205
Gender: Male	12%	(125)	17%	(179)	24%	(259)	47%	(509)	1072
Gender: Female	4%	(42)	12%	(135)	13%	(152)	71%	(803)	1132
Age: 18-34	11%	(70)	19%	(119)	19%	(117)	52%	(326)	632
Age: 35-44	13%	(48)	11%	(41)	20%	(75)	56%	(207)	372
Age: 45-64	5%	(35)	14%	(102)	18%	(131)	62%	(444)	712
Age: 65+	3%	(14)	10%	(51)	18%	(87)	69%	(336)	488
GenZers: 1997-2012	6%	(14)	20%	(50)	22%	(56)	53%	(135)	256
Millennials: 1981-1996	14%	(94)	16%	(108)	19%	(125)	51%	(345)	673
GenXers: 1965-1980	7%	(40)	14%	(75)	19%	(105)	60%	(333)	553
Baby Boomers: 1946-1964	3%	(17)	11%	(73)	16%	(107)	70%	(462)	660
PID: Dem (no lean)	10%	(88)	17%	(141)	18%	(154)	55%	(473)	856
PID: Ind (no lean)	5%	(37)	12%	(84)	18%	(128)	64%	(451)	700
PID: Rep (no lean)	7%	(43)	14%	(88)	20%	(129)	60%	(389)	649
PID/Gender: Dem Men	17%	(72)	18%	(76)	22%	(91)	42%	(175)	413
PID/Gender: Dem Women	4%	(16)	15%	(65)	14%	(63)	67%	(298)	442
PID/Gender: Ind Men	7%	(24)	14%	(49)	25%	(85)	54%	(187)	345
PID/Gender: Ind Women	4%	(13)	10%	(35)	12%	(43)	74%	(264)	355
PID/Gender: Rep Men	9%	(30)	17%	(53)	26%	(83)	47%	(147)	313
PID/Gender: Rep Women	4%	(13)	10%	(35)	14%	(46)	72%	(241)	335
Ideo: Liberal (1-3)	11%	(66)	19%	(119)	18%	(114)	52%	(329)	628
Ideo: Moderate (4)	6%	(45)	12%	(86)	19%	(135)	62%	(442)	708
Ideo: Conservative (5-7)	7%	(50)	14%	(100)	20%	(139)	59%	(417)	706
Educ: < College	6%	(85)	13%	(183)	19%	(270)	63%	(903)	1441
Educ: Bachelors degree	9%	(45)	17%	(83)	18%	(88)	56%	(269)	485
Educ: Post-grad	13%	(38)	17%	(48)	19%	(53)	51%	(141)	279
Income: Under 50k	5%	(65)	12%	(152)	18%	(222)	64%	(789)	1228
Income: 50k-100k	9%	(55)	15%	(94)	20%	(130)	56%	(361)	640
Income: 100k+	14%	(47)	20%	(68)	18%	(59)	48%	(163)	337
Ethnicity: White	8%	(128)	13%	(229)	19%	(316)	60%	(1029)	1702
Ethnicity: Hispanic	11%	(40)	17%	(65)	24%	(90)	49%	(184)	380
Ethnicity: Black	8%	(22)	21%	(60)	19%	(54)	52%	(148)	283

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**Table MCFE39\_9:** How much have you seen, read, or heard about the following?

*Hackers stole 570 million dollars of BNB coin from Binance, forcing Binance to temporarily suspend their blockchain to recover most of the coin*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(168)	14%	(314)	19%	(411)	60%	(1313)	2205
Ethnicity: Other	8%	(18)	11%	(25)	18%	(41)	62%	(136)	220
All Christian	7%	(70)	13%	(125)	20%	(189)	59%	(556)	941
All Non-Christian	18%	(29)	18%	(28)	15%	(24)	49%	(76)	156
Atheist	6%	(6)	17%	(16)	17%	(16)	60%	(57)	95
Agnostic/Nothing in particular	6%	(38)	13%	(85)	19%	(123)	63%	(412)	658
Something Else	7%	(24)	17%	(60)	17%	(59)	60%	(212)	355
Religious Non-Protestant/Catholic	17%	(29)	17%	(29)	14%	(24)	51%	(86)	168
Evangelical	9%	(52)	15%	(82)	19%	(104)	57%	(312)	549
Non-Evangelical	6%	(41)	14%	(101)	19%	(140)	61%	(439)	721
Community: Urban	13%	(92)	16%	(112)	17%	(116)	54%	(369)	688
Community: Suburban	5%	(50)	13%	(128)	20%	(200)	62%	(605)	984
Community: Rural	5%	(26)	14%	(74)	18%	(95)	63%	(338)	533
Employ: Private Sector	12%	(84)	21%	(147)	20%	(144)	47%	(333)	708
Employ: Government	7%	(8)	12%	(12)	24%	(25)	56%	(57)	102
Employ: Self-Employed	15%	(32)	20%	(45)	18%	(39)	48%	(106)	222
Employ: Homemaker	5%	(8)	8%	(12)	13%	(20)	74%	(113)	153
Employ: Student	6%	(4)	19%	(13)	20%	(14)	55%	(38)	69
Employ: Retired	2%	(14)	10%	(59)	18%	(103)	69%	(389)	565
Employ: Unemployed	5%	(13)	7%	(18)	17%	(44)	71%	(187)	262
Employ: Other	4%	(5)	7%	(8)	17%	(22)	72%	(89)	124
Military HH: Yes	7%	(22)	13%	(41)	21%	(65)	58%	(178)	306
Military HH: No	8%	(146)	14%	(272)	18%	(345)	60%	(1135)	1899
RD/WT: Right Direction	13%	(96)	15%	(111)	17%	(126)	54%	(388)	721
RD/WT: Wrong Track	5%	(72)	14%	(202)	19%	(285)	62%	(925)	1484
Biden Job Approve	11%	(103)	16%	(144)	18%	(170)	55%	(512)	930
Biden Job Disapprove	5%	(61)	14%	(165)	19%	(224)	61%	(706)	1155
Biden Job Strongly Approve	14%	(61)	19%	(80)	19%	(78)	48%	(200)	418
Biden Job Somewhat Approve	8%	(42)	13%	(65)	18%	(92)	61%	(312)	512
Biden Job Somewhat Disapprove	5%	(17)	16%	(57)	19%	(67)	59%	(206)	347
Biden Job Strongly Disapprove	5%	(43)	13%	(108)	19%	(157)	62%	(499)	808

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**Table MCFE39\_9:** How much have you seen, read, or heard about the following?

Hackers stole 570 million dollars of BNB coin from Binance, forcing Binance to temporarily suspend their blockchain to recover most of the coin

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(168)	14%	(314)	19%	(411)	60%	(1313)	2205
Favorable of Biden	11%	(100)	16%	(152)	18%	(166)	55%	(518)	936
Unfavorable of Biden	6%	(62)	13%	(152)	19%	(219)	62%	(692)	1125
Very Favorable of Biden	13%	(55)	18%	(77)	18%	(76)	51%	(217)	424
Somewhat Favorable of Biden	9%	(45)	15%	(75)	18%	(90)	59%	(301)	512
Somewhat Unfavorable of Biden	7%	(20)	15%	(44)	19%	(56)	59%	(171)	290
Very Unfavorable of Biden	5%	(43)	13%	(108)	20%	(163)	62%	(522)	835
#1 Issue: Economy	9%	(79)	16%	(143)	20%	(179)	56%	(516)	917
#1 Issue: Security	7%	(16)	12%	(27)	18%	(43)	64%	(151)	237
#1 Issue: Health Care	9%	(16)	17%	(31)	18%	(34)	56%	(102)	183
#1 Issue: Medicare / Social Security	5%	(15)	11%	(32)	16%	(46)	68%	(201)	293
#1 Issue: Women's Issues	5%	(11)	13%	(29)	12%	(27)	69%	(150)	217
#1 Issue: Education	12%	(10)	17%	(15)	25%	(22)	45%	(40)	88
#1 Issue: Energy	12%	(15)	14%	(19)	29%	(38)	45%	(59)	132
#1 Issue: Other	4%	(5)	12%	(17)	15%	(21)	68%	(95)	139
2022 House Vote: Democrat	11%	(89)	17%	(133)	19%	(150)	53%	(427)	799
2022 House Vote: Republican	8%	(48)	13%	(82)	20%	(129)	59%	(379)	638
2022 House Vote: Didnt Vote	3%	(24)	12%	(90)	17%	(121)	68%	(492)	727
2020 Vote: Joe Biden	11%	(93)	17%	(145)	18%	(159)	54%	(466)	864
2020 Vote: Donald Trump	6%	(36)	13%	(83)	22%	(142)	60%	(394)	655
2020 Vote: Other	13%	(9)	13%	(9)	9%	(6)	66%	(45)	68
2020 Vote: Didn't Vote	5%	(30)	12%	(77)	17%	(103)	66%	(408)	618
2018 House Vote: Democrat	11%	(78)	18%	(131)	17%	(124)	54%	(384)	718
2018 House Vote: Republican	7%	(40)	12%	(71)	21%	(120)	60%	(347)	577
2018 House Vote: Didnt Vote	5%	(48)	12%	(107)	18%	(156)	64%	(559)	870
4-Region: Northeast	8%	(30)	15%	(60)	19%	(73)	58%	(224)	386
4-Region: Midwest	8%	(38)	14%	(63)	18%	(81)	60%	(274)	456
4-Region: South	7%	(55)	15%	(126)	19%	(160)	59%	(499)	841
4-Region: West	8%	(44)	12%	(65)	19%	(97)	60%	(316)	522
Sports Fan	10%	(152)	16%	(248)	21%	(325)	54%	(848)	1573
Avid Sports Fan	14%	(88)	18%	(112)	20%	(125)	48%	(301)	625
Casual Sports Fan	7%	(65)	14%	(137)	21%	(200)	58%	(547)	948

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**Table MCFE39\_9:** How much have you seen, read, or heard about the following?

Hackers stole 570 million dollars of BNB coin from Binance, forcing Binance to temporarily suspend their blockchain to recover most of the coin

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	8%	(168)	14%	(314)	19%	(411)	60%	(1313)	2205
Football Fan	10%	(153)	16%	(242)	20%	(298)	54%	(811)	1504
Avid Football Fan	13%	(90)	17%	(114)	22%	(151)	47%	(316)	670
NFL Fan	10%	(146)	16%	(244)	20%	(299)	54%	(800)	1488
Avid NFL Fan	13%	(90)	17%	(115)	21%	(144)	49%	(332)	682
Rihanna Fan	10%	(113)	18%	(195)	20%	(221)	51%	(557)	1086
Pro Football is Favorite	13%	(82)	17%	(107)	19%	(122)	51%	(318)	630
Like Pro Football but not Favorite	7%	(66)	16%	(149)	21%	(204)	56%	(540)	958
Watched SB LVI and Plan to Watch LVII	10%	(112)	16%	(186)	21%	(239)	53%	(604)	1141
Likely to Watch SB LVII	9%	(137)	17%	(240)	20%	(295)	54%	(780)	1452
Want Eagles to Win	11%	(83)	17%	(131)	18%	(140)	54%	(416)	770
Want Chiefs to Win	9%	(63)	17%	(121)	19%	(135)	54%	(374)	692
Typically Host SB Party and Likely Host this Year	17%	(70)	23%	(94)	23%	(95)	38%	(156)	416
Likely Host SB Party this Year	14%	(100)	24%	(170)	23%	(161)	39%	(276)	707
Sports Bettors	17%	(109)	26%	(170)	22%	(142)	35%	(223)	644
Sports Bettors Weekly+	25%	(61)	26%	(61)	22%	(51)	27%	(65)	239
Non/Infrequent Bettor	5%	(80)	11%	(191)	18%	(320)	66%	(1172)	1764
Sports Bettors Monthly+	23%	(87)	30%	(114)	20%	(76)	28%	(109)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	8%	(12)	22%	(33)	22%	(33)	48%	(72)	149
Plan to Bet on SB LVII	20%	(88)	27%	(119)	20%	(87)	33%	(146)	440

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

**Table MCFEdem1\_1:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(625)	43%	(948)	29%	(632)	2205
Gender: Male	42%	(450)	41%	(435)	17%	(187)	1072
Gender: Female	15%	(175)	45%	(513)	39%	(444)	1132
Age: 18-34	31%	(194)	42%	(265)	27%	(173)	632
Age: 35-44	34%	(126)	35%	(131)	31%	(115)	372
Age: 45-64	28%	(196)	46%	(327)	27%	(189)	712
Age: 65+	22%	(108)	46%	(226)	32%	(154)	488
GenZers: 1997-2012	24%	(63)	47%	(121)	28%	(73)	256
Millennials: 1981-1996	36%	(243)	37%	(246)	27%	(185)	673
GenXers: 1965-1980	26%	(145)	47%	(258)	27%	(149)	553
Baby Boomers: 1946-1964	25%	(163)	45%	(295)	31%	(202)	660
PID: Dem (no lean)	32%	(277)	43%	(367)	25%	(212)	856
PID: Ind (no lean)	20%	(142)	44%	(306)	36%	(253)	700
PID: Rep (no lean)	32%	(206)	42%	(275)	26%	(168)	649
PID/Gender: Dem Men	46%	(188)	41%	(168)	14%	(57)	413
PID/Gender: Dem Women	20%	(89)	45%	(199)	35%	(154)	442
PID/Gender: Ind Men	33%	(114)	43%	(147)	24%	(84)	345
PID/Gender: Ind Women	8%	(28)	45%	(159)	47%	(168)	355
PID/Gender: Rep Men	47%	(147)	38%	(120)	15%	(45)	313
PID/Gender: Rep Women	17%	(58)	46%	(155)	36%	(122)	335
Ideo: Liberal (1-3)	35%	(218)	39%	(247)	26%	(163)	628
Ideo: Moderate (4)	24%	(172)	47%	(333)	29%	(203)	708
Ideo: Conservative (5-7)	29%	(205)	45%	(314)	26%	(186)	706
Educ: < College	26%	(381)	41%	(596)	32%	(463)	1441
Educ: Bachelors degree	31%	(148)	47%	(227)	23%	(110)	485
Educ: Post-grad	34%	(95)	45%	(125)	21%	(59)	279
Income: Under 50k	24%	(292)	41%	(507)	35%	(429)	1228
Income: 50k-100k	33%	(211)	44%	(282)	23%	(147)	640
Income: 100k+	36%	(122)	47%	(159)	17%	(56)	337
Ethnicity: White	26%	(450)	43%	(737)	30%	(515)	1702
Ethnicity: Hispanic	34%	(130)	43%	(162)	23%	(88)	380
Ethnicity: Black	43%	(123)	40%	(113)	17%	(47)	283

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**Table MCFEdem1\_1:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(625)	43%	(948)	29%	(632)	2205
Ethnicity: Other	23%	(52)	45%	(99)	32%	(70)	220
All Christian	33%	(314)	44%	(415)	22%	(211)	941
All Non-Christian	32%	(50)	44%	(68)	24%	(38)	156
Atheist	18%	(17)	39%	(37)	43%	(41)	95
Agnostic/Nothing in particular	22%	(147)	42%	(279)	35%	(232)	658
Something Else	27%	(97)	42%	(148)	31%	(109)	355
Religious Non-Protestant/Catholic	30%	(51)	45%	(75)	25%	(42)	168
Evangelical	33%	(182)	39%	(213)	28%	(153)	549
Non-Evangelical	31%	(226)	46%	(335)	22%	(160)	721
Community: Urban	32%	(223)	41%	(281)	27%	(184)	688
Community: Suburban	28%	(278)	45%	(442)	27%	(264)	984
Community: Rural	23%	(125)	42%	(225)	34%	(184)	533
Employ: Private Sector	38%	(267)	42%	(299)	20%	(141)	708
Employ: Government	31%	(32)	44%	(45)	25%	(26)	102
Employ: Self-Employed	27%	(59)	46%	(102)	28%	(62)	222
Employ: Homemaker	17%	(25)	42%	(64)	41%	(63)	153
Employ: Student	20%	(13)	57%	(39)	24%	(16)	69
Employ: Retired	25%	(139)	44%	(248)	32%	(178)	565
Employ: Unemployed	21%	(55)	36%	(95)	43%	(112)	262
Employ: Other	28%	(34)	45%	(56)	27%	(33)	124
Military HH: Yes	32%	(99)	44%	(134)	24%	(73)	306
Military HH: No	28%	(526)	43%	(814)	29%	(558)	1899
RD/WT: Right Direction	34%	(248)	42%	(304)	23%	(169)	721
RD/WT: Wrong Track	25%	(377)	43%	(644)	31%	(463)	1484
Biden Job Approve	33%	(310)	43%	(397)	24%	(223)	930
Biden Job Disapprove	26%	(297)	43%	(497)	31%	(360)	1155
Biden Job Strongly Approve	37%	(156)	41%	(170)	22%	(92)	418
Biden Job Somewhat Approve	30%	(153)	44%	(227)	26%	(131)	512
Biden Job Somewhat Disapprove	23%	(79)	47%	(162)	31%	(106)	347
Biden Job Strongly Disapprove	27%	(219)	41%	(335)	31%	(254)	808

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**Table MCFEdem1\_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(625)	43%	(948)	29%	(632)	2205
Favorable of Biden	32%	(303)	43%	(404)	24%	(229)	936
Unfavorable of Biden	27%	(300)	43%	(487)	30%	(339)	1125
Very Favorable of Biden	36%	(152)	42%	(177)	23%	(96)	424
Somewhat Favorable of Biden	30%	(151)	44%	(227)	26%	(133)	512
Somewhat Unfavorable of Biden	28%	(83)	46%	(134)	25%	(74)	290
Very Unfavorable of Biden	26%	(217)	42%	(353)	32%	(265)	835
#1 Issue: Economy	29%	(268)	45%	(412)	26%	(237)	917
#1 Issue: Security	30%	(70)	39%	(92)	31%	(75)	237
#1 Issue: Health Care	34%	(62)	36%	(65)	30%	(56)	183
#1 Issue: Medicare / Social Security	25%	(74)	43%	(127)	31%	(91)	293
#1 Issue: Women's Issues	23%	(49)	47%	(101)	31%	(67)	217
#1 Issue: Education	33%	(29)	38%	(33)	30%	(26)	88
#1 Issue: Energy	28%	(38)	48%	(63)	24%	(32)	132
#1 Issue: Other	26%	(36)	40%	(55)	35%	(48)	139
2022 House Vote: Democrat	34%	(269)	45%	(359)	21%	(172)	799
2022 House Vote: Republican	33%	(213)	43%	(277)	23%	(149)	638
2022 House Vote: Didnt Vote	18%	(134)	40%	(294)	41%	(298)	727
2020 Vote: Joe Biden	34%	(290)	44%	(379)	23%	(195)	864
2020 Vote: Donald Trump	31%	(205)	43%	(283)	26%	(168)	655
2020 Vote: Other	23%	(15)	38%	(26)	39%	(27)	68
2020 Vote: Didn't Vote	19%	(115)	42%	(261)	39%	(242)	618
2018 House Vote: Democrat	36%	(257)	41%	(297)	23%	(164)	718
2018 House Vote: Republican	31%	(179)	45%	(257)	24%	(141)	577
2018 House Vote: Didnt Vote	21%	(183)	43%	(374)	36%	(314)	870
4-Region: Northeast	30%	(117)	41%	(157)	29%	(112)	386
4-Region: Midwest	27%	(125)	46%	(209)	27%	(122)	456
4-Region: South	28%	(233)	44%	(368)	29%	(240)	841
4-Region: West	29%	(150)	41%	(214)	30%	(158)	522
Sports Fan	40%	(625)	60%	(948)	—	(0)	1573
Avid Sports Fan	100%	(625)	—	(0)	—	(0)	625
Casual Sports Fan	—	(0)	100%	(948)	—	(0)	948

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**Table MCFEdem1\_1:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(625)	43%	(948)	29%	(632)	2205
Football Fan	40%	(599)	55%	(824)	5%	(82)	1504
Avid Football Fan	76%	(511)	23%	(151)	1%	(8)	670
NFL Fan	39%	(587)	55%	(817)	6%	(85)	1488
Avid NFL Fan	74%	(503)	25%	(168)	2%	(11)	682
Rihanna Fan	36%	(392)	44%	(476)	20%	(218)	1086
Pro Football is Favorite	53%	(334)	43%	(269)	4%	(27)	630
Like Pro Football but not Favorite	28%	(266)	60%	(579)	12%	(112)	958
Watched SB LVI and Plan to Watch LVII	45%	(518)	47%	(541)	7%	(82)	1141
Likely to Watch SB LVII	40%	(576)	51%	(740)	9%	(137)	1452
Want Eagles to Win	39%	(303)	44%	(337)	17%	(130)	770
Want Chiefs to Win	37%	(253)	49%	(339)	14%	(100)	692
Typically Host SB Party and Likely Host this Year	52%	(215)	38%	(158)	10%	(42)	416
Likely Host SB Party this Year	45%	(316)	44%	(312)	11%	(79)	707
Sports Bettors	52%	(334)	37%	(241)	11%	(69)	644
Sports Bettors Weekly+	62%	(149)	31%	(73)	7%	(17)	239
Non/Infrequent Bettor	22%	(394)	45%	(790)	33%	(579)	1764
Sports Bettors Monthly+	57%	(219)	33%	(128)	10%	(39)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	47%	(70)	41%	(61)	12%	(18)	149
Plan to Bet on SB LVII	58%	(256)	33%	(147)	8%	(37)	440

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



**Table MCFEdem1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(834)	32%	(701)	2205
Gender: Male	42%	(455)	36%	(389)	21%	(229)	1072
Gender: Female	19%	(215)	39%	(446)	42%	(471)	1132
Age: 18-34	28%	(176)	40%	(253)	32%	(203)	632
Age: 35-44	32%	(121)	35%	(130)	33%	(122)	372
Age: 45-64	34%	(241)	38%	(272)	28%	(200)	712
Age: 65+	27%	(132)	37%	(180)	36%	(176)	488
GenZers: 1997-2012	16%	(41)	46%	(118)	38%	(96)	256
Millennials: 1981-1996	35%	(237)	35%	(239)	29%	(197)	673
GenXers: 1965-1980	33%	(181)	39%	(213)	29%	(159)	553
Baby Boomers: 1946-1964	29%	(194)	37%	(242)	34%	(224)	660
PID: Dem (no lean)	36%	(307)	37%	(314)	28%	(236)	856
PID: Ind (no lean)	22%	(153)	37%	(259)	41%	(289)	700
PID: Rep (no lean)	32%	(211)	40%	(262)	27%	(176)	649
PID/Gender: Dem Men	48%	(198)	34%	(142)	18%	(73)	413
PID/Gender: Dem Women	25%	(108)	39%	(172)	37%	(162)	442
PID/Gender: Ind Men	32%	(112)	39%	(135)	29%	(99)	345
PID/Gender: Ind Women	11%	(41)	35%	(124)	54%	(190)	355
PID/Gender: Rep Men	46%	(144)	36%	(112)	18%	(57)	313
PID/Gender: Rep Women	20%	(66)	45%	(150)	35%	(119)	335
Ideo: Liberal (1-3)	37%	(231)	32%	(204)	31%	(194)	628
Ideo: Moderate (4)	26%	(186)	41%	(292)	32%	(229)	708
Ideo: Conservative (5-7)	33%	(229)	39%	(278)	28%	(198)	706
Educ: < College	27%	(386)	40%	(573)	33%	(482)	1441
Educ: Bachelors degree	35%	(172)	33%	(162)	31%	(151)	485
Educ: Post-grad	40%	(112)	36%	(99)	24%	(68)	279
Income: Under 50k	25%	(308)	37%	(451)	38%	(468)	1228
Income: 50k-100k	35%	(224)	38%	(246)	27%	(170)	640
Income: 100k+	41%	(138)	41%	(137)	19%	(62)	337
Ethnicity: White	29%	(497)	38%	(647)	33%	(558)	1702
Ethnicity: Hispanic	30%	(113)	40%	(153)	30%	(114)	380
Ethnicity: Black	43%	(122)	37%	(105)	20%	(56)	283

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**Table MCFEdem1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
*Football*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(834)	32%	(701)	2205
Ethnicity: Other	23%	(50)	37%	(82)	40%	(87)	220
All Christian	37%	(347)	38%	(359)	25%	(235)	941
All Non-Christian	31%	(49)	41%	(65)	27%	(43)	156
Atheist	22%	(21)	30%	(29)	48%	(45)	95
Agnostic/Nothing in particular	22%	(148)	36%	(240)	41%	(270)	658
Something Else	30%	(106)	40%	(142)	30%	(107)	355
Religious Non-Protestant/Catholic	30%	(51)	42%	(71)	28%	(47)	168
Evangelical	36%	(197)	36%	(198)	28%	(154)	549
Non-Evangelical	35%	(251)	40%	(290)	25%	(180)	721
Community: Urban	32%	(221)	37%	(257)	30%	(210)	688
Community: Suburban	31%	(306)	38%	(371)	31%	(306)	984
Community: Rural	27%	(143)	39%	(205)	35%	(185)	533
Employ: Private Sector	39%	(277)	38%	(266)	23%	(165)	708
Employ: Government	31%	(32)	39%	(40)	30%	(30)	102
Employ: Self-Employed	31%	(69)	40%	(89)	29%	(65)	222
Employ: Homemaker	19%	(29)	41%	(63)	40%	(61)	153
Employ: Student	22%	(15)	33%	(23)	45%	(31)	69
Employ: Retired	29%	(167)	36%	(205)	34%	(194)	565
Employ: Unemployed	19%	(50)	38%	(99)	43%	(113)	262
Employ: Other	26%	(32)	40%	(50)	34%	(42)	124
Military HH: Yes	35%	(108)	40%	(123)	25%	(75)	306
Military HH: No	30%	(562)	37%	(711)	33%	(625)	1899
RD/WT: Right Direction	38%	(272)	35%	(249)	28%	(199)	721
RD/WT: Wrong Track	27%	(398)	39%	(585)	34%	(501)	1484
Biden Job Approve	37%	(342)	36%	(337)	27%	(251)	930
Biden Job Disapprove	27%	(315)	39%	(452)	34%	(388)	1155
Biden Job Strongly Approve	42%	(175)	33%	(137)	25%	(106)	418
Biden Job Somewhat Approve	33%	(167)	39%	(199)	28%	(146)	512
Biden Job Somewhat Disapprove	25%	(85)	42%	(145)	34%	(117)	347
Biden Job Strongly Disapprove	28%	(230)	38%	(308)	33%	(270)	808

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**Table MCFEdem1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(834)	32%	(701)	2205
Favorable of Biden	36%	(335)	37%	(350)	27%	(251)	936
Unfavorable of Biden	28%	(313)	38%	(431)	34%	(381)	1125
Very Favorable of Biden	41%	(172)	34%	(145)	25%	(108)	424
Somewhat Favorable of Biden	32%	(163)	40%	(206)	28%	(143)	512
Somewhat Unfavorable of Biden	30%	(88)	39%	(113)	31%	(90)	290
Very Unfavorable of Biden	27%	(225)	38%	(318)	35%	(292)	835
#1 Issue: Economy	31%	(284)	41%	(374)	28%	(259)	917
#1 Issue: Security	32%	(76)	33%	(78)	35%	(83)	237
#1 Issue: Health Care	34%	(63)	32%	(59)	33%	(61)	183
#1 Issue: Medicare / Social Security	31%	(91)	36%	(104)	33%	(98)	293
#1 Issue: Women's Issues	23%	(49)	40%	(86)	37%	(81)	217
#1 Issue: Education	33%	(29)	37%	(32)	30%	(27)	88
#1 Issue: Energy	31%	(41)	40%	(53)	29%	(38)	132
#1 Issue: Other	27%	(38)	34%	(47)	39%	(54)	139
2022 House Vote: Democrat	39%	(312)	37%	(298)	24%	(189)	799
2022 House Vote: Republican	36%	(231)	37%	(236)	27%	(171)	638
2022 House Vote: Didnt Vote	16%	(119)	38%	(279)	45%	(329)	727
2020 Vote: Joe Biden	39%	(336)	36%	(309)	25%	(219)	864
2020 Vote: Donald Trump	33%	(214)	40%	(259)	28%	(182)	655
2020 Vote: Other	23%	(15)	39%	(27)	38%	(26)	68
2020 Vote: Didn't Vote	17%	(105)	39%	(240)	44%	(273)	618
2018 House Vote: Democrat	39%	(282)	35%	(250)	26%	(186)	718
2018 House Vote: Republican	36%	(205)	38%	(218)	27%	(154)	577
2018 House Vote: Didnt Vote	20%	(178)	40%	(346)	40%	(347)	870
4-Region: Northeast	33%	(129)	34%	(130)	33%	(128)	386
4-Region: Midwest	32%	(145)	39%	(176)	29%	(134)	456
4-Region: South	29%	(241)	42%	(350)	30%	(251)	841
4-Region: West	30%	(155)	34%	(179)	36%	(188)	522
Sports Fan	42%	(662)	48%	(761)	10%	(151)	1573
Avid Sports Fan	82%	(511)	14%	(88)	4%	(26)	625
Casual Sports Fan	16%	(151)	71%	(672)	13%	(125)	948

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**Table MCFEdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(670)	38%	(834)	32%	(701)	2205
Football Fan	45%	(670)	55%	(834)	—	(0)	1504
Avid Football Fan	100%	(670)	—	(0)	—	(0)	670
NFL Fan	44%	(655)	51%	(766)	5%	(68)	1488
Avid NFL Fan	89%	(604)	9%	(60)	3%	(18)	682
Rihanna Fan	37%	(406)	39%	(425)	24%	(256)	1086
Pro Football is Favorite	67%	(419)	29%	(185)	4%	(25)	630
Like Pro Football but not Favorite	25%	(242)	62%	(598)	12%	(119)	958
Watched SB LVI and Plan to Watch LVII	51%	(578)	41%	(464)	9%	(99)	1141
Likely to Watch SB LVII	44%	(639)	46%	(669)	10%	(144)	1452
Want Eagles to Win	42%	(320)	40%	(310)	18%	(140)	770
Want Chiefs to Win	42%	(288)	44%	(306)	14%	(99)	692
Typically Host SB Party and Likely Host this Year	57%	(238)	32%	(132)	11%	(45)	416
Likely Host SB Party this Year	48%	(337)	39%	(277)	13%	(93)	707
Sports Bettors	52%	(337)	33%	(211)	15%	(95)	644
Sports Bettors Weekly+	64%	(154)	29%	(68)	7%	(17)	239
Non/Infrequent Bettor	25%	(435)	39%	(692)	36%	(637)	1764
Sports Bettors Monthly+	58%	(223)	33%	(125)	10%	(37)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	51%	(76)	35%	(52)	14%	(21)	149
Plan to Bet on SB LVII	61%	(266)	31%	(136)	9%	(38)	440

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

**Table MCFEdem1\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 NFL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	31% (682)	37% (807)	32% (717)	2205
Gender: Male	43% (464)	34% (362)	23% (246)	1072
Gender: Female	19% (218)	39% (444)	42% (470)	1132
Age: 18-34	28% (177)	37% (232)	35% (223)	632
Age: 35-44	32% (121)	35% (128)	33% (123)	372
Age: 45-64	34% (245)	38% (269)	28% (198)	712
Age: 65+	28% (139)	36% (177)	35% (172)	488
GenZers: 1997-2012	15% (39)	43% (110)	42% (107)	256
Millennials: 1981-1996	36% (241)	33% (223)	31% (208)	673
GenXers: 1965-1980	33% (183)	39% (213)	28% (157)	553
Baby Boomers: 1946-1964	31% (202)	36% (240)	33% (218)	660
PID: Dem (no lean)	37% (313)	36% (308)	27% (235)	856
PID: Ind (no lean)	22% (157)	37% (259)	41% (284)	700
PID: Rep (no lean)	33% (212)	37% (239)	30% (197)	649
PID/Gender: Dem Men	50% (206)	33% (136)	17% (72)	413
PID/Gender: Dem Women	24% (106)	39% (172)	37% (163)	442
PID/Gender: Ind Men	33% (114)	36% (123)	31% (108)	345
PID/Gender: Ind Women	12% (43)	38% (136)	49% (175)	355
PID/Gender: Rep Men	46% (144)	33% (104)	21% (66)	313
PID/Gender: Rep Women	20% (68)	40% (135)	39% (131)	335
Ideo: Liberal (1-3)	39% (242)	30% (189)	31% (197)	628
Ideo: Moderate (4)	27% (191)	42% (295)	31% (222)	708
Ideo: Conservative (5-7)	32% (225)	38% (269)	30% (212)	706
Educ: < College	28% (405)	37% (536)	35% (500)	1441
Educ: Bachelors degree	34% (167)	34% (166)	31% (152)	485
Educ: Post-grad	39% (110)	38% (105)	23% (64)	279
Income: Under 50k	26% (325)	35% (435)	38% (468)	1228
Income: 50k-100k	36% (229)	37% (235)	28% (176)	640
Income: 100k+	38% (128)	41% (137)	22% (73)	337
Ethnicity: White	30% (506)	37% (629)	33% (567)	1702
Ethnicity: Hispanic	30% (112)	38% (145)	32% (123)	380
Ethnicity: Black	45% (127)	34% (97)	21% (59)	283

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**Table MCFEdem1\_3:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	31%	(682)	37%	(807)	32%	(717)	2205
Ethnicity: Other	22%	(49)	37%	(81)	41%	(91)	220
All Christian	37%	(350)	37%	(349)	26%	(242)	941
All Non-Christian	29%	(45)	36%	(57)	35%	(54)	156
Atheist	21%	(20)	33%	(32)	46%	(44)	95
Agnostic/Nothing in particular	24%	(161)	36%	(237)	39%	(260)	658
Something Else	30%	(105)	37%	(132)	33%	(118)	355
Religious Non-Protestant/Catholic	29%	(48)	37%	(62)	34%	(58)	168
Evangelical	35%	(195)	35%	(191)	30%	(163)	549
Non-Evangelical	35%	(255)	38%	(277)	26%	(189)	721
Community: Urban	34%	(232)	35%	(243)	31%	(213)	688
Community: Suburban	31%	(309)	37%	(359)	32%	(315)	984
Community: Rural	26%	(141)	38%	(205)	35%	(188)	533
Employ: Private Sector	40%	(281)	35%	(251)	25%	(176)	708
Employ: Government	30%	(30)	40%	(40)	31%	(31)	102
Employ: Self-Employed	31%	(69)	39%	(87)	30%	(66)	222
Employ: Homemaker	20%	(31)	40%	(62)	40%	(61)	153
Employ: Student	15%	(11)	40%	(28)	44%	(31)	69
Employ: Retired	30%	(172)	36%	(202)	34%	(191)	565
Employ: Unemployed	21%	(55)	35%	(92)	44%	(115)	262
Employ: Other	26%	(33)	36%	(45)	38%	(47)	124
Military HH: Yes	37%	(113)	37%	(114)	26%	(80)	306
Military HH: No	30%	(569)	36%	(693)	34%	(637)	1899
RD/WT: Right Direction	37%	(269)	34%	(245)	29%	(206)	721
RD/WT: Wrong Track	28%	(413)	38%	(562)	34%	(510)	1484
Biden Job Approve	36%	(339)	35%	(329)	28%	(262)	930
Biden Job Disapprove	29%	(329)	38%	(434)	34%	(392)	1155
Biden Job Strongly Approve	41%	(173)	30%	(127)	28%	(118)	418
Biden Job Somewhat Approve	32%	(166)	39%	(202)	28%	(144)	512
Biden Job Somewhat Disapprove	26%	(92)	41%	(142)	33%	(113)	347
Biden Job Strongly Disapprove	29%	(238)	36%	(291)	35%	(279)	808

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**Table MCFEdem1\_3:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
 NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	31%	(682)	37%	(807)	32%	(717)	2205
Favorable of Biden	36%	(335)	36%	(334)	28%	(267)	936
Unfavorable of Biden	29%	(321)	37%	(421)	34%	(382)	1125
Very Favorable of Biden	41%	(176)	32%	(134)	27%	(114)	424
Somewhat Favorable of Biden	31%	(159)	39%	(200)	30%	(153)	512
Somewhat Unfavorable of Biden	31%	(91)	39%	(113)	30%	(87)	290
Very Unfavorable of Biden	28%	(231)	37%	(309)	35%	(295)	835
#1 Issue: Economy	31%	(283)	39%	(355)	30%	(279)	917
#1 Issue: Security	34%	(81)	31%	(74)	35%	(82)	237
#1 Issue: Health Care	32%	(59)	33%	(60)	35%	(63)	183
#1 Issue: Medicare / Social Security	31%	(92)	36%	(105)	33%	(97)	293
#1 Issue: Women's Issues	26%	(56)	40%	(86)	35%	(75)	217
#1 Issue: Education	32%	(28)	31%	(27)	37%	(32)	88
#1 Issue: Energy	34%	(45)	40%	(52)	26%	(35)	132
#1 Issue: Other	27%	(37)	35%	(48)	39%	(54)	139
2022 House Vote: Democrat	40%	(317)	35%	(283)	25%	(199)	799
2022 House Vote: Republican	36%	(227)	37%	(236)	27%	(174)	638
2022 House Vote: Didnt Vote	18%	(129)	37%	(266)	46%	(331)	727
2020 Vote: Joe Biden	40%	(341)	35%	(299)	26%	(223)	864
2020 Vote: Donald Trump	33%	(214)	39%	(253)	29%	(188)	655
2020 Vote: Other	24%	(17)	39%	(27)	36%	(25)	68
2020 Vote: Didn't Vote	18%	(110)	37%	(228)	45%	(280)	618
2018 House Vote: Democrat	40%	(287)	35%	(249)	25%	(182)	718
2018 House Vote: Republican	35%	(204)	37%	(211)	28%	(162)	577
2018 House Vote: Didnt Vote	21%	(187)	38%	(326)	41%	(357)	870
4-Region: Northeast	34%	(131)	34%	(130)	32%	(125)	386
4-Region: Midwest	31%	(140)	39%	(180)	30%	(136)	456
4-Region: South	30%	(252)	38%	(317)	32%	(272)	841
4-Region: West	30%	(158)	34%	(180)	35%	(184)	522
Sports Fan	43%	(671)	47%	(733)	11%	(169)	1573
Avid Sports Fan	81%	(503)	13%	(83)	6%	(38)	625
Casual Sports Fan	18%	(168)	68%	(650)	14%	(131)	948

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**Table MCFEdem1\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
NFL**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	31%	(682)	37%	(807)	32%	(717)	2205
Football Fan	44%	(664)	50%	(757)	6%	(83)	1504
Avid Football Fan	90%	(604)	8%	(51)	2%	(15)	670
NFL Fan	46%	(682)	54%	(807)	—	(0)	1488
Avid NFL Fan	100%	(682)	—	(0)	—	(0)	682
Rihanna Fan	38%	(412)	38%	(414)	24%	(260)	1086
Pro Football is Favorite	70%	(439)	28%	(175)	3%	(16)	630
Like Pro Football but not Favorite	25%	(239)	62%	(596)	13%	(123)	958
Watched SB LVI and Plan to Watch LVII	53%	(604)	40%	(456)	7%	(80)	1141
Likely to Watch SB LVII	45%	(656)	45%	(656)	10%	(140)	1452
Want Eagles to Win	43%	(335)	39%	(297)	18%	(139)	770
Want Chiefs to Win	42%	(293)	43%	(298)	15%	(101)	692
Typically Host SB Party and Likely Host this Year	57%	(235)	34%	(143)	9%	(38)	416
Likely Host SB Party this Year	47%	(331)	41%	(288)	12%	(88)	707
Sports Bettors	52%	(334)	32%	(207)	16%	(103)	644
Sports Bettors Weekly+	66%	(159)	28%	(66)	6%	(14)	239
Non/Infrequent Bettor	25%	(449)	38%	(667)	37%	(647)	1764
Sports Bettors Monthly+	58%	(225)	31%	(121)	10%	(40)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	53%	(79)	31%	(47)	16%	(24)	149
Plan to Bet on SB LVII	62%	(275)	28%	(125)	9%	(40)	440

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



**Table MCFEdem1\_4:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
 Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(286)	36%	(800)	51%	(1119)	2205
Gender: Male	13%	(138)	35%	(377)	52%	(557)	1072
Gender: Female	13%	(148)	37%	(423)	50%	(561)	1132
Age: 18-34	22%	(140)	47%	(295)	31%	(197)	632
Age: 35-44	18%	(68)	49%	(182)	33%	(122)	372
Age: 45-64	10%	(72)	34%	(240)	56%	(400)	712
Age: 65+	1%	(6)	17%	(83)	82%	(399)	488
GenZers: 1997-2012	22%	(57)	53%	(135)	25%	(64)	256
Millennials: 1981-1996	21%	(142)	45%	(304)	34%	(226)	673
GenXers: 1965-1980	11%	(60)	40%	(222)	49%	(270)	553
Baby Boomers: 1946-1964	4%	(27)	20%	(131)	76%	(502)	660
PID: Dem (no lean)	19%	(164)	42%	(361)	39%	(330)	856
PID: Ind (no lean)	10%	(68)	37%	(258)	53%	(374)	700
PID: Rep (no lean)	8%	(54)	28%	(181)	64%	(414)	649
PID/Gender: Dem Men	21%	(85)	42%	(176)	37%	(153)	413
PID/Gender: Dem Women	18%	(79)	42%	(186)	40%	(177)	442
PID/Gender: Ind Men	9%	(31)	32%	(112)	59%	(202)	345
PID/Gender: Ind Women	10%	(37)	41%	(146)	48%	(171)	355
PID/Gender: Rep Men	7%	(22)	29%	(89)	64%	(202)	313
PID/Gender: Rep Women	9%	(32)	27%	(91)	63%	(212)	335
Ideo: Liberal (1-3)	20%	(125)	43%	(272)	37%	(231)	628
Ideo: Moderate (4)	11%	(81)	37%	(265)	51%	(361)	708
Ideo: Conservative (5-7)	8%	(58)	28%	(197)	64%	(451)	706
Educ: < College	14%	(202)	35%	(501)	51%	(738)	1441
Educ: Bachelors degree	10%	(49)	42%	(202)	48%	(235)	485
Educ: Post-grad	13%	(36)	35%	(97)	52%	(146)	279
Income: Under 50k	13%	(164)	35%	(433)	51%	(632)	1228
Income: 50k-100k	11%	(70)	38%	(241)	51%	(329)	640
Income: 100k+	16%	(53)	38%	(127)	47%	(158)	337
Ethnicity: White	10%	(163)	34%	(581)	56%	(957)	1702
Ethnicity: Hispanic	16%	(60)	38%	(145)	46%	(175)	380
Ethnicity: Black	35%	(99)	48%	(137)	17%	(47)	283

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**Table MCFEdem1\_4:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(286)	36%	(800)	51%	(1119)	2205
Ethnicity: Other	11%	(24)	37%	(82)	52%	(114)	220
All Christian	12%	(109)	33%	(310)	55%	(522)	941
All Non-Christian	20%	(32)	33%	(51)	47%	(73)	156
Atheist	4%	(3)	41%	(39)	56%	(53)	95
Agnostic/Nothing in particular	12%	(81)	37%	(245)	51%	(333)	658
Something Else	17%	(61)	44%	(156)	39%	(138)	355
Religious Non-Protestant/Catholic	20%	(34)	33%	(56)	46%	(78)	168
Evangelical	16%	(87)	32%	(176)	52%	(286)	549
Non-Evangelical	11%	(78)	39%	(279)	50%	(364)	721
Community: Urban	19%	(134)	37%	(258)	43%	(296)	688
Community: Suburban	11%	(108)	37%	(362)	52%	(513)	984
Community: Rural	8%	(44)	34%	(180)	58%	(310)	533
Employ: Private Sector	17%	(117)	40%	(284)	43%	(307)	708
Employ: Government	15%	(15)	43%	(44)	42%	(43)	102
Employ: Self-Employed	15%	(33)	42%	(95)	43%	(95)	222
Employ: Homemaker	21%	(32)	39%	(59)	40%	(62)	153
Employ: Student	11%	(8)	62%	(43)	27%	(18)	69
Employ: Retired	4%	(21)	18%	(104)	78%	(440)	565
Employ: Unemployed	15%	(38)	46%	(122)	39%	(102)	262
Employ: Other	17%	(21)	41%	(50)	42%	(52)	124
Military HH: Yes	11%	(35)	36%	(112)	52%	(160)	306
Military HH: No	13%	(251)	36%	(688)	51%	(959)	1899
RD/WT: Right Direction	19%	(136)	42%	(301)	39%	(284)	721
RD/WT: Wrong Track	10%	(151)	34%	(499)	56%	(835)	1484
Biden Job Approve	18%	(166)	42%	(388)	40%	(376)	930
Biden Job Disapprove	9%	(100)	32%	(364)	60%	(691)	1155
Biden Job Strongly Approve	22%	(91)	42%	(177)	36%	(150)	418
Biden Job Somewhat Approve	15%	(75)	41%	(211)	44%	(225)	512
Biden Job Somewhat Disapprove	10%	(36)	40%	(140)	49%	(171)	347
Biden Job Strongly Disapprove	8%	(64)	28%	(224)	64%	(520)	808

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**Table MCFEdem1\_4:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
 Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(286)	36%	(800)	51%	(1119)	2205
Favorable of Biden	18%	(169)	41%	(382)	41%	(386)	936
Unfavorable of Biden	9%	(97)	31%	(354)	60%	(674)	1125
Very Favorable of Biden	20%	(83)	42%	(177)	39%	(164)	424
Somewhat Favorable of Biden	17%	(86)	40%	(204)	43%	(222)	512
Somewhat Unfavorable of Biden	12%	(35)	38%	(111)	50%	(144)	290
Very Unfavorable of Biden	7%	(62)	29%	(243)	63%	(530)	835
#1 Issue: Economy	14%	(129)	38%	(349)	48%	(438)	917
#1 Issue: Security	7%	(17)	29%	(69)	64%	(151)	237
#1 Issue: Health Care	17%	(31)	42%	(76)	41%	(76)	183
#1 Issue: Medicare / Social Security	5%	(16)	23%	(66)	72%	(212)	293
#1 Issue: Women's Issues	21%	(45)	50%	(108)	29%	(64)	217
#1 Issue: Education	16%	(14)	43%	(38)	41%	(36)	88
#1 Issue: Energy	12%	(16)	43%	(57)	45%	(59)	132
#1 Issue: Other	13%	(19)	26%	(37)	60%	(83)	139
2022 House Vote: Democrat	18%	(147)	41%	(326)	41%	(327)	799
2022 House Vote: Republican	9%	(58)	24%	(153)	67%	(427)	638
2022 House Vote: Didnt Vote	11%	(77)	43%	(310)	47%	(340)	727
2020 Vote: Joe Biden	18%	(157)	41%	(352)	41%	(355)	864
2020 Vote: Donald Trump	7%	(43)	27%	(176)	67%	(436)	655
2020 Vote: Other	9%	(6)	36%	(24)	55%	(38)	68
2020 Vote: Didn't Vote	13%	(80)	40%	(248)	47%	(290)	618
2018 House Vote: Democrat	21%	(148)	40%	(290)	39%	(280)	718
2018 House Vote: Republican	7%	(42)	27%	(155)	66%	(381)	577
2018 House Vote: Didnt Vote	11%	(93)	40%	(345)	50%	(433)	870
4-Region: Northeast	15%	(56)	29%	(111)	57%	(219)	386
4-Region: Midwest	11%	(52)	35%	(161)	53%	(242)	456
4-Region: South	15%	(122)	39%	(328)	46%	(391)	841
4-Region: West	11%	(56)	38%	(200)	51%	(266)	522
Sports Fan	15%	(240)	40%	(628)	45%	(705)	1573
Avid Sports Fan	24%	(148)	39%	(243)	37%	(233)	625
Casual Sports Fan	10%	(92)	41%	(385)	50%	(472)	948

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**Table MCFEdem1\_4:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(286)	36%	(800)	51%	(1119)	2205
Football Fan	16%	(240)	39%	(591)	45%	(674)	1504
Avid Football Fan	21%	(142)	39%	(264)	39%	(264)	670
NFL Fan	16%	(232)	40%	(593)	45%	(663)	1488
Avid NFL Fan	20%	(139)	40%	(273)	40%	(269)	682
Rihanna Fan	26%	(286)	74%	(800)	—	(0)	1086
Pro Football is Favorite	20%	(127)	43%	(270)	37%	(233)	630
Like Pro Football but not Favorite	12%	(116)	36%	(348)	52%	(494)	958
Watched SB LVI and Plan to Watch LVII	16%	(187)	40%	(456)	44%	(498)	1141
Likely to Watch SB LVII	17%	(241)	40%	(575)	44%	(636)	1452
Want Eagles to Win	17%	(130)	41%	(314)	42%	(327)	770
Want Chiefs to Win	16%	(113)	37%	(254)	47%	(325)	692
Typically Host SB Party and Likely Host this Year	27%	(112)	41%	(171)	32%	(134)	416
Likely Host SB Party this Year	23%	(163)	42%	(300)	34%	(244)	707
Sports Bettors	24%	(157)	42%	(273)	33%	(214)	644
Sports Bettors Weekly+	33%	(78)	42%	(99)	26%	(62)	239
Non/Infrequent Bettor	9%	(166)	34%	(606)	56%	(991)	1764
Sports Bettors Monthly+	29%	(110)	42%	(161)	30%	(114)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	22%	(32)	41%	(61)	38%	(56)	149
Plan to Bet on SB LVII	29%	(127)	41%	(179)	30%	(134)	440

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

**Table MCFEdem2:** Did you watch last year's Super Bowl, Super Bowl LVI, on Feb. 13, 2022 between the Los Angeles Rams and the Cincinnati Bengals?

Demographic	Yes	No	Total N
Adults	54% (1195)	46% (1010)	2205
Gender: Male	63% (670)	37% (402)	1072
Gender: Female	46% (524)	54% (607)	1132
Age: 18-34	53% (332)	47% (300)	632
Age: 35-44	56% (209)	44% (164)	372
Age: 45-64	58% (413)	42% (300)	712
Age: 65+	49% (241)	51% (247)	488
GenZers: 1997-2012	46% (118)	54% (138)	256
Millennials: 1981-1996	57% (381)	43% (291)	673
GenXers: 1965-1980	58% (323)	42% (230)	553
Baby Boomers: 1946-1964	53% (347)	47% (313)	660
PID: Dem (no lean)	60% (510)	40% (346)	856
PID: Ind (no lean)	45% (317)	55% (383)	700
PID: Rep (no lean)	57% (367)	43% (281)	649
PID/Gender: Dem Men	68% (281)	32% (132)	413
PID/Gender: Dem Women	52% (229)	48% (212)	442
PID/Gender: Ind Men	53% (183)	47% (163)	345
PID/Gender: Ind Women	38% (134)	62% (220)	355
PID/Gender: Rep Men	66% (207)	34% (107)	313
PID/Gender: Rep Women	48% (161)	52% (175)	335
Ideo: Liberal (1-3)	60% (377)	40% (251)	628
Ideo: Moderate (4)	52% (372)	48% (336)	708
Ideo: Conservative (5-7)	56% (396)	44% (310)	706
Educ: < College	50% (725)	50% (716)	1441
Educ: Bachelors degree	59% (287)	41% (198)	485
Educ: Post-grad	66% (183)	34% (96)	279
Income: Under 50k	46% (559)	54% (669)	1228
Income: 50k-100k	62% (398)	38% (241)	640
Income: 100k+	70% (237)	30% (100)	337
Ethnicity: White	54% (919)	46% (783)	1702
Ethnicity: Hispanic	50% (191)	50% (188)	380
Ethnicity: Black	60% (170)	40% (113)	283

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**Table MCFEdem2:** Did you watch last year's Super Bowl, Super Bowl LVI, on Feb. 13, 2022 between the Los Angeles Rams and the Cincinnati Bengals?

Demographic	Yes	No	Total N
Adults	54% (1195)	46% (1010)	2205
Ethnicity: Other	48% (106)	52% (114)	220
All Christian	60% (561)	40% (379)	941
All Non-Christian	53% (82)	47% (74)	156
Atheist	41% (39)	59% (56)	95
Agnostic/Nothing in particular	50% (326)	50% (332)	658
Something Else	52% (186)	48% (169)	355
Religious Non-Protestant/Catholic	52% (88)	48% (80)	168
Evangelical	56% (309)	44% (240)	549
Non-Evangelical	59% (423)	41% (298)	721
Community: Urban	54% (370)	46% (318)	688
Community: Suburban	57% (556)	43% (427)	984
Community: Rural	50% (268)	50% (265)	533
Employ: Private Sector	65% (460)	35% (247)	708
Employ: Government	50% (51)	50% (51)	102
Employ: Self-Employed	53% (117)	47% (105)	222
Employ: Homemaker	48% (73)	52% (80)	153
Employ: Student	39% (27)	61% (42)	69
Employ: Retired	52% (294)	48% (272)	565
Employ: Unemployed	42% (109)	58% (153)	262
Employ: Other	52% (64)	48% (60)	124
Military HH: Yes	59% (180)	41% (126)	306
Military HH: No	53% (1014)	47% (884)	1899
RD/WT: Right Direction	57% (412)	43% (308)	721
RD/WT: Wrong Track	53% (782)	47% (702)	1484
Biden Job Approve	61% (566)	39% (364)	930
Biden Job Disapprove	51% (590)	49% (565)	1155
Biden Job Strongly Approve	60% (252)	40% (167)	418
Biden Job Somewhat Approve	61% (314)	39% (197)	512
Biden Job Somewhat Disapprove	52% (181)	48% (167)	347
Biden Job Strongly Disapprove	51% (409)	49% (399)	808

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**Table MCFEdem2:** Did you watch last year's Super Bowl, Super Bowl LVI, on Feb. 13, 2022 between the Los Angeles Rams and the Cincinnati Bengals?

Demographic	Yes	No	Total N
Adults	54% (1195)	46% (1010)	2205
Favorable of Biden	61% (568)	39% (368)	936
Unfavorable of Biden	52% (582)	48% (544)	1125
Very Favorable of Biden	61% (258)	39% (166)	424
Somewhat Favorable of Biden	61% (310)	39% (202)	512
Somewhat Unfavorable of Biden	57% (167)	43% (124)	290
Very Unfavorable of Biden	50% (415)	50% (420)	835
#1 Issue: Economy	57% (519)	43% (398)	917
#1 Issue: Security	54% (127)	46% (110)	237
#1 Issue: Health Care	51% (94)	49% (89)	183
#1 Issue: Medicare / Social Security	51% (149)	49% (144)	293
#1 Issue: Women's Issues	55% (120)	45% (97)	217
#1 Issue: Education	58% (51)	42% (36)	88
#1 Issue: Energy	55% (73)	45% (59)	132
#1 Issue: Other	44% (62)	56% (77)	139
2022 House Vote: Democrat	64% (510)	36% (289)	799
2022 House Vote: Republican	61% (390)	39% (248)	638
2022 House Vote: Didnt Vote	37% (272)	63% (454)	727
2020 Vote: Joe Biden	63% (547)	37% (317)	864
2020 Vote: Donald Trump	60% (392)	40% (264)	655
2020 Vote: Other	50% (34)	50% (34)	68
2020 Vote: Didn't Vote	36% (222)	64% (396)	618
2018 House Vote: Democrat	64% (458)	36% (260)	718
2018 House Vote: Republican	60% (346)	40% (231)	577
2018 House Vote: Didnt Vote	42% (366)	58% (504)	870
4-Region: Northeast	59% (227)	41% (159)	386
4-Region: Midwest	55% (249)	45% (207)	456
4-Region: South	50% (420)	50% (421)	841
4-Region: West	57% (299)	43% (223)	522
Sports Fan	69% (1088)	31% (485)	1573
Avid Sports Fan	85% (533)	15% (92)	625
Casual Sports Fan	59% (555)	41% (393)	948

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**Table MCFEdem2:** Did you watch last year's Super Bowl, Super Bowl LVI, on Feb. 13, 2022 between the Los Angeles Rams and the Cincinnati Bengals?

Demographic	Yes	No	Total N
Adults	54% (1195)	46% (1010)	2205
Football Fan	71% (1066)	29% (439)	1504
Avid Football Fan	87% (586)	13% (84)	670
NFL Fan	73% (1088)	27% (401)	1488
Avid NFL Fan	90% (612)	10% (70)	682
Rihanna Fan	62% (670)	38% (416)	1086
Pro Football is Favorite	84% (529)	16% (101)	630
Like Pro Football but not Favorite	61% (589)	39% (369)	958
Watched SB LVI and Plan to Watch LVII	100% (1141)	— (0)	1141
Likely to Watch SB LVII	79% (1141)	21% (311)	1452
Want Eagles to Win	68% (525)	32% (245)	770
Want Chiefs to Win	71% (489)	29% (203)	692
Typically Host SB Party and Likely Host this Year	83% (346)	17% (70)	416
Likely Host SB Party this Year	74% (526)	26% (181)	707
Sports Bettors	73% (472)	27% (172)	644
Sports Bettors Weekly+	84% (200)	16% (39)	239
Non/Infrequent Bettor	50% (879)	50% (885)	1764
Sports Bettors Monthly+	78% (300)	22% (86)	385
Non/Infrequent Bettor, Plan to Bet on SB LVII	79% (118)	21% (32)	149
Plan to Bet on SB LVII	82% (361)	18% (79)	440

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



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2205	100%
xdemGender	Gender: Male	1072	49%
	Gender: Female	1132	51%
	N	2204	
age	Age: 18-34	632	29%
	Age: 35-44	372	17%
	Age: 45-64	712	32%
	Age: 65+	488	22%
	N	2205	
demAgeGeneration	GenZers: 1997-2012	256	12%
	Millennials: 1981-1996	673	31%
	GenXers: 1965-1980	553	25%
	Baby Boomers: 1946-1964	660	30%
	N	2141	
xpid3	PID: Dem (no lean)	856	39%
	PID: Ind (no lean)	700	32%
	PID: Rep (no lean)	649	29%
	N	2205	
xpidGender	PID/Gender: Dem Men	413	19%
	PID/Gender: Dem Women	442	20%
	PID/Gender: Ind Men	345	16%
	PID/Gender: Ind Women	355	16%
	PID/Gender: Rep Men	313	14%
	PID/Gender: Rep Women	335	15%
	N	2204	
xdemIdeo3	Ideo: Liberal (1-3)	628	28%
	Ideo: Moderate (4)	708	32%
	Ideo: Conservative (5-7)	706	32%
	N	2042	
xeduc3	Educ: < College	1441	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	279	13%
	N	2205	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1228	56%
	Income: 50k-100k	640	29%
	Income: 100k+	337	15%
	N	2205	
xdemWhite	Ethnicity: White	1702	77%
xdemHispBin	Ethnicity: Hispanic	380	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	941	43%
	All Non-Christian	156	7%
	Atheist	95	4%
	Agnostic/Nothing in particular	658	30%
	Something Else	355	16%
	N	2205	
xdemReligOther	Religious Non-Protestant/Catholic	168	8%
xdemEvang	Evangelical	549	25%
	Non-Evangelical	721	33%
	N	1270	
xdemUsr	Community: Urban	688	31%
	Community: Suburban	984	45%
	Community: Rural	533	24%
	N	2205	
xdemEmploy	Employ: Private Sector	708	32%
	Employ: Government	102	5%
	Employ: Self-Employed	222	10%
	Employ: Homemaker	153	7%
	Employ: Student	69	3%
	Employ: Retired	565	26%
	Employ: Unemployed	262	12%
	Employ: Other	124	6%
	N	2205	
xdemMilHH1	Military HH: Yes	306	14%
	Military HH: No	1899	86%
	N	2205	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	721	33%
	RD/WT: Wrong Track	1484	67%
	N	2205	
xdemBidenApprove	Biden Job Approve	930	42%
	Biden Job Disapprove	1155	52%
	N	2085	
xdemBidenApprove2	Biden Job Strongly Approve	418	19%
	Biden Job Somewhat Approve	512	23%
	Biden Job Somewhat Disapprove	347	16%
	Biden Job Strongly Disapprove	808	37%
	N	2085	
xdemBidenFav	Favorable of Biden	936	42%
	Unfavorable of Biden	1125	51%
	N	2061	
xdemBidenFavFull	Very Favorable of Biden	424	19%
	Somewhat Favorable of Biden	512	23%
	Somewhat Unfavorable of Biden	290	13%
	Very Unfavorable of Biden	835	38%
	N	2061	
xnr3	#1 Issue: Economy	917	42%
	#1 Issue: Security	237	11%
	#1 Issue: Health Care	183	8%
	#1 Issue: Medicare / Social Security	293	13%
	#1 Issue: Women's Issues	217	10%
	#1 Issue: Education	88	4%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	139	6%
	N	2205	
xsubVote22O	2022 House Vote: Democrat	799	36%
	2022 House Vote: Republican	638	29%
	2022 House Vote: Someone else	41	2%
	2022 House Vote: Didnt Vote	727	33%
	N	2205	
xsubVote20O	2020 Vote: Joe Biden	864	39%
	2020 Vote: Donald Trump	655	30%
	2020 Vote: Other	68	3%
	2020 Vote: Didn't Vote	618	28%
	N	2205	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	718	33%
	2018 House Vote: Republican	577	26%
	2018 House Vote: Someone else	39	2%
	2018 House Vote: Didnt Vote	870	39%
	N	2205	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	456	21%
	4-Region: South	841	38%
	4-Region: West	522	24%
	N	2205	
MCFExdem1	Sports Fan	1573	71%
MCFExdem2	Avid Sports Fan	625	28%
	Casual Sports Fan	948	43%
	N	1573	
MCFExdem3	Football Fan	1504	68%
MCFExdem4	Avid Football Fan	670	30%
MCFExdem5	NFL Fan	1488	68%
MCFExdem6	Avid NFL Fan	682	31%
MCFExdem7	Rihanna Fan	1086	49%
MCFExdem8	Pro Football is Favorite	630	29%
	Like Pro Football but not Favorite	958	43%
	N	1588	
MCFExdem9	Watched SB LVI and Plan to Watch LVII	1141	52%
MCFExdem10	Likely to Watch SB LVII	1452	66%
MCFExdem11	Want Eagles to Win	770	35%
	Want Chiefs to Win	692	31%
	N	1462	
MCFExdem12	Typically Host SB Party and Likely Host this Year	416	19%
MCFExdem13	Likely Host SB Party this Year	707	32%
MCFExdem14	Sports Bettors	644	29%
MCFExdem15	Sports Bettors Weekly+	239	11%
	Non/Infrequent Bettor	1764	80%
	N	2002	

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**Summary Statistics of Survey Respondent Demographics**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage</b>
MCFExdem16	Sports Bettors Monthly+	385	17%
MCFExdem17	Non/Infrequent Bettor, Plan to Bet on SB LVII	149	7%
MCFExdem18	Plan to Bet on SB LVII	440	20%

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

