



National Tracking Poll #2303027
March 04-05, 2023

Crosstabulation Results

Methodology:

This poll was conducted between March 4-March 5, 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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Crosstabulation Results by Respondent Demographics

Table UMWFLJ1: How many regular-season men's college basketball games have you watched at least part of this season either on TV, streaming or in person?

Demographic	None		1-5		6-10		10-20		More than 20		Total N
Adults	52%	(1144)	23%	(506)	13%	(294)	6%	(140)	6%	(122)	2205
Gender: Male	36%	(381)	25%	(266)	21%	(226)	10%	(104)	8%	(91)	1069
Gender: Female	67%	(756)	21%	(238)	6%	(68)	3%	(36)	3%	(31)	1129
Age: 18-34	41%	(259)	27%	(171)	19%	(120)	6%	(41)	6%	(41)	632
Age: 35-44	47%	(177)	24%	(91)	14%	(51)	9%	(34)	5%	(19)	372
Age: 45-64	56%	(401)	20%	(144)	12%	(88)	5%	(38)	6%	(40)	712
Age: 65+	63%	(307)	20%	(100)	7%	(34)	5%	(26)	4%	(22)	488
GenZers: 1997-2012	39%	(95)	28%	(69)	23%	(55)	6%	(14)	5%	(13)	246
Millennials: 1981-1996	45%	(304)	26%	(178)	15%	(103)	8%	(54)	6%	(44)	683
GenXers: 1965-1980	55%	(311)	21%	(119)	13%	(75)	6%	(36)	5%	(28)	569
Baby Boomers: 1946-1964	61%	(400)	19%	(126)	8%	(53)	6%	(37)	5%	(35)	651
PID: Dem (no lean)	50%	(424)	23%	(194)	15%	(124)	8%	(65)	5%	(44)	851
PID: Ind (no lean)	58%	(381)	21%	(140)	10%	(64)	5%	(30)	6%	(39)	654
PID: Rep (no lean)	48%	(339)	24%	(171)	15%	(106)	6%	(45)	6%	(39)	700
PID/Gender: Dem Men	28%	(113)	26%	(103)	23%	(92)	14%	(54)	9%	(35)	397
PID/Gender: Dem Women	68%	(307)	20%	(91)	7%	(32)	2%	(11)	2%	(9)	450
PID/Gender: Ind Men	45%	(130)	24%	(69)	17%	(49)	5%	(15)	9%	(25)	289
PID/Gender: Ind Women	69%	(248)	19%	(71)	4%	(15)	4%	(15)	4%	(14)	362
PID/Gender: Rep Men	36%	(139)	25%	(94)	22%	(85)	9%	(35)	8%	(30)	383
PID/Gender: Rep Women	63%	(200)	24%	(76)	7%	(21)	3%	(10)	3%	(8)	316
Ideo: Liberal (1-3)	47%	(279)	24%	(144)	15%	(89)	9%	(50)	5%	(28)	590
Ideo: Moderate (4)	54%	(367)	25%	(171)	13%	(89)	3%	(23)	5%	(33)	683
Ideo: Conservative (5-7)	49%	(343)	22%	(152)	15%	(104)	8%	(54)	7%	(50)	704
Educ: < College	60%	(860)	21%	(308)	11%	(163)	5%	(67)	3%	(43)	1441
Educ: Bachelors degree	39%	(191)	25%	(123)	17%	(81)	10%	(48)	9%	(42)	485
Educ: Post-grad	33%	(93)	27%	(74)	18%	(50)	9%	(25)	13%	(37)	279
Income: Under 50k	60%	(696)	22%	(255)	10%	(118)	4%	(48)	3%	(39)	1155
Income: 50k-100k	47%	(323)	24%	(165)	17%	(120)	7%	(47)	5%	(38)	694
Income: 100k+	35%	(124)	24%	(86)	16%	(56)	12%	(44)	13%	(46)	355

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Table UMWFLJ1: How many regular-season men's college basketball games have you watched at least part of this season either on TV, streaming or in person?

Demographic	None	1-5	6-10	10-20	More than 20	Total N
Adults	52% (1144)	23% (506)	13% (294)	6% (140)	6% (122)	2205
Ethnicity: White	54% (914)	22% (369)	13% (223)	6% (100)	6% (96)	1702
Ethnicity: Hispanic	47% (178)	25% (96)	19% (73)	5% (17)	4% (15)	380
Ethnicity: Black	37% (105)	29% (81)	16% (46)	12% (33)	7% (18)	283
Ethnicity: Other	57% (125)	25% (56)	11% (25)	3% (7)	4% (8)	220
All Christian	49% (483)	23% (226)	15% (144)	6% (62)	7% (67)	984
All Non-Christian	39% (70)	23% (40)	23% (40)	7% (13)	8% (14)	178
Atheist	68% (61)	14% (13)	11% (10)	2% (2)	5% (5)	91
Agnostic/Nothing in particular	56% (326)	22% (128)	10% (61)	7% (39)	5% (31)	586
Something Else	55% (203)	27% (97)	10% (38)	6% (23)	1% (5)	366
Religious Non-Protestant/Catholic	42% (83)	22% (43)	21% (41)	8% (15)	7% (14)	196
Evangelical	48% (285)	27% (159)	14% (81)	7% (43)	5% (28)	597
Non-Evangelical	53% (376)	22% (160)	13% (93)	6% (39)	6% (42)	711
Community: Urban	40% (277)	27% (184)	17% (119)	8% (58)	7% (47)	685
Community: Suburban	54% (542)	22% (216)	13% (130)	6% (57)	6% (55)	1000
Community: Rural	63% (325)	20% (106)	9% (45)	5% (24)	4% (20)	519
Employ: Private Sector	39% (311)	27% (212)	18% (140)	9% (68)	8% (62)	793
Employ: Government	33% (45)	29% (41)	20% (27)	11% (16)	7% (10)	138
Employ: Self-Employed	46% (93)	25% (51)	13% (26)	8% (15)	8% (16)	201
Employ: Homemaker	79% (96)	11% (13)	6% (7)	2% (2)	3% (4)	122
Employ: Student	47% (24)	29% (15)	18% (9)	4% (2)	2% (1)	51
Employ: Retired	65% (343)	18% (92)	7% (39)	5% (24)	5% (26)	524
Employ: Unemployed	65% (152)	23% (55)	7% (16)	3% (7)	1% (3)	233
Employ: Other	56% (79)	19% (27)	21% (30)	4% (5)	1% (1)	142
Military HH: Yes	56% (183)	23% (77)	10% (31)	6% (21)	5% (16)	329
Military HH: No	51% (961)	23% (429)	14% (263)	6% (119)	6% (106)	1876
RD/WT: Right Direction	40% (315)	25% (198)	19% (148)	9% (69)	6% (49)	779
RD/WT: Wrong Track	58% (829)	22% (308)	10% (146)	5% (70)	5% (74)	1426
Biden Job Approve	47% (453)	24% (235)	16% (159)	7% (71)	6% (54)	971
Biden Job Disapprove	54% (588)	22% (240)	12% (134)	5% (60)	6% (64)	1085

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Table UMWFLJ1: How many regular-season men's college basketball games have you watched at least part of this season either on TV, streaming or in person?

Demographic	None		1-5		6-10		10-20		More than 20		Total N
Adults	52%	(1144)	23%	(506)	13%	(294)	6%	(140)	6%	(122)	2205
Biden Job Strongly Approve	42%	(204)	25%	(119)	18%	(89)	8%	(39)	6%	(30)	482
Biden Job Somewhat Approve	51%	(249)	24%	(116)	14%	(70)	6%	(31)	5%	(24)	489
Biden Job Somewhat Disapprove	52%	(169)	21%	(67)	15%	(48)	6%	(20)	6%	(19)	323
Biden Job Strongly Disapprove	55%	(419)	23%	(173)	11%	(86)	5%	(40)	6%	(45)	762
Favorable of Biden	48%	(486)	23%	(229)	16%	(156)	7%	(74)	6%	(60)	1005
Unfavorable of Biden	54%	(573)	22%	(239)	13%	(136)	5%	(58)	6%	(61)	1065
Very Favorable of Biden	45%	(226)	22%	(113)	17%	(86)	8%	(43)	7%	(37)	506
Somewhat Favorable of Biden	52%	(259)	23%	(116)	14%	(70)	6%	(31)	5%	(23)	499
Somewhat Unfavorable of Biden	53%	(149)	22%	(63)	12%	(34)	7%	(20)	6%	(16)	281
Very Unfavorable of Biden	54%	(424)	22%	(176)	13%	(102)	5%	(38)	6%	(44)	784
#1 Issue: Economy	47%	(411)	26%	(223)	14%	(122)	7%	(64)	6%	(51)	872
#1 Issue: Security	48%	(137)	24%	(68)	16%	(47)	7%	(20)	5%	(16)	287
#1 Issue: Health Care	52%	(98)	22%	(42)	13%	(25)	7%	(13)	6%	(11)	189
#1 Issue: Medicare / Social Security	64%	(191)	19%	(55)	8%	(23)	5%	(14)	5%	(15)	298
#1 Issue: Women's Issues	59%	(121)	21%	(43)	11%	(23)	6%	(12)	2%	(5)	203
#1 Issue: Education	48%	(48)	24%	(24)	16%	(16)	5%	(5)	7%	(7)	100
#1 Issue: Energy	43%	(57)	25%	(33)	20%	(27)	4%	(5)	8%	(10)	133
#1 Issue: Other	66%	(81)	13%	(16)	9%	(11)	6%	(7)	6%	(8)	123
2022 House Vote: Democrat	47%	(407)	23%	(197)	15%	(131)	8%	(72)	6%	(54)	860
2022 House Vote: Republican	50%	(345)	24%	(170)	14%	(99)	5%	(37)	6%	(44)	694
2022 House Vote: Someone else	57%	(46)	18%	(14)	13%	(10)	10%	(8)	2%	(2)	80
2022 House Vote: Didnt Vote	61%	(347)	22%	(125)	9%	(53)	4%	(23)	4%	(22)	570
2020 Vote: Joe Biden	48%	(441)	23%	(213)	15%	(138)	7%	(65)	6%	(57)	914
2020 Vote: Donald Trump	50%	(371)	24%	(178)	14%	(101)	6%	(44)	6%	(43)	736
2020 Vote: Other	43%	(35)	25%	(20)	13%	(11)	9%	(8)	9%	(8)	81
2020 Vote: Didn't Vote	63%	(297)	20%	(95)	9%	(44)	5%	(24)	3%	(15)	474
2018 House Vote: Democrat	47%	(362)	25%	(192)	14%	(107)	8%	(60)	7%	(50)	772
2018 House Vote: Republican	49%	(302)	25%	(155)	14%	(87)	6%	(36)	6%	(40)	620
2018 House Vote: Someone else	54%	(43)	28%	(22)	6%	(5)	10%	(8)	2%	(1)	79
2018 House Vote: Didnt Vote	59%	(437)	19%	(137)	13%	(95)	5%	(36)	4%	(30)	734

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Table UMWFLJ1: How many regular-season men's college basketball games have you watched at least part of this season either on TV, streaming or in person?

Demographic	None		1-5		6-10		10-20		More than 20		Total N
Adults	52%	(1144)	23%	(506)	13%	(294)	6%	(140)	6%	(122)	2205
4-Region: Northeast	55%	(214)	18%	(69)	10%	(40)	8%	(33)	8%	(31)	386
4-Region: Midwest	47%	(216)	27%	(124)	14%	(65)	5%	(23)	6%	(28)	456
4-Region: South	53%	(446)	20%	(168)	14%	(122)	7%	(57)	6%	(47)	841
4-Region: West	51%	(268)	28%	(145)	13%	(67)	5%	(27)	3%	(16)	522
Sports Fan	36%	(563)	30%	(465)	18%	(285)	9%	(137)	8%	(119)	1570
Avid Sports Fan	20%	(125)	26%	(165)	26%	(163)	15%	(94)	14%	(88)	635
Men's College Basketball Fan	13%	(138)	37%	(378)	26%	(264)	13%	(134)	11%	(113)	1027
Avid Men's College Basketball Fan	3%	(10)	20%	(71)	32%	(113)	22%	(81)	23%	(84)	358
Men's or Women's College Basketball Fan	15%	(167)	37%	(402)	25%	(269)	12%	(134)	11%	(118)	1090

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

Table UMWFLJ2: *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (186)	10% (223)	41% (895)	6% (131)	19% (427)	16% (343)	2205
Gender: Male	13% (140)	15% (161)	42% (444)	6% (68)	15% (156)	9% (100)	1069
Gender: Female	4% (47)	6% (62)	40% (448)	6% (63)	24% (268)	21% (241)	1129
Age: 18-34	12% (78)	15% (93)	35% (222)	5% (29)	15% (97)	18% (113)	632
Age: 35-44	16% (61)	8% (30)	38% (142)	4% (15)	18% (68)	15% (56)	372
Age: 45-64	6% (42)	9% (63)	42% (298)	8% (56)	21% (148)	15% (106)	712
Age: 65+	1% (6)	7% (36)	48% (233)	6% (31)	23% (114)	14% (68)	488
GenZers: 1997-2012	8% (20)	18% (44)	31% (77)	5% (11)	17% (42)	21% (52)	246
Millennials: 1981-1996	16% (111)	11% (73)	38% (259)	4% (26)	16% (106)	16% (107)	683
GenXers: 1965-1980	8% (46)	9% (53)	41% (232)	8% (43)	20% (112)	15% (83)	569
Baby Boomers: 1946-1964	1% (7)	7% (47)	46% (301)	8% (49)	24% (155)	14% (92)	651
PID: Dem (no lean)	13% (108)	10% (88)	38% (323)	6% (50)	19% (158)	15% (124)	851
PID: Ind (no lean)	3% (21)	6% (38)	45% (297)	7% (44)	18% (121)	20% (134)	654
PID: Rep (no lean)	8% (57)	14% (98)	39% (274)	5% (37)	21% (148)	12% (85)	700
PID/Gender: Dem Men	23% (92)	14% (55)	38% (153)	6% (25)	11% (43)	7% (29)	397
PID/Gender: Dem Women	4% (17)	7% (33)	38% (169)	6% (25)	25% (113)	21% (94)	450
PID/Gender: Ind Men	4% (13)	10% (28)	50% (144)	8% (22)	16% (45)	13% (37)	289
PID/Gender: Ind Women	2% (8)	3% (9)	42% (152)	6% (22)	20% (74)	27% (96)	362
PID/Gender: Rep Men	9% (35)	20% (78)	38% (148)	6% (21)	18% (68)	9% (34)	383
PID/Gender: Rep Women	7% (22)	6% (20)	40% (127)	5% (16)	26% (81)	16% (51)	316
Ideo: Liberal (1-3)	11% (66)	12% (70)	41% (244)	6% (33)	15% (88)	15% (89)	590
Ideo: Moderate (4)	8% (57)	8% (55)	43% (295)	5% (34)	20% (138)	15% (103)	683
Ideo: Conservative (5-7)	9% (60)	12% (86)	41% (288)	8% (54)	21% (145)	10% (71)	704
Educ: < College	5% (75)	8% (115)	39% (569)	5% (78)	23% (327)	19% (277)	1441
Educ: Bachelors degree	10% (48)	15% (71)	46% (222)	7% (32)	13% (65)	10% (47)	485
Educ: Post-grad	23% (63)	13% (37)	37% (103)	7% (21)	13% (36)	7% (19)	279
Income: Under 50k	6% (66)	8% (92)	37% (430)	6% (66)	23% (264)	21% (237)	1155
Income: 50k-100k	9% (61)	12% (82)	47% (326)	6% (45)	15% (107)	11% (74)	694
Income: 100k+	17% (59)	14% (49)	39% (139)	6% (20)	16% (56)	9% (32)	355
Ethnicity: White	8% (134)	9% (156)	42% (716)	6% (103)	19% (325)	16% (267)	1702
Ethnicity: Hispanic	9% (33)	11% (41)	37% (140)	5% (19)	20% (75)	19% (72)	380

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Table UMWFLJ2: *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (186)	10% (223)	41% (895)	6% (131)	19% (427)	16% (343)	2205
Ethnicity: Black	16% (46)	13% (37)	36% (101)	6% (17)	17% (48)	12% (34)	283
Ethnicity: Other	3% (6)	13% (29)	35% (77)	5% (12)	25% (54)	19% (42)	220
All Christian	8% (81)	12% (114)	43% (418)	7% (67)	19% (189)	12% (115)	984
All Non-Christian	28% (50)	12% (21)	30% (53)	3% (6)	17% (31)	10% (17)	178
Atheist	— (0)	7% (7)	50% (45)	4% (3)	18% (17)	20% (18)	91
Agnostic/Nothing in particular	4% (24)	8% (49)	43% (253)	6% (34)	17% (101)	21% (125)	586
Something Else	8% (31)	9% (33)	34% (124)	6% (21)	24% (90)	19% (68)	366
Religious Non-Protestant/Catholic	26% (50)	10% (21)	31% (61)	4% (7)	20% (39)	9% (18)	196
Evangelical	10% (62)	12% (74)	35% (208)	6% (36)	19% (114)	17% (103)	597
Non-Evangelical	6% (44)	10% (69)	45% (317)	7% (50)	22% (153)	11% (78)	711
Community: Urban	16% (108)	14% (99)	34% (234)	6% (40)	18% (122)	12% (83)	685
Community: Suburban	6% (57)	9% (94)	45% (448)	6% (60)	18% (175)	17% (166)	1000
Community: Rural	4% (20)	6% (31)	41% (212)	6% (32)	25% (130)	18% (94)	519
Employ: Private Sector	14% (107)	16% (125)	38% (304)	7% (54)	14% (111)	12% (92)	793
Employ: Government	21% (29)	13% (18)	37% (52)	5% (7)	14% (19)	10% (14)	138
Employ: Self-Employed	10% (20)	12% (24)	35% (71)	7% (13)	21% (42)	15% (31)	201
Employ: Homemaker	3% (3)	4% (5)	36% (43)	3% (3)	31% (38)	24% (29)	122
Employ: Student	6% (3)	12% (6)	38% (19)	4% (2)	16% (8)	23% (12)	51
Employ: Retired	2% (10)	5% (27)	46% (242)	5% (29)	23% (122)	18% (95)	524
Employ: Unemployed	5% (12)	6% (15)	41% (97)	7% (17)	23% (53)	17% (40)	233
Employ: Other	1% (2)	2% (3)	47% (67)	4% (6)	23% (32)	22% (32)	142
Military HH: Yes	7% (22)	8% (25)	39% (129)	6% (19)	19% (64)	21% (69)	329
Military HH: No	9% (164)	11% (198)	41% (765)	6% (112)	19% (363)	15% (274)	1876
RD/WT: Right Direction	16% (127)	14% (112)	35% (271)	5% (39)	18% (140)	12% (90)	779
RD/WT: Wrong Track	4% (59)	8% (111)	44% (623)	6% (92)	20% (287)	18% (253)	1426
Biden Job Approve	13% (123)	12% (113)	37% (363)	7% (63)	17% (170)	14% (138)	971
Biden Job Disapprove	5% (57)	10% (109)	45% (491)	6% (65)	20% (221)	13% (142)	1085

Continued on next page

Table UMWFLJ2: *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (186)	10% (223)	41% (895)	6% (131)	19% (427)	16% (343)	2205
Biden Job Strongly Approve	21% (103)	10% (47)	33% (160)	5% (25)	20% (98)	10% (49)	482
Biden Job Somewhat Approve	4% (20)	13% (66)	42% (203)	8% (38)	15% (72)	18% (90)	489
Biden Job Somewhat Disapprove	5% (15)	12% (39)	45% (144)	6% (18)	16% (51)	17% (55)	323
Biden Job Strongly Disapprove	5% (42)	9% (70)	45% (347)	6% (47)	22% (170)	11% (87)	762
Favorable of Biden	13% (127)	10% (105)	37% (370)	6% (58)	20% (198)	15% (147)	1005
Unfavorable of Biden	5% (54)	10% (112)	45% (479)	6% (69)	19% (199)	14% (153)	1065
Very Favorable of Biden	20% (102)	8% (43)	35% (176)	4% (20)	21% (108)	12% (58)	506
Somewhat Favorable of Biden	5% (25)	12% (62)	39% (194)	8% (38)	18% (90)	18% (88)	499
Somewhat Unfavorable of Biden	5% (14)	13% (38)	46% (128)	5% (13)	13% (37)	18% (52)	281
Very Unfavorable of Biden	5% (40)	9% (74)	45% (351)	7% (56)	21% (163)	13% (102)	784
#1 Issue: Economy	9% (75)	12% (106)	41% (357)	7% (59)	17% (147)	15% (128)	872
#1 Issue: Security	9% (25)	9% (26)	49% (140)	4% (11)	20% (56)	10% (28)	287
#1 Issue: Health Care	12% (23)	10% (19)	35% (66)	7% (14)	24% (45)	12% (23)	189
#1 Issue: Medicare / Social Security	3% (9)	8% (22)	39% (115)	4% (13)	25% (73)	22% (65)	298
#1 Issue: Women's Issues	7% (14)	9% (19)	38% (78)	5% (11)	18% (36)	22% (45)	203
#1 Issue: Education	15% (15)	7% (7)	33% (33)	8% (8)	23% (23)	15% (15)	100
#1 Issue: Energy	18% (23)	13% (17)	38% (50)	5% (7)	15% (20)	11% (15)	133
#1 Issue: Other	2% (2)	5% (6)	44% (54)	8% (9)	22% (27)	20% (24)	123
2022 House Vote: Democrat	13% (111)	10% (88)	42% (361)	6% (52)	14% (117)	15% (131)	860
2022 House Vote: Republican	8% (55)	14% (96)	41% (288)	6% (45)	19% (132)	11% (78)	694
2022 House Vote: Someone else	1% (1)	6% (5)	50% (40)	4% (3)	21% (17)	18% (15)	80
2022 House Vote: Didnt Vote	3% (19)	6% (34)	36% (206)	5% (31)	28% (161)	21% (119)	570
2020 Vote: Joe Biden	13% (114)	10% (94)	42% (380)	6% (52)	14% (128)	16% (147)	914
2020 Vote: Donald Trump	7% (49)	12% (88)	43% (319)	7% (50)	19% (140)	12% (90)	736
2020 Vote: Other	3% (2)	6% (5)	47% (38)	6% (5)	16% (13)	22% (18)	81
2020 Vote: Didn't Vote	4% (21)	8% (37)	33% (158)	5% (24)	31% (147)	18% (88)	474
2018 House Vote: Democrat	13% (99)	11% (81)	41% (315)	6% (43)	15% (116)	15% (117)	772
2018 House Vote: Republican	7% (41)	12% (73)	44% (275)	7% (46)	20% (123)	10% (63)	620
2018 House Vote: Someone else	— (0)	4% (3)	50% (40)	3% (2)	15% (12)	29% (23)	79
2018 House Vote: Didnt Vote	6% (47)	9% (66)	36% (265)	5% (40)	24% (175)	19% (140)	734

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Table UMWFLJ2: *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (186)	10% (223)	41% (895)	6% (131)	19% (427)	16% (343)	2205
4-Region: Northeast	10% (39)	9% (36)	38% (148)	6% (22)	20% (76)	17% (64)	386
4-Region: Midwest	7% (33)	10% (48)	46% (208)	8% (36)	16% (74)	13% (57)	456
4-Region: South	8% (65)	11% (95)	38% (323)	6% (46)	19% (156)	19% (156)	841
4-Region: West	9% (49)	9% (45)	41% (216)	5% (26)	23% (120)	13% (66)	522
Sports Fan	11% (172)	14% (215)	44% (685)	8% (118)	16% (244)	9% (137)	1570
Avid Sports Fan	20% (125)	19% (118)	38% (243)	7% (42)	12% (76)	5% (31)	635
Men's College Basketball Fan	16% (162)	20% (204)	42% (433)	10% (98)	9% (91)	4% (40)	1027
Avid Men's College Basketball Fan	30% (109)	24% (86)	37% (131)	5% (19)	2% (7)	2% (7)	358
Men's or Women's College Basketball Fan	15% (167)	19% (210)	41% (448)	10% (104)	10% (113)	5% (49)	1090

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

Table UMWFLJ3_1: Do you plan to watch any basketball games during the following tournaments?
NCAA men's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	35% (761)	50% (1107)	15% (337)	2205
Gender: Male	52% (553)	36% (382)	13% (134)	1069
Gender: Female	18% (208)	64% (718)	18% (203)	1129
Age: 18-34	34% (217)	48% (303)	18% (112)	632
Age: 35-44	38% (143)	46% (172)	16% (58)	372
Age: 45-64	35% (246)	53% (377)	12% (89)	712
Age: 65+	32% (155)	52% (255)	16% (78)	488
GenZers: 1997-2012	31% (77)	42% (104)	26% (65)	246
Millennials: 1981-1996	38% (257)	49% (334)	13% (92)	683
GenXers: 1965-1980	35% (202)	51% (287)	14% (80)	569
Baby Boomers: 1946-1964	31% (200)	54% (353)	15% (98)	651
PID: Dem (no lean)	40% (343)	48% (405)	12% (103)	851
PID: Ind (no lean)	25% (162)	55% (360)	20% (132)	654
PID: Rep (no lean)	37% (256)	49% (342)	15% (102)	700
PID/Gender: Dem Men	61% (242)	32% (126)	7% (29)	397
PID/Gender: Dem Women	22% (101)	61% (276)	16% (74)	450
PID/Gender: Ind Men	40% (117)	43% (125)	16% (47)	289
PID/Gender: Ind Women	12% (45)	64% (232)	24% (86)	362
PID/Gender: Rep Men	51% (194)	34% (131)	15% (58)	383
PID/Gender: Rep Women	20% (62)	67% (211)	14% (44)	316
Ideo: Liberal (1-3)	43% (251)	44% (262)	13% (77)	590
Ideo: Moderate (4)	33% (222)	52% (358)	15% (103)	683
Ideo: Conservative (5-7)	37% (262)	50% (350)	13% (92)	704
Educ: < College	25% (363)	57% (817)	18% (261)	1441
Educ: Bachelors degree	51% (245)	40% (193)	10% (47)	485
Educ: Post-grad	55% (152)	35% (97)	11% (29)	279
Income: Under 50k	25% (284)	56% (649)	19% (222)	1155
Income: 50k-100k	39% (274)	49% (337)	12% (83)	694
Income: 100k+	57% (203)	34% (120)	9% (32)	355
Ethnicity: White	34% (580)	51% (875)	14% (246)	1702
Ethnicity: Hispanic	30% (112)	52% (198)	18% (70)	380

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Table UMWFLJ3_1: Do you plan to watch any basketball games during the following tournaments?
NCAA men's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	35% (761)	50% (1107)	15% (337)	2205
Ethnicity: Black	45% (127)	38% (108)	17% (49)	283
Ethnicity: Other	25% (55)	56% (124)	19% (42)	220
All Christian	40% (390)	48% (475)	12% (119)	984
All Non-Christian	46% (82)	41% (73)	13% (23)	178
Atheist	28% (26)	58% (53)	14% (12)	91
Agnostic/Nothing in particular	28% (164)	55% (324)	17% (99)	586
Something Else	27% (101)	50% (182)	23% (84)	366
Religious Non-Protestant/Catholic	43% (84)	44% (87)	13% (26)	196
Evangelical	36% (217)	45% (268)	19% (111)	597
Non-Evangelical	36% (259)	51% (363)	13% (89)	711
Community: Urban	42% (287)	46% (315)	12% (84)	685
Community: Suburban	35% (354)	48% (484)	16% (163)	1000
Community: Rural	23% (120)	59% (309)	17% (90)	519
Employ: Private Sector	44% (346)	46% (363)	11% (84)	793
Employ: Government	45% (62)	47% (65)	8% (12)	138
Employ: Self-Employed	35% (70)	48% (98)	17% (33)	201
Employ: Homemaker	11% (14)	73% (89)	16% (19)	122
Employ: Student	26% (13)	41% (21)	33% (17)	51
Employ: Retired	31% (160)	53% (279)	16% (85)	524
Employ: Unemployed	20% (46)	56% (131)	24% (56)	233
Employ: Other	35% (50)	43% (61)	22% (31)	142
Military HH: Yes	32% (105)	49% (160)	19% (64)	329
Military HH: No	35% (656)	50% (947)	15% (273)	1876
RD/WT: Right Direction	44% (346)	45% (348)	11% (85)	779
RD/WT: Wrong Track	29% (415)	53% (759)	18% (252)	1426
Biden Job Approve	41% (393)	47% (456)	12% (121)	971
Biden Job Disapprove	32% (343)	54% (586)	14% (156)	1085

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Table UMWFLJ3_1: Do you plan to watch any basketball games during the following tournaments?
NCAA men's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	35% (761)	50% (1107)	15% (337)	2205
Biden Job Strongly Approve	45% (217)	46% (223)	9% (42)	482
Biden Job Somewhat Approve	36% (176)	48% (233)	16% (79)	489
Biden Job Somewhat Disapprove	30% (97)	51% (164)	19% (62)	323
Biden Job Strongly Disapprove	32% (246)	55% (422)	12% (94)	762
Favorable of Biden	40% (398)	49% (488)	12% (118)	1005
Unfavorable of Biden	32% (340)	53% (564)	15% (162)	1065
Very Favorable of Biden	45% (229)	44% (224)	10% (52)	506
Somewhat Favorable of Biden	34% (169)	53% (264)	13% (66)	499
Somewhat Unfavorable of Biden	28% (79)	52% (145)	20% (57)	281
Very Unfavorable of Biden	33% (260)	53% (419)	13% (106)	784
#1 Issue: Economy	37% (318)	48% (420)	15% (134)	872
#1 Issue: Security	42% (121)	48% (139)	10% (27)	287
#1 Issue: Health Care	34% (64)	52% (98)	14% (27)	189
#1 Issue: Medicare / Social Security	28% (82)	56% (168)	16% (47)	298
#1 Issue: Women's Issues	29% (60)	49% (99)	22% (44)	203
#1 Issue: Education	34% (34)	49% (50)	17% (17)	100
#1 Issue: Energy	44% (59)	46% (60)	10% (14)	133
#1 Issue: Other	19% (24)	59% (72)	22% (26)	123
2022 House Vote: Democrat	44% (376)	46% (394)	10% (90)	860
2022 House Vote: Republican	37% (255)	49% (340)	14% (99)	694
2022 House Vote: Someone else	27% (22)	64% (51)	8% (7)	80
2022 House Vote: Didnt Vote	19% (108)	56% (322)	25% (141)	570
2020 Vote: Joe Biden	42% (384)	47% (426)	11% (104)	914
2020 Vote: Donald Trump	37% (273)	48% (356)	15% (107)	736
2020 Vote: Other	36% (29)	51% (41)	13% (11)	81
2020 Vote: Didn't Vote	16% (75)	60% (284)	24% (115)	474
2018 House Vote: Democrat	44% (342)	45% (344)	11% (85)	772
2018 House Vote: Republican	39% (240)	47% (292)	14% (88)	620
2018 House Vote: Someone else	26% (21)	57% (45)	17% (14)	79
2018 House Vote: Didnt Vote	22% (158)	58% (425)	21% (151)	734

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Table UMWFLJ3_1: Do you plan to watch any basketball games during the following tournaments?

NCAA men's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	35% (761)	50% (1107)	15% (337)	2205
4-Region: Northeast	36% (139)	53% (206)	11% (41)	386
4-Region: Midwest	38% (175)	45% (206)	16% (74)	456
4-Region: South	34% (282)	49% (408)	18% (150)	841
4-Region: West	32% (165)	55% (287)	14% (71)	522
Sports Fan	47% (740)	38% (593)	15% (238)	1570
Avid Sports Fan	70% (447)	21% (135)	8% (53)	635
Men's College Basketball Fan	69% (706)	16% (161)	16% (160)	1027
Avid Men's College Basketball Fan	92% (331)	4% (16)	3% (11)	358
Men's or Women's College Basketball Fan	65% (714)	18% (196)	17% (181)	1090

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

Table UMWFLJ3_2: Do you plan to watch any basketball games during the following tournaments?
NCAA women's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (447)	63% (1396)	16% (362)	2205
Gender: Male	30% (318)	56% (595)	15% (156)	1069
Gender: Female	11% (128)	70% (794)	18% (207)	1129
Age: 18-34	23% (148)	59% (373)	18% (111)	632
Age: 35-44	25% (93)	60% (224)	15% (55)	372
Age: 45-64	18% (130)	66% (467)	16% (115)	712
Age: 65+	15% (75)	68% (332)	17% (81)	488
GenZers: 1997-2012	17% (43)	57% (139)	26% (64)	246
Millennials: 1981-1996	26% (178)	61% (415)	13% (90)	683
GenXers: 1965-1980	19% (108)	63% (359)	18% (102)	569
Baby Boomers: 1946-1964	16% (107)	68% (443)	16% (101)	651
PID: Dem (no lean)	28% (235)	57% (483)	16% (134)	851
PID: Ind (no lean)	13% (82)	67% (435)	21% (136)	654
PID: Rep (no lean)	18% (129)	68% (478)	13% (93)	700
PID/Gender: Dem Men	43% (170)	44% (174)	13% (53)	397
PID/Gender: Dem Women	14% (65)	68% (305)	18% (81)	450
PID/Gender: Ind Men	20% (59)	63% (181)	17% (48)	289
PID/Gender: Ind Women	6% (24)	69% (251)	24% (88)	362
PID/Gender: Rep Men	23% (89)	63% (240)	14% (54)	383
PID/Gender: Rep Women	13% (40)	75% (238)	12% (39)	316
Ideo: Liberal (1-3)	27% (157)	56% (328)	18% (105)	590
Ideo: Moderate (4)	21% (141)	63% (430)	16% (111)	683
Ideo: Conservative (5-7)	19% (132)	69% (483)	13% (88)	704
Educ: < College	15% (212)	67% (962)	19% (267)	1441
Educ: Bachelors degree	26% (125)	61% (295)	13% (65)	485
Educ: Post-grad	39% (110)	50% (139)	11% (30)	279
Income: Under 50k	14% (162)	65% (752)	21% (242)	1155
Income: 50k-100k	23% (160)	64% (448)	13% (87)	694
Income: 100k+	35% (125)	55% (197)	9% (34)	355
Ethnicity: White	20% (332)	66% (1117)	15% (252)	1702
Ethnicity: Hispanic	18% (69)	61% (232)	21% (78)	380

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Table UMWFLJ3_2: Do you plan to watch any basketball games during the following tournaments?
NCAA women's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (447)	63% (1396)	16% (362)	2205
Ethnicity: Black	33% (94)	44% (126)	22% (64)	283
Ethnicity: Other	9% (21)	70% (153)	21% (46)	220
All Christian	22% (215)	65% (638)	13% (131)	984
All Non-Christian	34% (60)	52% (92)	14% (26)	178
Atheist	9% (8)	78% (71)	13% (12)	91
Agnostic/Nothing in particular	17% (98)	65% (383)	18% (105)	586
Something Else	18% (65)	58% (212)	24% (89)	366
Religious Non-Protestant/Catholic	31% (62)	55% (107)	14% (27)	196
Evangelical	24% (141)	57% (337)	20% (119)	597
Non-Evangelical	18% (129)	68% (483)	14% (98)	711
Community: Urban	29% (198)	55% (379)	16% (109)	685
Community: Suburban	19% (187)	65% (650)	16% (164)	1000
Community: Rural	12% (62)	71% (367)	17% (90)	519
Employ: Private Sector	27% (213)	61% (484)	12% (95)	793
Employ: Government	31% (43)	60% (82)	10% (13)	138
Employ: Self-Employed	27% (54)	58% (116)	16% (32)	201
Employ: Homemaker	11% (13)	75% (91)	14% (17)	122
Employ: Student	8% (4)	69% (35)	23% (12)	51
Employ: Retired	14% (74)	67% (353)	19% (97)	524
Employ: Unemployed	13% (31)	63% (147)	24% (55)	233
Employ: Other	11% (15)	61% (87)	28% (40)	142
Military HH: Yes	23% (74)	57% (187)	20% (67)	329
Military HH: No	20% (372)	64% (1209)	16% (295)	1876
RD/WT: Right Direction	34% (261)	52% (406)	14% (112)	779
RD/WT: Wrong Track	13% (185)	69% (990)	18% (251)	1426
Biden Job Approve	29% (283)	55% (538)	15% (149)	971
Biden Job Disapprove	14% (155)	71% (775)	14% (156)	1085

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Table UMWFLJ3_2: Do you plan to watch any basketball games during the following tournaments?
NCAA women's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (447)	63% (1396)	16% (362)	2205
Biden Job Strongly Approve	35% (166)	52% (249)	14% (66)	482
Biden Job Somewhat Approve	24% (117)	59% (289)	17% (83)	489
Biden Job Somewhat Disapprove	17% (54)	65% (209)	18% (60)	323
Biden Job Strongly Disapprove	13% (101)	74% (565)	13% (96)	762
Favorable of Biden	28% (279)	57% (576)	15% (149)	1005
Unfavorable of Biden	14% (153)	71% (755)	15% (158)	1065
Very Favorable of Biden	33% (167)	52% (262)	15% (77)	506
Somewhat Favorable of Biden	23% (113)	63% (314)	14% (72)	499
Somewhat Unfavorable of Biden	17% (47)	65% (181)	19% (52)	281
Very Unfavorable of Biden	13% (106)	73% (573)	13% (105)	784
#1 Issue: Economy	20% (178)	63% (553)	16% (142)	872
#1 Issue: Security	21% (61)	68% (194)	11% (33)	287
#1 Issue: Health Care	23% (44)	59% (112)	17% (33)	189
#1 Issue: Medicare / Social Security	16% (46)	67% (201)	17% (51)	298
#1 Issue: Women's Issues	20% (40)	57% (115)	24% (48)	203
#1 Issue: Education	25% (25)	61% (61)	15% (15)	100
#1 Issue: Energy	31% (41)	55% (73)	14% (19)	133
#1 Issue: Other	9% (12)	72% (88)	19% (23)	123
2022 House Vote: Democrat	29% (253)	56% (479)	15% (129)	860
2022 House Vote: Republican	18% (125)	68% (471)	14% (98)	694
2022 House Vote: Someone else	17% (13)	73% (59)	10% (8)	80
2022 House Vote: Didnt Vote	10% (55)	68% (387)	22% (128)	570
2020 Vote: Joe Biden	27% (245)	58% (532)	15% (137)	914
2020 Vote: Donald Trump	17% (127)	68% (500)	15% (109)	736
2020 Vote: Other	23% (19)	65% (52)	12% (10)	81
2020 Vote: Didn't Vote	12% (56)	66% (312)	22% (106)	474
2018 House Vote: Democrat	29% (225)	56% (431)	15% (116)	772
2018 House Vote: Republican	19% (115)	67% (415)	14% (89)	620
2018 House Vote: Someone else	11% (9)	73% (58)	16% (13)	79
2018 House Vote: Didnt Vote	13% (98)	67% (492)	20% (144)	734

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Table UMWFLJ3_2: Do you plan to watch any basketball games during the following tournaments?

NCAA women's basketball tournament

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (447)	63% (1396)	16% (362)	2205
4-Region: Northeast	23% (88)	66% (255)	11% (44)	386
4-Region: Midwest	20% (93)	61% (279)	18% (84)	456
4-Region: South	20% (172)	61% (511)	19% (158)	841
4-Region: West	18% (94)	67% (352)	15% (76)	522
Sports Fan	28% (435)	56% (881)	16% (255)	1570
Avid Sports Fan	43% (275)	45% (286)	12% (74)	635
Men's College Basketball Fan	41% (417)	41% (424)	18% (187)	1027
Avid Men's College Basketball Fan	64% (229)	30% (107)	6% (22)	358
Men's or Women's College Basketball Fan	40% (431)	41% (446)	20% (213)	1090

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

Table UMWFLJ4_1NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.

Cable or satellite television

Demographic	Selected		Not Selected		Total N
Adults	58%	(441)	42%	(320)	761
Gender: Male	60%	(330)	40%	(223)	553
Gender: Female	53%	(111)	47%	(98)	208
Age: 18-34	53%	(114)	47%	(103)	217
Age: 35-44	49%	(70)	51%	(72)	143
Age: 45-64	60%	(147)	40%	(99)	246
Age: 65+	71%	(109)	29%	(45)	155
GenZers: 1997-2012	50%	(39)	50%	(38)	77
Millennials: 1981-1996	53%	(136)	47%	(121)	257
GenXers: 1965-1980	58%	(117)	42%	(85)	202
Baby Boomers: 1946-1964	64%	(127)	36%	(73)	200
PID: Dem (no lean)	57%	(197)	43%	(146)	343
PID: Ind (no lean)	55%	(89)	45%	(73)	162
PID: Rep (no lean)	61%	(155)	39%	(101)	256
PID/Gender: Dem Men	59%	(144)	41%	(98)	242
PID/Gender: Dem Women	53%	(53)	47%	(48)	101
PID/Gender: Ind Men	54%	(63)	46%	(53)	117
PID/Gender: Rep Men	63%	(123)	37%	(71)	194
PID/Gender: Rep Women	51%	(32)	49%	(30)	62
Ideo: Liberal (1-3)	56%	(141)	44%	(110)	251
Ideo: Moderate (4)	64%	(143)	36%	(79)	222
Ideo: Conservative (5-7)	54%	(141)	46%	(121)	262
Educ: < College	56%	(202)	44%	(162)	363
Educ: Bachelors degree	61%	(149)	39%	(97)	245
Educ: Post-grad	59%	(91)	41%	(62)	152
Income: Under 50k	58%	(165)	42%	(119)	284
Income: 50k-100k	55%	(150)	45%	(124)	274
Income: 100k+	62%	(126)	38%	(77)	203
Ethnicity: White	59%	(342)	41%	(238)	580
Ethnicity: Hispanic	54%	(61)	46%	(52)	112
Ethnicity: Black	54%	(68)	46%	(58)	127
Ethnicity: Other	56%	(30)	44%	(24)	55

Continued on next page

Table UMWFLJ4_1NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.

Cable or satellite television

Demographic	Selected	Not Selected	Total N
Adults	58% (441)	42% (320)	761
All Christian	60% (233)	40% (156)	390
All Non-Christian	51% (42)	49% (40)	82
Agnostic/Nothing in particular	59% (97)	41% (67)	164
Something Else	56% (56)	44% (44)	101
Religious Non-Protestant/Catholic	52% (43)	48% (41)	84
Evangelical	56% (122)	44% (96)	217
Non-Evangelical	62% (160)	38% (99)	259
Community: Urban	54% (155)	46% (132)	287
Community: Suburban	60% (212)	40% (142)	354
Community: Rural	61% (74)	39% (46)	120
Employ: Private Sector	53% (182)	47% (164)	346
Employ: Government	51% (31)	49% (31)	62
Employ: Self-Employed	62% (44)	38% (27)	70
Employ: Retired	67% (107)	33% (53)	160
Employ: Other	65% (33)	35% (18)	50
Military HH: Yes	63% (66)	37% (39)	105
Military HH: No	57% (375)	43% (281)	656
RD/WT: Right Direction	58% (201)	42% (145)	346
RD/WT: Wrong Track	58% (240)	42% (176)	415
Biden Job Approve	59% (232)	41% (161)	393
Biden Job Disapprove	58% (198)	42% (145)	343
Biden Job Strongly Approve	60% (131)	40% (86)	217
Biden Job Somewhat Approve	57% (101)	43% (75)	176
Biden Job Somewhat Disapprove	53% (51)	47% (46)	97
Biden Job Strongly Disapprove	60% (147)	40% (99)	246
Favorable of Biden	59% (234)	41% (165)	398
Unfavorable of Biden	58% (196)	42% (143)	340
Very Favorable of Biden	59% (136)	41% (93)	229
Somewhat Favorable of Biden	58% (97)	42% (72)	169
Somewhat Unfavorable of Biden	51% (41)	49% (39)	79
Very Unfavorable of Biden	60% (156)	40% (105)	260

Continued on next page

Table UMWFLJ4_1NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Cable or satellite television

Demographic	Selected		Not Selected		Total N
Adults	58%	(441)	42%	(320)	761
#1 Issue: Economy	59%	(189)	41%	(130)	318
#1 Issue: Security	60%	(72)	40%	(49)	121
#1 Issue: Health Care	51%	(33)	49%	(31)	64
#1 Issue: Medicare / Social Security	59%	(48)	41%	(34)	82
#1 Issue: Women's Issues	64%	(38)	36%	(22)	60
#1 Issue: Energy	48%	(28)	52%	(30)	59
2022 House Vote: Democrat	58%	(220)	42%	(156)	376
2022 House Vote: Republican	60%	(153)	40%	(102)	255
2022 House Vote: Didnt Vote	51%	(55)	49%	(53)	108
2020 Vote: Joe Biden	58%	(223)	42%	(161)	384
2020 Vote: Donald Trump	59%	(161)	41%	(112)	273
2020 Vote: Didn't Vote	51%	(38)	49%	(37)	75
2018 House Vote: Democrat	60%	(207)	40%	(135)	342
2018 House Vote: Republican	58%	(140)	42%	(100)	240
2018 House Vote: Didnt Vote	52%	(83)	48%	(76)	158
4-Region: Northeast	61%	(85)	39%	(55)	139
4-Region: Midwest	53%	(92)	47%	(83)	175
4-Region: South	57%	(160)	43%	(122)	282
4-Region: West	63%	(104)	37%	(60)	165
Sports Fan	58%	(427)	42%	(312)	740
Avid Sports Fan	58%	(258)	42%	(189)	447
Men's College Basketball Fan	59%	(415)	41%	(291)	706
Avid Men's College Basketball Fan	57%	(188)	43%	(143)	331
Men's or Women's College Basketball Fan	58%	(417)	42%	(297)	714

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

Table UMWFLJ4_2NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
 Live TV streaming service, such as YouTube TV or Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	46%	(352)	54%	(409)	761
Gender: Male	47%	(259)	53%	(294)	553
Gender: Female	45%	(93)	55%	(115)	208
Age: 18-34	57%	(124)	43%	(93)	217
Age: 35-44	56%	(80)	44%	(63)	143
Age: 45-64	42%	(104)	58%	(143)	246
Age: 65+	28%	(44)	72%	(111)	155
GenZers: 1997-2012	60%	(47)	40%	(30)	77
Millennials: 1981-1996	57%	(145)	43%	(111)	257
GenXers: 1965-1980	42%	(85)	58%	(117)	202
Baby Boomers: 1946-1964	35%	(70)	65%	(130)	200
PID: Dem (no lean)	47%	(160)	53%	(183)	343
PID: Ind (no lean)	48%	(77)	52%	(85)	162
PID: Rep (no lean)	45%	(115)	55%	(142)	256
PID/Gender: Dem Men	49%	(118)	51%	(124)	242
PID/Gender: Dem Women	42%	(43)	58%	(59)	101
PID/Gender: Ind Men	47%	(55)	53%	(62)	117
PID/Gender: Rep Men	44%	(86)	56%	(108)	194
PID/Gender: Rep Women	46%	(29)	54%	(34)	62
Ideo: Liberal (1-3)	46%	(115)	54%	(136)	251
Ideo: Moderate (4)	45%	(100)	55%	(122)	222
Ideo: Conservative (5-7)	48%	(124)	52%	(138)	262
Educ: < College	40%	(145)	60%	(218)	363
Educ: Bachelors degree	48%	(117)	52%	(128)	245
Educ: Post-grad	58%	(89)	42%	(63)	152
Income: Under 50k	40%	(113)	60%	(171)	284
Income: 50k-100k	46%	(127)	54%	(147)	274
Income: 100k+	55%	(112)	45%	(92)	203
Ethnicity: White	46%	(269)	54%	(311)	580
Ethnicity: Hispanic	55%	(62)	45%	(50)	112
Ethnicity: Black	48%	(61)	52%	(66)	127
Ethnicity: Other	40%	(22)	60%	(33)	55

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Table UMWFLJ4_2NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Live TV streaming service, such as YouTube TV or Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	46%	(352)	54%	(409)	761
All Christian	46%	(180)	54%	(210)	390
All Non-Christian	59%	(48)	41%	(33)	82
Agnostic/Nothing in particular	45%	(74)	55%	(90)	164
Something Else	41%	(41)	59%	(59)	101
Religious Non-Protestant/Catholic	60%	(51)	40%	(33)	84
Evangelical	55%	(119)	45%	(99)	217
Non-Evangelical	35%	(91)	65%	(168)	259
Community: Urban	56%	(160)	44%	(127)	287
Community: Suburban	41%	(146)	59%	(208)	354
Community: Rural	38%	(46)	62%	(74)	120
Employ: Private Sector	55%	(192)	45%	(154)	346
Employ: Government	50%	(31)	50%	(31)	62
Employ: Self-Employed	46%	(32)	54%	(38)	70
Employ: Retired	30%	(48)	70%	(112)	160
Employ: Other	33%	(16)	67%	(34)	50
Military HH: Yes	47%	(50)	53%	(56)	105
Military HH: No	46%	(302)	54%	(354)	656
RD/WT: Right Direction	51%	(177)	49%	(169)	346
RD/WT: Wrong Track	42%	(175)	58%	(240)	415
Biden Job Approve	49%	(193)	51%	(201)	393
Biden Job Disapprove	44%	(152)	56%	(191)	343
Biden Job Strongly Approve	51%	(111)	49%	(105)	217
Biden Job Somewhat Approve	46%	(81)	54%	(95)	176
Biden Job Somewhat Disapprove	43%	(42)	57%	(55)	97
Biden Job Strongly Disapprove	45%	(110)	55%	(136)	246
Favorable of Biden	47%	(188)	53%	(210)	398
Unfavorable of Biden	45%	(154)	55%	(186)	340
Very Favorable of Biden	51%	(117)	49%	(113)	229
Somewhat Favorable of Biden	42%	(72)	58%	(98)	169
Somewhat Unfavorable of Biden	49%	(39)	51%	(41)	79
Very Unfavorable of Biden	44%	(115)	56%	(145)	260

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Table UMWFLJ4_2NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Live TV streaming service, such as YouTube TV or Hulu + Live TV

Demographic	Selected	Not Selected	Total N
Adults	46% (352)	54% (409)	761
#1 Issue: Economy	48% (151)	52% (167)	318
#1 Issue: Security	46% (56)	54% (65)	121
#1 Issue: Health Care	49% (32)	51% (32)	64
#1 Issue: Medicare / Social Security	30% (25)	70% (58)	82
#1 Issue: Women's Issues	40% (24)	60% (36)	60
#1 Issue: Energy	61% (36)	39% (23)	59
2022 House Vote: Democrat	47% (175)	53% (201)	376
2022 House Vote: Republican	46% (118)	54% (137)	255
2022 House Vote: Didnt Vote	42% (46)	58% (62)	108
2020 Vote: Joe Biden	45% (174)	55% (209)	384
2020 Vote: Donald Trump	43% (118)	57% (155)	273
2020 Vote: Didn't Vote	59% (44)	41% (31)	75
2018 House Vote: Democrat	44% (152)	56% (190)	342
2018 House Vote: Republican	48% (116)	52% (124)	240
2018 House Vote: Didnt Vote	47% (75)	53% (84)	158
4-Region: Northeast	40% (56)	60% (83)	139
4-Region: Midwest	48% (85)	52% (90)	175
4-Region: South	46% (130)	54% (153)	282
4-Region: West	49% (81)	51% (83)	165
Sports Fan	47% (349)	53% (391)	740
Avid Sports Fan	53% (238)	47% (209)	447
Men's College Basketball Fan	47% (330)	53% (376)	706
Avid Men's College Basketball Fan	52% (172)	48% (159)	331
Men's or Women's College Basketball Fan	47% (335)	53% (379)	714

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

Table UMWFLJ4_3NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	26%	(195)	74%	(567)	761
Gender: Male	26%	(146)	74%	(407)	553
Gender: Female	23%	(48)	77%	(160)	208
Age: 18-34	30%	(65)	70%	(152)	217
Age: 35-44	36%	(52)	64%	(91)	143
Age: 45-64	23%	(58)	77%	(189)	246
Age: 65+	13%	(20)	87%	(134)	155
GenZers: 1997-2012	30%	(23)	70%	(54)	77
Millennials: 1981-1996	33%	(85)	67%	(172)	257
GenXers: 1965-1980	28%	(57)	72%	(145)	202
Baby Boomers: 1946-1964	12%	(24)	88%	(176)	200
PID: Dem (no lean)	28%	(96)	72%	(247)	343
PID: Ind (no lean)	18%	(29)	82%	(133)	162
PID: Rep (no lean)	27%	(70)	73%	(187)	256
PID/Gender: Dem Men	30%	(73)	70%	(169)	242
PID/Gender: Dem Women	23%	(24)	77%	(77)	101
PID/Gender: Ind Men	20%	(23)	80%	(93)	117
PID/Gender: Rep Men	26%	(51)	74%	(144)	194
PID/Gender: Rep Women	31%	(19)	69%	(43)	62
Ideo: Liberal (1-3)	26%	(66)	74%	(185)	251
Ideo: Moderate (4)	26%	(58)	74%	(164)	222
Ideo: Conservative (5-7)	25%	(67)	75%	(195)	262
Educ: < College	23%	(83)	77%	(280)	363
Educ: Bachelors degree	29%	(70)	71%	(175)	245
Educ: Post-grad	27%	(41)	73%	(111)	152
Income: Under 50k	23%	(67)	77%	(217)	284
Income: 50k-100k	28%	(77)	72%	(197)	274
Income: 100k+	25%	(51)	75%	(153)	203
Ethnicity: White	23%	(131)	77%	(449)	580
Ethnicity: Hispanic	27%	(31)	73%	(82)	112
Ethnicity: Black	38%	(48)	62%	(79)	127
Ethnicity: Other	29%	(16)	71%	(38)	55

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Table UMWFLJ4_3NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
 March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	26%	(195)	74%	(567)	761
All Christian	25%	(98)	75%	(292)	390
All Non-Christian	30%	(24)	70%	(57)	82
Agnostic/Nothing in particular	22%	(35)	78%	(128)	164
Something Else	34%	(34)	66%	(67)	101
Religious Non-Protestant/Catholic	30%	(25)	70%	(59)	84
Evangelical	30%	(64)	70%	(153)	217
Non-Evangelical	24%	(61)	76%	(198)	259
Community: Urban	27%	(77)	73%	(210)	287
Community: Suburban	26%	(91)	74%	(263)	354
Community: Rural	22%	(26)	78%	(94)	120
Employ: Private Sector	34%	(116)	66%	(230)	346
Employ: Government	21%	(13)	79%	(49)	62
Employ: Self-Employed	30%	(21)	70%	(50)	70
Employ: Retired	12%	(20)	88%	(140)	160
Employ: Other	3%	(1)	97%	(49)	50
Military HH: Yes	20%	(21)	80%	(84)	105
Military HH: No	26%	(173)	74%	(483)	656
RD/WT: Right Direction	30%	(105)	70%	(241)	346
RD/WT: Wrong Track	22%	(89)	78%	(326)	415
Biden Job Approve	27%	(105)	73%	(288)	393
Biden Job Disapprove	24%	(84)	76%	(259)	343
Biden Job Strongly Approve	28%	(61)	72%	(156)	217
Biden Job Somewhat Approve	25%	(44)	75%	(132)	176
Biden Job Somewhat Disapprove	37%	(36)	63%	(61)	97
Biden Job Strongly Disapprove	19%	(47)	81%	(199)	246
Favorable of Biden	28%	(111)	72%	(288)	398
Unfavorable of Biden	23%	(78)	77%	(262)	340
Very Favorable of Biden	28%	(63)	72%	(166)	229
Somewhat Favorable of Biden	28%	(48)	72%	(122)	169
Somewhat Unfavorable of Biden	32%	(26)	68%	(54)	79
Very Unfavorable of Biden	20%	(52)	80%	(208)	260

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Table UMWFLJ4_3NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	26%	(195)	74%	(567)	761
#1 Issue: Economy	30%	(96)	70%	(223)	318
#1 Issue: Security	27%	(32)	73%	(89)	121
#1 Issue: Health Care	29%	(18)	71%	(46)	64
#1 Issue: Medicare / Social Security	10%	(9)	90%	(74)	82
#1 Issue: Women's Issues	20%	(12)	80%	(48)	60
#1 Issue: Energy	17%	(10)	83%	(49)	59
2022 House Vote: Democrat	27%	(100)	73%	(276)	376
2022 House Vote: Republican	29%	(73)	71%	(182)	255
2022 House Vote: Didnt Vote	20%	(21)	80%	(87)	108
2020 Vote: Joe Biden	27%	(105)	73%	(279)	384
2020 Vote: Donald Trump	23%	(63)	77%	(210)	273
2020 Vote: Didn't Vote	31%	(23)	69%	(52)	75
2018 House Vote: Democrat	29%	(98)	71%	(244)	342
2018 House Vote: Republican	25%	(60)	75%	(180)	240
2018 House Vote: Didnt Vote	23%	(36)	77%	(122)	158
4-Region: Northeast	20%	(28)	80%	(112)	139
4-Region: Midwest	23%	(40)	77%	(135)	175
4-Region: South	29%	(80)	71%	(202)	282
4-Region: West	28%	(46)	72%	(118)	165
Sports Fan	26%	(191)	74%	(549)	740
Avid Sports Fan	30%	(134)	70%	(313)	447
Men's College Basketball Fan	26%	(182)	74%	(524)	706
Avid Men's College Basketball Fan	33%	(109)	67%	(222)	331
Men's or Women's College Basketball Fan	26%	(183)	74%	(531)	714

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

Table UMWFLJ4_4NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	10%	(79)	90%	(682)	761
Gender: Male	10%	(58)	90%	(495)	553
Gender: Female	10%	(22)	90%	(187)	208
Age: 18-34	16%	(35)	84%	(183)	217
Age: 35-44	15%	(22)	85%	(121)	143
Age: 45-64	8%	(20)	92%	(226)	246
Age: 65+	2%	(3)	98%	(152)	155
GenZers: 1997-2012	18%	(14)	82%	(63)	77
Millennials: 1981-1996	14%	(37)	86%	(220)	257
GenXers: 1965-1980	11%	(22)	89%	(180)	202
Baby Boomers: 1946-1964	3%	(6)	97%	(194)	200
PID: Dem (no lean)	13%	(44)	87%	(299)	343
PID: Ind (no lean)	8%	(13)	92%	(149)	162
PID: Rep (no lean)	9%	(22)	91%	(234)	256
PID/Gender: Dem Men	12%	(29)	88%	(213)	242
PID/Gender: Dem Women	15%	(16)	85%	(85)	101
PID/Gender: Ind Men	8%	(10)	92%	(107)	117
PID/Gender: Rep Men	10%	(19)	90%	(175)	194
PID/Gender: Rep Women	5%	(3)	95%	(59)	62
Ideo: Liberal (1-3)	11%	(27)	89%	(224)	251
Ideo: Moderate (4)	11%	(23)	89%	(198)	222
Ideo: Conservative (5-7)	10%	(25)	90%	(237)	262
Educ: < College	8%	(28)	92%	(336)	363
Educ: Bachelors degree	10%	(25)	90%	(221)	245
Educ: Post-grad	18%	(27)	82%	(125)	152
Income: Under 50k	7%	(21)	93%	(262)	284
Income: 50k-100k	13%	(35)	87%	(239)	274
Income: 100k+	11%	(23)	89%	(180)	203
Ethnicity: White	10%	(59)	90%	(521)	580
Ethnicity: Hispanic	19%	(21)	81%	(92)	112
Ethnicity: Black	13%	(17)	87%	(110)	127
Ethnicity: Other	6%	(3)	94%	(51)	55

Continued on next page

Table UMWFLJ4_4NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	10%	(79)	90%	(682)	761
All Christian	10%	(37)	90%	(352)	390
All Non-Christian	17%	(14)	83%	(68)	82
Agnostic/Nothing in particular	8%	(13)	92%	(150)	164
Something Else	11%	(11)	89%	(90)	101
Religious Non-Protestant/Catholic	16%	(14)	84%	(70)	84
Evangelical	12%	(25)	88%	(192)	217
Non-Evangelical	7%	(19)	93%	(240)	259
Community: Urban	16%	(45)	84%	(242)	287
Community: Suburban	8%	(27)	92%	(327)	354
Community: Rural	6%	(7)	94%	(113)	120
Employ: Private Sector	15%	(53)	85%	(293)	346
Employ: Government	20%	(12)	80%	(49)	62
Employ: Self-Employed	12%	(9)	88%	(62)	70
Employ: Retired	3%	(5)	97%	(155)	160
Employ: Other	—	(0)	100%	(50)	50
Military HH: Yes	7%	(7)	93%	(98)	105
Military HH: No	11%	(73)	89%	(584)	656
RD/WT: Right Direction	15%	(51)	85%	(294)	346
RD/WT: Wrong Track	7%	(28)	93%	(387)	415
Biden Job Approve	13%	(52)	87%	(342)	393
Biden Job Disapprove	7%	(25)	93%	(318)	343
Biden Job Strongly Approve	15%	(32)	85%	(185)	217
Biden Job Somewhat Approve	11%	(19)	89%	(157)	176
Biden Job Somewhat Disapprove	8%	(8)	92%	(89)	97
Biden Job Strongly Disapprove	7%	(17)	93%	(229)	246
Favorable of Biden	13%	(53)	87%	(346)	398
Unfavorable of Biden	7%	(25)	93%	(315)	340
Very Favorable of Biden	13%	(30)	87%	(199)	229
Somewhat Favorable of Biden	13%	(22)	87%	(147)	169
Somewhat Unfavorable of Biden	5%	(4)	95%	(75)	79
Very Unfavorable of Biden	8%	(21)	92%	(240)	260

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Table UMWFLJ4_4NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
 Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	10%	(79)	90%	(682)	761
#1 Issue: Economy	12%	(38)	88%	(281)	318
#1 Issue: Security	11%	(13)	89%	(107)	121
#1 Issue: Health Care	18%	(11)	82%	(53)	64
#1 Issue: Medicare / Social Security	6%	(5)	94%	(77)	82
#1 Issue: Women's Issues	2%	(1)	98%	(58)	60
#1 Issue: Energy	11%	(6)	89%	(52)	59
2022 House Vote: Democrat	12%	(44)	88%	(332)	376
2022 House Vote: Republican	10%	(25)	90%	(230)	255
2022 House Vote: Didnt Vote	9%	(10)	91%	(98)	108
2020 Vote: Joe Biden	12%	(45)	88%	(339)	384
2020 Vote: Donald Trump	8%	(22)	92%	(251)	273
2020 Vote: Didn't Vote	16%	(12)	84%	(63)	75
2018 House Vote: Democrat	10%	(35)	90%	(307)	342
2018 House Vote: Republican	9%	(20)	91%	(219)	240
2018 House Vote: Didnt Vote	15%	(24)	85%	(135)	158
4-Region: Northeast	9%	(13)	91%	(126)	139
4-Region: Midwest	11%	(19)	89%	(157)	175
4-Region: South	12%	(34)	88%	(249)	282
4-Region: West	9%	(14)	91%	(150)	165
Sports Fan	10%	(78)	90%	(662)	740
Avid Sports Fan	13%	(58)	87%	(389)	447
Men's College Basketball Fan	11%	(79)	89%	(627)	706
Avid Men's College Basketball Fan	16%	(53)	84%	(278)	331
Men's or Women's College Basketball Fan	11%	(79)	89%	(634)	714

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

Table UMWFLJ4_5NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Another way

Demographic	Selected		Not Selected		Total N
Adults	6%	(48)	94%	(713)	761
Gender: Male	6%	(34)	94%	(518)	553
Gender: Female	7%	(14)	93%	(194)	208
Age: 18-34	7%	(15)	93%	(202)	217
Age: 35-44	6%	(8)	94%	(135)	143
Age: 45-64	7%	(17)	93%	(230)	246
Age: 65+	6%	(9)	94%	(146)	155
GenZers: 1997-2012	7%	(6)	93%	(71)	77
Millennials: 1981-1996	5%	(13)	95%	(244)	257
GenXers: 1965-1980	8%	(15)	92%	(186)	202
Baby Boomers: 1946-1964	7%	(15)	93%	(185)	200
PID: Dem (no lean)	6%	(21)	94%	(322)	343
PID: Ind (no lean)	7%	(12)	93%	(150)	162
PID: Rep (no lean)	6%	(15)	94%	(241)	256
PID/Gender: Dem Men	6%	(14)	94%	(228)	242
PID/Gender: Dem Women	7%	(7)	93%	(94)	101
PID/Gender: Ind Men	7%	(8)	93%	(109)	117
PID/Gender: Rep Men	6%	(12)	94%	(182)	194
PID/Gender: Rep Women	4%	(3)	96%	(60)	62
Ideo: Liberal (1-3)	7%	(17)	93%	(234)	251
Ideo: Moderate (4)	5%	(12)	95%	(210)	222
Ideo: Conservative (5-7)	6%	(16)	94%	(246)	262
Educ: < College	10%	(37)	90%	(326)	363
Educ: Bachelors degree	4%	(9)	96%	(236)	245
Educ: Post-grad	2%	(2)	98%	(150)	152
Income: Under 50k	11%	(31)	89%	(253)	284
Income: 50k-100k	4%	(12)	96%	(262)	274
Income: 100k+	3%	(5)	97%	(198)	203
Ethnicity: White	6%	(32)	94%	(548)	580
Ethnicity: Hispanic	6%	(7)	94%	(105)	112
Ethnicity: Black	10%	(13)	90%	(114)	127
Ethnicity: Other	6%	(3)	94%	(51)	55

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Table UMWFLJ4_5NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
 Another way

Demographic	Selected		Not Selected		Total N
Adults	6%	(48)	94%	(713)	761
All Christian	6%	(22)	94%	(367)	390
All Non-Christian	1%	(1)	99%	(81)	82
Agnostic/Nothing in particular	7%	(11)	93%	(153)	164
Something Else	8%	(8)	92%	(93)	101
Religious Non-Protestant/Catholic	1%	(1)	99%	(83)	84
Evangelical	5%	(12)	95%	(205)	217
Non-Evangelical	6%	(15)	94%	(244)	259
Community: Urban	8%	(23)	92%	(264)	287
Community: Suburban	5%	(18)	95%	(336)	354
Community: Rural	6%	(8)	94%	(113)	120
Employ: Private Sector	6%	(20)	94%	(326)	346
Employ: Government	6%	(4)	94%	(58)	62
Employ: Self-Employed	6%	(4)	94%	(66)	70
Employ: Retired	5%	(9)	95%	(151)	160
Employ: Other	17%	(9)	83%	(42)	50
Military HH: Yes	4%	(5)	96%	(100)	105
Military HH: No	7%	(44)	93%	(612)	656
RD/WT: Right Direction	4%	(15)	96%	(331)	346
RD/WT: Wrong Track	8%	(33)	92%	(382)	415
Biden Job Approve	5%	(21)	95%	(372)	393
Biden Job Disapprove	7%	(26)	93%	(317)	343
Biden Job Strongly Approve	4%	(9)	96%	(208)	217
Biden Job Somewhat Approve	7%	(12)	93%	(164)	176
Biden Job Somewhat Disapprove	11%	(11)	89%	(87)	97
Biden Job Strongly Disapprove	6%	(15)	94%	(231)	246
Favorable of Biden	6%	(23)	94%	(375)	398
Unfavorable of Biden	7%	(23)	93%	(317)	340
Very Favorable of Biden	5%	(11)	95%	(218)	229
Somewhat Favorable of Biden	7%	(12)	93%	(157)	169
Somewhat Unfavorable of Biden	6%	(5)	94%	(75)	79
Very Unfavorable of Biden	7%	(18)	93%	(242)	260

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Table UMWFLJ4_5NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.
Another way

Demographic	Selected		Not Selected		Total N
Adults	6%	(48)	94%	(713)	761
#1 Issue: Economy	6%	(20)	94%	(299)	318
#1 Issue: Security	6%	(7)	94%	(113)	121
#1 Issue: Health Care	4%	(2)	96%	(61)	64
#1 Issue: Medicare / Social Security	15%	(12)	85%	(70)	82
#1 Issue: Women's Issues	3%	(2)	97%	(58)	60
#1 Issue: Energy	—	(0)	100%	(59)	59
2022 House Vote: Democrat	6%	(22)	94%	(355)	376
2022 House Vote: Republican	7%	(17)	93%	(238)	255
2022 House Vote: Didnt Vote	6%	(6)	94%	(102)	108
2020 Vote: Joe Biden	6%	(22)	94%	(361)	384
2020 Vote: Donald Trump	6%	(17)	94%	(257)	273
2020 Vote: Didn't Vote	11%	(8)	89%	(67)	75
2018 House Vote: Democrat	6%	(19)	94%	(323)	342
2018 House Vote: Republican	5%	(13)	95%	(227)	240
2018 House Vote: Didnt Vote	6%	(10)	94%	(148)	158
4-Region: Northeast	6%	(8)	94%	(131)	139
4-Region: Midwest	10%	(18)	90%	(157)	175
4-Region: South	5%	(13)	95%	(269)	282
4-Region: West	6%	(9)	94%	(155)	165
Sports Fan	6%	(45)	94%	(695)	740
Avid Sports Fan	5%	(22)	95%	(425)	447
Men's College Basketball Fan	6%	(45)	94%	(661)	706
Avid Men's College Basketball Fan	6%	(20)	94%	(311)	331
Men's or Women's College Basketball Fan	7%	(48)	93%	(665)	714

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

Table UMWFLJ5: Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(295)	78%	(1655)	9%	(183)	2132
Gender: Male	22%	(229)	69%	(707)	9%	(93)	1030
Gender: Female	6%	(66)	86%	(941)	8%	(89)	1096
Age: 18-34	24%	(135)	67%	(373)	9%	(51)	560
Age: 35-44	20%	(75)	65%	(243)	14%	(54)	372
Age: 45-64	9%	(66)	82%	(582)	9%	(64)	712
Age: 65+	4%	(18)	93%	(456)	3%	(13)	488
GenZers: 1997-2012	22%	(38)	67%	(116)	11%	(19)	173
Millennials: 1981-1996	24%	(164)	65%	(441)	11%	(78)	683
GenXers: 1965-1980	11%	(65)	78%	(442)	11%	(62)	569
Baby Boomers: 1946-1964	4%	(26)	93%	(603)	3%	(22)	651
PID: Dem (no lean)	18%	(151)	75%	(626)	6%	(53)	830
PID: Ind (no lean)	8%	(49)	82%	(502)	10%	(62)	613
PID: Rep (no lean)	14%	(95)	76%	(527)	10%	(68)	689
PID/Gender: Dem Men	31%	(121)	62%	(240)	7%	(28)	389
PID/Gender: Dem Women	7%	(30)	88%	(383)	6%	(25)	437
PID/Gender: Ind Men	14%	(38)	77%	(204)	9%	(23)	265
PID/Gender: Ind Women	3%	(11)	86%	(296)	11%	(39)	345
PID/Gender: Rep Men	19%	(70)	70%	(264)	11%	(42)	376
PID/Gender: Rep Women	8%	(25)	84%	(263)	8%	(26)	314
Ideo: Liberal (1-3)	18%	(104)	76%	(429)	6%	(35)	568
Ideo: Moderate (4)	13%	(88)	76%	(498)	11%	(73)	659
Ideo: Conservative (5-7)	12%	(86)	81%	(560)	7%	(47)	693
Educ: < College	9%	(129)	81%	(1104)	10%	(137)	1370
Educ: Bachelors degree	17%	(85)	76%	(368)	7%	(32)	484
Educ: Post-grad	29%	(81)	66%	(183)	5%	(14)	278
Income: Under 50k	7%	(82)	82%	(901)	11%	(118)	1101
Income: 50k-100k	18%	(120)	78%	(529)	5%	(32)	681
Income: 100k+	27%	(93)	64%	(225)	9%	(32)	351
Ethnicity: White	14%	(234)	78%	(1292)	8%	(128)	1654
Ethnicity: Hispanic	18%	(63)	71%	(252)	11%	(40)	354
Ethnicity: Black	17%	(45)	71%	(192)	12%	(32)	270

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Table UMWFLJ5: Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(295)	78%	(1655)	9%	(183)	2132
Ethnicity: Other	7%	(15)	82%	(171)	11%	(23)	209
All Christian	13%	(127)	79%	(771)	8%	(76)	974
All Non-Christian	32%	(54)	62%	(105)	6%	(11)	170
Atheist	8%	(7)	86%	(74)	6%	(5)	85
Agnostic/Nothing in particular	15%	(82)	78%	(434)	7%	(40)	556
Something Else	7%	(25)	78%	(272)	15%	(51)	348
Religious Non-Protestant/Catholic	29%	(55)	65%	(122)	6%	(11)	188
Evangelical	13%	(78)	74%	(430)	13%	(73)	580
Non-Evangelical	9%	(65)	83%	(582)	8%	(53)	700
Community: Urban	21%	(135)	70%	(458)	10%	(63)	656
Community: Suburban	12%	(118)	80%	(771)	8%	(75)	964
Community: Rural	8%	(42)	83%	(426)	9%	(44)	512
Employ: Private Sector	21%	(163)	71%	(555)	8%	(63)	781
Employ: Government	33%	(44)	59%	(80)	8%	(11)	134
Employ: Self-Employed	21%	(40)	67%	(130)	12%	(24)	194
Employ: Homemaker	4%	(5)	86%	(105)	10%	(13)	122
Employ: Retired	3%	(18)	92%	(481)	5%	(25)	524
Employ: Unemployed	5%	(10)	81%	(168)	14%	(29)	207
Employ: Other	7%	(10)	82%	(116)	11%	(16)	142
Military HH: Yes	17%	(56)	77%	(249)	5%	(18)	323
Military HH: No	13%	(238)	78%	(1405)	9%	(165)	1809
RD/WT: Right Direction	23%	(175)	69%	(528)	8%	(59)	762
RD/WT: Wrong Track	9%	(119)	82%	(1127)	9%	(124)	1371
Biden Job Approve	19%	(181)	74%	(695)	7%	(61)	937
Biden Job Disapprove	11%	(113)	82%	(867)	7%	(75)	1054
Biden Job Strongly Approve	24%	(115)	71%	(339)	5%	(26)	479
Biden Job Somewhat Approve	14%	(66)	78%	(357)	8%	(35)	458
Biden Job Somewhat Disapprove	12%	(37)	79%	(238)	9%	(28)	302
Biden Job Strongly Disapprove	10%	(76)	84%	(629)	6%	(47)	751
Favorable of Biden	17%	(166)	76%	(749)	7%	(67)	983
Unfavorable of Biden	11%	(117)	81%	(834)	8%	(83)	1034

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Table UMWFLJ5: Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	14%	(295)	78%	(1655)	9%	(183)	2132
Very Favorable of Biden	22%	(109)	72%	(361)	6%	(30)	501
Somewhat Favorable of Biden	12%	(57)	81%	(388)	8%	(37)	482
Somewhat Unfavorable of Biden	16%	(42)	77%	(201)	7%	(17)	260
Very Unfavorable of Biden	10%	(75)	82%	(633)	8%	(65)	773
#1 Issue: Economy	14%	(118)	75%	(633)	11%	(96)	847
#1 Issue: Security	16%	(46)	76%	(215)	7%	(20)	282
#1 Issue: Health Care	14%	(25)	82%	(153)	4%	(8)	186
#1 Issue: Medicare / Social Security	6%	(17)	89%	(265)	5%	(16)	298
#1 Issue: Women's Issues	13%	(24)	80%	(145)	7%	(13)	182
#1 Issue: Education	19%	(18)	74%	(70)	7%	(7)	95
#1 Issue: Energy	35%	(44)	57%	(72)	8%	(10)	126
#1 Issue: Other	3%	(3)	86%	(101)	12%	(14)	117
2022 House Vote: Democrat	18%	(154)	75%	(634)	7%	(58)	846
2022 House Vote: Republican	14%	(98)	78%	(541)	7%	(51)	689
2022 House Vote: Someone else	14%	(11)	74%	(59)	12%	(9)	80
2022 House Vote: Didn't Vote	6%	(31)	82%	(422)	12%	(64)	517
2020 Vote: Joe Biden	17%	(154)	76%	(691)	7%	(62)	907
2020 Vote: Donald Trump	13%	(94)	78%	(573)	9%	(65)	731
2020 Vote: Other	10%	(8)	77%	(60)	13%	(10)	78
2020 Vote: Didn't Vote	9%	(39)	79%	(331)	11%	(46)	416
2018 House Vote: Democrat	18%	(141)	75%	(572)	7%	(54)	767
2018 House Vote: Republican	14%	(84)	78%	(485)	8%	(49)	619
2018 House Vote: Someone else	8%	(6)	77%	(61)	16%	(12)	79
2018 House Vote: Didn't Vote	10%	(64)	80%	(537)	10%	(67)	667
4-Region: Northeast	14%	(54)	77%	(295)	9%	(33)	381
4-Region: Midwest	14%	(61)	77%	(330)	9%	(40)	431
4-Region: South	12%	(99)	79%	(636)	9%	(75)	810
4-Region: West	16%	(81)	77%	(394)	7%	(36)	510
Sports Fan	18%	(281)	73%	(1108)	9%	(137)	1526
Avid Sports Fan	30%	(187)	59%	(366)	11%	(68)	621
Men's College Basketball Fan	25%	(244)	65%	(648)	10%	(105)	996

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Table UMWFLJ5: *Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	14% (295)	78% (1655)	9% (183)	2132
Avid Men's College Basketball Fan	40% (141)	50% (178)	10% (33)	352
Men's or Women's College Basketball Fan	25% (259)	65% (682)	11% (116)	1056

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

Table UMWFLJ6: Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(222)	13%	(282)	64%	(1420)	13%	(281)	2205
Gender: Male	17%	(183)	19%	(206)	53%	(566)	11%	(115)	1069
Gender: Female	3%	(39)	7%	(75)	75%	(848)	15%	(167)	1129
Age: 18-34	13%	(82)	18%	(113)	54%	(339)	16%	(99)	632
Age: 35-44	18%	(66)	14%	(53)	48%	(178)	20%	(76)	372
Age: 45-64	9%	(62)	10%	(73)	70%	(497)	11%	(80)	712
Age: 65+	3%	(13)	9%	(43)	83%	(406)	5%	(26)	488
GenZers: 1997-2012	11%	(28)	21%	(51)	47%	(116)	20%	(50)	246
Millennials: 1981-1996	16%	(111)	15%	(102)	53%	(362)	16%	(108)	683
GenXers: 1965-1980	9%	(50)	12%	(69)	66%	(375)	13%	(74)	569
Baby Boomers: 1946-1964	5%	(33)	9%	(56)	80%	(519)	7%	(43)	651
PID: Dem (no lean)	14%	(115)	14%	(123)	61%	(517)	11%	(95)	851
PID: Ind (no lean)	6%	(36)	9%	(60)	70%	(455)	16%	(102)	654
PID: Rep (no lean)	10%	(71)	14%	(99)	64%	(447)	12%	(83)	700
PID/Gender: Dem Men	24%	(94)	21%	(84)	45%	(178)	10%	(40)	397
PID/Gender: Dem Women	5%	(21)	8%	(37)	75%	(337)	12%	(55)	450
PID/Gender: Ind Men	12%	(33)	15%	(43)	62%	(178)	12%	(34)	289
PID/Gender: Ind Women	1%	(3)	5%	(17)	76%	(275)	19%	(68)	362
PID/Gender: Rep Men	14%	(56)	20%	(78)	55%	(210)	10%	(40)	383
PID/Gender: Rep Women	5%	(16)	6%	(21)	75%	(237)	14%	(44)	316
Ideo: Liberal (1-3)	14%	(85)	15%	(89)	61%	(362)	9%	(54)	590
Ideo: Moderate (4)	9%	(59)	12%	(84)	62%	(422)	17%	(117)	683
Ideo: Conservative (5-7)	11%	(76)	14%	(101)	68%	(479)	7%	(47)	704
Educ: < College	5%	(72)	10%	(138)	69%	(1000)	16%	(231)	1441
Educ: Bachelors degree	17%	(82)	19%	(92)	56%	(274)	8%	(37)	485
Educ: Post-grad	25%	(69)	18%	(51)	52%	(145)	5%	(13)	279
Income: Under 50k	5%	(55)	9%	(99)	71%	(824)	15%	(178)	1155
Income: 50k-100k	13%	(93)	14%	(100)	61%	(425)	11%	(77)	694
Income: 100k+	21%	(75)	23%	(82)	48%	(171)	8%	(27)	355
Ethnicity: White	11%	(180)	13%	(217)	65%	(1100)	12%	(205)	1702
Ethnicity: Hispanic	12%	(45)	11%	(42)	55%	(210)	22%	(83)	380

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Table UMWFLJ6: Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
Adults	10%	(222)	13%	(282)	64%	(1420)	13%	(281)	2205
Ethnicity: Black	11%	(32)	17%	(47)	57%	(161)	15%	(42)	283
Ethnicity: Other	5%	(10)	8%	(17)	72%	(159)	15%	(34)	220
All Christian	11%	(113)	14%	(134)	65%	(642)	10%	(94)	984
All Non-Christian	27%	(48)	19%	(34)	47%	(84)	7%	(12)	178
Atheist	4%	(4)	8%	(8)	78%	(71)	10%	(9)	91
Agnostic/Nothing in particular	7%	(39)	12%	(69)	66%	(388)	15%	(90)	586
Something Else	5%	(18)	10%	(37)	64%	(235)	21%	(76)	366
Religious Non-Protestant/Catholic	25%	(49)	18%	(35)	50%	(98)	7%	(15)	196
Evangelical	12%	(70)	12%	(73)	62%	(369)	14%	(85)	597
Non-Evangelical	8%	(54)	13%	(93)	68%	(481)	12%	(82)	711
Community: Urban	16%	(113)	16%	(107)	54%	(373)	14%	(93)	685
Community: Suburban	9%	(86)	13%	(129)	66%	(663)	12%	(122)	1000
Community: Rural	4%	(23)	9%	(46)	74%	(384)	13%	(66)	519
Employ: Private Sector	16%	(128)	19%	(154)	55%	(440)	9%	(71)	793
Employ: Government	21%	(29)	19%	(27)	40%	(55)	20%	(28)	138
Employ: Self-Employed	11%	(23)	14%	(29)	58%	(116)	16%	(33)	201
Employ: Homemaker	3%	(4)	2%	(3)	78%	(95)	16%	(20)	122
Employ: Student	10%	(5)	26%	(13)	51%	(26)	13%	(7)	51
Employ: Retired	4%	(19)	7%	(39)	81%	(424)	8%	(42)	524
Employ: Unemployed	3%	(8)	4%	(10)	72%	(168)	20%	(47)	233
Employ: Other	5%	(7)	5%	(7)	67%	(95)	24%	(34)	142
Military HH: Yes	12%	(39)	11%	(37)	65%	(214)	12%	(39)	329
Military HH: No	10%	(183)	13%	(245)	64%	(1206)	13%	(242)	1876
RD/WT: Right Direction	17%	(130)	18%	(141)	53%	(411)	12%	(97)	779
RD/WT: Wrong Track	6%	(93)	10%	(140)	71%	(1009)	13%	(184)	1426
Biden Job Approve	14%	(133)	16%	(151)	59%	(577)	11%	(109)	971
Biden Job Disapprove	8%	(86)	11%	(124)	70%	(758)	11%	(117)	1085

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Table UMWFLJ6: Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
Adults	10%	(222)	13%	(282)	64%	(1420)	13%	(281)	2205
Biden Job Strongly Approve	20%	(95)	13%	(61)	58%	(278)	10%	(48)	482
Biden Job Somewhat Approve	8%	(38)	19%	(91)	61%	(299)	13%	(61)	489
Biden Job Somewhat Disapprove	9%	(28)	13%	(42)	65%	(210)	13%	(43)	323
Biden Job Strongly Disapprove	8%	(58)	11%	(82)	72%	(548)	10%	(74)	762
Favorable of Biden	13%	(126)	15%	(147)	63%	(630)	10%	(103)	1005
Unfavorable of Biden	8%	(87)	12%	(128)	67%	(716)	13%	(134)	1065
Very Favorable of Biden	17%	(87)	14%	(68)	59%	(299)	10%	(51)	506
Somewhat Favorable of Biden	8%	(39)	16%	(78)	66%	(331)	10%	(51)	499
Somewhat Unfavorable of Biden	9%	(26)	16%	(44)	60%	(169)	15%	(42)	281
Very Unfavorable of Biden	8%	(61)	11%	(84)	70%	(547)	12%	(92)	784
#1 Issue: Economy	10%	(89)	16%	(135)	60%	(525)	14%	(123)	872
#1 Issue: Security	13%	(38)	10%	(30)	66%	(189)	11%	(30)	287
#1 Issue: Health Care	11%	(21)	11%	(21)	63%	(120)	15%	(28)	189
#1 Issue: Medicare / Social Security	6%	(18)	9%	(25)	79%	(234)	7%	(20)	298
#1 Issue: Women's Issues	7%	(15)	15%	(30)	65%	(132)	13%	(26)	203
#1 Issue: Education	17%	(17)	11%	(11)	57%	(57)	15%	(15)	100
#1 Issue: Energy	16%	(22)	18%	(23)	50%	(67)	16%	(21)	133
#1 Issue: Other	3%	(4)	4%	(5)	79%	(96)	14%	(18)	123
2022 House Vote: Democrat	14%	(120)	15%	(133)	61%	(521)	10%	(86)	860
2022 House Vote: Republican	10%	(73)	14%	(98)	66%	(456)	10%	(67)	694
2022 House Vote: Someone else	5%	(4)	11%	(9)	56%	(45)	27%	(22)	80
2022 House Vote: Didnt Vote	4%	(25)	7%	(42)	70%	(397)	19%	(106)	570
2020 Vote: Joe Biden	13%	(122)	15%	(135)	62%	(570)	10%	(87)	914
2020 Vote: Donald Trump	9%	(69)	12%	(87)	66%	(483)	13%	(97)	736
2020 Vote: Other	9%	(7)	9%	(7)	66%	(53)	16%	(13)	81
2020 Vote: Didn't Vote	5%	(25)	11%	(53)	66%	(313)	18%	(84)	474
2018 House Vote: Democrat	14%	(109)	15%	(116)	62%	(476)	9%	(71)	772
2018 House Vote: Republican	11%	(67)	13%	(83)	66%	(409)	10%	(61)	620
2018 House Vote: Someone else	6%	(5)	4%	(3)	61%	(48)	29%	(23)	79
2018 House Vote: Didnt Vote	6%	(42)	11%	(80)	66%	(487)	17%	(126)	734

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Table UMWFLJ6: Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
Adults	10%	(222)	13%	(282)	64%	(1420)	13%	(281)	2205
4-Region: Northeast	11%	(44)	13%	(52)	66%	(255)	9%	(36)	386
4-Region: Midwest	11%	(48)	15%	(69)	63%	(286)	11%	(52)	456
4-Region: South	8%	(66)	14%	(115)	64%	(537)	15%	(123)	841
4-Region: West	12%	(64)	9%	(45)	66%	(342)	13%	(70)	522
Sports Fan	14%	(216)	17%	(268)	57%	(891)	12%	(195)	1570
Avid Sports Fan	26%	(164)	24%	(150)	40%	(257)	10%	(65)	635
Men's College Basketball Fan	20%	(206)	24%	(248)	43%	(444)	12%	(128)	1027
Avid Men's College Basketball Fan	38%	(137)	29%	(102)	24%	(85)	9%	(34)	358
Men's or Women's College Basketball Fan	20%	(214)	23%	(256)	44%	(479)	13%	(142)	1090

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

Table UMWFLJ7: Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	16% (359)	72% (1594)	11% (252)	2205
Gender: Male	26% (280)	63% (673)	11% (116)	1069
Gender: Female	7% (79)	81% (914)	12% (136)	1129
Age: 18-34	23% (147)	63% (400)	14% (85)	632
Age: 35-44	21% (80)	60% (222)	19% (71)	372
Age: 45-64	14% (97)	76% (540)	11% (75)	712
Age: 65+	7% (36)	89% (432)	4% (20)	488
GenZers: 1997-2012	20% (50)	58% (143)	22% (53)	246
Millennials: 1981-1996	24% (163)	63% (427)	14% (92)	683
GenXers: 1965-1980	16% (92)	71% (405)	12% (71)	569
Baby Boomers: 1946-1964	8% (52)	87% (567)	5% (32)	651
PID: Dem (no lean)	20% (171)	70% (593)	10% (87)	851
PID: Ind (no lean)	9% (57)	76% (498)	15% (99)	654
PID: Rep (no lean)	19% (132)	72% (503)	9% (65)	700
PID/Gender: Dem Men	35% (137)	55% (218)	11% (42)	397
PID/Gender: Dem Women	7% (34)	82% (371)	10% (45)	450
PID/Gender: Ind Men	16% (47)	71% (205)	12% (36)	289
PID/Gender: Ind Women	3% (9)	80% (290)	17% (63)	362
PID/Gender: Rep Men	25% (96)	65% (250)	10% (38)	383
PID/Gender: Rep Women	11% (36)	80% (253)	9% (27)	316
Ideo: Liberal (1-3)	20% (119)	71% (416)	9% (54)	590
Ideo: Moderate (4)	16% (111)	70% (479)	14% (93)	683
Ideo: Conservative (5-7)	16% (112)	77% (538)	8% (53)	704
Educ: < College	11% (155)	76% (1089)	14% (197)	1441
Educ: Bachelors degree	24% (117)	68% (330)	8% (38)	485
Educ: Post-grad	31% (87)	63% (175)	6% (16)	279
Income: Under 50k	9% (109)	77% (894)	13% (152)	1155
Income: 50k-100k	19% (131)	71% (495)	10% (68)	694
Income: 100k+	34% (120)	58% (204)	9% (31)	355
Ethnicity: White	18% (299)	72% (1231)	10% (171)	1702
Ethnicity: Hispanic	20% (76)	60% (229)	20% (74)	380

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Table UMWFLJ7: Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	16% (359)	72% (1594)	11% (252)	2205
Ethnicity: Black	17% (48)	68% (193)	15% (42)	283
Ethnicity: Other	5% (12)	77% (170)	18% (39)	220
All Christian	17% (168)	74% (728)	9% (88)	984
All Non-Christian	36% (63)	59% (105)	5% (9)	178
Atheist	9% (8)	81% (74)	10% (9)	91
Agnostic/Nothing in particular	14% (85)	71% (417)	14% (85)	586
Something Else	9% (35)	74% (271)	17% (61)	366
Religious Non-Protestant/Catholic	33% (64)	62% (122)	5% (10)	196
Evangelical	17% (103)	70% (417)	13% (77)	597
Non-Evangelical	13% (91)	77% (551)	10% (70)	711
Community: Urban	22% (150)	66% (451)	12% (84)	685
Community: Suburban	16% (158)	72% (724)	12% (118)	1000
Community: Rural	10% (51)	81% (419)	10% (50)	519
Employ: Private Sector	24% (193)	65% (517)	10% (83)	793
Employ: Government	35% (49)	52% (72)	13% (18)	138
Employ: Self-Employed	23% (46)	63% (127)	14% (29)	201
Employ: Homemaker	3% (4)	87% (106)	9% (11)	122
Employ: Student	21% (11)	68% (35)	11% (6)	51
Employ: Retired	6% (33)	88% (463)	6% (29)	524
Employ: Unemployed	4% (9)	75% (174)	21% (50)	233
Employ: Other	11% (16)	70% (100)	19% (26)	142
Military HH: Yes	19% (63)	72% (235)	9% (30)	329
Military HH: No	16% (296)	72% (1359)	12% (221)	1876
RD/WT: Right Direction	26% (200)	64% (501)	10% (78)	779
RD/WT: Wrong Track	11% (159)	77% (1093)	12% (174)	1426
Biden Job Approve	21% (204)	68% (663)	11% (104)	971
Biden Job Disapprove	14% (149)	77% (836)	9% (100)	1085

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Table UMWFLJ7: Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	16% (359)	72% (1594)	11% (252)	2205
Biden Job Strongly Approve	26% (127)	65% (315)	8% (40)	482
Biden Job Somewhat Approve	16% (77)	71% (348)	13% (64)	489
Biden Job Somewhat Disapprove	14% (46)	75% (243)	10% (34)	323
Biden Job Strongly Disapprove	14% (104)	78% (592)	9% (66)	762
Favorable of Biden	19% (194)	71% (713)	10% (97)	1005
Unfavorable of Biden	14% (153)	75% (804)	10% (109)	1065
Very Favorable of Biden	24% (120)	67% (338)	9% (48)	506
Somewhat Favorable of Biden	15% (74)	75% (375)	10% (50)	499
Somewhat Unfavorable of Biden	18% (52)	74% (207)	8% (23)	281
Very Unfavorable of Biden	13% (101)	76% (597)	11% (86)	784
#1 Issue: Economy	17% (146)	70% (613)	13% (113)	872
#1 Issue: Security	21% (59)	72% (207)	7% (21)	287
#1 Issue: Health Care	15% (29)	69% (130)	16% (30)	189
#1 Issue: Medicare / Social Security	9% (26)	85% (254)	6% (18)	298
#1 Issue: Women's Issues	13% (26)	71% (145)	16% (32)	203
#1 Issue: Education	20% (20)	73% (74)	7% (7)	100
#1 Issue: Energy	34% (45)	55% (73)	11% (14)	133
#1 Issue: Other	6% (8)	81% (99)	13% (16)	123
2022 House Vote: Democrat	21% (179)	70% (602)	9% (80)	860
2022 House Vote: Republican	18% (123)	75% (521)	7% (51)	694
2022 House Vote: Someone else	11% (9)	61% (49)	28% (22)	80
2022 House Vote: Didnt Vote	9% (49)	74% (422)	17% (99)	570
2020 Vote: Joe Biden	20% (180)	72% (656)	9% (78)	914
2020 Vote: Donald Trump	18% (129)	72% (529)	11% (78)	736
2020 Vote: Other	6% (5)	75% (60)	19% (15)	81
2020 Vote: Didn't Vote	9% (45)	73% (349)	17% (81)	474
2018 House Vote: Democrat	21% (162)	70% (539)	9% (71)	772
2018 House Vote: Republican	18% (114)	74% (460)	7% (46)	620
2018 House Vote: Someone else	4% (3)	65% (52)	31% (25)	79
2018 House Vote: Didnt Vote	11% (80)	74% (544)	15% (110)	734

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Table UMWFLJ7: Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	16% (359)	72% (1594)	11% (252)	2205
4-Region: Northeast	18% (70)	73% (282)	9% (34)	386
4-Region: Midwest	17% (77)	72% (329)	11% (49)	456
4-Region: South	14% (120)	73% (614)	13% (107)	841
4-Region: West	18% (92)	70% (368)	12% (62)	522
Sports Fan	22% (348)	67% (1045)	11% (177)	1570
Avid Sports Fan	36% (231)	51% (323)	13% (82)	635
Men's College Basketball Fan	31% (321)	56% (572)	13% (134)	1027
Avid Men's College Basketball Fan	54% (195)	34% (123)	11% (40)	358
Men's or Women's College Basketball Fan	31% (334)	56% (610)	13% (146)	1090

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

Table UMWFLJ8: As you may know, colleges and universities do not currently compensate their athletes monetarily under NCAA rules. Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (697)	49% (1079)	19% (429)	2205
Gender: Male	42% (451)	43% (460)	15% (158)	1069
Gender: Female	21% (241)	55% (618)	24% (271)	1129
Age: 18-34	42% (265)	41% (257)	17% (110)	632
Age: 35-44	41% (153)	39% (147)	19% (72)	372
Age: 45-64	25% (175)	56% (398)	20% (139)	712
Age: 65+	21% (103)	57% (278)	22% (107)	488
GenZers: 1997-2012	39% (95)	37% (90)	25% (61)	246
Millennials: 1981-1996	43% (293)	41% (280)	16% (110)	683
GenXers: 1965-1980	27% (153)	53% (301)	20% (115)	569
Baby Boomers: 1946-1964	22% (143)	58% (380)	20% (128)	651
PID: Dem (no lean)	40% (339)	44% (374)	16% (139)	851
PID: Ind (no lean)	25% (163)	49% (320)	26% (171)	654
PID: Rep (no lean)	28% (196)	55% (386)	17% (118)	700
PID/Gender: Dem Men	55% (217)	32% (128)	13% (52)	397
PID/Gender: Dem Women	26% (118)	55% (245)	19% (87)	450
PID/Gender: Ind Men	34% (97)	50% (143)	17% (49)	289
PID/Gender: Ind Women	18% (64)	48% (176)	34% (123)	362
PID/Gender: Rep Men	36% (137)	49% (189)	15% (58)	383
PID/Gender: Rep Women	19% (59)	62% (197)	19% (61)	316
Ideo: Liberal (1-3)	43% (255)	43% (253)	14% (82)	590
Ideo: Moderate (4)	30% (206)	47% (322)	23% (155)	683
Ideo: Conservative (5-7)	27% (188)	58% (409)	15% (107)	704
Educ: < College	25% (359)	52% (747)	23% (335)	1441
Educ: Bachelors degree	42% (205)	45% (217)	13% (63)	485
Educ: Post-grad	48% (134)	41% (115)	11% (30)	279
Income: Under 50k	25% (290)	49% (570)	26% (296)	1155
Income: 50k-100k	36% (252)	49% (342)	14% (100)	694
Income: 100k+	44% (155)	47% (168)	9% (33)	355
Ethnicity: White	30% (513)	51% (874)	18% (315)	1702
Ethnicity: Hispanic	28% (106)	48% (183)	24% (92)	380

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Table UMWFLJ8: *As you may know, colleges and universities do not currently compensate their athletes monetarily under NCAA rules. Do you think colleges should pay their student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (697)	49% (1079)	19% (429)	2205
Ethnicity: Black	40% (112)	40% (113)	21% (58)	283
Ethnicity: Other	33% (72)	42% (92)	25% (56)	220
All Christian	28% (276)	55% (538)	17% (170)	984
All Non-Christian	53% (95)	41% (72)	6% (11)	178
Atheist	32% (29)	49% (44)	19% (17)	91
Agnostic/Nothing in particular	32% (190)	46% (268)	22% (128)	586
Something Else	29% (107)	43% (157)	28% (102)	366
Religious Non-Protestant/Catholic	49% (96)	43% (85)	8% (15)	196
Evangelical	31% (184)	47% (283)	22% (130)	597
Non-Evangelical	26% (188)	54% (387)	19% (137)	711
Community: Urban	39% (269)	43% (297)	18% (120)	685
Community: Suburban	31% (308)	50% (496)	20% (196)	1000
Community: Rural	23% (121)	55% (286)	22% (112)	519
Employ: Private Sector	38% (297)	48% (380)	15% (115)	793
Employ: Government	42% (58)	45% (62)	13% (18)	138
Employ: Self-Employed	41% (83)	42% (86)	17% (33)	201
Employ: Homemaker	25% (31)	61% (74)	14% (17)	122
Employ: Student	45% (23)	38% (19)	17% (9)	51
Employ: Retired	22% (115)	55% (288)	23% (121)	524
Employ: Unemployed	18% (41)	52% (122)	30% (70)	233
Employ: Other	35% (49)	34% (49)	31% (45)	142
Military HH: Yes	32% (105)	52% (172)	16% (52)	329
Military HH: No	32% (593)	48% (907)	20% (377)	1876
RD/WT: Right Direction	44% (340)	43% (334)	14% (105)	779
RD/WT: Wrong Track	25% (358)	52% (745)	23% (324)	1426
Biden Job Approve	41% (399)	43% (420)	16% (152)	971
Biden Job Disapprove	24% (263)	56% (609)	20% (213)	1085

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Table UMWFLJ8: As you may know, colleges and universities do not currently compensate their athletes monetarily under NCAA rules. Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (697)	49% (1079)	19% (429)	2205
Biden Job Strongly Approve	46% (220)	42% (202)	12% (60)	482
Biden Job Somewhat Approve	37% (179)	45% (218)	19% (92)	489
Biden Job Somewhat Disapprove	27% (87)	52% (166)	22% (69)	323
Biden Job Strongly Disapprove	23% (176)	58% (442)	19% (144)	762
Favorable of Biden	39% (396)	45% (454)	15% (155)	1005
Unfavorable of Biden	25% (268)	54% (580)	20% (217)	1065
Very Favorable of Biden	43% (219)	43% (218)	14% (70)	506
Somewhat Favorable of Biden	36% (177)	47% (236)	17% (85)	499
Somewhat Unfavorable of Biden	31% (86)	48% (135)	21% (60)	281
Very Unfavorable of Biden	23% (182)	57% (445)	20% (157)	784
#1 Issue: Economy	30% (264)	50% (434)	20% (173)	872
#1 Issue: Security	32% (93)	49% (141)	19% (54)	287
#1 Issue: Health Care	30% (56)	54% (102)	17% (31)	189
#1 Issue: Medicare / Social Security	24% (72)	55% (164)	21% (62)	298
#1 Issue: Women's Issues	35% (72)	46% (93)	19% (38)	203
#1 Issue: Education	39% (39)	47% (47)	14% (14)	100
#1 Issue: Energy	50% (67)	33% (44)	16% (22)	133
#1 Issue: Other	28% (34)	44% (54)	28% (34)	123
2022 House Vote: Democrat	41% (357)	44% (375)	15% (129)	860
2022 House Vote: Republican	25% (176)	59% (409)	16% (110)	694
2022 House Vote: Someone else	24% (19)	43% (35)	33% (26)	80
2022 House Vote: Didnt Vote	26% (146)	46% (261)	29% (164)	570
2020 Vote: Joe Biden	40% (369)	45% (409)	15% (136)	914
2020 Vote: Donald Trump	26% (191)	54% (400)	20% (146)	736
2020 Vote: Other	23% (18)	54% (43)	23% (19)	81
2020 Vote: Didn't Vote	25% (119)	48% (227)	27% (128)	474
2018 House Vote: Democrat	42% (321)	43% (332)	15% (118)	772
2018 House Vote: Republican	25% (157)	58% (361)	17% (102)	620
2018 House Vote: Someone else	21% (17)	43% (34)	35% (28)	79
2018 House Vote: Didnt Vote	28% (202)	48% (352)	25% (180)	734

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Table UMWFLJ8: *As you may know, colleges and universities do not currently compensate their athletes monetarily under NCAA rules. Do you think colleges should pay their student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (697)	49% (1079)	19% (429)	2205
4-Region: Northeast	30% (116)	51% (198)	19% (72)	386
4-Region: Midwest	32% (146)	48% (217)	20% (93)	456
4-Region: South	30% (252)	50% (420)	20% (168)	841
4-Region: West	35% (182)	47% (244)	18% (96)	522
Sports Fan	37% (582)	46% (715)	17% (273)	1570
Avid Sports Fan	48% (307)	37% (237)	14% (92)	635
Men's College Basketball Fan	46% (471)	37% (380)	17% (176)	1027
Avid Men's College Basketball Fan	62% (224)	22% (80)	15% (55)	358
Men's or Women's College Basketball Fan	45% (492)	37% (402)	18% (197)	1090

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

Table UMWFLJdem1_1: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	29%	(635)	42%	(935)	29%	(635)	2205
Gender: Male	43%	(464)	42%	(449)	15%	(156)	1069
Gender: Female	15%	(171)	43%	(485)	42%	(474)	1129
Age: 18-34	32%	(201)	43%	(269)	26%	(163)	632
Age: 35-44	33%	(123)	41%	(153)	26%	(97)	372
Age: 45-64	31%	(219)	39%	(281)	30%	(213)	712
Age: 65+	19%	(93)	48%	(232)	33%	(163)	488
GenZers: 1997-2012	28%	(68)	45%	(110)	28%	(68)	246
Millennials: 1981-1996	35%	(237)	40%	(276)	25%	(171)	683
GenXers: 1965-1980	32%	(182)	41%	(232)	27%	(155)	569
Baby Boomers: 1946-1964	21%	(136)	45%	(292)	34%	(223)	651
PID: Dem (no lean)	30%	(257)	41%	(346)	29%	(248)	851
PID: Ind (no lean)	22%	(145)	45%	(293)	33%	(216)	654
PID: Rep (no lean)	33%	(233)	42%	(296)	24%	(171)	700
PID/Gender: Dem Men	49%	(195)	37%	(146)	14%	(55)	397
PID/Gender: Dem Women	14%	(62)	44%	(199)	42%	(189)	450
PID/Gender: Ind Men	35%	(102)	47%	(135)	18%	(52)	289
PID/Gender: Ind Women	12%	(43)	43%	(157)	45%	(162)	362
PID/Gender: Rep Men	44%	(167)	44%	(167)	13%	(49)	383
PID/Gender: Rep Women	21%	(66)	41%	(128)	39%	(122)	316
Ideo: Liberal (1-3)	32%	(191)	42%	(246)	26%	(152)	590
Ideo: Moderate (4)	25%	(168)	45%	(310)	30%	(204)	683
Ideo: Conservative (5-7)	35%	(244)	41%	(292)	24%	(168)	704
Educ: < College	24%	(348)	42%	(609)	34%	(484)	1441
Educ: Bachelors degree	36%	(173)	43%	(209)	21%	(103)	485
Educ: Post-grad	41%	(114)	42%	(117)	17%	(48)	279
Income: Under 50k	22%	(249)	41%	(476)	37%	(430)	1155
Income: 50k-100k	32%	(225)	47%	(324)	21%	(146)	694
Income: 100k+	45%	(161)	38%	(135)	17%	(59)	355
Ethnicity: White	28%	(480)	42%	(719)	30%	(503)	1702
Ethnicity: Hispanic	35%	(134)	42%	(160)	23%	(86)	380
Ethnicity: Black	39%	(109)	39%	(110)	23%	(64)	283

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**Table UMWFLJdem1_1: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Sports**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	29%	(635)	42%	(935)	29%	(635)	2205
Ethnicity: Other	21%	(46)	48%	(106)	31%	(68)	220
All Christian	33%	(326)	42%	(411)	25%	(247)	984
All Non-Christian	35%	(62)	39%	(69)	27%	(47)	178
Atheist	18%	(16)	43%	(39)	39%	(36)	91
Agnostic/Nothing in particular	22%	(131)	45%	(262)	33%	(193)	586
Something Else	27%	(100)	42%	(154)	31%	(112)	366
Religious Non-Protestant/Catholic	33%	(65)	39%	(77)	27%	(54)	196
Evangelical	34%	(203)	37%	(222)	29%	(172)	597
Non-Evangelical	30%	(211)	45%	(321)	25%	(179)	711
Community: Urban	34%	(233)	42%	(291)	24%	(161)	685
Community: Suburban	29%	(288)	43%	(431)	28%	(282)	1000
Community: Rural	22%	(114)	41%	(214)	37%	(192)	519
Employ: Private Sector	38%	(303)	43%	(339)	19%	(151)	793
Employ: Government	35%	(49)	51%	(70)	14%	(19)	138
Employ: Self-Employed	38%	(77)	32%	(65)	30%	(59)	201
Employ: Homemaker	9%	(11)	41%	(50)	50%	(61)	122
Employ: Student	19%	(10)	52%	(27)	29%	(15)	51
Employ: Retired	19%	(102)	45%	(237)	35%	(185)	524
Employ: Unemployed	19%	(45)	38%	(88)	43%	(100)	233
Employ: Other	27%	(39)	41%	(59)	31%	(44)	142
Military HH: Yes	23%	(74)	52%	(171)	25%	(84)	329
Military HH: No	30%	(561)	41%	(764)	29%	(551)	1876
RD/WT: Right Direction	37%	(285)	41%	(322)	22%	(173)	779
RD/WT: Wrong Track	25%	(350)	43%	(613)	32%	(462)	1426
Biden Job Approve	30%	(293)	43%	(413)	27%	(264)	971
Biden Job Disapprove	28%	(305)	45%	(486)	27%	(294)	1085
Biden Job Strongly Approve	38%	(184)	38%	(183)	24%	(116)	482
Biden Job Somewhat Approve	22%	(110)	47%	(231)	30%	(148)	489
Biden Job Somewhat Disapprove	27%	(86)	52%	(169)	21%	(69)	323
Biden Job Strongly Disapprove	29%	(219)	42%	(317)	30%	(226)	762

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Table UMWFLJdem1_1: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?**Sports**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	29%	(635)	42%	(935)	29%	(635)	2205
Favorable of Biden	31%	(313)	41%	(410)	28%	(281)	1005
Unfavorable of Biden	28%	(295)	45%	(478)	27%	(292)	1065
Very Favorable of Biden	40%	(203)	36%	(181)	24%	(122)	506
Somewhat Favorable of Biden	22%	(110)	46%	(229)	32%	(159)	499
Somewhat Unfavorable of Biden	21%	(60)	54%	(151)	25%	(70)	281
Very Unfavorable of Biden	30%	(236)	42%	(327)	28%	(222)	784
#1 Issue: Economy	35%	(306)	42%	(362)	23%	(204)	872
#1 Issue: Security	27%	(79)	47%	(134)	26%	(74)	287
#1 Issue: Health Care	26%	(50)	39%	(73)	35%	(66)	189
#1 Issue: Medicare / Social Security	24%	(72)	42%	(125)	34%	(101)	298
#1 Issue: Women's Issues	18%	(37)	43%	(87)	39%	(79)	203
#1 Issue: Education	26%	(26)	39%	(39)	35%	(36)	100
#1 Issue: Energy	35%	(47)	44%	(58)	21%	(27)	133
#1 Issue: Other	15%	(19)	46%	(57)	38%	(47)	123
2022 House Vote: Democrat	32%	(276)	42%	(360)	26%	(224)	860
2022 House Vote: Republican	35%	(240)	42%	(288)	24%	(166)	694
2022 House Vote: Someone else	33%	(27)	39%	(31)	28%	(22)	80
2022 House Vote: Didn't Vote	16%	(92)	45%	(256)	39%	(223)	570
2020 Vote: Joe Biden	32%	(292)	42%	(382)	26%	(240)	914
2020 Vote: Donald Trump	31%	(225)	44%	(325)	25%	(186)	736
2020 Vote: Other	37%	(30)	41%	(33)	22%	(18)	81
2020 Vote: Didn't Vote	19%	(89)	41%	(195)	40%	(191)	474
2018 House Vote: Democrat	33%	(257)	42%	(324)	25%	(191)	772
2018 House Vote: Republican	34%	(210)	42%	(263)	24%	(147)	620
2018 House Vote: Someone else	23%	(18)	44%	(35)	33%	(26)	79
2018 House Vote: Didn't Vote	20%	(149)	43%	(314)	37%	(271)	734
4-Region: Northeast	34%	(131)	36%	(139)	30%	(116)	386
4-Region: Midwest	26%	(120)	49%	(223)	25%	(113)	456
4-Region: South	29%	(247)	40%	(337)	31%	(257)	841
4-Region: West	26%	(137)	45%	(237)	29%	(149)	522
Sports Fan	40%	(635)	60%	(935)	—	(0)	1570

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Table UMWFLJdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	29%	(635)	42%	(935)	29%	(635)	2205
Avid Sports Fan	100%	(635)	—	(0)	—	(0)	635
Men's College Basketball Fan	50%	(511)	47%	(486)	3%	(30)	1027
Avid Men's College Basketball Fan	75%	(268)	24%	(85)	1%	(5)	358
Men's or Women's College Basketball Fan	48%	(526)	47%	(512)	5%	(52)	1090

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

Table UMWFLJdem1_2: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Men's college basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(358)	30%	(669)	53%	(1178)	2205
Gender: Male	26%	(277)	39%	(413)	35%	(379)	1069
Gender: Female	7%	(81)	23%	(256)	70%	(792)	1129
Age: 18-34	20%	(129)	29%	(186)	50%	(317)	632
Age: 35-44	15%	(57)	34%	(125)	51%	(190)	372
Age: 45-64	16%	(117)	30%	(214)	54%	(381)	712
Age: 65+	11%	(54)	29%	(143)	59%	(290)	488
GenZers: 1997-2012	19%	(48)	33%	(82)	47%	(116)	246
Millennials: 1981-1996	19%	(131)	29%	(197)	52%	(355)	683
GenXers: 1965-1980	17%	(95)	31%	(178)	52%	(295)	569
Baby Boomers: 1946-1964	11%	(73)	31%	(199)	58%	(378)	651
PID: Dem (no lean)	18%	(153)	32%	(273)	50%	(425)	851
PID: Ind (no lean)	11%	(71)	27%	(174)	62%	(409)	654
PID: Rep (no lean)	19%	(134)	32%	(221)	49%	(345)	700
PID/Gender: Dem Men	30%	(120)	41%	(162)	29%	(115)	397
PID/Gender: Dem Women	7%	(33)	25%	(111)	68%	(306)	450
PID/Gender: Ind Men	18%	(53)	36%	(104)	46%	(132)	289
PID/Gender: Ind Women	5%	(18)	20%	(71)	75%	(273)	362
PID/Gender: Rep Men	27%	(104)	38%	(147)	34%	(132)	383
PID/Gender: Rep Women	9%	(29)	23%	(74)	67%	(213)	316
Ideo: Liberal (1-3)	20%	(116)	33%	(194)	47%	(279)	590
Ideo: Moderate (4)	15%	(105)	27%	(187)	57%	(391)	683
Ideo: Conservative (5-7)	17%	(122)	34%	(237)	49%	(345)	704
Educ: < College	12%	(170)	28%	(398)	61%	(872)	1441
Educ: Bachelors degree	20%	(99)	37%	(178)	43%	(209)	485
Educ: Post-grad	32%	(89)	33%	(93)	35%	(98)	279
Income: Under 50k	13%	(149)	27%	(311)	60%	(695)	1155
Income: 50k-100k	17%	(117)	33%	(228)	50%	(349)	694
Income: 100k+	26%	(92)	36%	(129)	38%	(134)	355
Ethnicity: White	15%	(255)	29%	(498)	56%	(949)	1702
Ethnicity: Hispanic	15%	(58)	30%	(114)	54%	(207)	380
Ethnicity: Black	28%	(81)	37%	(104)	35%	(99)	283

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Table UMWFLJdem1_2: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Men's college basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(358)	30%	(669)	53%	(1178)	2205
Ethnicity: Other	10%	(23)	30%	(67)	59%	(130)	220
All Christian	17%	(168)	33%	(326)	50%	(489)	984
All Non-Christian	26%	(47)	29%	(52)	45%	(79)	178
Atheist	7%	(6)	22%	(20)	71%	(65)	91
Agnostic/Nothing in particular	14%	(81)	28%	(162)	58%	(343)	586
Something Else	15%	(55)	30%	(108)	55%	(203)	366
Religious Non-Protestant/Catholic	25%	(49)	28%	(56)	47%	(92)	196
Evangelical	20%	(117)	33%	(195)	48%	(285)	597
Non-Evangelical	14%	(97)	32%	(231)	54%	(383)	711
Community: Urban	22%	(150)	35%	(237)	44%	(299)	685
Community: Suburban	15%	(153)	30%	(303)	54%	(544)	1000
Community: Rural	11%	(55)	25%	(128)	65%	(336)	519
Employ: Private Sector	20%	(158)	35%	(278)	45%	(356)	793
Employ: Government	30%	(41)	27%	(38)	43%	(59)	138
Employ: Self-Employed	23%	(47)	26%	(52)	51%	(102)	201
Employ: Homemaker	4%	(5)	17%	(20)	79%	(97)	122
Employ: Student	12%	(6)	28%	(14)	60%	(31)	51
Employ: Retired	11%	(59)	28%	(149)	60%	(316)	524
Employ: Unemployed	6%	(15)	29%	(68)	64%	(150)	233
Employ: Other	19%	(27)	34%	(48)	47%	(67)	142
Military HH: Yes	12%	(39)	32%	(105)	56%	(184)	329
Military HH: No	17%	(319)	30%	(564)	53%	(994)	1876
RD/WT: Right Direction	22%	(173)	35%	(276)	42%	(330)	779
RD/WT: Wrong Track	13%	(186)	28%	(393)	59%	(848)	1426
Biden Job Approve	18%	(179)	33%	(324)	48%	(468)	971
Biden Job Disapprove	15%	(165)	28%	(308)	56%	(612)	1085
Biden Job Strongly Approve	23%	(109)	33%	(161)	44%	(212)	482
Biden Job Somewhat Approve	14%	(70)	33%	(164)	52%	(255)	489
Biden Job Somewhat Disapprove	13%	(44)	32%	(105)	54%	(174)	323
Biden Job Strongly Disapprove	16%	(121)	27%	(203)	57%	(438)	762

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Table UMWFLJdem1_2: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Men's college basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(358)	30%	(669)	53%	(1178)	2205
Favorable of Biden	18%	(182)	32%	(326)	49%	(496)	1005
Unfavorable of Biden	15%	(160)	30%	(315)	55%	(590)	1065
Very Favorable of Biden	22%	(111)	35%	(177)	43%	(217)	506
Somewhat Favorable of Biden	14%	(71)	30%	(149)	56%	(279)	499
Somewhat Unfavorable of Biden	13%	(36)	32%	(91)	55%	(154)	281
Very Unfavorable of Biden	16%	(123)	29%	(224)	56%	(437)	784
#1 Issue: Economy	17%	(150)	34%	(297)	49%	(425)	872
#1 Issue: Security	23%	(66)	28%	(80)	49%	(141)	287
#1 Issue: Health Care	13%	(25)	29%	(54)	58%	(110)	189
#1 Issue: Medicare / Social Security	11%	(34)	26%	(78)	63%	(186)	298
#1 Issue: Women's Issues	11%	(22)	28%	(58)	61%	(123)	203
#1 Issue: Education	20%	(20)	29%	(29)	51%	(51)	100
#1 Issue: Energy	22%	(29)	28%	(37)	50%	(66)	133
#1 Issue: Other	10%	(12)	28%	(35)	62%	(76)	123
2022 House Vote: Democrat	19%	(164)	34%	(289)	47%	(407)	860
2022 House Vote: Republican	18%	(127)	33%	(227)	49%	(340)	694
2022 House Vote: Someone else	9%	(7)	26%	(21)	65%	(52)	80
2022 House Vote: Didn't Vote	10%	(60)	23%	(132)	66%	(379)	570
2020 Vote: Joe Biden	18%	(161)	33%	(303)	49%	(450)	914
2020 Vote: Donald Trump	19%	(137)	31%	(227)	51%	(373)	736
2020 Vote: Other	16%	(13)	31%	(25)	53%	(43)	81
2020 Vote: Didn't Vote	10%	(47)	24%	(115)	66%	(312)	474
2018 House Vote: Democrat	18%	(142)	35%	(271)	46%	(358)	772
2018 House Vote: Republican	18%	(113)	33%	(204)	49%	(302)	620
2018 House Vote: Someone else	9%	(7)	26%	(21)	64%	(51)	79
2018 House Vote: Didn't Vote	13%	(95)	23%	(172)	64%	(466)	734
4-Region: Northeast	19%	(74)	25%	(98)	56%	(215)	386
4-Region: Midwest	18%	(80)	35%	(161)	47%	(215)	456
4-Region: South	16%	(133)	31%	(263)	53%	(445)	841
4-Region: West	14%	(71)	28%	(147)	58%	(304)	522
Sports Fan	22%	(353)	41%	(644)	36%	(573)	1570

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Table UMWFLJdem1_2: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Men's college basketball

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	16% (358)	30% (669)	53% (1178)	2205
Avid Sports Fan	42% (268)	38% (243)	19% (124)	635
Men's College Basketball Fan	35% (358)	65% (669)	— (0)	1027
Avid Men's College Basketball Fan	100% (358)	— (0)	— (0)	358
Men's or Women's College Basketball Fan	33% (358)	61% (669)	6% (63)	1090

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

Table UMWFLJdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?**Women's college basketball*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(532)	68%	(1494)	2205
Gender: Male	12%	(127)	30%	(322)	58%	(620)	1069
Gender: Female	5%	(52)	18%	(208)	77%	(869)	1129
Age: 18-34	10%	(65)	28%	(180)	61%	(387)	632
Age: 35-44	12%	(43)	25%	(94)	63%	(235)	372
Age: 45-64	7%	(48)	22%	(158)	71%	(506)	712
Age: 65+	5%	(22)	20%	(100)	75%	(366)	488
GenZers: 1997-2012	7%	(16)	30%	(73)	64%	(157)	246
Millennials: 1981-1996	13%	(86)	26%	(179)	61%	(418)	683
GenXers: 1965-1980	8%	(45)	22%	(125)	70%	(399)	569
Baby Boomers: 1946-1964	5%	(30)	22%	(142)	73%	(478)	651
PID: Dem (no lean)	12%	(100)	28%	(242)	60%	(509)	851
PID: Ind (no lean)	4%	(24)	23%	(150)	73%	(480)	654
PID: Rep (no lean)	8%	(54)	20%	(140)	72%	(505)	700
PID/Gender: Dem Men	19%	(75)	37%	(149)	44%	(173)	397
PID/Gender: Dem Women	6%	(25)	21%	(93)	74%	(332)	450
PID/Gender: Ind Men	5%	(13)	29%	(84)	66%	(192)	289
PID/Gender: Ind Women	3%	(11)	18%	(65)	79%	(287)	362
PID/Gender: Rep Men	10%	(38)	23%	(90)	67%	(255)	383
PID/Gender: Rep Women	5%	(16)	16%	(50)	79%	(250)	316
Ideo: Liberal (1-3)	11%	(64)	30%	(179)	59%	(346)	590
Ideo: Moderate (4)	8%	(55)	24%	(163)	68%	(464)	683
Ideo: Conservative (5-7)	7%	(53)	21%	(150)	71%	(501)	704
Educ: < College	7%	(97)	21%	(296)	73%	(1048)	1441
Educ: Bachelors degree	8%	(37)	29%	(141)	63%	(308)	485
Educ: Post-grad	16%	(44)	34%	(96)	50%	(138)	279
Income: Under 50k	7%	(84)	21%	(242)	72%	(829)	1155
Income: 50k-100k	9%	(60)	26%	(180)	66%	(455)	694
Income: 100k+	10%	(34)	31%	(110)	59%	(211)	355
Ethnicity: White	7%	(119)	22%	(378)	71%	(1205)	1702
Ethnicity: Hispanic	11%	(43)	24%	(91)	65%	(246)	380
Ethnicity: Black	19%	(53)	35%	(101)	46%	(130)	283

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Table UMWFLJdem1_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's college basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(532)	68%	(1494)	2205
Ethnicity: Other	3%	(6)	24%	(54)	73%	(160)	220
All Christian	8%	(78)	24%	(238)	68%	(668)	984
All Non-Christian	17%	(30)	31%	(55)	52%	(92)	178
Atheist	2%	(1)	16%	(15)	82%	(75)	91
Agnostic/Nothing in particular	4%	(24)	24%	(140)	72%	(422)	586
Something Else	12%	(45)	23%	(84)	65%	(237)	366
Religious Non-Protestant/Catholic	15%	(30)	30%	(60)	54%	(106)	196
Evangelical	15%	(89)	25%	(150)	60%	(358)	597
Non-Evangelical	4%	(30)	23%	(164)	73%	(517)	711
Community: Urban	14%	(96)	31%	(211)	55%	(378)	685
Community: Suburban	5%	(49)	24%	(239)	71%	(713)	1000
Community: Rural	7%	(34)	16%	(82)	78%	(403)	519
Employ: Private Sector	8%	(66)	29%	(229)	63%	(497)	793
Employ: Government	13%	(18)	27%	(37)	60%	(83)	138
Employ: Self-Employed	15%	(29)	25%	(50)	60%	(122)	201
Employ: Homemaker	2%	(3)	13%	(16)	84%	(103)	122
Employ: Student	6%	(3)	23%	(12)	71%	(36)	51
Employ: Retired	7%	(35)	18%	(96)	75%	(393)	524
Employ: Unemployed	6%	(15)	23%	(53)	71%	(165)	233
Employ: Other	6%	(9)	27%	(39)	66%	(95)	142
Military HH: Yes	8%	(26)	25%	(81)	67%	(221)	329
Military HH: No	8%	(152)	24%	(451)	68%	(1273)	1876
RD/WT: Right Direction	14%	(106)	34%	(263)	53%	(409)	779
RD/WT: Wrong Track	5%	(72)	19%	(269)	76%	(1085)	1426
Biden Job Approve	11%	(109)	31%	(304)	57%	(557)	971
Biden Job Disapprove	4%	(44)	19%	(210)	77%	(831)	1085
Biden Job Strongly Approve	16%	(76)	33%	(160)	51%	(246)	482
Biden Job Somewhat Approve	7%	(33)	30%	(144)	64%	(312)	489
Biden Job Somewhat Disapprove	6%	(19)	23%	(74)	71%	(230)	323
Biden Job Strongly Disapprove	3%	(25)	18%	(137)	79%	(601)	762

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Table UMWFLJdem1_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's college basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(532)	68%	(1494)	2205
Favorable of Biden	11%	(115)	29%	(295)	59%	(595)	1005
Unfavorable of Biden	4%	(48)	20%	(212)	76%	(806)	1065
Very Favorable of Biden	15%	(76)	33%	(165)	52%	(265)	506
Somewhat Favorable of Biden	8%	(40)	26%	(130)	66%	(329)	499
Somewhat Unfavorable of Biden	6%	(16)	23%	(64)	72%	(201)	281
Very Unfavorable of Biden	4%	(32)	19%	(148)	77%	(604)	784
#1 Issue: Economy	9%	(79)	25%	(217)	66%	(577)	872
#1 Issue: Security	8%	(24)	23%	(65)	69%	(199)	287
#1 Issue: Health Care	8%	(15)	25%	(47)	68%	(128)	189
#1 Issue: Medicare / Social Security	7%	(21)	21%	(64)	72%	(213)	298
#1 Issue: Women's Issues	6%	(13)	27%	(55)	67%	(136)	203
#1 Issue: Education	12%	(12)	31%	(31)	57%	(57)	100
#1 Issue: Energy	11%	(14)	22%	(29)	68%	(89)	133
#1 Issue: Other	2%	(2)	20%	(25)	78%	(95)	123
2022 House Vote: Democrat	12%	(100)	30%	(256)	59%	(505)	860
2022 House Vote: Republican	7%	(49)	21%	(144)	72%	(502)	694
2022 House Vote: Someone else	1%	(1)	21%	(17)	78%	(62)	80
2022 House Vote: Didn't Vote	5%	(29)	20%	(116)	75%	(425)	570
2020 Vote: Joe Biden	10%	(93)	30%	(272)	60%	(550)	914
2020 Vote: Donald Trump	7%	(51)	20%	(149)	73%	(537)	736
2020 Vote: Other	4%	(3)	25%	(20)	71%	(57)	81
2020 Vote: Didn't Vote	7%	(32)	19%	(92)	74%	(350)	474
2018 House Vote: Democrat	12%	(89)	30%	(235)	58%	(447)	772
2018 House Vote: Republican	8%	(48)	21%	(132)	71%	(440)	620
2018 House Vote: Someone else	7%	(5)	15%	(12)	78%	(62)	79
2018 House Vote: Didn't Vote	5%	(36)	21%	(153)	74%	(545)	734
4-Region: Northeast	10%	(37)	22%	(84)	69%	(265)	386
4-Region: Midwest	7%	(33)	29%	(133)	64%	(289)	456
4-Region: South	8%	(70)	24%	(199)	68%	(572)	841
4-Region: West	7%	(38)	22%	(116)	70%	(368)	522
Sports Fan	11%	(167)	32%	(504)	57%	(899)	1570

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Table UMWFLJdem1_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's college basketball

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	8% (179)	24% (532)	68% (1494)	2205
Avid Sports Fan	20% (125)	39% (247)	41% (262)	635
Men's College Basketball Fan	16% (164)	47% (484)	37% (379)	1027
Avid Men's College Basketball Fan	34% (122)	41% (149)	25% (88)	358
Men's or Women's College Basketball Fan	16% (179)	49% (532)	35% (379)	1090

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

Table UMWFLJdem1_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
National Basketball Association (NBA)

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	20% (437)	31% (689)	49% (1078)	2205
Gender: Male	31% (329)	35% (374)	34% (367)	1069
Gender: Female	10% (108)	28% (315)	63% (706)	1129
Age: 18-34	28% (174)	32% (204)	40% (254)	632
Age: 35-44	26% (97)	32% (117)	43% (158)	372
Age: 45-64	18% (125)	32% (227)	51% (361)	712
Age: 65+	9% (42)	29% (141)	63% (305)	488
GenZers: 1997-2012	26% (64)	33% (80)	41% (101)	246
Millennials: 1981-1996	28% (194)	31% (214)	40% (276)	683
GenXers: 1965-1980	19% (108)	32% (182)	49% (279)	569
Baby Boomers: 1946-1964	9% (61)	31% (202)	60% (387)	651
PID: Dem (no lean)	24% (201)	33% (284)	43% (367)	851
PID: Ind (no lean)	16% (106)	29% (191)	55% (357)	654
PID: Rep (no lean)	19% (131)	31% (215)	51% (355)	700
PID/Gender: Dem Men	38% (153)	35% (139)	26% (105)	397
PID/Gender: Dem Women	11% (48)	32% (144)	57% (258)	450
PID/Gender: Ind Men	25% (73)	35% (102)	39% (113)	289
PID/Gender: Ind Women	9% (33)	24% (88)	67% (242)	362
PID/Gender: Rep Men	27% (103)	35% (132)	39% (148)	383
PID/Gender: Rep Women	9% (28)	26% (82)	65% (206)	316
Ideo: Liberal (1-3)	24% (143)	34% (199)	42% (247)	590
Ideo: Moderate (4)	22% (150)	32% (216)	46% (316)	683
Ideo: Conservative (5-7)	17% (120)	30% (210)	53% (373)	704
Educ: < College	17% (238)	30% (428)	54% (775)	1441
Educ: Bachelors degree	25% (122)	33% (159)	42% (204)	485
Educ: Post-grad	28% (77)	37% (102)	36% (99)	279
Income: Under 50k	16% (181)	30% (350)	54% (624)	1155
Income: 50k-100k	21% (149)	34% (234)	45% (312)	694
Income: 100k+	30% (108)	30% (105)	40% (142)	355
Ethnicity: White	16% (274)	30% (505)	54% (923)	1702
Ethnicity: Hispanic	23% (86)	31% (118)	46% (176)	380
Ethnicity: Black	40% (115)	36% (102)	24% (67)	283

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Table UMWFLJdem1_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(437)	31%	(689)	49%	(1078)	2205
Ethnicity: Other	22%	(49)	38%	(83)	40%	(88)	220
All Christian	18%	(174)	33%	(326)	49%	(484)	984
All Non-Christian	35%	(62)	30%	(53)	36%	(63)	178
Atheist	13%	(12)	26%	(23)	61%	(55)	91
Agnostic/Nothing in particular	18%	(107)	28%	(164)	54%	(315)	586
Something Else	23%	(82)	34%	(123)	44%	(160)	366
Religious Non-Protestant/Catholic	31%	(62)	30%	(59)	39%	(76)	196
Evangelical	21%	(126)	35%	(207)	44%	(264)	597
Non-Evangelical	17%	(123)	32%	(226)	51%	(363)	711
Community: Urban	28%	(192)	35%	(239)	37%	(254)	685
Community: Suburban	20%	(198)	30%	(300)	50%	(502)	1000
Community: Rural	9%	(48)	29%	(150)	62%	(321)	519
Employ: Private Sector	26%	(208)	32%	(254)	42%	(331)	793
Employ: Government	29%	(40)	34%	(46)	38%	(52)	138
Employ: Self-Employed	27%	(54)	29%	(59)	44%	(88)	201
Employ: Homemaker	10%	(12)	22%	(27)	68%	(83)	122
Employ: Student	22%	(11)	40%	(20)	38%	(19)	51
Employ: Retired	8%	(43)	31%	(160)	61%	(321)	524
Employ: Unemployed	14%	(33)	34%	(78)	52%	(122)	233
Employ: Other	25%	(36)	31%	(45)	43%	(62)	142
Military HH: Yes	16%	(54)	33%	(108)	51%	(167)	329
Military HH: No	20%	(384)	31%	(582)	49%	(911)	1876
RD/WT: Right Direction	28%	(220)	36%	(282)	35%	(276)	779
RD/WT: Wrong Track	15%	(217)	29%	(407)	56%	(802)	1426
Biden Job Approve	24%	(233)	35%	(343)	41%	(395)	971
Biden Job Disapprove	16%	(174)	28%	(308)	56%	(603)	1085
Biden Job Strongly Approve	28%	(137)	36%	(172)	36%	(173)	482
Biden Job Somewhat Approve	20%	(96)	35%	(171)	45%	(222)	489
Biden Job Somewhat Disapprove	18%	(60)	34%	(109)	48%	(154)	323
Biden Job Strongly Disapprove	15%	(115)	26%	(199)	59%	(449)	762

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Table UMWFLJdem1_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(437)	31%	(689)	49%	(1078)	2205
Favorable of Biden	24%	(238)	33%	(331)	43%	(435)	1005
Unfavorable of Biden	16%	(174)	30%	(317)	54%	(574)	1065
Very Favorable of Biden	29%	(145)	32%	(161)	40%	(200)	506
Somewhat Favorable of Biden	19%	(93)	34%	(170)	47%	(235)	499
Somewhat Unfavorable of Biden	18%	(50)	37%	(103)	46%	(129)	281
Very Unfavorable of Biden	16%	(124)	27%	(215)	57%	(446)	784
#1 Issue: Economy	23%	(203)	32%	(276)	45%	(393)	872
#1 Issue: Security	22%	(62)	26%	(76)	52%	(149)	287
#1 Issue: Health Care	19%	(36)	32%	(60)	49%	(93)	189
#1 Issue: Medicare / Social Security	10%	(29)	31%	(91)	60%	(178)	298
#1 Issue: Women's Issues	14%	(29)	36%	(73)	50%	(102)	203
#1 Issue: Education	22%	(22)	30%	(30)	48%	(48)	100
#1 Issue: Energy	29%	(38)	36%	(47)	36%	(47)	133
#1 Issue: Other	15%	(18)	29%	(36)	56%	(69)	123
2022 House Vote: Democrat	26%	(221)	32%	(276)	42%	(364)	860
2022 House Vote: Republican	17%	(120)	32%	(220)	51%	(354)	694
2022 House Vote: Someone else	19%	(15)	23%	(19)	58%	(46)	80
2022 House Vote: Didnt Vote	14%	(82)	31%	(175)	55%	(313)	570
2020 Vote: Joe Biden	25%	(227)	33%	(305)	42%	(382)	914
2020 Vote: Donald Trump	18%	(132)	30%	(223)	52%	(382)	736
2020 Vote: Other	23%	(19)	31%	(25)	45%	(36)	81
2020 Vote: Didn't Vote	13%	(60)	29%	(137)	59%	(278)	474
2018 House Vote: Democrat	26%	(202)	33%	(253)	41%	(316)	772
2018 House Vote: Republican	16%	(100)	33%	(206)	51%	(314)	620
2018 House Vote: Someone else	24%	(19)	23%	(18)	53%	(42)	79
2018 House Vote: Didnt Vote	16%	(116)	29%	(211)	55%	(406)	734
4-Region: Northeast	24%	(93)	26%	(101)	50%	(193)	386
4-Region: Midwest	20%	(91)	33%	(152)	47%	(212)	456
4-Region: South	17%	(145)	31%	(259)	52%	(437)	841
4-Region: West	21%	(109)	34%	(178)	45%	(235)	522
Sports Fan	27%	(424)	41%	(639)	32%	(507)	1570

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Table UMWFLJdem1_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
National Basketball Association (NBA)

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	20% (437)	31% (689)	49% (1078)	2205
Avid Sports Fan	51% (325)	28% (178)	21% (132)	635
Men's College Basketball Fan	38% (394)	47% (483)	15% (150)	1027
Avid Men's College Basketball Fan	65% (233)	27% (96)	8% (29)	358
Men's or Women's College Basketball Fan	37% (404)	46% (505)	17% (181)	1090

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

Table UMWFLJdem1_5: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(156)	24%	(525)	69%	(1524)	2205
Gender: Male	11%	(115)	29%	(309)	60%	(645)	1069
Gender: Female	4%	(41)	19%	(215)	77%	(873)	1129
Age: 18-34	12%	(73)	26%	(166)	62%	(393)	632
Age: 35-44	10%	(36)	27%	(100)	63%	(236)	372
Age: 45-64	5%	(38)	23%	(167)	71%	(508)	712
Age: 65+	2%	(9)	19%	(92)	79%	(387)	488
GenZers: 1997-2012	8%	(20)	26%	(65)	66%	(161)	246
Millennials: 1981-1996	12%	(85)	26%	(180)	61%	(418)	683
GenXers: 1965-1980	6%	(36)	23%	(129)	71%	(404)	569
Baby Boomers: 1946-1964	2%	(15)	22%	(140)	76%	(495)	651
PID: Dem (no lean)	10%	(84)	28%	(241)	62%	(526)	851
PID: Ind (no lean)	3%	(19)	23%	(149)	74%	(485)	654
PID: Rep (no lean)	8%	(53)	19%	(134)	73%	(513)	700
PID/Gender: Dem Men	16%	(63)	38%	(150)	46%	(184)	397
PID/Gender: Dem Women	5%	(21)	20%	(91)	75%	(338)	450
PID/Gender: Ind Men	5%	(14)	27%	(79)	68%	(196)	289
PID/Gender: Ind Women	2%	(6)	19%	(70)	79%	(287)	362
PID/Gender: Rep Men	10%	(38)	21%	(81)	69%	(264)	383
PID/Gender: Rep Women	5%	(14)	17%	(54)	79%	(248)	316
Ideo: Liberal (1-3)	9%	(56)	30%	(179)	60%	(355)	590
Ideo: Moderate (4)	7%	(46)	26%	(177)	67%	(460)	683
Ideo: Conservative (5-7)	7%	(48)	18%	(130)	75%	(526)	704
Educ: < College	6%	(83)	23%	(325)	72%	(1032)	1441
Educ: Bachelors degree	6%	(28)	25%	(123)	69%	(335)	485
Educ: Post-grad	16%	(45)	28%	(77)	56%	(157)	279
Income: Under 50k	6%	(71)	22%	(256)	72%	(829)	1155
Income: 50k-100k	6%	(45)	26%	(183)	67%	(466)	694
Income: 100k+	11%	(41)	24%	(85)	65%	(229)	355
Ethnicity: White	6%	(109)	21%	(349)	73%	(1243)	1702
Ethnicity: Hispanic	11%	(43)	23%	(88)	66%	(249)	380
Ethnicity: Black	14%	(41)	43%	(122)	43%	(121)	283

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Table UMWFLJdem1_5: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(156)	24%	(525)	69%	(1524)	2205
Ethnicity: Other	3%	(6)	24%	(54)	73%	(160)	220
All Christian	7%	(70)	22%	(221)	70%	(693)	984
All Non-Christian	16%	(28)	28%	(50)	57%	(101)	178
Atheist	4%	(4)	14%	(13)	82%	(75)	91
Agnostic/Nothing in particular	4%	(26)	24%	(138)	72%	(422)	586
Something Else	8%	(28)	28%	(103)	64%	(235)	366
Religious Non-Protestant/Catholic	14%	(28)	27%	(53)	59%	(116)	196
Evangelical	11%	(65)	26%	(156)	63%	(375)	597
Non-Evangelical	4%	(29)	22%	(160)	73%	(522)	711
Community: Urban	13%	(88)	30%	(207)	57%	(391)	685
Community: Suburban	4%	(45)	24%	(241)	71%	(714)	1000
Community: Rural	5%	(24)	15%	(76)	81%	(419)	519
Employ: Private Sector	9%	(75)	26%	(206)	64%	(511)	793
Employ: Government	16%	(22)	23%	(32)	61%	(85)	138
Employ: Self-Employed	8%	(17)	27%	(55)	65%	(130)	201
Employ: Homemaker	3%	(3)	13%	(15)	85%	(103)	122
Employ: Student	4%	(2)	29%	(15)	67%	(34)	51
Employ: Retired	3%	(17)	19%	(99)	78%	(408)	524
Employ: Unemployed	6%	(13)	28%	(65)	66%	(155)	233
Employ: Other	5%	(7)	26%	(37)	69%	(99)	142
Military HH: Yes	7%	(23)	25%	(82)	68%	(224)	329
Military HH: No	7%	(133)	24%	(443)	69%	(1300)	1876
RD/WT: Right Direction	13%	(101)	33%	(256)	54%	(422)	779
RD/WT: Wrong Track	4%	(55)	19%	(268)	77%	(1103)	1426
Biden Job Approve	12%	(112)	30%	(289)	59%	(569)	971
Biden Job Disapprove	3%	(28)	19%	(207)	78%	(850)	1085
Biden Job Strongly Approve	16%	(78)	30%	(142)	54%	(262)	482
Biden Job Somewhat Approve	7%	(34)	30%	(147)	63%	(308)	489
Biden Job Somewhat Disapprove	3%	(11)	26%	(84)	71%	(229)	323
Biden Job Strongly Disapprove	2%	(18)	16%	(123)	82%	(621)	762

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Table UMWFLJdem1_5: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(156)	24%	(525)	69%	(1524)	2205
Favorable of Biden	11%	(113)	28%	(280)	61%	(611)	1005
Unfavorable of Biden	3%	(37)	20%	(210)	77%	(819)	1065
Very Favorable of Biden	16%	(82)	30%	(150)	54%	(274)	506
Somewhat Favorable of Biden	6%	(31)	26%	(131)	68%	(337)	499
Somewhat Unfavorable of Biden	3%	(9)	27%	(76)	70%	(197)	281
Very Unfavorable of Biden	4%	(28)	17%	(134)	79%	(622)	784
#1 Issue: Economy	8%	(67)	26%	(224)	67%	(580)	872
#1 Issue: Security	8%	(22)	18%	(53)	74%	(213)	287
#1 Issue: Health Care	6%	(11)	25%	(48)	69%	(130)	189
#1 Issue: Medicare / Social Security	3%	(8)	22%	(65)	75%	(224)	298
#1 Issue: Women's Issues	7%	(14)	27%	(55)	66%	(135)	203
#1 Issue: Education	11%	(11)	28%	(29)	61%	(61)	100
#1 Issue: Energy	14%	(18)	21%	(28)	65%	(86)	133
#1 Issue: Other	4%	(5)	19%	(23)	77%	(95)	123
2022 House Vote: Democrat	10%	(85)	30%	(256)	60%	(519)	860
2022 House Vote: Republican	6%	(45)	19%	(134)	74%	(516)	694
2022 House Vote: Someone else	4%	(3)	21%	(17)	75%	(60)	80
2022 House Vote: Didnt Vote	4%	(23)	21%	(118)	75%	(429)	570
2020 Vote: Joe Biden	9%	(80)	29%	(267)	62%	(567)	914
2020 Vote: Donald Trump	5%	(39)	21%	(151)	74%	(546)	736
2020 Vote: Other	4%	(3)	25%	(20)	71%	(57)	81
2020 Vote: Didn't Vote	7%	(34)	18%	(87)	75%	(354)	474
2018 House Vote: Democrat	9%	(73)	30%	(232)	60%	(467)	772
2018 House Vote: Republican	6%	(39)	21%	(131)	73%	(450)	620
2018 House Vote: Someone else	—	(0)	24%	(19)	76%	(60)	79
2018 House Vote: Didnt Vote	6%	(45)	19%	(142)	75%	(548)	734
4-Region: Northeast	8%	(30)	22%	(85)	70%	(271)	386
4-Region: Midwest	6%	(28)	28%	(129)	66%	(299)	456
4-Region: South	8%	(64)	23%	(190)	70%	(587)	841
4-Region: West	7%	(35)	23%	(120)	70%	(367)	522
Sports Fan	10%	(155)	31%	(486)	59%	(930)	1570

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Table UMWFLJdem1_5: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(156)	24%	(525)	69%	(1524)	2205
Avid Sports Fan	19%	(122)	35%	(219)	46%	(293)	635
Men's College Basketball Fan	15%	(152)	44%	(447)	42%	(427)	1027
Avid Men's College Basketball Fan	28%	(100)	40%	(143)	32%	(116)	358
Men's or Women's College Basketball Fan	14%	(154)	44%	(484)	42%	(453)	1090

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2205	100%
xdemGender	Gender: Male	1069	48%
	Gender: Female	1129	51%
	N	2198	
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	246	11%
	Millennials: 1981-1996	683	31%
	GenXers: 1965-1980	569	26%
	Baby Boomers: 1946-1964	651	30%
	N	2148	
xpid3	PID: Dem (no lean)	851	39%
	PID: Ind (no lean)	654	30%
	PID: Rep (no lean)	700	32%
	N	2205	
xpidGender	PID/Gender: Dem Men	397	18%
	PID/Gender: Dem Women	450	20%
	PID/Gender: Ind Men	289	13%
	PID/Gender: Ind Women	362	16%
	PID/Gender: Rep Men	383	17%
	PID/Gender: Rep Women	316	14%
	N	2198	
xdemIdeo3	Ideo: Liberal (1-3)	590	27%
	Ideo: Moderate (4)	683	31%
	Ideo: Conservative (5-7)	704	32%
	N	1976	
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	1155	52%
	Income: 50k-100k	694	31%
	Income: 100k+	355	16%
	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	984	45%
	All Non-Christian	178	8%
	Atheist	91	4%
	Agnostic/Nothing in particular	586	27%
	Something Else	366	17%
	N	2205	
xdemReligOther	Religious Non-Protestant/Catholic	196	9%
xdemEvang	Evangelical	597	27%
	Non-Evangelical	711	32%
	N	1308	
xdemUsr	Community: Urban	685	31%
	Community: Suburban	1000	45%
	Community: Rural	519	24%
	N	2205	
xdemEmploy	Employ: Private Sector	793	36%
	Employ: Government	138	6%
	Employ: Self-Employed	201	9%
	Employ: Homemaker	122	6%
	Employ: Student	51	2%
	Employ: Retired	524	24%
	Employ: Unemployed	233	11%
	Employ: Other	142	6%
	N	2205	
xdemMilHH1	Military HH: Yes	329	15%
	Military HH: No	1876	85%
	N	2205	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	779	35%
	RD/WT: Wrong Track	1426	65%
	N	2205	
xdemBidenApprove	Biden Job Approve	971	44%
	Biden Job Disapprove	1085	49%
	N	2056	
xdemBidenApprove2	Biden Job Strongly Approve	482	22%
	Biden Job Somewhat Approve	489	22%
	Biden Job Somewhat Disapprove	323	15%
	Biden Job Strongly Disapprove	762	35%
	N	2056	
xdemBidenFav	Favorable of Biden	1005	46%
	Unfavorable of Biden	1065	48%
	N	2070	
xdemBidenFavFull	Very Favorable of Biden	506	23%
	Somewhat Favorable of Biden	499	23%
	Somewhat Unfavorable of Biden	281	13%
	Very Unfavorable of Biden	784	36%
	N	2070	
xnr3	#1 Issue: Economy	872	40%
	#1 Issue: Security	287	13%
	#1 Issue: Health Care	189	9%
	#1 Issue: Medicare / Social Security	298	14%
	#1 Issue: Women's Issues	203	9%
	#1 Issue: Education	100	5%
	#1 Issue: Energy	133	6%
	#1 Issue: Other	123	6%
	N	2205	
xsubVote22O	2022 House Vote: Democrat	860	39%
	2022 House Vote: Republican	694	31%
	2022 House Vote: Someone else	80	4%
	2022 House Vote: Didnt Vote	570	26%
	N	2205	
xsubVote20O	2020 Vote: Joe Biden	914	41%
	2020 Vote: Donald Trump	736	33%
	2020 Vote: Other	81	4%
	2020 Vote: Didn't Vote	474	22%
	N	2205	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	772	35%
	2018 House Vote: Republican	620	28%
	2018 House Vote: Someone else	79	4%
	2018 House Vote: Didnt Vote	734	33%
	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	
UMWFLJxdem1	Sports Fan	1570	71%
UMWFLJxdem2	Avid Sports Fan	635	29%
UMWFLJxdem3	Men's College Basketball Fan	1027	47%
UMWFLJxdem4	Avid Men's College Basketball Fan	358	16%
UMWFLJxdem5	Men's or Women's College Basketball Fan	1090	49%

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



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