MORNING CONSULT

National Tracking Poll #2303109
March 17-19, 2023

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(562)	42%	(925)	32%	(713)	2200
Gender: Male	39%	(414)	40%	(426)	21%	(225)	1065
Gender: Female	13%	(148)	44%	(496)	43%	(477)	1121
Age: 18-34	32%	(199)	35%	(218)	34%	(214)	631
Age: 35-44	33%	(122)	36%	(134)	31%	(115)	371
Age: 45-64	23%	(166)	47%	(336)	29%	(209)	711
Age: 65+	15%	(75)	49%	(237)	36%	(175)	487
GenZers: 1997-2012	24%	(66)	34%	(94)	43%	(120)	280
Millennials: 1981-1996	37%	(246)	35%	(235)	28%	(185)	666
GenXers: 1965-1980	21%	(117)	46%	(253)	32%	(178)	549
Baby Boomers: 1946-1964	18%	(119)	49%	(321)	32%	(211)	650
PID: Dem (no lean)	30%	(251)	43%	(363)	27%	(232)	846
PID: Ind (no lean)	17%	(110)	44%	(291)	40%	(264)	665
PID: Rep (no lean)	29%	(201)	39%	(271)	31%	(217)	689
PID/Gender: Dem Men	44%	(181)	42%	(173)	13%	(54)	408
PID/Gender: Dem Women	16%	(70)	43%	(189)	40%	(176)	435
PID/Gender: Ind Men	27%	(77)	40%	(113)	32%	(92)	282
PID/Gender: Ind Women	9%	(33)	47%	(177)	44%	(166)	375
PID/Gender: Rep Men	41%	(156)	37%	(140)	21%	(80)	376
PID/Gender: Rep Women	15%	(46)	42%	(131)	43%	(135)	311
Ideo: Liberal (1-3)	28%	(193)	41%	(280)	30%	(205)	678
Ideo: Moderate (4)	23%	(148)	46%	(291)	31%	(196)	634
Ideo: Conservative (5-7)	28%	(191)	42%	(283)	29%	(198)	672
Educ: < College	23%	(324)	41%	(589)	36%	(525)	1438
Educ: Bachelors degree	32%	(154)	42%	(204)	26%	(127)	484
Educ: Post-grad	30%	(84)	48%	(132)	22%	(62)	278
Income: Under 50k	17%	(174)	43%	(453)	40%	(421)	1048
Income: 50k-100k	33%	(242)	41%	(303)	27%	(199)	744
Income: 100k+	36%	(145)	41%	(168)	23%	(94)	408

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(562)	42%	(925)	32%	(713)	2200
Ethnicity: White	23%	(386)	44%	(744)	33%	(568)	1698
Ethnicity: Hispanic	25%	(96)	42%	(160)	33%	(123)	379
Ethnicity: Black	43%	(123)	33%	(92)	24%	(68)	283
Ethnicity: Other	24%	(53)	41%	(89)	35%	(77)	220
All Christian	29%	(269)	46%	(432)	25%	(230)	931
All Non-Christian	39%	(73)	34%	(65)	27%	(50)	188
Atheist	15%	(14)	48%	(46)	38%	(37)	97
Agnostic/Nothing in particular	18%	(112)	38%	(233)	44%	(266)	611
Something Else	25%	(93)	40%	(149)	35%	(130)	372
Religious Non-Protestant/Catholic	39%	(84)	34%	(73)	27%	(59)	216
Evangelical	31%	(168)	40%	(218)	28%	(154)	540
Non-Evangelical	25%	(190)	47%	(355)	28%	(212)	758
Community: Urban	33%	(215)	39%	(256)	28%	(187)	658
Community: Suburban	24%	(241)	44%	(441)	32%	(320)	1002
Community: Rural	20%	(107)	42%	(228)	38%	(206)	540
Employ: Private Sector	35%	(280)	39%	(313)	25%	(203)	796
Employ: Government	29%	(46)	46%	(74)	25%	(40)	159
Employ: Self-Employed	36%	(68)	41%	(78)	23%	(45)	191
Employ: Homemaker	11%	(12)	36%	(41)	54%	(62)	115
Employ: Student	19%	(11)	40%	(24)	41%	(24)	58
Employ: Retired	16%	(90)	48%	(260)	36%	(195)	545
Employ: Unemployed	12%	(26)	37%	(79)	51%	(111)	215
Employ: Other	25%	(30)	47%	(56)	29%	(34)	120
Military HH: Yes	31%	(96)	39%	(124)	30%	(93)	313
Military HH: No	25%	(466)	42%	(801)	33%	(620)	1887
2018 House Vote: Democrat	32%	(257)	41%	(332)	27%	(221)	811
2018 House Vote: Republican	30%	(191)	43%	(275)	26%	(167)	633
2018 House Vote: Didnt Vote	15%	(107)	41%	(295)	44%	(311)	714

Continued on next page

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	26%	(562)	42%	(925)	32%	(713)	2200
4-Region: Northeast	30%	(114)	40%	(153)	31%	(119)	385
4-Region: Midwest	23%	(105)	45%	(206)	32%	(143)	455
4-Region: South	25%	(208)	41%	(341)	35%	(290)	839
4-Region: West	26%	(135)	43%	(224)	31%	(161)	521
Used Twitch in the Past Month	49%	(238)	31%	(148)	20%	(97)	483
Sports Fan	38%	(562)	62%	(925)	—	(0)	1487
Sports Fan and Twitch User	62%	(238)	38%	(148)	—	(0)	385

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

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(769)	32%	(711)	33%	(721)	2200
Gender: Male	48%	(514)	29%	(313)	22%	(237)	1065
Gender: Female	22%	(250)	35%	(395)	42%	(476)	1121
Age: 18-34	29%	(183)	34%	(212)	37%	(236)	631
Age: 35-44	37%	(137)	32%	(119)	31%	(116)	371
Age: 45-64	42%	(295)	30%	(214)	28%	(201)	711
Age: 65+	31%	(153)	34%	(166)	34%	(168)	487
GenZers: 1997-2012	23%	(65)	28%	(79)	49%	(137)	280
Millennials: 1981-1996	36%	(237)	35%	(232)	29%	(196)	666
GenXers: 1965-1980	41%	(223)	32%	(174)	28%	(152)	549
Baby Boomers: 1946-1964	33%	(218)	33%	(214)	34%	(219)	650
PID: Dem (no lean)	37%	(314)	34%	(288)	29%	(244)	846
PID: Ind (no lean)	29%	(192)	31%	(206)	40%	(267)	665
PID: Rep (no lean)	38%	(263)	31%	(217)	30%	(209)	689
PID/Gender: Dem Men	52%	(214)	30%	(124)	17%	(70)	408
PID/Gender: Dem Women	23%	(99)	37%	(162)	40%	(173)	435
PID/Gender: Ind Men	41%	(115)	28%	(79)	31%	(88)	282
PID/Gender: Ind Women	20%	(74)	34%	(127)	46%	(175)	375
PID/Gender: Rep Men	49%	(186)	29%	(111)	21%	(79)	376
PID/Gender: Rep Women	25%	(77)	34%	(106)	41%	(128)	311
Ideo: Liberal (1-3)	34%	(231)	33%	(224)	33%	(223)	678
Ideo: Moderate (4)	37%	(236)	36%	(230)	27%	(169)	634
Ideo: Conservative (5-7)	38%	(254)	31%	(206)	32%	(212)	672
Educ: < College	33%	(477)	32%	(453)	35%	(507)	1438
Educ: Bachelors degree	37%	(178)	33%	(162)	30%	(144)	484
Educ: Post-grad	41%	(114)	34%	(95)	25%	(69)	278
Income: Under 50k	29%	(303)	32%	(331)	40%	(414)	1048
Income: 50k-100k	38%	(283)	34%	(254)	28%	(207)	744
Income: 100k+	45%	(183)	31%	(126)	24%	(99)	408
Ethnicity: White	34%	(571)	33%	(567)	33%	(560)	1698
Ethnicity: Hispanic	35%	(134)	33%	(125)	32%	(120)	379
Ethnicity: Black	49%	(139)	25%	(71)	26%	(72)	283

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(769)	32%	(711)	33%	(721)	2200
Ethnicity: Other	27%	(59)	33%	(73)	40%	(88)	220
All Christian	41%	(382)	34%	(317)	25%	(232)	931
All Non-Christian	34%	(64)	36%	(67)	30%	(57)	188
Atheist	18%	(18)	36%	(35)	46%	(45)	97
Agnostic/Nothing in particular	28%	(168)	30%	(180)	43%	(263)	611
Something Else	37%	(137)	30%	(111)	33%	(124)	372
Religious Non-Protestant/Catholic	34%	(74)	36%	(78)	30%	(64)	216
Evangelical	42%	(225)	31%	(166)	28%	(150)	540
Non-Evangelical	38%	(291)	33%	(252)	28%	(215)	758
Community: Urban	40%	(260)	30%	(195)	31%	(202)	658
Community: Suburban	36%	(357)	32%	(323)	32%	(321)	1002
Community: Rural	28%	(151)	36%	(192)	36%	(197)	540
Employ: Private Sector	43%	(342)	32%	(254)	25%	(200)	796
Employ: Government	38%	(60)	38%	(61)	24%	(38)	159
Employ: Self-Employed	35%	(66)	38%	(72)	28%	(53)	191
Employ: Homemaker	26%	(30)	29%	(34)	45%	(51)	115
Employ: Student	26%	(15)	27%	(16)	48%	(28)	58
Employ: Retired	32%	(174)	33%	(180)	35%	(190)	545
Employ: Unemployed	24%	(51)	21%	(45)	55%	(119)	215
Employ: Other	26%	(31)	41%	(49)	33%	(39)	120
Military HH: Yes	34%	(108)	36%	(112)	30%	(93)	313
Military HH: No	35%	(661)	32%	(598)	33%	(627)	1887
2018 House Vote: Democrat	39%	(320)	33%	(266)	28%	(226)	811
2018 House Vote: Republican	41%	(261)	32%	(203)	27%	(169)	633
2018 House Vote: Didnt Vote	24%	(173)	33%	(233)	43%	(308)	714
4-Region: Northeast	39%	(149)	28%	(108)	33%	(129)	385
4-Region: Midwest	37%	(167)	34%	(156)	29%	(131)	455
4-Region: South	33%	(279)	32%	(272)	34%	(287)	839
4-Region: West	33%	(174)	33%	(174)	33%	(173)	521
Used Twitch in the Past Month	48%	(232)	31%	(147)	21%	(104)	483
Sports Fan	49%	(725)	40%	(589)	12%	(173)	1487

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(769)	32%	(711)	33%	(721)	2200
Sports Fan and Twitch User	58%	(224)	34%	(130)	8%	(32)	385

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

Table MCSP1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(431)	30%	(655)	51%	(1113)	2200
Gender: Male	31%	(328)	31%	(330)	38%	(407)	1065
Gender: Female	9%	(103)	29%	(324)	62%	(694)	1121
Age: 18-34	26%	(167)	30%	(192)	43%	(272)	631
Age: 35-44	26%	(98)	27%	(100)	47%	(174)	371
Age: 45-64	15%	(110)	33%	(233)	52%	(368)	711
Age: 65+	12%	(57)	27%	(131)	61%	(298)	487
GenZers: 1997-2012	18%	(50)	30%	(85)	52%	(146)	280
Millennials: 1981-1996	31%	(207)	29%	(196)	39%	(262)	666
GenXers: 1965-1980	14%	(76)	33%	(180)	53%	(293)	549
Baby Boomers: 1946-1964	14%	(89)	28%	(180)	59%	(381)	650
PID: Dem (no lean)	25%	(214)	33%	(279)	42%	(352)	846
PID: Ind (no lean)	13%	(90)	30%	(201)	56%	(374)	665
PID: Rep (no lean)	19%	(128)	25%	(174)	56%	(386)	689
PID/Gender: Dem Men	40%	(161)	36%	(146)	25%	(100)	408
PID/Gender: Dem Women	12%	(53)	31%	(133)	57%	(249)	435
PID/Gender: Ind Men	21%	(60)	30%	(85)	48%	(136)	282
PID/Gender: Ind Women	8%	(29)	31%	(115)	62%	(231)	375
PID/Gender: Rep Men	28%	(107)	26%	(99)	45%	(170)	376
PID/Gender: Rep Women	7%	(21)	24%	(76)	69%	(214)	311
Ideo: Liberal (1-3)	25%	(170)	32%	(220)	43%	(289)	678
Ideo: Moderate (4)	18%	(115)	33%	(207)	49%	(313)	634
Ideo: Conservative (5-7)	18%	(121)	27%	(178)	55%	(373)	672
Educ: < College	17%	(249)	29%	(414)	54%	(774)	1438
Educ: Bachelors degree	23%	(112)	33%	(162)	43%	(210)	484
Educ: Post-grad	25%	(70)	28%	(79)	46%	(129)	278
Income: Under 50k	14%	(146)	29%	(300)	57%	(602)	1048
Income: 50k-100k	23%	(172)	32%	(237)	45%	(336)	744
Income: 100k+	28%	(114)	29%	(118)	43%	(175)	408
Ethnicity: White	15%	(255)	30%	(512)	55%	(931)	1698
Ethnicity: Hispanic	23%	(85)	34%	(128)	44%	(166)	379
Ethnicity: Black	46%	(129)	30%	(85)	24%	(69)	283

Table MCSP1_3: *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%	(431)	30%	(655)	51%	(1113)	2200
Ethnicity: Other	21%	(47)	27%	(58)	52%	(114)	220
All Christian	20%	(184)	32%	(295)	49%	(451)	931
All Non-Christian	35%	(67)	25%	(47)	39%	(74)	188
Atheist	13%	(13)	34%	(33)	53%	(51)	97
Agnostic/Nothing in particular	16%	(96)	28%	(173)	56%	(342)	611
Something Else	19%	(72)	29%	(107)	52%	(194)	372
Religious Non-Protestant/Catholic	33%	(70)	28%	(60)	40%	(86)	216
Evangelical	24%	(132)	29%	(157)	47%	(252)	540
Non-Evangelical	16%	(124)	30%	(231)	53%	(403)	758
Community: Urban	30%	(197)	32%	(211)	38%	(249)	658
Community: Suburban	17%	(169)	29%	(295)	54%	(538)	1002
Community: Rural	12%	(65)	28%	(149)	60%	(326)	540
Employ: Private Sector	28%	(223)	32%	(257)	40%	(316)	796
Employ: Government	22%	(35)	35%	(55)	44%	(69)	159
Employ: Self-Employed	25%	(48)	40%	(75)	36%	(68)	191
Employ: Homemaker	3%	(3)	29%	(34)	68%	(78)	115
Employ: Student	20%	(11)	22%	(13)	58%	(34)	58
Employ: Retired	12%	(65)	27%	(149)	61%	(331)	545
Employ: Unemployed	10%	(21)	18%	(39)	72%	(156)	215
Employ: Other	22%	(26)	27%	(32)	51%	(61)	120
Military HH: Yes	20%	(64)	28%	(86)	52%	(163)	313
Military HH: No	19%	(368)	30%	(569)	50%	(951)	1887
2018 House Vote: Democrat	28%	(225)	35%	(281)	38%	(306)	811
2018 House Vote: Republican	18%	(113)	27%	(169)	55%	(351)	633
2018 House Vote: Didnt Vote	12%	(84)	28%	(198)	60%	(431)	714
4-Region: Northeast	19%	(75)	30%	(116)	50%	(194)	385
4-Region: Midwest	17%	(77)	32%	(143)	52%	(235)	455
4-Region: South	20%	(165)	27%	(231)	53%	(444)	839
4-Region: West	22%	(115)	32%	(165)	46%	(241)	521
Used Twitch in the Past Month	40%	(194)	34%	(164)	26%	(125)	483
Sports Fan	28%	(422)	39%	(578)	33%	(487)	1487

Table MCSP1_3: *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%	(431)	30%	(655)	51%	(1113)	2200
Sports Fan and Twitch User	50%	(191)	38%	(145)	13%	(50)	385

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

Table MCSP1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(481)	34%	(746)	44%	(973)	2200
Gender: Male	32%	(340)	37%	(399)	31%	(325)	1065
Gender: Female	13%	(140)	31%	(346)	57%	(635)	1121
Age: 18-34	20%	(128)	29%	(181)	51%	(322)	631
Age: 35-44	24%	(88)	33%	(123)	43%	(161)	371
Age: 45-64	23%	(166)	35%	(249)	42%	(297)	711
Age: 65+	20%	(100)	40%	(194)	40%	(194)	487
GenZers: 1997-2012	14%	(40)	25%	(70)	61%	(170)	280
Millennials: 1981-1996	26%	(170)	32%	(215)	42%	(281)	666
GenXers: 1965-1980	20%	(109)	35%	(190)	46%	(251)	549
Baby Boomers: 1946-1964	23%	(150)	39%	(251)	38%	(249)	650
PID: Dem (no lean)	23%	(199)	35%	(294)	42%	(353)	846
PID: Ind (no lean)	15%	(100)	32%	(213)	53%	(352)	665
PID: Rep (no lean)	26%	(182)	35%	(239)	39%	(268)	689
PID/Gender: Dem Men	33%	(135)	40%	(165)	27%	(108)	408
PID/Gender: Dem Women	15%	(64)	30%	(129)	56%	(242)	435
PID/Gender: Ind Men	24%	(67)	37%	(105)	39%	(110)	282
PID/Gender: Ind Women	9%	(33)	29%	(108)	62%	(234)	375
PID/Gender: Rep Men	37%	(139)	35%	(130)	29%	(107)	376
PID/Gender: Rep Women	14%	(43)	35%	(110)	51%	(159)	311
Ideo: Liberal (1-3)	24%	(160)	33%	(223)	43%	(295)	678
Ideo: Moderate (4)	21%	(132)	35%	(222)	44%	(281)	634
Ideo: Conservative (5-7)	26%	(174)	36%	(243)	38%	(255)	672
Educ: < College	19%	(275)	31%	(449)	50%	(714)	1438
Educ: Bachelors degree	25%	(122)	40%	(193)	35%	(170)	484
Educ: Post-grad	30%	(84)	38%	(105)	32%	(90)	278
Income: Under 50k	15%	(152)	32%	(341)	53%	(555)	1048
Income: 50k-100k	27%	(200)	36%	(267)	37%	(277)	744
Income: 100k+	32%	(129)	34%	(139)	34%	(140)	408
Ethnicity: White	23%	(391)	34%	(576)	43%	(731)	1698
Ethnicity: Hispanic	24%	(91)	27%	(103)	49%	(185)	379
Ethnicity: Black	22%	(63)	33%	(94)	44%	(126)	283

Table MCSP1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(481)	34%	(746)	44%	(973)	2200
Ethnicity: Other	12%	(27)	35%	(76)	53%	(116)	220
All Christian	29%	(268)	36%	(335)	35%	(328)	931
All Non-Christian	31%	(59)	33%	(62)	36%	(68)	188
Atheist	13%	(13)	35%	(34)	51%	(50)	97
Agnostic/Nothing in particular	13%	(78)	31%	(192)	56%	(342)	611
Something Else	17%	(63)	33%	(124)	50%	(186)	372
Religious Non-Protestant/Catholic	32%	(68)	32%	(69)	36%	(79)	216
Evangelical	28%	(152)	34%	(182)	38%	(206)	540
Non-Evangelical	22%	(170)	36%	(269)	42%	(319)	758
Community: Urban	25%	(161)	33%	(216)	43%	(280)	658
Community: Suburban	22%	(217)	35%	(346)	44%	(439)	1002
Community: Rural	19%	(102)	34%	(184)	47%	(254)	540
Employ: Private Sector	26%	(210)	38%	(301)	36%	(285)	796
Employ: Government	27%	(42)	32%	(51)	41%	(66)	159
Employ: Self-Employed	30%	(58)	30%	(57)	40%	(76)	191
Employ: Homemaker	6%	(7)	19%	(22)	75%	(86)	115
Employ: Student	12%	(7)	25%	(14)	64%	(37)	58
Employ: Retired	21%	(114)	37%	(204)	42%	(227)	545
Employ: Unemployed	10%	(21)	27%	(58)	64%	(137)	215
Employ: Other	18%	(22)	32%	(38)	50%	(59)	120
Military HH: Yes	31%	(97)	31%	(96)	38%	(120)	313
Military HH: No	20%	(383)	34%	(651)	45%	(853)	1887
2018 House Vote: Democrat	26%	(213)	37%	(303)	36%	(295)	811
2018 House Vote: Republican	29%	(183)	38%	(239)	33%	(210)	633
2018 House Vote: Didnt Vote	11%	(78)	26%	(188)	63%	(447)	714
4-Region: Northeast	27%	(105)	35%	(133)	38%	(147)	385
4-Region: Midwest	23%	(104)	39%	(177)	38%	(174)	455
4-Region: South	18%	(154)	34%	(285)	48%	(400)	839
4-Region: West	23%	(118)	29%	(151)	48%	(252)	521
Used Twitch in the Past Month	38%	(183)	33%	(161)	29%	(139)	483
Sports Fan	31%	(462)	44%	(648)	25%	(377)	1487

Table MCSP1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(481)	34%	(746)	44%	(973)	2200
Sports Fan and Twitch User	46%	(177)	38%	(147)	16%	(61)	385

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

Table MCSP1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	13%	(289)	28%	(618)	59%	(1293)	2200
Gender: Male	20%	(210)	33%	(354)	47%	(501)	1065
Gender: Female	7%	(78)	24%	(264)	70%	(779)	1121
Age: 18-34	16%	(102)	28%	(179)	55%	(350)	631
Age: 35-44	21%	(79)	28%	(105)	51%	(188)	371
Age: 45-64	11%	(80)	30%	(213)	59%	(418)	711
Age: 65+	6%	(28)	25%	(121)	69%	(337)	487
GenZers: 1997-2012	15%	(41)	22%	(60)	64%	(178)	280
Millennials: 1981-1996	20%	(135)	31%	(206)	49%	(325)	666
GenXers: 1965-1980	10%	(57)	31%	(171)	58%	(321)	549
Baby Boomers: 1946-1964	8%	(54)	27%	(173)	65%	(423)	650
PID: Dem (no lean)	15%	(126)	30%	(254)	55%	(465)	846
PID: Ind (no lean)	9%	(59)	29%	(190)	63%	(416)	665
PID: Rep (no lean)	15%	(104)	25%	(174)	60%	(411)	689
PID/Gender: Dem Men	22%	(91)	34%	(137)	44%	(179)	408
PID/Gender: Dem Women	8%	(35)	27%	(116)	65%	(283)	435
PID/Gender: Ind Men	11%	(31)	36%	(103)	53%	(148)	282
PID/Gender: Ind Women	7%	(27)	23%	(87)	70%	(261)	375
PID/Gender: Rep Men	23%	(88)	30%	(114)	46%	(174)	376
PID/Gender: Rep Women	5%	(15)	19%	(60)	76%	(235)	311
Ideo: Liberal (1-3)	17%	(112)	28%	(188)	56%	(378)	678
Ideo: Moderate (4)	10%	(62)	32%	(203)	58%	(369)	634
Ideo: Conservative (5-7)	15%	(99)	27%	(183)	58%	(390)	672
Educ: < College	11%	(156)	26%	(374)	63%	(908)	1438
Educ: Bachelors degree	17%	(83)	32%	(156)	51%	(245)	484
Educ: Post-grad	18%	(50)	32%	(89)	50%	(139)	278
Income: Under 50k	7%	(74)	26%	(272)	67%	(702)	1048
Income: 50k-100k	16%	(121)	31%	(231)	53%	(391)	744
Income: 100k+	23%	(93)	28%	(115)	49%	(199)	408
Ethnicity: White	14%	(245)	27%	(460)	58%	(993)	1698
Ethnicity: Hispanic	21%	(78)	23%	(87)	57%	(214)	379
Ethnicity: Black	10%	(29)	27%	(76)	63%	(178)	283

Table MCSP1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	13%	(289)	28%	(618)	59%	(1293)	2200
Ethnicity: Other	7%	(15)	38%	(83)	55%	(122)	220
All Christian	15%	(141)	31%	(290)	54%	(500)	931
All Non-Christian	30%	(57)	32%	(61)	37%	(70)	188
Atheist	9%	(9)	29%	(28)	62%	(60)	97
Agnostic/Nothing in particular	8%	(52)	25%	(154)	66%	(406)	611
Something Else	8%	(30)	23%	(86)	69%	(256)	372
Religious Non-Protestant/Catholic	29%	(63)	31%	(66)	40%	(87)	216
Evangelical	15%	(81)	25%	(135)	60%	(324)	540
Non-Evangelical	11%	(82)	31%	(235)	58%	(441)	758
Community: Urban	18%	(119)	27%	(175)	55%	(364)	658
Community: Suburban	11%	(106)	31%	(311)	58%	(585)	1002
Community: Rural	12%	(64)	24%	(132)	64%	(344)	540
Employ: Private Sector	19%	(151)	34%	(272)	47%	(374)	796
Employ: Government	23%	(36)	26%	(42)	51%	(82)	159
Employ: Self-Employed	17%	(33)	31%	(59)	52%	(99)	191
Employ: Homemaker	4%	(5)	20%	(23)	75%	(87)	115
Employ: Student	15%	(9)	23%	(13)	63%	(37)	58
Employ: Retired	6%	(34)	24%	(132)	70%	(380)	545
Employ: Unemployed	9%	(19)	21%	(45)	70%	(151)	215
Employ: Other	2%	(3)	28%	(33)	70%	(84)	120
Military HH: Yes	19%	(59)	24%	(74)	57%	(179)	313
Military HH: No	12%	(229)	29%	(544)	59%	(1114)	1887
2018 House Vote: Democrat	17%	(137)	29%	(236)	54%	(438)	811
2018 House Vote: Republican	15%	(96)	31%	(194)	54%	(343)	633
2018 House Vote: Didnt Vote	7%	(53)	24%	(172)	68%	(489)	714
4-Region: Northeast	18%	(69)	34%	(129)	49%	(187)	385
4-Region: Midwest	13%	(61)	29%	(132)	58%	(262)	455
4-Region: South	8%	(68)	28%	(233)	64%	(539)	839
4-Region: West	18%	(92)	24%	(125)	59%	(305)	521
Used Twitch in the Past Month	29%	(141)	34%	(164)	37%	(178)	483
Sports Fan	18%	(273)	36%	(537)	46%	(677)	1487

Table MCSP1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	13%	(289)	28%	(618)	59%	(1293)	2200
Sports Fan and Twitch User	35%	(137)	39%	(151)	25%	(97)	385

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

Table MCSP1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(489)	30%	(649)	48%	(1062)	2200
Gender: Male	35%	(369)	32%	(339)	33%	(357)	1065
Gender: Female	10%	(117)	28%	(309)	62%	(695)	1121
Age: 18-34	19%	(118)	30%	(187)	52%	(326)	631
Age: 35-44	24%	(90)	28%	(105)	48%	(177)	371
Age: 45-64	25%	(174)	32%	(228)	43%	(309)	711
Age: 65+	22%	(106)	27%	(130)	51%	(251)	487
GenZers: 1997-2012	15%	(42)	25%	(70)	60%	(169)	280
Millennials: 1981-1996	24%	(159)	31%	(204)	45%	(302)	666
GenXers: 1965-1980	23%	(127)	32%	(176)	45%	(246)	549
Baby Boomers: 1946-1964	22%	(144)	29%	(188)	49%	(318)	650
PID: Dem (no lean)	24%	(202)	31%	(258)	46%	(386)	846
PID: Ind (no lean)	16%	(104)	27%	(177)	58%	(384)	665
PID: Rep (no lean)	27%	(183)	31%	(214)	42%	(292)	689
PID/Gender: Dem Men	37%	(151)	34%	(139)	29%	(119)	408
PID/Gender: Dem Women	12%	(51)	28%	(120)	61%	(263)	435
PID/Gender: Ind Men	27%	(77)	28%	(78)	45%	(127)	282
PID/Gender: Ind Women	7%	(25)	26%	(98)	67%	(253)	375
PID/Gender: Rep Men	38%	(142)	33%	(122)	30%	(111)	376
PID/Gender: Rep Women	13%	(41)	30%	(92)	57%	(179)	311
Ideo: Liberal (1-3)	23%	(156)	29%	(199)	48%	(323)	678
Ideo: Moderate (4)	20%	(130)	30%	(193)	49%	(312)	634
Ideo: Conservative (5-7)	27%	(183)	32%	(218)	40%	(271)	672
Educ: < College	18%	(261)	29%	(416)	53%	(761)	1438
Educ: Bachelors degree	29%	(140)	28%	(134)	43%	(209)	484
Educ: Post-grad	32%	(88)	36%	(99)	33%	(91)	278
Income: Under 50k	16%	(171)	27%	(280)	57%	(598)	1048
Income: 50k-100k	26%	(195)	31%	(234)	42%	(315)	744
Income: 100k+	30%	(123)	33%	(135)	37%	(149)	408
Ethnicity: White	22%	(368)	29%	(498)	49%	(831)	1698
Ethnicity: Hispanic	19%	(73)	23%	(89)	57%	(217)	379
Ethnicity: Black	32%	(92)	31%	(88)	36%	(103)	283

Table MCSP1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(489)	30%	(649)	48%	(1062)	2200
Ethnicity: Other	13%	(28)	29%	(64)	58%	(127)	220
All Christian	28%	(258)	31%	(285)	42%	(388)	931
All Non-Christian	27%	(51)	31%	(57)	42%	(79)	188
Atheist	9%	(9)	30%	(29)	61%	(59)	97
Agnostic/Nothing in particular	16%	(95)	25%	(154)	59%	(362)	611
Something Else	20%	(76)	33%	(124)	46%	(173)	372
Religious Non-Protestant/Catholic	29%	(63)	29%	(63)	42%	(90)	216
Evangelical	28%	(154)	34%	(181)	38%	(206)	540
Non-Evangelical	22%	(165)	30%	(229)	48%	(364)	758
Community: Urban	25%	(166)	31%	(201)	44%	(291)	658
Community: Suburban	21%	(208)	30%	(296)	50%	(498)	1002
Community: Rural	21%	(115)	28%	(152)	51%	(273)	540
Employ: Private Sector	25%	(198)	34%	(272)	41%	(326)	796
Employ: Government	32%	(52)	29%	(46)	39%	(62)	159
Employ: Self-Employed	23%	(45)	41%	(79)	35%	(68)	191
Employ: Homemaker	11%	(13)	27%	(31)	62%	(71)	115
Employ: Student	26%	(15)	21%	(12)	53%	(31)	58
Employ: Retired	21%	(117)	28%	(152)	51%	(276)	545
Employ: Unemployed	11%	(23)	15%	(33)	74%	(160)	215
Employ: Other	22%	(27)	20%	(24)	57%	(69)	120
Military HH: Yes	29%	(91)	32%	(99)	39%	(123)	313
Military HH: No	21%	(398)	29%	(550)	50%	(939)	1887
2018 House Vote: Democrat	26%	(214)	32%	(261)	41%	(336)	811
2018 House Vote: Republican	31%	(194)	31%	(196)	38%	(243)	633
2018 House Vote: Didnt Vote	10%	(73)	25%	(181)	64%	(460)	714
4-Region: Northeast	19%	(74)	28%	(109)	53%	(203)	385
4-Region: Midwest	26%	(117)	32%	(146)	42%	(191)	455
4-Region: South	25%	(206)	30%	(248)	46%	(385)	839
4-Region: West	18%	(92)	28%	(146)	54%	(283)	521
Used Twitch in the Past Month	35%	(167)	35%	(168)	31%	(148)	483
Sports Fan	31%	(462)	39%	(578)	30%	(447)	1487

Table MCSP1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(489)	30%	(649)	48%	(1062)	2200
Sports Fan and Twitch User	42%	(160)	41%	(157)	18%	(69)	385

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

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(334)	31%	(678)	54%	(1188)	2200
Gender: Male	24%	(253)	36%	(382)	40%	(430)	1065
Gender: Female	7%	(80)	26%	(293)	67%	(748)	1121
Age: 18-34	18%	(114)	30%	(190)	52%	(327)	631
Age: 35-44	16%	(60)	31%	(114)	53%	(197)	371
Age: 45-64	15%	(107)	31%	(223)	54%	(381)	711
Age: 65+	11%	(53)	31%	(150)	58%	(283)	487
GenZers: 1997-2012	15%	(43)	23%	(65)	61%	(172)	280
Millennials: 1981-1996	19%	(127)	34%	(223)	47%	(316)	666
GenXers: 1965-1980	14%	(77)	30%	(167)	55%	(304)	549
Baby Boomers: 1946-1964	12%	(76)	31%	(203)	57%	(371)	650
PID: Dem (no lean)	19%	(158)	33%	(280)	48%	(408)	846
PID: Ind (no lean)	9%	(63)	28%	(185)	63%	(418)	665
PID: Rep (no lean)	16%	(113)	31%	(213)	53%	(362)	689
PID/Gender: Dem Men	29%	(119)	38%	(157)	32%	(132)	408
PID/Gender: Dem Women	9%	(39)	28%	(123)	63%	(272)	435
PID/Gender: Ind Men	15%	(44)	31%	(88)	53%	(150)	282
PID/Gender: Ind Women	5%	(18)	25%	(94)	70%	(263)	375
PID/Gender: Rep Men	24%	(90)	37%	(137)	39%	(148)	376
PID/Gender: Rep Women	7%	(23)	24%	(76)	68%	(213)	311
Ideo: Liberal (1-3)	19%	(132)	31%	(208)	50%	(338)	678
Ideo: Moderate (4)	13%	(85)	31%	(196)	56%	(353)	634
Ideo: Conservative (5-7)	15%	(100)	34%	(230)	51%	(342)	672
Educ: < College	12%	(171)	29%	(420)	59%	(847)	1438
Educ: Bachelors degree	21%	(101)	33%	(160)	46%	(224)	484
Educ: Post-grad	23%	(63)	35%	(98)	42%	(117)	278
Income: Under 50k	10%	(106)	27%	(285)	63%	(657)	1048
Income: 50k-100k	19%	(142)	32%	(239)	49%	(363)	744
Income: 100k+	21%	(86)	38%	(153)	41%	(169)	408
Ethnicity: White	14%	(232)	29%	(500)	57%	(966)	1698
Ethnicity: Hispanic	14%	(53)	28%	(106)	58%	(220)	379
Ethnicity: Black	29%	(82)	38%	(106)	33%	(95)	283

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(334)	31%	(678)	54%	(1188)	2200
Ethnicity: Other	9%	(20)	33%	(72)	58%	(128)	220
All Christian	19%	(174)	33%	(307)	48%	(450)	931
All Non-Christian	26%	(49)	32%	(60)	42%	(79)	188
Atheist	4%	(4)	35%	(34)	61%	(60)	97
Agnostic/Nothing in particular	10%	(63)	27%	(163)	63%	(386)	611
Something Else	12%	(45)	31%	(114)	57%	(213)	372
Religious Non-Protestant/Catholic	27%	(58)	31%	(67)	42%	(91)	216
Evangelical	17%	(92)	34%	(183)	49%	(265)	540
Non-Evangelical	15%	(112)	32%	(241)	53%	(405)	758
Community: Urban	21%	(141)	32%	(211)	46%	(305)	658
Community: Suburban	12%	(118)	32%	(318)	56%	(566)	1002
Community: Rural	14%	(75)	27%	(148)	59%	(317)	540
Employ: Private Sector	18%	(145)	37%	(294)	45%	(356)	796
Employ: Government	22%	(35)	31%	(49)	47%	(75)	159
Employ: Self-Employed	20%	(39)	41%	(79)	38%	(73)	191
Employ: Homemaker	4%	(4)	23%	(26)	73%	(84)	115
Employ: Student	11%	(7)	31%	(18)	58%	(34)	58
Employ: Retired	12%	(66)	29%	(160)	58%	(318)	545
Employ: Unemployed	8%	(18)	13%	(28)	78%	(169)	215
Employ: Other	17%	(20)	18%	(22)	65%	(78)	120
Military HH: Yes	21%	(66)	30%	(93)	49%	(154)	313
Military HH: No	14%	(268)	31%	(585)	55%	(1035)	1887
2018 House Vote: Democrat	22%	(176)	35%	(284)	43%	(352)	811
2018 House Vote: Republican	16%	(102)	34%	(216)	50%	(315)	633
2018 House Vote: Didnt Vote	7%	(51)	23%	(168)	69%	(495)	714
4-Region: Northeast	14%	(54)	29%	(110)	57%	(221)	385
4-Region: Midwest	16%	(73)	33%	(150)	51%	(231)	455
4-Region: South	16%	(131)	32%	(270)	52%	(438)	839
4-Region: West	14%	(75)	28%	(147)	57%	(299)	521
Used Twitch in the Past Month	29%	(139)	39%	(188)	32%	(156)	483
Sports Fan	22%	(321)	42%	(626)	36%	(540)	1487

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(334)	31%	(678)	54%	(1188)	2200
Sports Fan and Twitch User	35%	(134)	45%	(173)	20%	(78)	385

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

Table MCSP1_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Horse racing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(164)	22%	(488)	70%	(1548)	2200
Gender: Male	10%	(103)	23%	(247)	67%	(715)	1065
Gender: Female	5%	(60)	21%	(239)	73%	(822)	1121
Age: 18-34	10%	(60)	17%	(107)	73%	(463)	631
Age: 35-44	11%	(40)	23%	(84)	67%	(248)	371
Age: 45-64	5%	(37)	24%	(174)	70%	(500)	711
Age: 65+	6%	(27)	25%	(123)	69%	(336)	487
GenZers: 1997-2012	5%	(14)	15%	(43)	80%	(223)	280
Millennials: 1981-1996	12%	(82)	20%	(136)	67%	(447)	666
GenXers: 1965-1980	6%	(32)	24%	(133)	70%	(384)	549
Baby Boomers: 1946-1964	5%	(33)	25%	(162)	70%	(455)	650
PID: Dem (no lean)	9%	(78)	22%	(190)	68%	(578)	846
PID: Ind (no lean)	3%	(22)	21%	(138)	76%	(505)	665
PID: Rep (no lean)	9%	(64)	23%	(161)	67%	(464)	689
PID/Gender: Dem Men	12%	(51)	24%	(99)	63%	(258)	408
PID/Gender: Dem Women	6%	(27)	21%	(89)	73%	(318)	435
PID/Gender: Ind Men	4%	(12)	19%	(55)	76%	(215)	282
PID/Gender: Ind Women	2%	(9)	22%	(83)	76%	(284)	375
PID/Gender: Rep Men	11%	(40)	25%	(94)	64%	(242)	376
PID/Gender: Rep Women	8%	(24)	21%	(67)	71%	(220)	311
Ideo: Liberal (1-3)	9%	(61)	21%	(142)	70%	(476)	678
Ideo: Moderate (4)	6%	(41)	23%	(147)	70%	(446)	634
Ideo: Conservative (5-7)	8%	(52)	25%	(169)	67%	(450)	672
Educ: < College	6%	(92)	21%	(298)	73%	(1048)	1438
Educ: Bachelors degree	9%	(43)	25%	(119)	66%	(322)	484
Educ: Post-grad	10%	(29)	26%	(71)	64%	(178)	278
Income: Under 50k	5%	(50)	19%	(204)	76%	(794)	1048
Income: 50k-100k	10%	(71)	24%	(177)	67%	(496)	744
Income: 100k+	11%	(43)	26%	(107)	63%	(257)	408
Ethnicity: White	8%	(130)	22%	(377)	70%	(1190)	1698
Ethnicity: Hispanic	11%	(41)	17%	(63)	73%	(276)	379
Ethnicity: Black	10%	(29)	19%	(55)	70%	(199)	283

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Table MCSP1_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Horse racing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(164)	22%	(488)	70%	(1548)	2200
Ethnicity: Other	2%	(5)	26%	(56)	72%	(158)	220
All Christian	8%	(71)	27%	(250)	66%	(610)	931
All Non-Christian	20%	(38)	25%	(47)	55%	(104)	188
Atheist	2%	(2)	13%	(12)	86%	(83)	97
Agnostic/Nothing in particular	4%	(27)	17%	(106)	78%	(478)	611
Something Else	7%	(27)	20%	(73)	73%	(272)	372
Religious Non-Protestant/Catholic	18%	(38)	26%	(55)	57%	(122)	216
Evangelical	9%	(49)	26%	(142)	65%	(349)	540
Non-Evangelical	6%	(44)	22%	(171)	72%	(544)	758
Community: Urban	12%	(79)	22%	(147)	66%	(432)	658
Community: Suburban	5%	(50)	23%	(229)	72%	(723)	1002
Community: Rural	7%	(35)	21%	(113)	73%	(393)	540
Employ: Private Sector	8%	(61)	27%	(211)	66%	(524)	796
Employ: Government	16%	(26)	19%	(31)	64%	(102)	159
Employ: Self-Employed	14%	(27)	23%	(44)	63%	(120)	191
Employ: Homemaker	6%	(7)	10%	(11)	84%	(97)	115
Employ: Student	6%	(4)	14%	(8)	79%	(46)	58
Employ: Retired	5%	(29)	25%	(135)	70%	(381)	545
Employ: Unemployed	3%	(7)	12%	(27)	84%	(182)	215
Employ: Other	3%	(3)	18%	(21)	80%	(96)	120
Military HH: Yes	13%	(42)	24%	(76)	62%	(195)	313
Military HH: No	6%	(122)	22%	(412)	72%	(1353)	1887
2018 House Vote: Democrat	11%	(90)	24%	(192)	65%	(529)	811
2018 House Vote: Republican	7%	(44)	27%	(173)	66%	(416)	633
2018 House Vote: Didnt Vote	4%	(30)	16%	(111)	80%	(573)	714
4-Region: Northeast	9%	(35)	23%	(87)	68%	(263)	385
4-Region: Midwest	7%	(32)	25%	(115)	68%	(308)	455
4-Region: South	5%	(40)	21%	(180)	74%	(619)	839
4-Region: West	11%	(57)	20%	(106)	69%	(358)	521
Used Twitch in the Past Month	18%	(86)	28%	(134)	54%	(263)	483
Sports Fan	10%	(143)	29%	(432)	61%	(912)	1487

Table MCSP1_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Horse racing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(164)	22%	(488)	70%	(1548)	2200
Sports Fan and Twitch User	21%	(82)	33%	(125)	46%	(178)	385

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

Table MCSP1_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Motorsports, such as NASCAR, IndyCar or Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(231)	26%	(567)	64%	(1402)	2200
Gender: Male	15%	(161)	30%	(323)	55%	(581)	1065
Gender: Female	6%	(69)	22%	(243)	72%	(809)	1121
Age: 18-34	11%	(71)	27%	(168)	62%	(391)	631
Age: 35-44	16%	(58)	27%	(102)	57%	(212)	371
Age: 45-64	11%	(81)	26%	(186)	62%	(444)	711
Age: 65+	4%	(20)	23%	(111)	73%	(355)	487
GenZers: 1997-2012	9%	(26)	22%	(63)	68%	(192)	280
Millennials: 1981-1996	15%	(100)	29%	(190)	56%	(375)	666
GenXers: 1965-1980	11%	(59)	28%	(156)	61%	(333)	549
Baby Boomers: 1946-1964	6%	(41)	23%	(150)	71%	(460)	650
PID: Dem (no lean)	12%	(100)	25%	(208)	64%	(538)	846
PID: Ind (no lean)	5%	(36)	25%	(167)	70%	(463)	665
PID: Rep (no lean)	14%	(95)	28%	(192)	58%	(401)	689
PID/Gender: Dem Men	17%	(68)	30%	(124)	53%	(216)	408
PID/Gender: Dem Women	7%	(31)	19%	(85)	73%	(318)	435
PID/Gender: Ind Men	8%	(24)	29%	(81)	63%	(177)	282
PID/Gender: Ind Women	3%	(12)	22%	(84)	74%	(279)	375
PID/Gender: Rep Men	18%	(69)	31%	(118)	50%	(188)	376
PID/Gender: Rep Women	8%	(26)	24%	(74)	68%	(211)	311
Ideo: Liberal (1-3)	12%	(79)	23%	(158)	65%	(442)	678
Ideo: Moderate (4)	9%	(59)	29%	(184)	62%	(391)	634
Ideo: Conservative (5-7)	12%	(81)	28%	(186)	60%	(405)	672
Educ: < College	10%	(148)	26%	(367)	64%	(923)	1438
Educ: Bachelors degree	10%	(47)	26%	(126)	64%	(312)	484
Educ: Post-grad	13%	(37)	27%	(74)	60%	(167)	278
Income: Under 50k	7%	(78)	24%	(249)	69%	(721)	1048
Income: 50k-100k	11%	(85)	27%	(200)	62%	(460)	744
Income: 100k+	17%	(68)	29%	(118)	54%	(221)	408
Ethnicity: White	11%	(181)	25%	(432)	64%	(1084)	1698
Ethnicity: Hispanic	14%	(53)	23%	(88)	63%	(238)	379
Ethnicity: Black	14%	(40)	25%	(70)	61%	(173)	283

Table MCSP1_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Motorsports, such as NASCAR, IndyCar or Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(231)	26%	(567)	64%	(1402)	2200
Ethnicity: Other	4%	(10)	30%	(65)	66%	(144)	220
All Christian	11%	(104)	27%	(252)	62%	(575)	931
All Non-Christian	19%	(36)	29%	(54)	52%	(98)	188
Atheist	5%	(4)	21%	(21)	74%	(72)	97
Agnostic/Nothing in particular	7%	(41)	24%	(148)	69%	(422)	611
Something Else	12%	(46)	25%	(92)	63%	(234)	372
Religious Non-Protestant/Catholic	17%	(37)	30%	(64)	53%	(115)	216
Evangelical	17%	(91)	29%	(155)	54%	(294)	540
Non-Evangelical	7%	(56)	23%	(177)	69%	(526)	758
Community: Urban	14%	(90)	26%	(173)	60%	(395)	658
Community: Suburban	8%	(85)	23%	(234)	68%	(683)	1002
Community: Rural	10%	(55)	30%	(161)	60%	(324)	540
Employ: Private Sector	13%	(105)	29%	(229)	58%	(461)	796
Employ: Government	19%	(31)	21%	(34)	59%	(94)	159
Employ: Self-Employed	12%	(23)	33%	(64)	55%	(105)	191
Employ: Homemaker	11%	(12)	16%	(19)	73%	(84)	115
Employ: Student	19%	(11)	20%	(12)	61%	(35)	58
Employ: Retired	5%	(26)	23%	(127)	72%	(392)	545
Employ: Unemployed	6%	(14)	21%	(46)	73%	(156)	215
Employ: Other	8%	(10)	30%	(37)	61%	(74)	120
Military HH: Yes	11%	(36)	32%	(101)	56%	(176)	313
Military HH: No	10%	(195)	25%	(466)	65%	(1226)	1887
2018 House Vote: Democrat	12%	(100)	25%	(204)	63%	(507)	811
2018 House Vote: Republican	12%	(77)	33%	(212)	54%	(344)	633
2018 House Vote: Didnt Vote	7%	(50)	20%	(141)	73%	(523)	714
4-Region: Northeast	11%	(42)	23%	(89)	66%	(254)	385
4-Region: Midwest	12%	(56)	25%	(113)	63%	(286)	455
4-Region: South	9%	(72)	28%	(234)	63%	(532)	839
4-Region: West	12%	(61)	25%	(131)	63%	(330)	521
Used Twitch in the Past Month	24%	(116)	37%	(176)	39%	(191)	483
Sports Fan	14%	(207)	33%	(496)	53%	(785)	1487

Table MCSP1_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Motorsports, such as NASCAR, IndyCar or Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(231)	26%	(567)	64%	(1402)	2200
Sports Fan and Twitch User	28%	(108)	42%	(161)	30%	(116)	385

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

Table MCSP1_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer, such as MLS, English Premier League or international competition

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	22%	(490)	67%	(1478)	2200
Gender: Male	16%	(173)	27%	(285)	57%	(607)	1065
Gender: Female	5%	(56)	18%	(203)	77%	(862)	1121
Age: 18-34	18%	(113)	25%	(157)	57%	(360)	631
Age: 35-44	17%	(64)	24%	(88)	59%	(220)	371
Age: 45-64	7%	(48)	23%	(166)	70%	(498)	711
Age: 65+	1%	(7)	16%	(80)	82%	(400)	487
GenZers: 1997-2012	13%	(35)	25%	(69)	63%	(176)	280
Millennials: 1981-1996	21%	(137)	25%	(167)	54%	(363)	666
GenXers: 1965-1980	7%	(37)	23%	(126)	70%	(386)	549
Baby Boomers: 1946-1964	3%	(22)	19%	(122)	78%	(507)	650
PID: Dem (no lean)	14%	(122)	26%	(219)	60%	(505)	846
PID: Ind (no lean)	5%	(36)	20%	(134)	75%	(496)	665
PID: Rep (no lean)	11%	(74)	20%	(137)	69%	(478)	689
PID/Gender: Dem Men	22%	(89)	31%	(127)	47%	(192)	408
PID/Gender: Dem Women	7%	(32)	21%	(90)	72%	(312)	435
PID/Gender: Ind Men	8%	(21)	21%	(60)	71%	(201)	282
PID/Gender: Ind Women	4%	(14)	20%	(73)	77%	(288)	375
PID/Gender: Rep Men	17%	(63)	26%	(98)	57%	(214)	376
PID/Gender: Rep Women	3%	(10)	13%	(39)	84%	(261)	311
Ideo: Liberal (1-3)	16%	(108)	26%	(175)	58%	(396)	678
Ideo: Moderate (4)	7%	(46)	24%	(155)	68%	(434)	634
Ideo: Conservative (5-7)	9%	(63)	18%	(123)	72%	(486)	672
Educ: < College	7%	(97)	21%	(300)	72%	(1041)	1438
Educ: Bachelors degree	17%	(84)	22%	(108)	60%	(293)	484
Educ: Post-grad	18%	(51)	30%	(82)	52%	(145)	278
Income: Under 50k	4%	(47)	19%	(200)	76%	(801)	1048
Income: 50k-100k	14%	(103)	24%	(181)	62%	(460)	744
Income: 100k+	20%	(82)	27%	(108)	53%	(217)	408
Ethnicity: White	10%	(177)	21%	(360)	68%	(1161)	1698
Ethnicity: Hispanic	19%	(72)	27%	(102)	54%	(206)	379
Ethnicity: Black	13%	(38)	23%	(66)	63%	(179)	283

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer, such as MLS, English Premier League or international competition

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	22%	(490)	67%	(1478)	2200
Ethnicity: Other	8%	(17)	29%	(64)	63%	(138)	220
All Christian	11%	(105)	24%	(222)	65%	(603)	931
All Non-Christian	22%	(42)	34%	(64)	44%	(82)	188
Atheist	17%	(16)	21%	(21)	62%	(60)	97
Agnostic/Nothing in particular	7%	(42)	19%	(116)	74%	(453)	611
Something Else	7%	(26)	18%	(67)	75%	(280)	372
Religious Non-Protestant/Catholic	22%	(48)	32%	(69)	46%	(98)	216
Evangelical	12%	(67)	23%	(122)	65%	(351)	540
Non-Evangelical	7%	(52)	21%	(161)	72%	(545)	758
Community: Urban	19%	(127)	23%	(153)	57%	(378)	658
Community: Suburban	7%	(73)	24%	(237)	69%	(692)	1002
Community: Rural	6%	(32)	19%	(100)	76%	(408)	540
Employ: Private Sector	16%	(128)	28%	(226)	55%	(441)	796
Employ: Government	22%	(35)	24%	(39)	54%	(86)	159
Employ: Self-Employed	19%	(37)	24%	(45)	57%	(109)	191
Employ: Homemaker	2%	(2)	11%	(13)	88%	(101)	115
Employ: Student	16%	(9)	14%	(8)	70%	(41)	58
Employ: Retired	2%	(10)	19%	(105)	79%	(430)	545
Employ: Unemployed	4%	(9)	12%	(26)	84%	(181)	215
Employ: Other	1%	(1)	24%	(28)	76%	(91)	120
Military HH: Yes	14%	(45)	17%	(53)	69%	(215)	313
Military HH: No	10%	(187)	23%	(437)	67%	(1264)	1887
2018 House Vote: Democrat	15%	(119)	26%	(211)	59%	(480)	811
2018 House Vote: Republican	9%	(57)	22%	(137)	69%	(439)	633
2018 House Vote: Didnt Vote	7%	(52)	19%	(134)	74%	(528)	714
4-Region: Northeast	13%	(51)	20%	(77)	67%	(257)	385
4-Region: Midwest	7%	(33)	22%	(101)	71%	(320)	455
4-Region: South	7%	(62)	23%	(190)	70%	(587)	839
4-Region: West	16%	(85)	23%	(122)	60%	(314)	521
Used Twitch in the Past Month	31%	(148)	33%	(160)	36%	(175)	483
Sports Fan	14%	(214)	31%	(455)	55%	(818)	1487

Table MCSP1_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer, such as MLS, English Premier League or international competition

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	22%	(490)	67%	(1478)	2200
Sports Fan and Twitch User	36%	(140)	38%	(147)	25%	(98)	385

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

Table MCSP1_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Combat sports, such as UFC or boxing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(306)	22%	(487)	64%	(1407)	2200
Gender: Male	23%	(244)	28%	(293)	50%	(529)	1065
Gender: Female	5%	(61)	17%	(190)	78%	(870)	1121
Age: 18-34	21%	(134)	31%	(194)	48%	(303)	631
Age: 35-44	22%	(83)	29%	(108)	49%	(181)	371
Age: 45-64	11%	(80)	20%	(145)	68%	(486)	711
Age: 65+	2%	(9)	8%	(40)	90%	(438)	487
GenZers: 1997-2012	19%	(52)	27%	(75)	55%	(154)	280
Millennials: 1981-1996	24%	(163)	32%	(213)	44%	(290)	666
GenXers: 1965-1980	12%	(65)	22%	(118)	67%	(366)	549
Baby Boomers: 1946-1964	4%	(27)	12%	(76)	84%	(548)	650
PID: Dem (no lean)	17%	(147)	21%	(181)	61%	(517)	846
PID: Ind (no lean)	8%	(56)	25%	(170)	66%	(439)	665
PID: Rep (no lean)	15%	(102)	20%	(136)	65%	(450)	689
PID/Gender: Dem Men	29%	(118)	27%	(108)	45%	(181)	408
PID/Gender: Dem Women	6%	(28)	17%	(73)	77%	(333)	435
PID/Gender: Ind Men	14%	(39)	32%	(92)	54%	(151)	282
PID/Gender: Ind Women	5%	(18)	20%	(74)	76%	(284)	375
PID/Gender: Rep Men	23%	(87)	25%	(93)	52%	(196)	376
PID/Gender: Rep Women	5%	(16)	14%	(42)	81%	(253)	311
Ideo: Liberal (1-3)	20%	(138)	17%	(118)	62%	(423)	678
Ideo: Moderate (4)	11%	(69)	23%	(143)	67%	(422)	634
Ideo: Conservative (5-7)	12%	(82)	25%	(169)	63%	(421)	672
Educ: < College	14%	(203)	23%	(332)	63%	(903)	1438
Educ: Bachelors degree	13%	(63)	22%	(109)	64%	(312)	484
Educ: Post-grad	14%	(40)	17%	(46)	69%	(192)	278
Income: Under 50k	11%	(113)	21%	(216)	69%	(718)	1048
Income: 50k-100k	16%	(118)	23%	(170)	61%	(456)	744
Income: 100k+	18%	(75)	25%	(101)	57%	(232)	408
Ethnicity: White	12%	(196)	20%	(345)	68%	(1157)	1698
Ethnicity: Hispanic	23%	(87)	26%	(98)	51%	(194)	379
Ethnicity: Black	28%	(80)	26%	(73)	46%	(130)	283

Table MCSP1_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Combat sports, such as UFC or boxing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(306)	22%	(487)	64%	(1407)	2200
Ethnicity: Other	14%	(30)	32%	(69)	55%	(120)	220
All Christian	12%	(112)	20%	(191)	68%	(628)	931
All Non-Christian	28%	(52)	28%	(53)	44%	(83)	188
Atheist	15%	(15)	17%	(16)	68%	(66)	97
Agnostic/Nothing in particular	14%	(83)	21%	(127)	66%	(401)	611
Something Else	12%	(45)	27%	(99)	61%	(228)	372
Religious Non-Protestant/Catholic	25%	(55)	30%	(64)	45%	(97)	216
Evangelical	18%	(95)	23%	(126)	59%	(320)	540
Non-Evangelical	8%	(59)	21%	(158)	71%	(541)	758
Community: Urban	21%	(135)	25%	(168)	54%	(355)	658
Community: Suburban	10%	(104)	22%	(221)	68%	(677)	1002
Community: Rural	12%	(67)	18%	(98)	69%	(375)	540
Employ: Private Sector	22%	(172)	30%	(239)	48%	(384)	796
Employ: Government	18%	(29)	21%	(34)	61%	(97)	159
Employ: Self-Employed	22%	(41)	29%	(55)	50%	(95)	191
Employ: Homemaker	6%	(7)	13%	(15)	81%	(94)	115
Employ: Student	22%	(13)	19%	(11)	59%	(34)	58
Employ: Retired	3%	(18)	11%	(61)	85%	(465)	545
Employ: Unemployed	7%	(16)	15%	(32)	78%	(168)	215
Employ: Other	9%	(10)	33%	(40)	58%	(70)	120
Military HH: Yes	15%	(48)	20%	(63)	64%	(202)	313
Military HH: No	14%	(258)	22%	(424)	64%	(1205)	1887
2018 House Vote: Democrat	17%	(141)	21%	(170)	62%	(500)	811
2018 House Vote: Republican	14%	(90)	22%	(140)	64%	(403)	633
2018 House Vote: Didnt Vote	10%	(74)	23%	(166)	66%	(474)	714
4-Region: Northeast	14%	(54)	22%	(86)	64%	(245)	385
4-Region: Midwest	10%	(47)	21%	(97)	68%	(311)	455
4-Region: South	13%	(111)	24%	(200)	63%	(527)	839
4-Region: West	18%	(94)	20%	(104)	62%	(323)	521
Used Twitch in the Past Month	36%	(173)	32%	(156)	32%	(153)	483
Sports Fan	19%	(283)	28%	(414)	53%	(790)	1487

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Table MCSP1_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Combat sports, such as UFC or boxing

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(306)	22%	(487)	64%	(1407)	2200
Sports Fan and Twitch User	42%	(162)	38%	(148)	19%	(75)	385

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

Table MCSP1_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(180)	26%	(576)	66%	(1444)	2200
Gender: Male	10%	(109)	32%	(345)	57%	(611)	1065
Gender: Female	6%	(71)	20%	(228)	73%	(823)	1121
Age: 18-34	13%	(85)	25%	(155)	62%	(391)	631
Age: 35-44	14%	(50)	25%	(94)	61%	(227)	371
Age: 45-64	4%	(32)	28%	(197)	68%	(482)	711
Age: 65+	3%	(13)	27%	(130)	71%	(344)	487
GenZers: 1997-2012	9%	(25)	27%	(74)	65%	(181)	280
Millennials: 1981-1996	16%	(107)	25%	(164)	59%	(395)	666
GenXers: 1965-1980	6%	(30)	27%	(146)	68%	(373)	549
Baby Boomers: 1946-1964	3%	(17)	26%	(168)	71%	(465)	650
PID: Dem (no lean)	12%	(104)	30%	(258)	57%	(484)	846
PID: Ind (no lean)	4%	(27)	24%	(158)	72%	(481)	665
PID: Rep (no lean)	7%	(49)	23%	(160)	70%	(479)	689
PID/Gender: Dem Men	16%	(64)	36%	(148)	48%	(196)	408
PID/Gender: Dem Women	9%	(40)	25%	(109)	66%	(285)	435
PID/Gender: Ind Men	5%	(13)	29%	(81)	67%	(188)	282
PID/Gender: Ind Women	4%	(14)	20%	(76)	76%	(286)	375
PID/Gender: Rep Men	9%	(33)	31%	(117)	60%	(226)	376
PID/Gender: Rep Women	5%	(16)	14%	(44)	81%	(251)	311
Ideo: Liberal (1-3)	13%	(88)	29%	(198)	58%	(392)	678
Ideo: Moderate (4)	5%	(34)	25%	(161)	69%	(439)	634
Ideo: Conservative (5-7)	7%	(45)	27%	(181)	66%	(446)	672
Educ: < College	6%	(80)	23%	(325)	72%	(1032)	1438
Educ: Bachelors degree	13%	(65)	32%	(155)	55%	(264)	484
Educ: Post-grad	13%	(35)	34%	(95)	53%	(147)	278
Income: Under 50k	5%	(48)	21%	(224)	74%	(776)	1048
Income: 50k-100k	12%	(86)	29%	(216)	59%	(442)	744
Income: 100k+	11%	(46)	33%	(135)	56%	(227)	408
Ethnicity: White	8%	(133)	23%	(391)	69%	(1174)	1698
Ethnicity: Hispanic	14%	(51)	24%	(92)	62%	(236)	379
Ethnicity: Black	13%	(37)	38%	(106)	49%	(139)	283

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Table MCSP1_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(180)	26%	(576)	66%	(1444)	2200
Ethnicity: Other	5%	(10)	35%	(78)	60%	(131)	220
All Christian	8%	(71)	30%	(278)	62%	(581)	931
All Non-Christian	23%	(44)	34%	(64)	42%	(80)	188
Atheist	4%	(4)	18%	(18)	77%	(75)	97
Agnostic/Nothing in particular	7%	(43)	22%	(136)	71%	(433)	611
Something Else	5%	(18)	21%	(79)	74%	(275)	372
Religious Non-Protestant/Catholic	23%	(50)	32%	(69)	45%	(97)	216
Evangelical	9%	(47)	29%	(157)	62%	(337)	540
Non-Evangelical	5%	(37)	25%	(192)	70%	(529)	758
Community: Urban	14%	(95)	30%	(198)	56%	(365)	658
Community: Suburban	6%	(59)	28%	(278)	66%	(665)	1002
Community: Rural	5%	(26)	19%	(100)	77%	(414)	540
Employ: Private Sector	10%	(83)	31%	(250)	58%	(463)	796
Employ: Government	18%	(28)	23%	(36)	60%	(95)	159
Employ: Self-Employed	15%	(29)	28%	(53)	57%	(109)	191
Employ: Homemaker	7%	(9)	8%	(9)	85%	(97)	115
Employ: Student	14%	(8)	25%	(15)	61%	(36)	58
Employ: Retired	2%	(12)	29%	(156)	69%	(376)	545
Employ: Unemployed	4%	(8)	20%	(43)	76%	(165)	215
Employ: Other	3%	(3)	12%	(15)	85%	(102)	120
Military HH: Yes	12%	(36)	26%	(82)	62%	(194)	313
Military HH: No	8%	(144)	26%	(493)	66%	(1250)	1887
2018 House Vote: Democrat	13%	(104)	32%	(256)	56%	(450)	811
2018 House Vote: Republican	6%	(39)	25%	(161)	68%	(433)	633
2018 House Vote: Didnt Vote	5%	(37)	21%	(147)	74%	(530)	714
4-Region: Northeast	9%	(34)	26%	(99)	66%	(253)	385
4-Region: Midwest	4%	(19)	25%	(114)	71%	(322)	455
4-Region: South	6%	(52)	28%	(237)	65%	(549)	839
4-Region: West	15%	(76)	24%	(126)	61%	(319)	521
Used Twitch in the Past Month	22%	(106)	38%	(182)	40%	(194)	483
Sports Fan	11%	(156)	35%	(521)	54%	(809)	1487

Table MCSP1_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(180)	26%	(576)	66%	(1444)	2200
Sports Fan and Twitch User	25%	(97)	43%	(167)	31%	(121)	385

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

Table MCSP1_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(212)	23%	(514)	67%	(1474)	2200
Gender: Male	16%	(170)	31%	(332)	53%	(563)	1065
Gender: Female	4%	(42)	16%	(181)	80%	(899)	1121
Age: 18-34	12%	(79)	20%	(125)	68%	(427)	631
Age: 35-44	15%	(55)	23%	(86)	62%	(231)	371
Age: 45-64	6%	(46)	25%	(179)	68%	(485)	711
Age: 65+	7%	(32)	25%	(124)	68%	(331)	487
GenZers: 1997-2012	8%	(22)	16%	(45)	76%	(213)	280
Millennials: 1981-1996	16%	(107)	24%	(159)	60%	(400)	666
GenXers: 1965-1980	6%	(32)	24%	(131)	70%	(386)	549
Baby Boomers: 1946-1964	7%	(44)	25%	(165)	68%	(442)	650
PID: Dem (no lean)	11%	(97)	25%	(212)	63%	(537)	846
PID: Ind (no lean)	5%	(33)	21%	(136)	75%	(496)	665
PID: Rep (no lean)	12%	(82)	24%	(165)	64%	(441)	689
PID/Gender: Dem Men	19%	(76)	32%	(132)	49%	(200)	408
PID/Gender: Dem Women	5%	(21)	18%	(80)	77%	(334)	435
PID/Gender: Ind Men	9%	(24)	28%	(80)	63%	(178)	282
PID/Gender: Ind Women	2%	(9)	15%	(56)	83%	(311)	375
PID/Gender: Rep Men	19%	(71)	32%	(120)	49%	(185)	376
PID/Gender: Rep Women	4%	(12)	15%	(46)	82%	(254)	311
Ideo: Liberal (1-3)	14%	(93)	24%	(162)	62%	(423)	678
Ideo: Moderate (4)	7%	(43)	24%	(150)	70%	(442)	634
Ideo: Conservative (5-7)	11%	(71)	26%	(178)	63%	(424)	672
Educ: < College	7%	(106)	20%	(291)	72%	(1040)	1438
Educ: Bachelors degree	12%	(60)	29%	(142)	58%	(282)	484
Educ: Post-grad	16%	(46)	29%	(81)	54%	(151)	278
Income: Under 50k	5%	(49)	18%	(191)	77%	(809)	1048
Income: 50k-100k	12%	(88)	27%	(200)	61%	(456)	744
Income: 100k+	18%	(75)	30%	(124)	51%	(209)	408
Ethnicity: White	10%	(164)	22%	(374)	68%	(1160)	1698
Ethnicity: Hispanic	15%	(57)	15%	(58)	70%	(265)	379
Ethnicity: Black	11%	(31)	29%	(81)	61%	(171)	283

Table MCSP1_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(212)	23%	(514)	67%	(1474)	2200
Ethnicity: Other	8%	(18)	27%	(59)	65%	(143)	220
All Christian	11%	(106)	28%	(258)	61%	(567)	931
All Non-Christian	20%	(37)	31%	(58)	49%	(93)	188
Atheist	6%	(6)	16%	(15)	78%	(76)	97
Agnostic/Nothing in particular	7%	(41)	20%	(120)	74%	(450)	611
Something Else	6%	(22)	17%	(63)	77%	(288)	372
Religious Non-Protestant/Catholic	20%	(44)	28%	(61)	51%	(111)	216
Evangelical	13%	(68)	24%	(129)	64%	(344)	540
Non-Evangelical	7%	(50)	25%	(186)	69%	(522)	758
Community: Urban	13%	(83)	24%	(156)	64%	(419)	658
Community: Suburban	9%	(90)	24%	(243)	67%	(669)	1002
Community: Rural	7%	(40)	21%	(114)	71%	(386)	540
Employ: Private Sector	12%	(98)	27%	(213)	61%	(485)	796
Employ: Government	17%	(27)	25%	(40)	58%	(93)	159
Employ: Self-Employed	18%	(34)	26%	(50)	56%	(107)	191
Employ: Homemaker	1%	(1)	5%	(5)	94%	(108)	115
Employ: Student	9%	(5)	25%	(15)	66%	(39)	58
Employ: Retired	6%	(34)	28%	(155)	65%	(356)	545
Employ: Unemployed	4%	(9)	9%	(20)	87%	(187)	215
Employ: Other	2%	(3)	14%	(17)	84%	(100)	120
Military HH: Yes	16%	(51)	29%	(91)	55%	(172)	313
Military HH: No	9%	(161)	22%	(424)	69%	(1302)	1887
2018 House Vote: Democrat	13%	(108)	25%	(205)	61%	(498)	811
2018 House Vote: Republican	12%	(75)	27%	(172)	61%	(386)	633
2018 House Vote: Didnt Vote	3%	(25)	18%	(132)	78%	(557)	714
4-Region: Northeast	10%	(39)	23%	(90)	67%	(257)	385
4-Region: Midwest	7%	(32)	25%	(112)	68%	(311)	455
4-Region: South	8%	(65)	25%	(211)	67%	(563)	839
4-Region: West	15%	(76)	20%	(102)	66%	(343)	521
Used Twitch in the Past Month	24%	(118)	31%	(149)	45%	(216)	483
Sports Fan	14%	(204)	32%	(469)	55%	(814)	1487

Table MCSP1_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(212)	23%	(514)	67%	(1474)	2200
Sports Fan and Twitch User	30%	(115)	33%	(127)	37%	(144)	385

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

Table MCSP1_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(198)	17%	(370)	74%	(1632)	2200
Gender: Male	15%	(160)	21%	(227)	64%	(678)	1065
Gender: Female	3%	(38)	13%	(143)	84%	(940)	1121
Age: 18-34	18%	(115)	27%	(173)	54%	(343)	631
Age: 35-44	16%	(58)	23%	(85)	61%	(228)	371
Age: 45-64	3%	(24)	13%	(93)	84%	(594)	711
Age: 65+	—	(1)	4%	(19)	96%	(467)	487
GenZers: 1997-2012	16%	(46)	29%	(82)	54%	(152)	280
Millennials: 1981-1996	19%	(126)	25%	(165)	56%	(374)	666
GenXers: 1965-1980	4%	(21)	15%	(85)	81%	(443)	549
Baby Boomers: 1946-1964	1%	(5)	5%	(35)	94%	(611)	650
PID: Dem (no lean)	13%	(106)	18%	(149)	70%	(590)	846
PID: Ind (no lean)	4%	(24)	19%	(127)	77%	(515)	665
PID: Rep (no lean)	10%	(68)	14%	(94)	76%	(527)	689
PID/Gender: Dem Men	21%	(85)	23%	(92)	57%	(231)	408
PID/Gender: Dem Women	5%	(21)	13%	(57)	82%	(356)	435
PID/Gender: Ind Men	6%	(16)	22%	(63)	72%	(202)	282
PID/Gender: Ind Women	2%	(8)	17%	(63)	81%	(305)	375
PID/Gender: Rep Men	16%	(59)	19%	(71)	65%	(245)	376
PID/Gender: Rep Women	3%	(9)	7%	(23)	90%	(280)	311
Ideo: Liberal (1-3)	15%	(99)	18%	(123)	67%	(456)	678
Ideo: Moderate (4)	7%	(42)	19%	(119)	75%	(473)	634
Ideo: Conservative (5-7)	7%	(47)	14%	(97)	79%	(529)	672
Educ: < College	8%	(109)	17%	(239)	76%	(1090)	1438
Educ: Bachelors degree	10%	(50)	17%	(84)	72%	(351)	484
Educ: Post-grad	14%	(39)	17%	(48)	69%	(191)	278
Income: Under 50k	6%	(59)	12%	(125)	82%	(864)	1048
Income: 50k-100k	10%	(77)	21%	(156)	69%	(512)	744
Income: 100k+	15%	(62)	22%	(90)	63%	(256)	408
Ethnicity: White	8%	(136)	14%	(244)	78%	(1318)	1698
Ethnicity: Hispanic	16%	(60)	22%	(83)	62%	(236)	379
Ethnicity: Black	14%	(39)	27%	(77)	59%	(167)	283

Table MCSP1_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(198)	17%	(370)	74%	(1632)	2200
Ethnicity: Other	11%	(23)	22%	(49)	67%	(147)	220
All Christian	7%	(69)	16%	(147)	77%	(715)	931
All Non-Christian	30%	(57)	21%	(39)	49%	(92)	188
Atheist	9%	(9)	14%	(14)	77%	(75)	97
Agnostic/Nothing in particular	6%	(39)	18%	(110)	76%	(462)	611
Something Else	7%	(24)	16%	(61)	77%	(287)	372
Religious Non-Protestant/Catholic	27%	(58)	23%	(50)	50%	(108)	216
Evangelical	10%	(56)	19%	(104)	70%	(380)	540
Non-Evangelical	4%	(30)	12%	(91)	84%	(637)	758
Community: Urban	17%	(110)	20%	(131)	63%	(417)	658
Community: Suburban	5%	(54)	16%	(157)	79%	(791)	1002
Community: Rural	6%	(34)	15%	(82)	79%	(424)	540
Employ: Private Sector	14%	(110)	24%	(191)	62%	(495)	796
Employ: Government	16%	(26)	22%	(34)	62%	(99)	159
Employ: Self-Employed	17%	(33)	22%	(43)	60%	(115)	191
Employ: Homemaker	—	(0)	7%	(8)	93%	(107)	115
Employ: Student	10%	(6)	30%	(17)	61%	(35)	58
Employ: Retired	—	(2)	6%	(30)	94%	(513)	545
Employ: Unemployed	7%	(15)	11%	(23)	82%	(178)	215
Employ: Other	6%	(7)	20%	(24)	74%	(89)	120
Military HH: Yes	12%	(37)	17%	(54)	71%	(222)	313
Military HH: No	9%	(161)	17%	(316)	75%	(1410)	1887
2018 House Vote: Democrat	13%	(106)	18%	(147)	69%	(558)	811
2018 House Vote: Republican	8%	(49)	14%	(92)	78%	(492)	633
2018 House Vote: Didnt Vote	6%	(42)	18%	(127)	76%	(545)	714
4-Region: Northeast	8%	(32)	15%	(58)	77%	(295)	385
4-Region: Midwest	6%	(25)	18%	(80)	77%	(350)	455
4-Region: South	8%	(70)	16%	(136)	75%	(632)	839
4-Region: West	14%	(71)	18%	(96)	68%	(354)	521
Used Twitch in the Past Month	31%	(150)	37%	(179)	32%	(154)	483
Sports Fan	13%	(186)	22%	(331)	65%	(970)	1487

Table MCSP1_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(198)	17%	(370)	74%	(1632)	2200
Sports Fan and Twitch User	36%	(141)	41%	(157)	23%	(88)	385

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

Table MCSP2: *How much have you seen, read, or heard about the NFL's Thursday Night Football games airing on Twitch, the live streaming service?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(223)	17%	(378)	16%	(360)	56%	(1239)	2200
Gender: Male	14%	(152)	22%	(235)	18%	(192)	46%	(486)	1065
Gender: Female	6%	(71)	13%	(141)	15%	(166)	66%	(743)	1121
Age: 18-34	16%	(102)	24%	(150)	23%	(142)	38%	(237)	631
Age: 35-44	16%	(58)	25%	(93)	13%	(48)	46%	(172)	371
Age: 45-64	8%	(58)	16%	(113)	16%	(114)	60%	(426)	711
Age: 65+	1%	(6)	4%	(22)	11%	(54)	83%	(405)	487
GenZers: 1997-2012	11%	(30)	22%	(63)	26%	(71)	41%	(116)	280
Millennials: 1981-1996	19%	(127)	26%	(174)	17%	(112)	38%	(252)	666
GenXers: 1965-1980	9%	(52)	16%	(89)	16%	(89)	58%	(319)	549
Baby Boomers: 1946-1964	2%	(13)	8%	(50)	13%	(84)	77%	(503)	650
PID: Dem (no lean)	15%	(124)	19%	(160)	15%	(124)	52%	(439)	846
PID: Ind (no lean)	5%	(35)	12%	(82)	21%	(137)	62%	(412)	665
PID: Rep (no lean)	9%	(65)	20%	(136)	14%	(99)	56%	(388)	689
PID/Gender: Dem Men	21%	(87)	27%	(109)	14%	(59)	38%	(153)	408
PID/Gender: Dem Women	9%	(37)	12%	(51)	15%	(64)	65%	(282)	435
PID/Gender: Ind Men	7%	(19)	13%	(37)	24%	(67)	57%	(159)	282
PID/Gender: Ind Women	4%	(16)	12%	(44)	18%	(68)	66%	(247)	375
PID/Gender: Rep Men	13%	(47)	24%	(89)	18%	(66)	46%	(173)	376
PID/Gender: Rep Women	6%	(18)	15%	(47)	11%	(33)	68%	(213)	311
Ideo: Liberal (1-3)	16%	(107)	21%	(143)	14%	(93)	49%	(335)	678
Ideo: Moderate (4)	8%	(52)	17%	(108)	20%	(124)	55%	(351)	634
Ideo: Conservative (5-7)	8%	(56)	16%	(110)	15%	(100)	60%	(406)	672
Educ: < College	8%	(117)	17%	(241)	17%	(241)	58%	(839)	1438
Educ: Bachelors degree	12%	(57)	17%	(84)	17%	(84)	54%	(259)	484
Educ: Post-grad	18%	(49)	19%	(53)	13%	(35)	51%	(141)	278
Income: Under 50k	6%	(65)	15%	(152)	16%	(167)	63%	(664)	1048
Income: 50k-100k	12%	(89)	20%	(148)	18%	(132)	50%	(375)	744
Income: 100k+	17%	(69)	19%	(78)	15%	(60)	49%	(200)	408
Ethnicity: White	9%	(156)	17%	(289)	15%	(252)	59%	(1001)	1698
Ethnicity: Hispanic	17%	(65)	28%	(104)	18%	(67)	37%	(142)	379
Ethnicity: Black	18%	(51)	20%	(56)	17%	(47)	46%	(129)	283
Ethnicity: Other	8%	(17)	15%	(33)	28%	(61)	50%	(109)	220

Continued on next page

Table MCSP2: *How much have you seen, read, or heard about the NFL's Thursday Night Football games airing on Twitch, the live streaming service?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(223)	17%	(378)	16%	(360)	56%	(1239)	2200
All Christian	11%	(104)	15%	(140)	14%	(135)	59%	(552)	931
All Non-Christian	24%	(45)	23%	(43)	14%	(26)	39%	(73)	188
Atheist	7%	(7)	22%	(22)	12%	(12)	58%	(57)	97
Agnostic/Nothing in particular	6%	(36)	16%	(97)	21%	(126)	58%	(353)	611
Something Else	9%	(32)	20%	(76)	16%	(60)	55%	(204)	372
Religious Non-Protestant/Catholic	24%	(51)	22%	(47)	13%	(28)	42%	(90)	216
Evangelical	13%	(68)	21%	(115)	15%	(82)	51%	(275)	540
Non-Evangelical	8%	(59)	12%	(93)	16%	(124)	64%	(481)	758
Community: Urban	18%	(116)	21%	(135)	14%	(93)	48%	(313)	658
Community: Suburban	7%	(66)	17%	(166)	19%	(188)	58%	(582)	1002
Community: Rural	8%	(41)	14%	(76)	15%	(78)	64%	(344)	540
Employ: Private Sector	14%	(111)	24%	(189)	19%	(151)	43%	(345)	796
Employ: Government	20%	(32)	24%	(38)	10%	(16)	45%	(73)	159
Employ: Self-Employed	17%	(33)	22%	(43)	19%	(36)	41%	(79)	191
Employ: Homemaker	9%	(10)	17%	(19)	10%	(11)	65%	(74)	115
Employ: Student	5%	(3)	18%	(11)	28%	(16)	48%	(28)	58
Employ: Retired	1%	(7)	6%	(32)	13%	(69)	80%	(436)	545
Employ: Unemployed	8%	(18)	11%	(24)	19%	(41)	62%	(133)	215
Employ: Other	7%	(9)	18%	(21)	16%	(19)	59%	(70)	120
Military HH: Yes	17%	(54)	14%	(44)	10%	(30)	59%	(185)	313
Military HH: No	9%	(170)	18%	(334)	17%	(330)	56%	(1054)	1887
2018 House Vote: Democrat	16%	(130)	19%	(153)	14%	(115)	51%	(413)	811
2018 House Vote: Republican	8%	(49)	18%	(116)	16%	(100)	58%	(368)	633
2018 House Vote: Didnt Vote	6%	(42)	15%	(104)	20%	(140)	60%	(428)	714
4-Region: Northeast	11%	(42)	16%	(62)	14%	(54)	59%	(227)	385
4-Region: Midwest	9%	(42)	18%	(80)	16%	(70)	58%	(262)	455
4-Region: South	9%	(74)	16%	(133)	17%	(143)	58%	(489)	839
4-Region: West	12%	(65)	20%	(103)	18%	(92)	50%	(262)	521
Used Twitch in the Past Month	24%	(114)	35%	(169)	19%	(92)	22%	(108)	483
Sports Fan	13%	(193)	23%	(335)	18%	(272)	46%	(687)	1487
Sports Fan and Twitch User	28%	(107)	39%	(152)	19%	(73)	14%	(53)	385

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

Table MCSP3_1NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Twitch

Demographic	Selected		Not Selected		Total N
Adults	13%	(283)	87%	(1917)	2200
Gender: Male	19%	(199)	81%	(866)	1065
Gender: Female	7%	(80)	93%	(1041)	1121
Age: 18-34	29%	(185)	71%	(446)	631
Age: 35-44	15%	(57)	85%	(314)	371
Age: 45-64	6%	(39)	94%	(671)	711
Age: 65+	—	(1)	100%	(486)	487
GenZers: 1997-2012	35%	(98)	65%	(182)	280
Millennials: 1981-1996	21%	(143)	79%	(523)	666
GenXers: 1965-1980	5%	(28)	95%	(520)	549
Baby Boomers: 1946-1964	2%	(14)	98%	(637)	650
PID: Dem (no lean)	18%	(149)	82%	(697)	846
PID: Ind (no lean)	10%	(64)	90%	(601)	665
PID: Rep (no lean)	10%	(70)	90%	(619)	689
PID/Gender: Dem Men	26%	(106)	74%	(301)	408
PID/Gender: Dem Women	10%	(42)	90%	(392)	435
PID/Gender: Ind Men	12%	(35)	88%	(247)	282
PID/Gender: Ind Women	7%	(25)	93%	(350)	375
PID/Gender: Rep Men	15%	(57)	85%	(318)	376
PID/Gender: Rep Women	4%	(13)	96%	(299)	311
Ideo: Liberal (1-3)	20%	(132)	80%	(546)	678
Ideo: Moderate (4)	10%	(61)	90%	(573)	634
Ideo: Conservative (5-7)	11%	(74)	89%	(598)	672
Educ: < College	11%	(161)	89%	(1277)	1438
Educ: Bachelors degree	17%	(80)	83%	(404)	484
Educ: Post-grad	15%	(42)	85%	(236)	278
Income: Under 50k	8%	(84)	92%	(964)	1048
Income: 50k-100k	15%	(110)	85%	(634)	744
Income: 100k+	22%	(88)	78%	(319)	408
Ethnicity: White	11%	(187)	89%	(1510)	1698
Ethnicity: Hispanic	25%	(93)	75%	(286)	379

Table MCSP3_1NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms? Please select all that apply.*
Twitch

Demographic	Selected		Not Selected		Total N
Adults	13%	(283)	87%	(1917)	2200
Ethnicity: Black	18%	(52)	82%	(231)	283
Ethnicity: Other	20%	(43)	80%	(176)	220
All Christian	11%	(99)	89%	(832)	931
All Non-Christian	20%	(38)	80%	(150)	188
Atheist	21%	(20)	79%	(77)	97
Agnostic/Nothing in particular	14%	(86)	86%	(525)	611
Something Else	11%	(40)	89%	(333)	372
Religious Non-Protestant/Catholic	19%	(40)	81%	(176)	216
Evangelical	14%	(77)	86%	(464)	540
Non-Evangelical	8%	(58)	92%	(700)	758
Community: Urban	18%	(118)	82%	(540)	658
Community: Suburban	13%	(132)	87%	(870)	1002
Community: Rural	6%	(33)	94%	(508)	540
Employ: Private Sector	22%	(176)	78%	(620)	796
Employ: Government	14%	(22)	86%	(138)	159
Employ: Self-Employed	14%	(26)	86%	(165)	191
Employ: Homemaker	9%	(10)	91%	(105)	115
Employ: Student	33%	(20)	67%	(39)	58
Employ: Retired	2%	(8)	98%	(536)	545
Employ: Unemployed	5%	(11)	95%	(205)	215
Employ: Other	9%	(10)	91%	(109)	120
Military HH: Yes	10%	(31)	90%	(282)	313
Military HH: No	13%	(252)	87%	(1635)	1887
2018 House Vote: Democrat	17%	(134)	83%	(677)	811
2018 House Vote: Republican	8%	(51)	92%	(582)	633
2018 House Vote: Didnt Vote	13%	(95)	87%	(619)	714
4-Region: Northeast	9%	(36)	91%	(349)	385
4-Region: Midwest	10%	(46)	90%	(409)	455
4-Region: South	13%	(109)	87%	(730)	839
4-Region: West	18%	(92)	82%	(429)	521

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Table MCSP3_1NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Twitch

Demographic	Selected		Not Selected		Total N
Adults	13%	(283)	87%	(1917)	2200
Used Twitch in the Past Month	52%	(251)	48%	(232)	483
Sports Fan	15%	(223)	85%	(1264)	1487
Sports Fan and Twitch User	51%	(198)	49%	(187)	385

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

Table MCSP3_2NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Facebook Gaming

Demographic	Selected		Not Selected		Total N
Adults	12%	(273)	88%	(1927)	2200
Gender: Male	16%	(173)	84%	(893)	1065
Gender: Female	9%	(99)	91%	(1022)	1121
Age: 18-34	22%	(138)	78%	(493)	631
Age: 35-44	19%	(71)	81%	(300)	371
Age: 45-64	7%	(50)	93%	(661)	711
Age: 65+	3%	(14)	97%	(473)	487
GenZers: 1997-2012	15%	(41)	85%	(239)	280
Millennials: 1981-1996	25%	(164)	75%	(501)	666
GenXers: 1965-1980	8%	(47)	92%	(502)	549
Baby Boomers: 1946-1964	3%	(18)	97%	(632)	650
PID: Dem (no lean)	15%	(131)	85%	(715)	846
PID: Ind (no lean)	8%	(56)	92%	(609)	665
PID: Rep (no lean)	12%	(86)	88%	(603)	689
PID/Gender: Dem Men	23%	(92)	77%	(315)	408
PID/Gender: Dem Women	9%	(39)	91%	(396)	435
PID/Gender: Ind Men	8%	(22)	92%	(260)	282
PID/Gender: Ind Women	9%	(33)	91%	(342)	375
PID/Gender: Rep Men	16%	(59)	84%	(317)	376
PID/Gender: Rep Women	9%	(27)	91%	(284)	311
Ideo: Liberal (1-3)	17%	(114)	83%	(564)	678
Ideo: Moderate (4)	11%	(67)	89%	(568)	634
Ideo: Conservative (5-7)	10%	(67)	90%	(605)	672
Educ: < College	11%	(153)	89%	(1285)	1438
Educ: Bachelors degree	15%	(71)	85%	(413)	484
Educ: Post-grad	18%	(49)	82%	(229)	278
Income: Under 50k	9%	(90)	91%	(958)	1048
Income: 50k-100k	14%	(105)	86%	(639)	744
Income: 100k+	19%	(77)	81%	(330)	408
Ethnicity: White	12%	(211)	88%	(1486)	1698
Ethnicity: Hispanic	20%	(77)	80%	(302)	379

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Table MCSP3_2NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Facebook Gaming

Demographic	Selected		Not Selected		Total N
Adults	12%	(273)	88%	(1927)	2200
Ethnicity: Black	16%	(45)	84%	(238)	283
Ethnicity: Other	8%	(17)	92%	(203)	220
All Christian	12%	(113)	88%	(817)	931
All Non-Christian	32%	(60)	68%	(128)	188
Atheist	6%	(6)	94%	(92)	97
Agnostic/Nothing in particular	10%	(63)	90%	(548)	611
Something Else	8%	(30)	92%	(342)	372
Religious Non-Protestant/Catholic	32%	(68)	68%	(147)	216
Evangelical	16%	(88)	84%	(453)	540
Non-Evangelical	6%	(49)	94%	(709)	758
Community: Urban	20%	(130)	80%	(527)	658
Community: Suburban	9%	(87)	91%	(915)	1002
Community: Rural	10%	(55)	90%	(485)	540
Employ: Private Sector	17%	(138)	83%	(657)	796
Employ: Government	17%	(27)	83%	(133)	159
Employ: Self-Employed	17%	(32)	83%	(159)	191
Employ: Homemaker	13%	(15)	87%	(100)	115
Employ: Student	12%	(7)	88%	(52)	58
Employ: Retired	4%	(19)	96%	(525)	545
Employ: Unemployed	9%	(19)	91%	(197)	215
Employ: Other	13%	(16)	87%	(104)	120
Military HH: Yes	15%	(48)	85%	(265)	313
Military HH: No	12%	(224)	88%	(1663)	1887
2018 House Vote: Democrat	16%	(132)	84%	(678)	811
2018 House Vote: Republican	12%	(73)	88%	(560)	633
2018 House Vote: Didnt Vote	9%	(63)	91%	(650)	714
4-Region: Northeast	12%	(47)	88%	(338)	385
4-Region: Midwest	9%	(39)	91%	(416)	455
4-Region: South	13%	(108)	87%	(731)	839
4-Region: West	15%	(78)	85%	(443)	521

Table MCSP3_2NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Facebook Gaming

Demographic	Selected		Not Selected		Total N
Adults	12%	(273)	88%	(1927)	2200
Used Twitch in the Past Month	29%	(138)	71%	(344)	483
Sports Fan	15%	(218)	85%	(1269)	1487
Sports Fan and Twitch User	33%	(128)	67%	(257)	385

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

Table MCSP3_3NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
YouTube Gaming

Demographic	Selected		Not Selected		Total N
Adults	23%	(509)	77%	(1691)	2200
Gender: Male	31%	(330)	69%	(735)	1065
Gender: Female	15%	(173)	85%	(949)	1121
Age: 18-34	49%	(312)	51%	(319)	631
Age: 35-44	29%	(106)	71%	(265)	371
Age: 45-64	12%	(84)	88%	(627)	711
Age: 65+	1%	(7)	99%	(480)	487
GenZers: 1997-2012	59%	(164)	41%	(116)	280
Millennials: 1981-1996	37%	(249)	63%	(416)	666
GenXers: 1965-1980	14%	(77)	86%	(472)	549
Baby Boomers: 1946-1964	3%	(19)	97%	(631)	650
PID: Dem (no lean)	28%	(237)	72%	(609)	846
PID: Ind (no lean)	21%	(141)	79%	(524)	665
PID: Rep (no lean)	19%	(132)	81%	(557)	689
PID/Gender: Dem Men	37%	(152)	63%	(256)	408
PID/Gender: Dem Women	19%	(84)	81%	(350)	435
PID/Gender: Ind Men	26%	(73)	74%	(208)	282
PID/Gender: Ind Women	16%	(61)	84%	(314)	375
PID/Gender: Rep Men	28%	(104)	72%	(271)	376
PID/Gender: Rep Women	9%	(27)	91%	(284)	311
Ideo: Liberal (1-3)	30%	(204)	70%	(474)	678
Ideo: Moderate (4)	19%	(123)	81%	(512)	634
Ideo: Conservative (5-7)	18%	(121)	82%	(551)	672
Educ: < College	23%	(334)	77%	(1103)	1438
Educ: Bachelors degree	22%	(106)	78%	(378)	484
Educ: Post-grad	25%	(69)	75%	(210)	278
Income: Under 50k	20%	(206)	80%	(843)	1048
Income: 50k-100k	24%	(181)	76%	(563)	744
Income: 100k+	30%	(123)	70%	(285)	408
Ethnicity: White	20%	(334)	80%	(1364)	1698
Ethnicity: Hispanic	38%	(145)	62%	(234)	379

Table MCSP3_3NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms? Please select all that apply.*
YouTube Gaming

Demographic	Selected		Not Selected		Total N
Adults	23%	(509)	77%	(1691)	2200
Ethnicity: Black	38%	(108)	62%	(175)	283
Ethnicity: Other	31%	(68)	69%	(152)	220
All Christian	18%	(167)	82%	(764)	931
All Non-Christian	40%	(75)	60%	(113)	188
Atheist	29%	(28)	71%	(69)	97
Agnostic/Nothing in particular	22%	(135)	78%	(477)	611
Something Else	28%	(105)	72%	(267)	372
Religious Non-Protestant/Catholic	36%	(79)	64%	(137)	216
Evangelical	25%	(134)	75%	(406)	540
Non-Evangelical	17%	(130)	83%	(627)	758
Community: Urban	34%	(221)	66%	(437)	658
Community: Suburban	20%	(205)	80%	(797)	1002
Community: Rural	15%	(84)	85%	(457)	540
Employ: Private Sector	30%	(237)	70%	(559)	796
Employ: Government	36%	(57)	64%	(103)	159
Employ: Self-Employed	34%	(65)	66%	(127)	191
Employ: Homemaker	20%	(23)	80%	(92)	115
Employ: Student	55%	(32)	45%	(26)	58
Employ: Retired	2%	(11)	98%	(533)	545
Employ: Unemployed	26%	(56)	74%	(159)	215
Employ: Other	24%	(29)	76%	(91)	120
Military HH: Yes	24%	(75)	76%	(238)	313
Military HH: No	23%	(434)	77%	(1453)	1887
2018 House Vote: Democrat	26%	(215)	74%	(596)	811
2018 House Vote: Republican	16%	(104)	84%	(529)	633
2018 House Vote: Didnt Vote	26%	(187)	74%	(527)	714
4-Region: Northeast	18%	(69)	82%	(316)	385
4-Region: Midwest	21%	(96)	79%	(359)	455
4-Region: South	25%	(212)	75%	(627)	839
4-Region: West	25%	(132)	75%	(389)	521

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Table MCSP3_3NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
YouTube Gaming

Demographic	Selected		Not Selected		Total N
Adults	23%	(509)	77%	(1691)	2200
Used Twitch in the Past Month	61%	(293)	39%	(190)	483
Sports Fan	26%	(385)	74%	(1102)	1487
Sports Fan and Twitch User	63%	(243)	37%	(143)	385

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

Table MCSP3_4NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2164)	2200
Gender: Male	1%	(15)	99%	(1050)	1065
Gender: Female	2%	(20)	98%	(1101)	1121
Age: 18-34	1%	(5)	99%	(626)	631
Age: 35-44	1%	(3)	99%	(369)	371
Age: 45-64	3%	(21)	97%	(690)	711
Age: 65+	2%	(8)	98%	(479)	487
GenZers: 1997-2012	—	(1)	100%	(279)	280
Millennials: 1981-1996	1%	(7)	99%	(659)	666
GenXers: 1965-1980	3%	(17)	97%	(532)	549
Baby Boomers: 1946-1964	2%	(11)	98%	(639)	650
PID: Dem (no lean)	1%	(9)	99%	(837)	846
PID: Ind (no lean)	2%	(16)	98%	(649)	665
PID: Rep (no lean)	2%	(11)	98%	(677)	689
PID/Gender: Dem Men	1%	(6)	99%	(402)	408
PID/Gender: Dem Women	1%	(3)	99%	(431)	435
PID/Gender: Ind Men	2%	(4)	98%	(277)	282
PID/Gender: Ind Women	3%	(12)	97%	(363)	375
PID/Gender: Rep Men	1%	(5)	99%	(371)	376
PID/Gender: Rep Women	1%	(5)	99%	(307)	311
Ideo: Liberal (1-3)	1%	(6)	99%	(672)	678
Ideo: Moderate (4)	3%	(18)	97%	(617)	634
Ideo: Conservative (5-7)	2%	(10)	98%	(662)	672
Educ: < College	2%	(30)	98%	(1408)	1438
Educ: Bachelors degree	1%	(4)	99%	(480)	484
Educ: Post-grad	1%	(2)	99%	(276)	278
Income: Under 50k	2%	(26)	98%	(1022)	1048
Income: 50k-100k	1%	(9)	99%	(735)	744
Income: 100k+	—	(1)	100%	(406)	408
Ethnicity: White	1%	(15)	99%	(1682)	1698
Ethnicity: Hispanic	—	(0)	100%	(379)	379

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Table MCSP3_4NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2164)	2200
Ethnicity: Black	4%	(10)	96%	(272)	283
Ethnicity: Other	5%	(10)	95%	(209)	220
All Christian	1%	(13)	99%	(917)	931
All Non-Christian	—	(0)	100%	(188)	188
Atheist	1%	(1)	99%	(96)	97
Agnostic/Nothing in particular	2%	(12)	98%	(599)	611
Something Else	3%	(10)	97%	(362)	372
Religious Non-Protestant/Catholic	—	(1)	100%	(215)	216
Evangelical	2%	(13)	98%	(527)	540
Non-Evangelical	1%	(9)	99%	(749)	758
Community: Urban	2%	(10)	98%	(648)	658
Community: Suburban	2%	(22)	98%	(980)	1002
Community: Rural	1%	(4)	99%	(536)	540
Employ: Private Sector	2%	(13)	98%	(783)	796
Employ: Government	—	(0)	100%	(159)	159
Employ: Self-Employed	2%	(3)	98%	(188)	191
Employ: Homemaker	—	(0)	100%	(115)	115
Employ: Student	—	(0)	100%	(58)	58
Employ: Retired	3%	(15)	97%	(529)	545
Employ: Unemployed	1%	(2)	99%	(213)	215
Employ: Other	2%	(3)	98%	(117)	120
Military HH: Yes	1%	(4)	99%	(309)	313
Military HH: No	2%	(32)	98%	(1855)	1887
2018 House Vote: Democrat	2%	(16)	98%	(795)	811
2018 House Vote: Republican	2%	(12)	98%	(621)	633
2018 House Vote: Didnt Vote	1%	(9)	99%	(705)	714
4-Region: Northeast	—	(2)	100%	(384)	385
4-Region: Midwest	3%	(13)	97%	(441)	455
4-Region: South	2%	(16)	98%	(823)	839
4-Region: West	1%	(5)	99%	(516)	521

Table MCSP3_4NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2164)	2200
Used Twitch in the Past Month	1%	(5)	99%	(478)	483
Sports Fan	2%	(29)	98%	(1458)	1487
Sports Fan and Twitch User	—	(1)	100%	(384)	385

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

Table MCSP3_5NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
I did not watch any live streamed video game content in the past month

Demographic	Selected		Not Selected		Total N
Adults	66%	(1445)	34%	(755)	2200
Gender: Male	56%	(598)	44%	(467)	1065
Gender: Female	75%	(843)	25%	(279)	1121
Age: 18-34	34%	(217)	66%	(413)	631
Age: 35-44	56%	(207)	44%	(165)	371
Age: 45-64	79%	(561)	21%	(150)	711
Age: 65+	94%	(459)	6%	(28)	487
GenZers: 1997-2012	31%	(87)	69%	(193)	280
Millennials: 1981-1996	43%	(289)	57%	(377)	666
GenXers: 1965-1980	77%	(424)	23%	(125)	549
Baby Boomers: 1946-1964	91%	(592)	9%	(58)	650
PID: Dem (no lean)	62%	(525)	38%	(321)	846
PID: Ind (no lean)	69%	(458)	31%	(207)	665
PID: Rep (no lean)	67%	(461)	33%	(228)	689
PID/Gender: Dem Men	50%	(204)	50%	(204)	408
PID/Gender: Dem Women	73%	(319)	27%	(116)	435
PID/Gender: Ind Men	66%	(187)	34%	(95)	282
PID/Gender: Ind Women	72%	(270)	28%	(105)	375
PID/Gender: Rep Men	55%	(207)	45%	(168)	376
PID/Gender: Rep Women	82%	(254)	18%	(57)	311
Ideo: Liberal (1-3)	57%	(387)	43%	(291)	678
Ideo: Moderate (4)	70%	(445)	30%	(190)	634
Ideo: Conservative (5-7)	71%	(480)	29%	(192)	672
Educ: < College	66%	(945)	34%	(492)	1438
Educ: Bachelors degree	66%	(319)	34%	(166)	484
Educ: Post-grad	65%	(181)	35%	(97)	278
Income: Under 50k	70%	(739)	30%	(310)	1048
Income: 50k-100k	61%	(457)	39%	(288)	744
Income: 100k+	61%	(249)	39%	(158)	408
Ethnicity: White	70%	(1186)	30%	(512)	1698
Ethnicity: Hispanic	44%	(165)	56%	(214)	379

Table MCSP3_5NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms? Please select all that apply.*

I did not watch any live streamed video game content in the past month

Demographic	Selected		Not Selected		Total N
Adults	66%	(1445)	34%	(755)	2200
Ethnicity: Black	47%	(132)	53%	(151)	283
Ethnicity: Other	58%	(127)	42%	(93)	220
All Christian	73%	(679)	27%	(251)	931
All Non-Christian	43%	(81)	57%	(108)	188
Atheist	63%	(61)	37%	(36)	97
Agnostic/Nothing in particular	64%	(392)	36%	(220)	611
Something Else	62%	(232)	38%	(140)	372
Religious Non-Protestant/Catholic	45%	(97)	55%	(119)	216
Evangelical	63%	(338)	37%	(202)	540
Non-Evangelical	77%	(580)	23%	(178)	758
Community: Urban	54%	(353)	46%	(304)	658
Community: Suburban	69%	(687)	31%	(315)	1002
Community: Rural	75%	(405)	25%	(136)	540
Employ: Private Sector	56%	(444)	44%	(352)	796
Employ: Government	50%	(80)	50%	(80)	159
Employ: Self-Employed	51%	(98)	49%	(93)	191
Employ: Homemaker	69%	(79)	31%	(36)	115
Employ: Student	36%	(21)	64%	(38)	58
Employ: Retired	91%	(498)	9%	(47)	545
Employ: Unemployed	66%	(143)	34%	(73)	215
Employ: Other	69%	(83)	31%	(37)	120
Military HH: Yes	63%	(198)	37%	(115)	313
Military HH: No	66%	(1246)	34%	(641)	1887
2018 House Vote: Democrat	62%	(499)	38%	(312)	811
2018 House Vote: Republican	72%	(454)	28%	(179)	633
2018 House Vote: Didnt Vote	64%	(456)	36%	(257)	714
4-Region: Northeast	71%	(274)	29%	(111)	385
4-Region: Midwest	69%	(313)	31%	(141)	455
4-Region: South	64%	(541)	36%	(299)	839
4-Region: West	61%	(317)	39%	(204)	521

Table MCSP3_5NET: *In the past month, did you watch video game livestreams or replays of video game playthroughs on any of the following platforms?*
Please select all that apply.
I did not watch any live streamed video game content in the past month

Demographic	Selected		Not Selected		Total N
Adults	66%	(1445)	34%	(755)	2200
Used Twitch in the Past Month	14%	(68)	86%	(415)	483
Sports Fan	62%	(921)	38%	(566)	1487
Sports Fan and Twitch User	12%	(48)	88%	(338)	385

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

Table MCSP4_1NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

Yes, I attended an esports event

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2070)	2200
Gender: Male	8%	(84)	92%	(981)	1065
Gender: Female	4%	(45)	96%	(1076)	1121
Age: 18-34	11%	(67)	89%	(564)	631
Age: 35-44	13%	(47)	87%	(324)	371
Age: 45-64	2%	(13)	98%	(698)	711
Age: 65+	1%	(3)	99%	(484)	487
GenZers: 1997-2012	5%	(15)	95%	(265)	280
Millennials: 1981-1996	15%	(97)	85%	(568)	666
GenXers: 1965-1980	2%	(13)	98%	(536)	549
Baby Boomers: 1946-1964	1%	(4)	99%	(647)	650
PID: Dem (no lean)	10%	(84)	90%	(762)	846
PID: Ind (no lean)	1%	(9)	99%	(656)	665
PID: Rep (no lean)	5%	(36)	95%	(653)	689
PID/Gender: Dem Men	14%	(56)	86%	(352)	408
PID/Gender: Dem Women	7%	(29)	93%	(406)	435
PID/Gender: Ind Men	2%	(5)	98%	(277)	282
PID/Gender: Ind Women	1%	(4)	99%	(371)	375
PID/Gender: Rep Men	6%	(24)	94%	(352)	376
PID/Gender: Rep Women	4%	(12)	96%	(299)	311
Ideo: Liberal (1-3)	10%	(67)	90%	(611)	678
Ideo: Moderate (4)	3%	(21)	97%	(613)	634
Ideo: Conservative (5-7)	5%	(35)	95%	(637)	672
Educ: < College	4%	(52)	96%	(1385)	1438
Educ: Bachelors degree	8%	(39)	92%	(445)	484
Educ: Post-grad	14%	(38)	86%	(240)	278
Income: Under 50k	2%	(24)	98%	(1024)	1048
Income: 50k-100k	7%	(50)	93%	(694)	744
Income: 100k+	13%	(55)	87%	(353)	408
Ethnicity: White	6%	(101)	94%	(1597)	1698
Ethnicity: Hispanic	13%	(47)	87%	(331)	379

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Table MCSP4_1NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

Yes, I attended an esports event

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2070)	2200
Ethnicity: Black	9%	(24)	91%	(259)	283
Ethnicity: Other	2%	(4)	98%	(215)	220
All Christian	6%	(54)	94%	(877)	931
All Non-Christian	21%	(40)	79%	(148)	188
Atheist	4%	(4)	96%	(93)	97
Agnostic/Nothing in particular	3%	(18)	97%	(593)	611
Something Else	3%	(13)	97%	(360)	372
Religious Non-Protestant/Catholic	21%	(46)	79%	(170)	216
Evangelical	9%	(47)	91%	(493)	540
Non-Evangelical	2%	(13)	98%	(745)	758
Community: Urban	12%	(80)	88%	(578)	658
Community: Suburban	2%	(20)	98%	(982)	1002
Community: Rural	6%	(30)	94%	(510)	540
Employ: Private Sector	8%	(64)	92%	(732)	796
Employ: Government	15%	(25)	85%	(135)	159
Employ: Self-Employed	14%	(27)	86%	(164)	191
Employ: Homemaker	2%	(2)	98%	(113)	115
Employ: Student	5%	(3)	95%	(55)	58
Employ: Retired	1%	(6)	99%	(538)	545
Employ: Unemployed	1%	(2)	99%	(214)	215
Employ: Other	1%	(1)	99%	(119)	120
Military HH: Yes	13%	(41)	87%	(272)	313
Military HH: No	5%	(89)	95%	(1798)	1887
2018 House Vote: Democrat	11%	(85)	89%	(726)	811
2018 House Vote: Republican	5%	(30)	95%	(603)	633
2018 House Vote: Didnt Vote	2%	(14)	98%	(700)	714
4-Region: Northeast	7%	(25)	93%	(360)	385
4-Region: Midwest	3%	(12)	97%	(443)	455
4-Region: South	4%	(37)	96%	(802)	839
4-Region: West	11%	(55)	89%	(466)	521

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Table MCSP4_1NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

Yes, I attended an esports event

Demographic	Selected		Not Selected		Total N
Adults	6%	(130)	94%	(2070)	2200
Used Twitch in the Past Month	18%	(86)	82%	(397)	483
Sports Fan	7%	(109)	93%	(1378)	1487
Sports Fan and Twitch User	21%	(81)	79%	(304)	385

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

Table MCSP4_2NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

Yes, I watched an esports event

Demographic	Selected		Not Selected		Total N
Adults	14%	(306)	86%	(1894)	2200
Gender: Male	22%	(238)	78%	(827)	1065
Gender: Female	6%	(68)	94%	(1053)	1121
Age: 18-34	27%	(169)	73%	(462)	631
Age: 35-44	21%	(78)	79%	(294)	371
Age: 45-64	8%	(58)	92%	(653)	711
Age: 65+	—	(1)	100%	(485)	487
GenZers: 1997-2012	27%	(74)	73%	(206)	280
Millennials: 1981-1996	25%	(169)	75%	(497)	666
GenXers: 1965-1980	8%	(45)	92%	(504)	549
Baby Boomers: 1946-1964	3%	(17)	97%	(633)	650
PID: Dem (no lean)	17%	(142)	83%	(704)	846
PID: Ind (no lean)	9%	(59)	91%	(606)	665
PID: Rep (no lean)	15%	(105)	85%	(584)	689
PID/Gender: Dem Men	28%	(116)	72%	(292)	408
PID/Gender: Dem Women	6%	(26)	94%	(409)	435
PID/Gender: Ind Men	12%	(35)	88%	(247)	282
PID/Gender: Ind Women	7%	(25)	93%	(351)	375
PID/Gender: Rep Men	23%	(87)	77%	(288)	376
PID/Gender: Rep Women	6%	(18)	94%	(294)	311
Ideo: Liberal (1-3)	21%	(140)	79%	(538)	678
Ideo: Moderate (4)	12%	(79)	88%	(555)	634
Ideo: Conservative (5-7)	10%	(69)	90%	(603)	672
Educ: < College	12%	(178)	88%	(1259)	1438
Educ: Bachelors degree	17%	(81)	83%	(403)	484
Educ: Post-grad	17%	(47)	83%	(231)	278
Income: Under 50k	10%	(101)	90%	(947)	1048
Income: 50k-100k	17%	(129)	83%	(615)	744
Income: 100k+	19%	(76)	81%	(332)	408
Ethnicity: White	12%	(196)	88%	(1502)	1698
Ethnicity: Hispanic	22%	(83)	78%	(296)	379

Table MCSP4_2NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*
Yes, I watched an esports event

Demographic	Selected		Not Selected		Total N
Adults	14%	(306)	86%	(1894)	2200
Ethnicity: Black	24%	(68)	76%	(215)	283
Ethnicity: Other	19%	(42)	81%	(178)	220
All Christian	13%	(124)	87%	(807)	931
All Non-Christian	31%	(59)	69%	(129)	188
Atheist	17%	(16)	83%	(81)	97
Agnostic/Nothing in particular	10%	(64)	90%	(547)	611
Something Else	11%	(43)	89%	(330)	372
Religious Non-Protestant/Catholic	30%	(64)	70%	(152)	216
Evangelical	18%	(96)	82%	(444)	540
Non-Evangelical	8%	(60)	92%	(698)	758
Community: Urban	21%	(137)	79%	(521)	658
Community: Suburban	12%	(123)	88%	(879)	1002
Community: Rural	8%	(46)	92%	(495)	540
Employ: Private Sector	22%	(172)	78%	(624)	796
Employ: Government	27%	(43)	73%	(116)	159
Employ: Self-Employed	20%	(38)	80%	(153)	191
Employ: Homemaker	3%	(3)	97%	(112)	115
Employ: Student	7%	(4)	93%	(54)	58
Employ: Retired	1%	(8)	99%	(537)	545
Employ: Unemployed	11%	(25)	89%	(191)	215
Employ: Other	11%	(14)	89%	(106)	120
Military HH: Yes	14%	(43)	86%	(270)	313
Military HH: No	14%	(263)	86%	(1624)	1887
2018 House Vote: Democrat	18%	(148)	82%	(663)	811
2018 House Vote: Republican	12%	(78)	88%	(554)	633
2018 House Vote: Didnt Vote	11%	(76)	89%	(638)	714
4-Region: Northeast	11%	(43)	89%	(343)	385
4-Region: Midwest	12%	(56)	88%	(398)	455
4-Region: South	13%	(111)	87%	(728)	839
4-Region: West	18%	(96)	82%	(425)	521

Table MCSP4_2NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*
Yes, I watched an esports event

Demographic	Selected		Not Selected		Total N
Adults	14%	(306)	86%	(1894)	2200
Used Twitch in the Past Month	43%	(205)	57%	(277)	483
Sports Fan	18%	(265)	82%	(1222)	1487
Sports Fan and Twitch User	48%	(185)	52%	(200)	385

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

Table MCSP4_3NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

No, I did not watch or attend an esports event

Demographic	Selected		Not Selected		Total N
Adults	81%	(1791)	19%	(409)	2200
Gender: Male	72%	(768)	28%	(297)	1065
Gender: Female	90%	(1010)	10%	(112)	1121
Age: 18-34	65%	(409)	35%	(222)	631
Age: 35-44	69%	(256)	31%	(115)	371
Age: 45-64	90%	(643)	10%	(68)	711
Age: 65+	99%	(482)	1%	(4)	487
GenZers: 1997-2012	69%	(193)	31%	(87)	280
Millennials: 1981-1996	63%	(421)	37%	(245)	666
GenXers: 1965-1980	90%	(494)	10%	(55)	549
Baby Boomers: 1946-1964	97%	(629)	3%	(21)	650
PID: Dem (no lean)	75%	(638)	25%	(208)	846
PID: Ind (no lean)	90%	(598)	10%	(68)	665
PID: Rep (no lean)	81%	(555)	19%	(133)	689
PID/Gender: Dem Men	62%	(253)	38%	(155)	408
PID/Gender: Dem Women	88%	(382)	12%	(53)	435
PID/Gender: Ind Men	86%	(243)	14%	(39)	282
PID/Gender: Ind Women	92%	(346)	8%	(29)	375
PID/Gender: Rep Men	72%	(272)	28%	(104)	376
PID/Gender: Rep Women	90%	(281)	10%	(30)	311
Ideo: Liberal (1-3)	71%	(483)	29%	(195)	678
Ideo: Moderate (4)	85%	(538)	15%	(96)	634
Ideo: Conservative (5-7)	86%	(575)	14%	(97)	672
Educ: < College	84%	(1211)	16%	(227)	1438
Educ: Bachelors degree	77%	(373)	23%	(111)	484
Educ: Post-grad	75%	(207)	25%	(71)	278
Income: Under 50k	88%	(925)	12%	(123)	1048
Income: 50k-100k	77%	(577)	23%	(167)	744
Income: 100k+	71%	(289)	29%	(119)	408
Ethnicity: White	84%	(1419)	16%	(278)	1698
Ethnicity: Hispanic	67%	(252)	33%	(127)	379

Table MCSP4_3NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*

No, I did not watch or attend an esports event

Demographic	Selected		Not Selected		Total N
Adults	81%	(1791)	19%	(409)	2200
Ethnicity: Black	70%	(198)	30%	(85)	283
Ethnicity: Other	79%	(174)	21%	(45)	220
All Christian	82%	(765)	18%	(165)	931
All Non-Christian	51%	(96)	49%	(92)	188
Atheist	79%	(77)	21%	(20)	97
Agnostic/Nothing in particular	87%	(534)	13%	(78)	611
Something Else	86%	(319)	14%	(53)	372
Religious Non-Protestant/Catholic	53%	(114)	47%	(102)	216
Evangelical	76%	(408)	24%	(132)	540
Non-Evangelical	91%	(688)	9%	(70)	758
Community: Urban	70%	(458)	30%	(200)	658
Community: Suburban	86%	(865)	14%	(137)	1002
Community: Rural	87%	(468)	13%	(72)	540
Employ: Private Sector	73%	(580)	27%	(216)	796
Employ: Government	60%	(95)	40%	(64)	159
Employ: Self-Employed	67%	(129)	33%	(62)	191
Employ: Homemaker	96%	(110)	4%	(5)	115
Employ: Student	89%	(52)	11%	(6)	58
Employ: Retired	97%	(531)	3%	(14)	545
Employ: Unemployed	88%	(189)	12%	(26)	215
Employ: Other	88%	(105)	12%	(15)	120
Military HH: Yes	74%	(233)	26%	(80)	313
Military HH: No	83%	(1558)	17%	(329)	1887
2018 House Vote: Democrat	74%	(599)	26%	(211)	811
2018 House Vote: Republican	83%	(528)	17%	(105)	633
2018 House Vote: Didnt Vote	88%	(625)	12%	(89)	714
4-Region: Northeast	85%	(327)	15%	(58)	385
4-Region: Midwest	86%	(389)	14%	(65)	455
4-Region: South	83%	(694)	17%	(145)	839
4-Region: West	73%	(380)	27%	(141)	521

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Table MCSP4_3NET: *In the past month, did you watch or attend an esports event, such as a competitive video game tournament? Please select all that apply*
No, I did not watch or attend an esports event

Demographic	Selected		Not Selected		Total N
Adults	81%	(1791)	19%	(409)	2200
Used Twitch in the Past Month	44%	(211)	56%	(272)	483
Sports Fan	76%	(1135)	24%	(352)	1487
Sports Fan and Twitch User	36%	(137)	64%	(248)	385

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

Table MCSP5_1: *How often do you consume each of the following types of content on social media?*

News

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	34%	(707)	34%	(696)	16%	(326)	16%	(331)	2060
Gender: Male	42%	(411)	32%	(318)	13%	(128)	13%	(123)	981
Gender: Female	28%	(296)	35%	(372)	18%	(197)	19%	(204)	1068
Age: 18-34	33%	(208)	33%	(204)	20%	(126)	13%	(83)	621
Age: 35-44	31%	(109)	37%	(128)	15%	(53)	16%	(57)	347
Age: 45-64	39%	(261)	34%	(228)	12%	(82)	14%	(96)	667
Age: 65+	30%	(129)	32%	(136)	15%	(65)	22%	(95)	424
GenZers: 1997-2012	27%	(74)	34%	(96)	21%	(59)	18%	(49)	278
Millennials: 1981-1996	36%	(229)	35%	(221)	17%	(110)	12%	(77)	636
GenXers: 1965-1980	40%	(209)	33%	(169)	13%	(69)	14%	(71)	517
Baby Boomers: 1946-1964	32%	(185)	34%	(197)	14%	(81)	21%	(120)	583
PID: Dem (no lean)	39%	(320)	36%	(294)	12%	(101)	13%	(103)	818
PID: Ind (no lean)	30%	(181)	32%	(196)	20%	(123)	18%	(112)	612
PID: Rep (no lean)	33%	(206)	33%	(207)	16%	(102)	18%	(115)	630
PID/Gender: Dem Men	44%	(175)	38%	(152)	10%	(38)	7%	(29)	394
PID/Gender: Dem Women	35%	(146)	33%	(138)	15%	(62)	18%	(74)	420
PID/Gender: Ind Men	39%	(96)	30%	(76)	15%	(38)	16%	(39)	250
PID/Gender: Ind Women	24%	(84)	33%	(117)	24%	(83)	19%	(69)	354
PID/Gender: Rep Men	42%	(140)	27%	(90)	15%	(52)	16%	(54)	337
PID/Gender: Rep Women	22%	(66)	40%	(116)	17%	(51)	21%	(61)	294
Ideo: Liberal (1-3)	37%	(245)	37%	(245)	13%	(84)	12%	(80)	655
Ideo: Moderate (4)	35%	(208)	29%	(176)	18%	(109)	17%	(104)	597
Ideo: Conservative (5-7)	35%	(216)	37%	(232)	15%	(90)	14%	(85)	623
Educ: < College	31%	(420)	33%	(452)	17%	(233)	18%	(250)	1355
Educ: Bachelors degree	38%	(174)	36%	(162)	14%	(62)	13%	(57)	455
Educ: Post-grad	45%	(113)	33%	(82)	12%	(30)	10%	(24)	250
Income: Under 50k	29%	(288)	33%	(322)	18%	(173)	21%	(202)	985
Income: 50k-100k	37%	(256)	37%	(254)	15%	(102)	11%	(76)	688
Income: 100k+	42%	(164)	31%	(119)	13%	(51)	14%	(53)	387
Ethnicity: White	34%	(536)	34%	(538)	16%	(256)	16%	(254)	1583
Ethnicity: Hispanic	38%	(136)	30%	(108)	17%	(60)	14%	(51)	356
Ethnicity: Black	46%	(120)	26%	(69)	14%	(37)	13%	(35)	261

Table MCSP5_1: *How often do you consume each of the following types of content on social media?*
News

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	34%	(707)	34%	(696)	16%	(326)	16%	(331)	2060
Ethnicity: Other	24%	(52)	42%	(90)	15%	(32)	19%	(42)	216
All Christian	40%	(346)	32%	(277)	14%	(123)	14%	(121)	867
All Non-Christian	38%	(69)	34%	(61)	12%	(21)	16%	(30)	180
Atheist	34%	(32)	36%	(34)	18%	(16)	12%	(11)	93
Agnostic/Nothing in particular	25%	(143)	35%	(197)	20%	(113)	20%	(111)	565
Something Else	33%	(118)	36%	(127)	15%	(52)	16%	(57)	354
Religious Non-Protestant/Catholic	37%	(77)	33%	(68)	14%	(28)	17%	(35)	208
Evangelical	38%	(194)	32%	(163)	14%	(73)	15%	(77)	508
Non-Evangelical	37%	(262)	33%	(236)	14%	(101)	15%	(109)	707
Community: Urban	40%	(242)	35%	(216)	13%	(77)	12%	(74)	609
Community: Suburban	32%	(303)	34%	(325)	17%	(161)	17%	(158)	947
Community: Rural	32%	(162)	31%	(156)	17%	(88)	20%	(99)	504
Employ: Private Sector	36%	(277)	38%	(287)	12%	(95)	13%	(102)	761
Employ: Government	37%	(56)	35%	(53)	16%	(25)	12%	(18)	152
Employ: Self-Employed	40%	(74)	35%	(66)	16%	(30)	9%	(16)	186
Employ: Homemaker	25%	(27)	35%	(38)	14%	(15)	27%	(30)	109
Employ: Student	25%	(14)	34%	(20)	33%	(19)	9%	(5)	58
Employ: Retired	31%	(149)	32%	(156)	16%	(79)	20%	(97)	482
Employ: Unemployed	34%	(67)	22%	(44)	23%	(45)	21%	(40)	196
Employ: Other	37%	(43)	28%	(33)	15%	(18)	19%	(23)	116
Military HH: Yes	40%	(112)	25%	(70)	17%	(49)	18%	(51)	283
Military HH: No	33%	(595)	35%	(626)	16%	(277)	16%	(280)	1777
2018 House Vote: Democrat	44%	(334)	32%	(242)	12%	(88)	13%	(97)	761
2018 House Vote: Republican	35%	(206)	33%	(197)	17%	(98)	15%	(87)	587
2018 House Vote: Didnt Vote	24%	(158)	36%	(242)	19%	(130)	21%	(141)	672
4-Region: Northeast	32%	(116)	36%	(128)	18%	(63)	14%	(51)	357
4-Region: Midwest	33%	(141)	38%	(161)	15%	(64)	14%	(59)	425
4-Region: South	36%	(285)	32%	(250)	16%	(124)	17%	(135)	794
4-Region: West	34%	(166)	32%	(156)	15%	(75)	18%	(87)	483
Used Twitch in the Past Month	40%	(189)	34%	(160)	17%	(80)	9%	(42)	472
Sports Fan	40%	(563)	36%	(512)	14%	(199)	10%	(142)	1417

Continued on next page

Table MCSP5_1: *How often do you consume each of the following types of content on social media?*

News

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	34%	(707)	34%	(696)	16%	(326)	16%	(331)	2060
Sports Fan and Twitch User	45%	(171)	36%	(134)	13%	(50)	6%	(23)	378

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

Table MCSP5_2: *How often do you consume each of the following types of content on social media?*
Sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	25%	(509)	26%	(530)	18%	(378)	31%	(644)	2060
Gender: Male	39%	(383)	28%	(279)	14%	(136)	19%	(183)	981
Gender: Female	12%	(126)	23%	(249)	23%	(241)	42%	(452)	1068
Age: 18-34	31%	(191)	28%	(176)	18%	(109)	23%	(146)	621
Age: 35-44	32%	(110)	26%	(89)	16%	(55)	27%	(94)	347
Age: 45-64	23%	(151)	29%	(195)	18%	(119)	30%	(202)	667
Age: 65+	13%	(57)	17%	(70)	22%	(95)	48%	(202)	424
GenZers: 1997-2012	25%	(70)	28%	(79)	20%	(55)	27%	(75)	278
Millennials: 1981-1996	35%	(223)	27%	(175)	15%	(98)	22%	(141)	636
GenXers: 1965-1980	22%	(114)	27%	(137)	18%	(94)	33%	(172)	517
Baby Boomers: 1946-1964	17%	(99)	23%	(134)	21%	(122)	39%	(228)	583
PID: Dem (no lean)	30%	(244)	26%	(210)	16%	(132)	28%	(232)	818
PID: Ind (no lean)	18%	(107)	25%	(154)	21%	(128)	36%	(222)	612
PID: Rep (no lean)	25%	(157)	26%	(166)	19%	(118)	30%	(189)	630
PID/Gender: Dem Men	46%	(181)	26%	(102)	13%	(50)	15%	(60)	394
PID/Gender: Dem Women	15%	(63)	26%	(107)	19%	(80)	40%	(170)	420
PID/Gender: Ind Men	28%	(70)	33%	(83)	17%	(43)	21%	(53)	250
PID/Gender: Ind Women	11%	(38)	19%	(69)	24%	(85)	46%	(163)	354
PID/Gender: Rep Men	39%	(132)	28%	(94)	12%	(42)	21%	(69)	337
PID/Gender: Rep Women	9%	(26)	25%	(73)	26%	(76)	41%	(120)	294
Ideo: Liberal (1-3)	28%	(185)	25%	(166)	18%	(117)	29%	(187)	655
Ideo: Moderate (4)	23%	(140)	26%	(153)	20%	(119)	31%	(186)	597
Ideo: Conservative (5-7)	25%	(155)	27%	(168)	19%	(120)	29%	(180)	623
Educ: < College	21%	(287)	25%	(339)	19%	(259)	35%	(470)	1355
Educ: Bachelors degree	31%	(140)	26%	(119)	16%	(75)	27%	(121)	455
Educ: Post-grad	32%	(81)	29%	(73)	18%	(44)	21%	(52)	250
Income: Under 50k	18%	(174)	23%	(225)	20%	(197)	39%	(389)	985
Income: 50k-100k	28%	(191)	30%	(206)	17%	(120)	25%	(171)	688
Income: 100k+	37%	(144)	26%	(99)	16%	(60)	22%	(84)	387
Ethnicity: White	22%	(346)	27%	(421)	19%	(298)	33%	(518)	1583
Ethnicity: Hispanic	26%	(93)	33%	(116)	19%	(66)	23%	(81)	356
Ethnicity: Black	41%	(107)	25%	(65)	11%	(28)	23%	(60)	261

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Table MCSP5_2: *How often do you consume each of the following types of content on social media?*
Sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	25%	(509)	26%	(530)	18%	(378)	31%	(644)	2060
Ethnicity: Other	26%	(56)	20%	(43)	24%	(52)	30%	(65)	216
All Christian	27%	(231)	25%	(217)	20%	(173)	28%	(246)	867
All Non-Christian	32%	(58)	28%	(50)	12%	(21)	28%	(51)	180
Atheist	22%	(21)	35%	(32)	19%	(17)	24%	(22)	93
Agnostic/Nothing in particular	21%	(116)	25%	(141)	19%	(106)	36%	(202)	565
Something Else	23%	(83)	25%	(89)	17%	(60)	35%	(122)	354
Religious Non-Protestant/Catholic	32%	(66)	27%	(57)	12%	(26)	29%	(59)	208
Evangelical	31%	(159)	24%	(124)	15%	(75)	29%	(150)	508
Non-Evangelical	21%	(152)	25%	(174)	22%	(156)	32%	(225)	707
Community: Urban	35%	(211)	27%	(161)	15%	(90)	24%	(146)	609
Community: Suburban	22%	(211)	27%	(251)	20%	(193)	31%	(292)	947
Community: Rural	17%	(87)	23%	(117)	19%	(94)	41%	(206)	504
Employ: Private Sector	35%	(266)	28%	(210)	18%	(133)	20%	(151)	761
Employ: Government	25%	(37)	32%	(48)	24%	(37)	20%	(30)	152
Employ: Self-Employed	29%	(54)	34%	(63)	17%	(32)	20%	(37)	186
Employ: Homemaker	11%	(12)	23%	(25)	15%	(16)	51%	(55)	109
Employ: Student	29%	(17)	21%	(12)	18%	(11)	31%	(18)	58
Employ: Retired	14%	(66)	20%	(99)	21%	(101)	45%	(216)	482
Employ: Unemployed	14%	(28)	17%	(33)	17%	(34)	52%	(101)	196
Employ: Other	25%	(29)	34%	(39)	12%	(14)	30%	(35)	116
Military HH: Yes	26%	(74)	25%	(70)	19%	(53)	30%	(86)	283
Military HH: No	24%	(435)	26%	(460)	18%	(325)	31%	(557)	1777
2018 House Vote: Democrat	30%	(227)	24%	(184)	19%	(143)	27%	(206)	761
2018 House Vote: Republican	27%	(158)	25%	(148)	21%	(125)	27%	(156)	587
2018 House Vote: Didnt Vote	18%	(120)	27%	(181)	15%	(104)	40%	(268)	672
4-Region: Northeast	26%	(91)	25%	(91)	17%	(61)	32%	(114)	357
4-Region: Midwest	24%	(102)	27%	(115)	20%	(86)	29%	(123)	425
4-Region: South	24%	(190)	24%	(190)	19%	(148)	34%	(266)	794
4-Region: West	26%	(125)	28%	(135)	17%	(83)	29%	(140)	483
Used Twitch in the Past Month	46%	(219)	30%	(142)	13%	(59)	11%	(53)	472
Sports Fan	34%	(486)	34%	(476)	19%	(272)	13%	(182)	1417

Table MCSP5_2: *How often do you consume each of the following types of content on social media?*
Sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	25%	(509)	26%	(530)	18%	(378)	31%	(644)	2060
Sports Fan and Twitch User	54%	(203)	33%	(125)	11%	(41)	2%	(8)	378

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

Table MCSP5_3: *How often do you consume each of the following types of content on social media?*
Politics

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(405)	32%	(653)	22%	(453)	27%	(549)	2060
Gender: Male	26%	(250)	34%	(333)	22%	(212)	19%	(185)	981
Gender: Female	14%	(154)	30%	(318)	22%	(239)	33%	(357)	1068
Age: 18-34	18%	(113)	33%	(204)	25%	(155)	24%	(150)	621
Age: 35-44	19%	(65)	32%	(110)	21%	(72)	29%	(100)	347
Age: 45-64	21%	(141)	32%	(216)	22%	(148)	24%	(162)	667
Age: 65+	20%	(87)	29%	(123)	18%	(78)	32%	(137)	424
GenZers: 1997-2012	17%	(47)	28%	(77)	30%	(84)	25%	(70)	278
Millennials: 1981-1996	20%	(124)	35%	(225)	21%	(132)	24%	(155)	636
GenXers: 1965-1980	21%	(107)	33%	(172)	22%	(114)	24%	(124)	517
Baby Boomers: 1946-1964	21%	(121)	29%	(169)	19%	(114)	31%	(179)	583
PID: Dem (no lean)	21%	(171)	38%	(314)	20%	(162)	21%	(170)	818
PID: Ind (no lean)	15%	(92)	26%	(162)	25%	(152)	34%	(206)	612
PID: Rep (no lean)	22%	(142)	28%	(176)	22%	(140)	27%	(172)	630
PID/Gender: Dem Men	26%	(104)	39%	(155)	21%	(81)	14%	(54)	394
PID/Gender: Dem Women	16%	(67)	37%	(157)	19%	(79)	28%	(117)	420
PID/Gender: Ind Men	21%	(51)	32%	(79)	28%	(69)	20%	(50)	250
PID/Gender: Ind Women	11%	(41)	23%	(83)	23%	(82)	42%	(149)	354
PID/Gender: Rep Men	28%	(95)	29%	(99)	19%	(62)	24%	(81)	337
PID/Gender: Rep Women	16%	(47)	26%	(78)	26%	(78)	31%	(92)	294
Ideo: Liberal (1-3)	25%	(167)	37%	(241)	18%	(121)	19%	(126)	655
Ideo: Moderate (4)	15%	(91)	30%	(182)	24%	(142)	31%	(182)	597
Ideo: Conservative (5-7)	22%	(138)	32%	(202)	25%	(158)	20%	(125)	623
Educ: < College	15%	(209)	30%	(406)	24%	(319)	31%	(421)	1355
Educ: Bachelors degree	24%	(111)	36%	(163)	20%	(92)	19%	(89)	455
Educ: Post-grad	34%	(85)	34%	(84)	17%	(42)	16%	(39)	250
Income: Under 50k	15%	(151)	28%	(271)	23%	(226)	34%	(337)	985
Income: 50k-100k	20%	(139)	36%	(244)	24%	(165)	20%	(139)	688
Income: 100k+	30%	(115)	35%	(137)	16%	(62)	19%	(73)	387
Ethnicity: White	20%	(324)	31%	(490)	22%	(350)	26%	(419)	1583
Ethnicity: Hispanic	16%	(56)	33%	(117)	25%	(88)	27%	(96)	356
Ethnicity: Black	22%	(57)	33%	(86)	20%	(53)	25%	(65)	261

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Table MCSP5_3: *How often do you consume each of the following types of content on social media?*
Politics

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(405)	32%	(653)	22%	(453)	27%	(549)	2060
Ethnicity: Other	11%	(24)	35%	(76)	23%	(50)	30%	(65)	216
All Christian	22%	(188)	36%	(308)	19%	(164)	24%	(208)	867
All Non-Christian	23%	(41)	35%	(63)	17%	(31)	26%	(46)	180
Atheist	33%	(31)	34%	(32)	17%	(16)	16%	(14)	93
Agnostic/Nothing in particular	15%	(82)	28%	(156)	25%	(143)	33%	(184)	565
Something Else	18%	(64)	27%	(94)	28%	(100)	27%	(97)	354
Religious Non-Protestant/Catholic	22%	(47)	37%	(76)	16%	(33)	25%	(52)	208
Evangelical	19%	(96)	33%	(165)	24%	(120)	25%	(128)	508
Non-Evangelical	21%	(146)	33%	(231)	21%	(150)	26%	(181)	707
Community: Urban	23%	(142)	33%	(202)	23%	(137)	21%	(127)	609
Community: Suburban	19%	(177)	32%	(301)	22%	(208)	27%	(260)	947
Community: Rural	17%	(85)	30%	(149)	21%	(108)	32%	(162)	504
Employ: Private Sector	22%	(171)	35%	(268)	22%	(170)	20%	(153)	761
Employ: Government	28%	(42)	30%	(46)	20%	(31)	22%	(34)	152
Employ: Self-Employed	18%	(34)	39%	(73)	24%	(44)	19%	(35)	186
Employ: Homemaker	9%	(9)	25%	(27)	24%	(27)	42%	(46)	109
Employ: Student	12%	(7)	27%	(16)	33%	(19)	29%	(17)	58
Employ: Retired	21%	(100)	29%	(141)	19%	(93)	30%	(147)	482
Employ: Unemployed	14%	(28)	29%	(56)	21%	(41)	36%	(71)	196
Employ: Other	12%	(14)	22%	(26)	24%	(28)	41%	(48)	116
Military HH: Yes	24%	(67)	32%	(91)	15%	(44)	29%	(81)	283
Military HH: No	19%	(338)	32%	(561)	23%	(410)	26%	(468)	1777
2018 House Vote: Democrat	25%	(191)	36%	(276)	18%	(138)	21%	(156)	761
2018 House Vote: Republican	22%	(132)	32%	(186)	24%	(140)	22%	(129)	587
2018 House Vote: Didnt Vote	12%	(78)	27%	(182)	24%	(163)	37%	(250)	672
4-Region: Northeast	22%	(80)	32%	(114)	21%	(74)	25%	(89)	357
4-Region: Midwest	18%	(77)	32%	(136)	28%	(118)	22%	(94)	425
4-Region: South	21%	(164)	30%	(236)	20%	(159)	30%	(235)	794
4-Region: West	17%	(84)	35%	(167)	21%	(102)	27%	(131)	483
Used Twitch in the Past Month	28%	(130)	37%	(177)	20%	(95)	15%	(69)	472
Sports Fan	22%	(308)	37%	(519)	22%	(313)	20%	(277)	1417

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Table MCSP5_3: *How often do you consume each of the following types of content on social media?*
Politics

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(405)	32%	(653)	22%	(453)	27%	(549)	2060
Sports Fan and Twitch User	28%	(106)	42%	(157)	19%	(73)	11%	(41)	378

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

Table MCSP5_4: *How often do you consume each of the following types of content on social media?*
Comedy

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(607)	38%	(790)	17%	(342)	16%	(321)	2060
Gender: Male	33%	(328)	39%	(381)	14%	(142)	13%	(130)	981
Gender: Female	26%	(276)	38%	(403)	19%	(200)	18%	(189)	1068
Age: 18-34	46%	(284)	34%	(213)	13%	(82)	7%	(42)	621
Age: 35-44	35%	(120)	39%	(135)	12%	(42)	14%	(50)	347
Age: 45-64	25%	(164)	43%	(289)	17%	(116)	15%	(98)	667
Age: 65+	9%	(38)	36%	(153)	24%	(102)	31%	(131)	424
GenZers: 1997-2012	48%	(132)	32%	(88)	12%	(33)	9%	(25)	278
Millennials: 1981-1996	40%	(257)	38%	(239)	13%	(83)	9%	(57)	636
GenXers: 1965-1980	27%	(140)	44%	(230)	13%	(69)	15%	(78)	517
Baby Boomers: 1946-1964	12%	(73)	38%	(220)	26%	(149)	24%	(141)	583
PID: Dem (no lean)	31%	(250)	39%	(319)	17%	(136)	14%	(114)	818
PID: Ind (no lean)	30%	(181)	42%	(255)	14%	(87)	14%	(88)	612
PID: Rep (no lean)	28%	(175)	34%	(217)	19%	(119)	19%	(119)	630
PID/Gender: Dem Men	34%	(133)	41%	(162)	13%	(51)	12%	(48)	394
PID/Gender: Dem Women	28%	(117)	37%	(154)	20%	(84)	16%	(65)	420
PID/Gender: Ind Men	32%	(79)	45%	(112)	12%	(31)	11%	(28)	250
PID/Gender: Ind Women	28%	(101)	39%	(139)	16%	(56)	16%	(58)	354
PID/Gender: Rep Men	35%	(116)	32%	(107)	18%	(59)	16%	(54)	337
PID/Gender: Rep Women	20%	(59)	38%	(110)	20%	(59)	22%	(65)	294
Ideo: Liberal (1-3)	33%	(217)	39%	(256)	14%	(93)	14%	(89)	655
Ideo: Moderate (4)	30%	(177)	39%	(236)	17%	(101)	14%	(83)	597
Ideo: Conservative (5-7)	25%	(158)	37%	(228)	21%	(130)	17%	(108)	623
Educ: < College	30%	(407)	36%	(492)	18%	(239)	16%	(218)	1355
Educ: Bachelors degree	28%	(129)	42%	(191)	14%	(66)	15%	(69)	455
Educ: Post-grad	28%	(70)	43%	(108)	15%	(38)	14%	(34)	250
Income: Under 50k	27%	(261)	37%	(366)	19%	(189)	17%	(169)	985
Income: 50k-100k	31%	(214)	41%	(284)	14%	(96)	14%	(94)	688
Income: 100k+	34%	(132)	36%	(140)	15%	(57)	15%	(58)	387
Ethnicity: White	29%	(453)	38%	(602)	17%	(269)	16%	(260)	1583
Ethnicity: Hispanic	42%	(151)	31%	(112)	15%	(53)	11%	(40)	356
Ethnicity: Black	40%	(104)	35%	(91)	14%	(36)	12%	(30)	261

Table MCSP5_4: *How often do you consume each of the following types of content on social media?*
Comedy

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(607)	38%	(790)	17%	(342)	16%	(321)	2060
Ethnicity: Other	23%	(50)	45%	(97)	17%	(37)	15%	(32)	216
All Christian	25%	(216)	40%	(349)	18%	(158)	17%	(144)	867
All Non-Christian	35%	(63)	37%	(67)	13%	(23)	15%	(27)	180
Atheist	33%	(31)	43%	(40)	14%	(13)	10%	(10)	93
Agnostic/Nothing in particular	32%	(183)	37%	(209)	15%	(84)	16%	(90)	565
Something Else	32%	(115)	35%	(125)	18%	(64)	14%	(50)	354
Religious Non-Protestant/Catholic	36%	(74)	36%	(75)	12%	(25)	16%	(34)	208
Evangelical	30%	(151)	37%	(190)	19%	(97)	14%	(69)	508
Non-Evangelical	24%	(170)	40%	(284)	19%	(132)	17%	(121)	707
Community: Urban	36%	(218)	39%	(235)	12%	(74)	13%	(82)	609
Community: Suburban	27%	(257)	38%	(360)	19%	(176)	16%	(154)	947
Community: Rural	26%	(131)	39%	(196)	18%	(92)	17%	(85)	504
Employ: Private Sector	37%	(284)	41%	(312)	11%	(86)	10%	(78)	761
Employ: Government	31%	(48)	34%	(51)	22%	(33)	13%	(20)	152
Employ: Self-Employed	39%	(73)	35%	(66)	17%	(32)	8%	(15)	186
Employ: Homemaker	27%	(29)	35%	(38)	18%	(20)	20%	(22)	109
Employ: Student	48%	(28)	35%	(21)	16%	(9)	1%	(1)	58
Employ: Retired	10%	(47)	40%	(191)	24%	(116)	26%	(127)	482
Employ: Unemployed	29%	(58)	33%	(64)	15%	(29)	23%	(46)	196
Employ: Other	34%	(39)	41%	(47)	14%	(17)	11%	(13)	116
Military HH: Yes	25%	(71)	37%	(104)	16%	(45)	22%	(63)	283
Military HH: No	30%	(535)	39%	(686)	17%	(297)	15%	(259)	1777
2018 House Vote: Democrat	32%	(247)	38%	(292)	16%	(125)	13%	(97)	761
2018 House Vote: Republican	26%	(152)	39%	(227)	18%	(104)	18%	(104)	587
2018 House Vote: Didnt Vote	30%	(199)	38%	(255)	16%	(106)	17%	(112)	672
4-Region: Northeast	29%	(104)	38%	(138)	16%	(58)	16%	(58)	357
4-Region: Midwest	27%	(115)	42%	(177)	17%	(74)	14%	(60)	425
4-Region: South	31%	(242)	38%	(305)	16%	(127)	15%	(119)	794
4-Region: West	30%	(146)	35%	(171)	17%	(83)	17%	(84)	483
Used Twitch in the Past Month	49%	(229)	33%	(154)	14%	(67)	5%	(21)	472
Sports Fan	33%	(461)	40%	(568)	16%	(223)	12%	(165)	1417

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Table MCSP5_4: *How often do you consume each of the following types of content on social media?*
Comedy

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(607)	38%	(790)	17%	(342)	16%	(321)	2060
Sports Fan and Twitch User	52%	(195)	34%	(129)	11%	(42)	3%	(11)	378

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

Table MCSP5_5: *How often do you consume each of the following types of content on social media?*

Entertainment

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	37%	(755)	37%	(769)	12%	(256)	14%	(280)	2060
Gender: Male	41%	(398)	35%	(346)	12%	(117)	12%	(119)	981
Gender: Female	33%	(351)	39%	(419)	13%	(138)	15%	(159)	1068
Age: 18-34	57%	(352)	32%	(199)	6%	(39)	5%	(31)	621
Age: 35-44	42%	(144)	37%	(129)	9%	(31)	12%	(43)	347
Age: 45-64	31%	(206)	42%	(280)	14%	(96)	13%	(85)	667
Age: 65+	13%	(53)	38%	(160)	21%	(89)	29%	(122)	424
GenZers: 1997-2012	68%	(190)	22%	(62)	6%	(17)	4%	(10)	278
Millennials: 1981-1996	45%	(289)	39%	(246)	7%	(47)	8%	(54)	636
GenXers: 1965-1980	33%	(170)	40%	(208)	14%	(74)	13%	(66)	517
Baby Boomers: 1946-1964	17%	(99)	42%	(245)	18%	(108)	22%	(131)	583
PID: Dem (no lean)	41%	(332)	39%	(316)	10%	(78)	11%	(92)	818
PID: Ind (no lean)	35%	(211)	40%	(242)	13%	(79)	13%	(79)	612
PID: Rep (no lean)	34%	(212)	34%	(211)	16%	(99)	17%	(109)	630
PID/Gender: Dem Men	46%	(183)	35%	(139)	9%	(36)	9%	(36)	394
PID/Gender: Dem Women	35%	(148)	41%	(174)	10%	(42)	13%	(56)	420
PID/Gender: Ind Men	32%	(81)	42%	(106)	15%	(38)	10%	(25)	250
PID/Gender: Ind Women	36%	(126)	38%	(135)	12%	(41)	15%	(52)	354
PID/Gender: Rep Men	40%	(134)	30%	(101)	13%	(43)	17%	(58)	337
PID/Gender: Rep Women	26%	(77)	38%	(111)	19%	(56)	17%	(50)	294
Ideo: Liberal (1-3)	42%	(273)	40%	(260)	9%	(58)	10%	(63)	655
Ideo: Moderate (4)	36%	(216)	38%	(225)	14%	(83)	12%	(73)	597
Ideo: Conservative (5-7)	29%	(182)	36%	(226)	17%	(103)	18%	(111)	623
Educ: < College	37%	(501)	36%	(494)	12%	(165)	14%	(196)	1355
Educ: Bachelors degree	37%	(168)	39%	(178)	12%	(55)	12%	(53)	455
Educ: Post-grad	34%	(86)	39%	(97)	14%	(35)	13%	(32)	250
Income: Under 50k	33%	(328)	38%	(375)	13%	(131)	15%	(152)	985
Income: 50k-100k	38%	(263)	39%	(269)	11%	(74)	12%	(82)	688
Income: 100k+	43%	(165)	32%	(125)	13%	(51)	12%	(46)	387
Ethnicity: White	34%	(546)	37%	(592)	14%	(223)	14%	(223)	1583
Ethnicity: Hispanic	49%	(174)	36%	(127)	8%	(27)	8%	(28)	356
Ethnicity: Black	52%	(137)	32%	(84)	4%	(11)	11%	(29)	261

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Table MCSP5_5: *How often do you consume each of the following types of content on social media?*
Entertainment

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	37%	(755)	37%	(769)	12%	(256)	14%	(280)	2060
Ethnicity: Other	34%	(73)	43%	(93)	10%	(22)	13%	(28)	216
All Christian	31%	(270)	38%	(332)	14%	(121)	17%	(145)	867
All Non-Christian	44%	(80)	33%	(59)	8%	(15)	14%	(25)	180
Atheist	42%	(39)	37%	(34)	10%	(9)	12%	(11)	93
Agnostic/Nothing in particular	40%	(224)	38%	(215)	11%	(61)	11%	(65)	565
Something Else	40%	(143)	36%	(128)	14%	(49)	10%	(34)	354
Religious Non-Protestant/Catholic	43%	(90)	35%	(73)	8%	(16)	14%	(30)	208
Evangelical	37%	(188)	35%	(179)	17%	(85)	11%	(56)	508
Non-Evangelical	32%	(223)	39%	(274)	13%	(89)	17%	(121)	707
Community: Urban	42%	(256)	36%	(219)	10%	(61)	12%	(71)	609
Community: Suburban	37%	(353)	38%	(363)	11%	(100)	14%	(130)	947
Community: Rural	29%	(146)	37%	(187)	19%	(94)	16%	(78)	504
Employ: Private Sector	45%	(339)	37%	(285)	10%	(76)	8%	(60)	761
Employ: Government	43%	(65)	36%	(55)	10%	(15)	11%	(18)	152
Employ: Self-Employed	42%	(78)	38%	(71)	11%	(20)	9%	(16)	186
Employ: Homemaker	26%	(28)	48%	(52)	13%	(14)	13%	(14)	109
Employ: Student	78%	(45)	16%	(9)	5%	(3)	1%	(1)	58
Employ: Retired	15%	(74)	41%	(200)	18%	(85)	26%	(123)	482
Employ: Unemployed	40%	(78)	30%	(58)	12%	(24)	18%	(35)	196
Employ: Other	40%	(47)	33%	(39)	15%	(18)	11%	(13)	116
Military HH: Yes	29%	(82)	38%	(107)	12%	(34)	21%	(60)	283
Military HH: No	38%	(673)	37%	(662)	13%	(222)	12%	(220)	1777
2018 House Vote: Democrat	40%	(302)	39%	(294)	10%	(78)	11%	(87)	761
2018 House Vote: Republican	31%	(185)	35%	(205)	16%	(95)	17%	(102)	587
2018 House Vote: Didnt Vote	38%	(257)	38%	(252)	12%	(79)	12%	(83)	672
4-Region: Northeast	33%	(118)	39%	(139)	16%	(58)	12%	(42)	357
4-Region: Midwest	33%	(140)	40%	(170)	15%	(62)	13%	(54)	425
4-Region: South	38%	(302)	35%	(279)	12%	(99)	14%	(115)	794
4-Region: West	40%	(195)	38%	(182)	8%	(37)	14%	(69)	483
Used Twitch in the Past Month	57%	(270)	32%	(152)	7%	(34)	3%	(16)	472
Sports Fan	41%	(574)	38%	(532)	12%	(164)	10%	(146)	1417

Table MCSP5_5: *How often do you consume each of the following types of content on social media?*
Entertainment

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	37%	(755)	37%	(769)	12%	(256)	14%	(280)	2060
Sports Fan and Twitch User	57%	(216)	34%	(129)	7%	(26)	2%	(6)	378

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

Table MCSP5_6: *How often do you consume each of the following types of content on social media?*
Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	42%	(856)	33%	(672)	14%	(284)	12%	(249)	2060
Gender: Male	45%	(442)	30%	(296)	14%	(137)	11%	(106)	981
Gender: Female	38%	(407)	35%	(373)	14%	(147)	13%	(140)	1068
Age: 18-34	60%	(372)	26%	(162)	10%	(64)	4%	(24)	621
Age: 35-44	49%	(169)	32%	(111)	8%	(29)	11%	(37)	347
Age: 45-64	36%	(242)	37%	(250)	15%	(103)	11%	(72)	667
Age: 65+	17%	(72)	35%	(148)	21%	(88)	27%	(116)	424
GenZers: 1997-2012	67%	(186)	22%	(61)	8%	(22)	4%	(10)	278
Millennials: 1981-1996	53%	(337)	30%	(191)	10%	(66)	7%	(42)	636
GenXers: 1965-1980	39%	(204)	37%	(194)	13%	(68)	10%	(52)	517
Baby Boomers: 1946-1964	21%	(123)	37%	(217)	20%	(119)	21%	(124)	583
PID: Dem (no lean)	45%	(364)	32%	(259)	12%	(101)	11%	(94)	818
PID: Ind (no lean)	44%	(267)	34%	(208)	12%	(76)	10%	(60)	612
PID: Rep (no lean)	36%	(225)	32%	(204)	17%	(106)	15%	(95)	630
PID/Gender: Dem Men	50%	(198)	29%	(114)	12%	(46)	9%	(37)	394
PID/Gender: Dem Women	39%	(165)	34%	(144)	13%	(55)	13%	(57)	420
PID/Gender: Ind Men	43%	(108)	36%	(90)	12%	(29)	9%	(21)	250
PID/Gender: Ind Women	43%	(154)	33%	(117)	13%	(47)	10%	(36)	354
PID/Gender: Rep Men	40%	(136)	27%	(91)	18%	(62)	14%	(48)	337
PID/Gender: Rep Women	30%	(89)	38%	(113)	15%	(45)	16%	(48)	294
Ideo: Liberal (1-3)	50%	(326)	28%	(186)	12%	(76)	10%	(67)	655
Ideo: Moderate (4)	39%	(235)	32%	(192)	15%	(92)	13%	(78)	597
Ideo: Conservative (5-7)	31%	(192)	39%	(241)	16%	(99)	15%	(91)	623
Educ: < College	41%	(562)	32%	(434)	14%	(192)	12%	(167)	1355
Educ: Bachelors degree	42%	(193)	32%	(146)	13%	(58)	13%	(57)	455
Educ: Post-grad	40%	(101)	36%	(91)	13%	(33)	10%	(25)	250
Income: Under 50k	40%	(393)	32%	(317)	13%	(133)	14%	(142)	985
Income: 50k-100k	40%	(278)	34%	(237)	16%	(110)	9%	(64)	688
Income: 100k+	48%	(185)	30%	(118)	11%	(42)	11%	(43)	387
Ethnicity: White	40%	(629)	33%	(518)	14%	(229)	13%	(207)	1583
Ethnicity: Hispanic	54%	(193)	25%	(88)	13%	(46)	8%	(30)	356
Ethnicity: Black	57%	(149)	25%	(66)	9%	(23)	9%	(24)	261

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Table MCSP5_6: *How often do you consume each of the following types of content on social media?*
Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	42%	(856)	33%	(672)	14%	(284)	12%	(249)	2060
Ethnicity: Other	36%	(78)	41%	(88)	15%	(31)	8%	(18)	216
All Christian	36%	(314)	35%	(300)	16%	(137)	13%	(116)	867
All Non-Christian	47%	(86)	26%	(47)	14%	(25)	13%	(23)	180
Atheist	42%	(39)	35%	(33)	14%	(13)	9%	(9)	93
Agnostic/Nothing in particular	44%	(251)	31%	(173)	13%	(74)	12%	(68)	565
Something Else	47%	(166)	34%	(120)	10%	(35)	10%	(34)	354
Religious Non-Protestant/Catholic	44%	(92)	30%	(61)	13%	(28)	13%	(27)	208
Evangelical	44%	(224)	33%	(169)	13%	(68)	9%	(48)	508
Non-Evangelical	37%	(259)	34%	(239)	15%	(109)	14%	(99)	707
Community: Urban	48%	(290)	32%	(195)	10%	(63)	10%	(60)	609
Community: Suburban	40%	(382)	33%	(316)	14%	(133)	12%	(116)	947
Community: Rural	36%	(183)	32%	(160)	18%	(88)	14%	(73)	504
Employ: Private Sector	49%	(371)	33%	(252)	10%	(78)	8%	(60)	761
Employ: Government	52%	(80)	27%	(42)	11%	(17)	9%	(14)	152
Employ: Self-Employed	49%	(91)	30%	(56)	17%	(32)	4%	(7)	186
Employ: Homemaker	32%	(35)	42%	(45)	15%	(16)	12%	(13)	109
Employ: Student	73%	(43)	23%	(14)	2%	(1)	1%	(1)	58
Employ: Retired	19%	(91)	37%	(177)	21%	(100)	23%	(113)	482
Employ: Unemployed	47%	(91)	22%	(43)	15%	(29)	16%	(32)	196
Employ: Other	46%	(53)	37%	(43)	9%	(11)	8%	(9)	116
Military HH: Yes	35%	(100)	29%	(82)	18%	(50)	18%	(51)	283
Military HH: No	43%	(756)	33%	(589)	13%	(234)	11%	(198)	1777
2018 House Vote: Democrat	44%	(336)	33%	(248)	12%	(94)	11%	(83)	761
2018 House Vote: Republican	35%	(204)	35%	(207)	16%	(93)	14%	(83)	587
2018 House Vote: Didnt Vote	44%	(299)	31%	(207)	13%	(91)	11%	(76)	672
4-Region: Northeast	36%	(127)	36%	(130)	16%	(57)	12%	(43)	357
4-Region: Midwest	35%	(151)	38%	(162)	14%	(60)	12%	(53)	425
4-Region: South	47%	(374)	30%	(237)	12%	(95)	11%	(88)	794
4-Region: West	42%	(204)	29%	(142)	15%	(73)	13%	(65)	483
Used Twitch in the Past Month	64%	(302)	23%	(110)	10%	(49)	2%	(11)	472
Sports Fan	45%	(641)	31%	(438)	14%	(203)	10%	(136)	1417

Table MCSP5_6: *How often do you consume each of the following types of content on social media?*
Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	42%	(856)	33%	(672)	14%	(284)	12%	(249)	2060
Sports Fan and Twitch User	63%	(239)	24%	(91)	11%	(43)	1%	(4)	378

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

Table MCSP5_7: *How often do you consume each of the following types of content on social media?*
Religion

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(264)	19%	(401)	22%	(462)	45%	(933)	2060
Gender: Male	13%	(131)	20%	(196)	25%	(242)	42%	(411)	981
Gender: Female	12%	(133)	19%	(205)	20%	(216)	48%	(514)	1068
Age: 18-34	14%	(85)	18%	(112)	26%	(161)	42%	(263)	621
Age: 35-44	14%	(49)	21%	(74)	20%	(70)	44%	(154)	347
Age: 45-64	14%	(95)	21%	(139)	20%	(134)	45%	(300)	667
Age: 65+	8%	(36)	18%	(75)	23%	(98)	51%	(216)	424
GenZers: 1997-2012	13%	(36)	15%	(41)	26%	(73)	46%	(128)	278
Millennials: 1981-1996	15%	(95)	21%	(137)	23%	(148)	40%	(256)	636
GenXers: 1965-1980	12%	(61)	20%	(106)	19%	(98)	49%	(252)	517
Baby Boomers: 1946-1964	12%	(71)	19%	(112)	23%	(132)	46%	(269)	583
PID: Dem (no lean)	11%	(87)	19%	(155)	21%	(171)	50%	(406)	818
PID: Ind (no lean)	11%	(67)	16%	(95)	24%	(147)	49%	(303)	612
PID: Rep (no lean)	18%	(111)	24%	(151)	23%	(145)	36%	(225)	630
PID/Gender: Dem Men	13%	(50)	20%	(77)	22%	(85)	46%	(182)	394
PID/Gender: Dem Women	9%	(37)	18%	(78)	20%	(84)	53%	(222)	420
PID/Gender: Ind Men	11%	(27)	18%	(45)	27%	(66)	45%	(111)	250
PID/Gender: Ind Women	11%	(39)	14%	(51)	22%	(78)	52%	(186)	354
PID/Gender: Rep Men	16%	(54)	22%	(74)	27%	(91)	35%	(118)	337
PID/Gender: Rep Women	19%	(57)	26%	(76)	18%	(54)	36%	(107)	294
Ideo: Liberal (1-3)	10%	(66)	18%	(120)	20%	(129)	52%	(340)	655
Ideo: Moderate (4)	10%	(61)	18%	(107)	25%	(148)	47%	(281)	597
Ideo: Conservative (5-7)	19%	(117)	24%	(148)	26%	(159)	32%	(199)	623
Educ: < College	12%	(159)	18%	(250)	23%	(311)	47%	(636)	1355
Educ: Bachelors degree	14%	(64)	19%	(85)	22%	(100)	45%	(205)	455
Educ: Post-grad	17%	(41)	26%	(66)	21%	(51)	37%	(92)	250
Income: Under 50k	11%	(109)	19%	(186)	20%	(200)	50%	(490)	985
Income: 50k-100k	12%	(83)	19%	(131)	27%	(189)	41%	(285)	688
Income: 100k+	19%	(72)	22%	(84)	19%	(73)	41%	(158)	387
Ethnicity: White	13%	(204)	18%	(293)	23%	(361)	46%	(726)	1583
Ethnicity: Hispanic	17%	(59)	14%	(50)	24%	(86)	45%	(162)	356
Ethnicity: Black	17%	(45)	27%	(71)	24%	(64)	31%	(81)	261

Table MCSP5_7: *How often do you consume each of the following types of content on social media?*
Religion

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(264)	19%	(401)	22%	(462)	45%	(933)	2060
Ethnicity: Other	7%	(16)	17%	(37)	17%	(37)	58%	(126)	216
All Christian	16%	(140)	24%	(210)	25%	(218)	35%	(300)	867
All Non-Christian	16%	(29)	30%	(53)	17%	(31)	37%	(67)	180
Atheist	4%	(3)	3%	(3)	11%	(10)	82%	(76)	93
Agnostic/Nothing in particular	2%	(13)	9%	(53)	23%	(128)	66%	(371)	565
Something Else	22%	(79)	23%	(81)	21%	(75)	34%	(119)	354
Religious Non-Protestant/Catholic	18%	(37)	29%	(59)	18%	(38)	35%	(73)	208
Evangelical	31%	(157)	31%	(160)	20%	(104)	17%	(88)	508
Non-Evangelical	7%	(51)	18%	(124)	27%	(194)	48%	(338)	707
Community: Urban	18%	(109)	23%	(140)	18%	(109)	41%	(250)	609
Community: Suburban	10%	(90)	17%	(160)	24%	(225)	50%	(472)	947
Community: Rural	13%	(65)	20%	(101)	25%	(128)	42%	(211)	504
Employ: Private Sector	14%	(104)	21%	(160)	23%	(177)	42%	(320)	761
Employ: Government	21%	(31)	22%	(33)	16%	(24)	41%	(63)	152
Employ: Self-Employed	18%	(34)	25%	(47)	22%	(40)	35%	(65)	186
Employ: Homemaker	14%	(15)	14%	(15)	17%	(18)	56%	(61)	109
Employ: Student	10%	(6)	10%	(6)	17%	(10)	63%	(37)	58
Employ: Retired	8%	(37)	20%	(97)	24%	(116)	48%	(231)	482
Employ: Unemployed	7%	(13)	16%	(31)	23%	(45)	54%	(106)	196
Employ: Other	20%	(23)	10%	(12)	27%	(32)	42%	(49)	116
Military HH: Yes	11%	(32)	25%	(69)	24%	(69)	40%	(113)	283
Military HH: No	13%	(233)	19%	(332)	22%	(394)	46%	(820)	1777
2018 House Vote: Democrat	13%	(100)	18%	(139)	21%	(162)	47%	(360)	761
2018 House Vote: Republican	17%	(101)	24%	(140)	24%	(143)	35%	(204)	587
2018 House Vote: Didnt Vote	9%	(61)	17%	(114)	22%	(147)	52%	(351)	672
4-Region: Northeast	11%	(38)	22%	(77)	19%	(69)	48%	(173)	357
4-Region: Midwest	9%	(40)	18%	(76)	26%	(111)	47%	(198)	425
4-Region: South	15%	(118)	22%	(176)	22%	(172)	41%	(328)	794
4-Region: West	14%	(68)	15%	(71)	23%	(110)	48%	(234)	483
Used Twitch in the Past Month	22%	(106)	23%	(106)	28%	(131)	27%	(128)	472
Sports Fan	15%	(214)	22%	(312)	24%	(347)	38%	(543)	1417

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Table MCSP5_7: *How often do you consume each of the following types of content on social media?*
Religion

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(264)	19%	(401)	22%	(462)	45%	(933)	2060
Sports Fan and Twitch User	25%	(96)	26%	(97)	29%	(108)	20%	(77)	378

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

Table MCSP6_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	42%	(864)	58%	(1196)	2060
Gender: Male	55%	(541)	45%	(440)	981
Gender: Female	30%	(322)	70%	(746)	1068
Age: 18-34	51%	(319)	49%	(303)	621
Age: 35-44	51%	(176)	49%	(171)	347
Age: 45-64	39%	(257)	61%	(410)	667
Age: 65+	26%	(112)	74%	(312)	424
GenZers: 1997-2012	44%	(121)	56%	(157)	278
Millennials: 1981-1996	56%	(358)	44%	(279)	636
GenXers: 1965-1980	40%	(207)	60%	(311)	517
Baby Boomers: 1946-1964	28%	(165)	72%	(418)	583
PID: Dem (no lean)	48%	(390)	52%	(429)	818
PID: Ind (no lean)	35%	(214)	65%	(398)	612
PID: Rep (no lean)	41%	(261)	59%	(369)	630
PID/Gender: Dem Men	62%	(245)	38%	(150)	394
PID/Gender: Dem Women	34%	(145)	66%	(275)	420
PID/Gender: Ind Men	47%	(117)	53%	(133)	250
PID/Gender: Ind Women	27%	(95)	73%	(258)	354
PID/Gender: Rep Men	53%	(180)	47%	(157)	337
PID/Gender: Rep Women	28%	(81)	72%	(213)	294
Ideo: Liberal (1-3)	47%	(311)	53%	(344)	655
Ideo: Moderate (4)	42%	(253)	58%	(345)	597
Ideo: Conservative (5-7)	38%	(239)	62%	(384)	623
Educ: < College	39%	(522)	61%	(833)	1355
Educ: Bachelors degree	48%	(217)	52%	(238)	455
Educ: Post-grad	50%	(125)	50%	(126)	250
Income: Under 50k	33%	(326)	67%	(659)	985
Income: 50k-100k	50%	(345)	50%	(343)	688
Income: 100k+	50%	(193)	50%	(194)	387
Ethnicity: White	41%	(649)	59%	(935)	1583
Ethnicity: Hispanic	48%	(171)	52%	(186)	356

Table MCSP6_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	42%	(864)	58%	(1196)	2060
Ethnicity: Black	52%	(135)	48%	(126)	261
Ethnicity: Other	37%	(80)	63%	(136)	216
All Christian	44%	(379)	56%	(488)	867
All Non-Christian	48%	(87)	52%	(94)	180
Atheist	51%	(47)	49%	(46)	93
Agnostic/Nothing in particular	40%	(227)	60%	(339)	565
Something Else	35%	(125)	65%	(229)	354
Religious Non-Protestant/Catholic	49%	(102)	51%	(106)	208
Evangelical	44%	(222)	56%	(286)	508
Non-Evangelical	39%	(273)	61%	(434)	707
Community: Urban	48%	(290)	52%	(319)	609
Community: Suburban	41%	(392)	59%	(555)	947
Community: Rural	36%	(182)	64%	(323)	504
Employ: Private Sector	53%	(404)	47%	(356)	761
Employ: Government	53%	(80)	47%	(72)	152
Employ: Self-Employed	51%	(95)	49%	(91)	186
Employ: Homemaker	25%	(28)	75%	(81)	109
Employ: Student	42%	(25)	58%	(34)	58
Employ: Retired	27%	(128)	73%	(354)	482
Employ: Unemployed	23%	(45)	77%	(151)	196
Employ: Other	51%	(59)	49%	(57)	116
Military HH: Yes	45%	(127)	55%	(156)	283
Military HH: No	41%	(737)	59%	(1040)	1777
2018 House Vote: Democrat	50%	(378)	50%	(383)	761
2018 House Vote: Republican	42%	(249)	58%	(339)	587
2018 House Vote: Didnt Vote	33%	(221)	67%	(451)	672
4-Region: Northeast	46%	(163)	54%	(194)	357
4-Region: Midwest	40%	(168)	60%	(257)	425
4-Region: South	40%	(315)	60%	(479)	794
4-Region: West	45%	(217)	55%	(266)	483

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Table MCSP6_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	42%	(864)	58%	(1196)	2060
Used Twitch in the Past Month	68%	(321)	32%	(151)	472
Sports Fan	57%	(802)	43%	(615)	1417
Sports Fan and Twitch User	78%	(295)	22%	(83)	378

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

Table MCSP6_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	31%	(641)	69%	(1419)	2060
Gender: Male	44%	(430)	56%	(551)	981
Gender: Female	20%	(210)	80%	(858)	1068
Age: 18-34	43%	(265)	57%	(357)	621
Age: 35-44	37%	(129)	63%	(218)	347
Age: 45-64	28%	(188)	72%	(479)	667
Age: 65+	14%	(59)	86%	(365)	424
GenZers: 1997-2012	32%	(90)	68%	(189)	278
Millennials: 1981-1996	46%	(294)	54%	(342)	636
GenXers: 1965-1980	30%	(153)	70%	(364)	517
Baby Boomers: 1946-1964	17%	(97)	83%	(486)	583
PID: Dem (no lean)	36%	(297)	64%	(521)	818
PID: Ind (no lean)	25%	(152)	75%	(460)	612
PID: Rep (no lean)	30%	(192)	70%	(438)	630
PID/Gender: Dem Men	52%	(204)	48%	(190)	394
PID/Gender: Dem Women	22%	(93)	78%	(327)	420
PID/Gender: Ind Men	34%	(85)	66%	(164)	250
PID/Gender: Ind Women	18%	(65)	82%	(289)	354
PID/Gender: Rep Men	42%	(140)	58%	(196)	337
PID/Gender: Rep Women	18%	(52)	82%	(242)	294
Ideo: Liberal (1-3)	36%	(235)	64%	(420)	655
Ideo: Moderate (4)	29%	(174)	71%	(423)	597
Ideo: Conservative (5-7)	31%	(190)	69%	(433)	623
Educ: < College	27%	(367)	73%	(989)	1355
Educ: Bachelors degree	38%	(172)	62%	(283)	455
Educ: Post-grad	41%	(102)	59%	(148)	250
Income: Under 50k	23%	(228)	77%	(758)	985
Income: 50k-100k	37%	(254)	63%	(434)	688
Income: 100k+	41%	(160)	59%	(227)	387
Ethnicity: White	29%	(465)	71%	(1118)	1583
Ethnicity: Hispanic	36%	(127)	64%	(229)	356

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Table MCSP6_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	31%	(641)	69%	(1419)	2060
Ethnicity: Black	47%	(123)	53%	(138)	261
Ethnicity: Other	25%	(53)	75%	(163)	216
All Christian	32%	(281)	68%	(587)	867
All Non-Christian	39%	(70)	61%	(111)	180
Atheist	31%	(29)	69%	(64)	93
Agnostic/Nothing in particular	27%	(152)	73%	(413)	565
Something Else	31%	(109)	69%	(245)	354
Religious Non-Protestant/Catholic	39%	(82)	61%	(126)	208
Evangelical	38%	(191)	62%	(317)	508
Non-Evangelical	26%	(184)	74%	(523)	707
Community: Urban	41%	(250)	59%	(358)	609
Community: Suburban	28%	(264)	72%	(683)	947
Community: Rural	25%	(126)	75%	(378)	504
Employ: Private Sector	41%	(310)	59%	(451)	761
Employ: Government	43%	(66)	57%	(86)	152
Employ: Self-Employed	41%	(77)	59%	(109)	186
Employ: Homemaker	19%	(21)	81%	(88)	109
Employ: Student	27%	(16)	73%	(43)	58
Employ: Retired	16%	(77)	84%	(404)	482
Employ: Unemployed	18%	(35)	82%	(160)	196
Employ: Other	34%	(40)	66%	(77)	116
Military HH: Yes	33%	(93)	67%	(190)	283
Military HH: No	31%	(548)	69%	(1229)	1777
2018 House Vote: Democrat	39%	(294)	61%	(467)	761
2018 House Vote: Republican	32%	(188)	68%	(400)	587
2018 House Vote: Didnt Vote	22%	(151)	78%	(521)	672
4-Region: Northeast	34%	(121)	66%	(237)	357
4-Region: Midwest	32%	(135)	68%	(290)	425
4-Region: South	29%	(230)	71%	(564)	794
4-Region: West	32%	(154)	68%	(329)	483

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Table MCSP6_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	31%	(641)	69%	(1419)	2060
Used Twitch in the Past Month	58%	(276)	42%	(196)	472
Sports Fan	43%	(609)	57%	(808)	1417
Sports Fan and Twitch User	69%	(262)	31%	(115)	378

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

Table MCSP6_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	17%	(355)	83%	(1705)	2060
Gender: Male	25%	(248)	75%	(732)	981
Gender: Female	10%	(106)	90%	(961)	1068
Age: 18-34	26%	(159)	74%	(463)	621
Age: 35-44	26%	(92)	74%	(255)	347
Age: 45-64	14%	(93)	86%	(574)	667
Age: 65+	3%	(11)	97%	(413)	424
GenZers: 1997-2012	19%	(54)	81%	(225)	278
Millennials: 1981-1996	30%	(190)	70%	(446)	636
GenXers: 1965-1980	15%	(76)	85%	(441)	517
Baby Boomers: 1946-1964	6%	(34)	94%	(549)	583
PID: Dem (no lean)	21%	(173)	79%	(645)	818
PID: Ind (no lean)	13%	(81)	87%	(530)	612
PID: Rep (no lean)	16%	(100)	84%	(530)	630
PID/Gender: Dem Men	31%	(124)	69%	(270)	394
PID/Gender: Dem Women	12%	(49)	88%	(371)	420
PID/Gender: Ind Men	18%	(46)	82%	(204)	250
PID/Gender: Ind Women	10%	(35)	90%	(319)	354
PID/Gender: Rep Men	23%	(78)	77%	(258)	337
PID/Gender: Rep Women	7%	(22)	93%	(272)	294
Ideo: Liberal (1-3)	22%	(144)	78%	(511)	655
Ideo: Moderate (4)	17%	(103)	83%	(494)	597
Ideo: Conservative (5-7)	15%	(96)	85%	(527)	623
Educ: < College	15%	(206)	85%	(1149)	1355
Educ: Bachelors degree	20%	(89)	80%	(366)	455
Educ: Post-grad	24%	(60)	76%	(190)	250
Income: Under 50k	11%	(113)	89%	(873)	985
Income: 50k-100k	22%	(153)	78%	(535)	688
Income: 100k+	23%	(89)	77%	(298)	387
Ethnicity: White	16%	(253)	84%	(1331)	1583
Ethnicity: Hispanic	24%	(85)	76%	(272)	356

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Table MCSP6_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	17%	(355)	83%	(1705)	2060
Ethnicity: Black	26%	(67)	74%	(194)	261
Ethnicity: Other	16%	(35)	84%	(180)	216
All Christian	17%	(145)	83%	(722)	867
All Non-Christian	31%	(55)	69%	(125)	180
Atheist	26%	(25)	74%	(68)	93
Agnostic/Nothing in particular	13%	(76)	87%	(490)	565
Something Else	15%	(54)	85%	(300)	354
Religious Non-Protestant/Catholic	31%	(64)	69%	(144)	208
Evangelical	20%	(100)	80%	(408)	508
Non-Evangelical	14%	(97)	86%	(610)	707
Community: Urban	24%	(148)	76%	(461)	609
Community: Suburban	15%	(141)	85%	(806)	947
Community: Rural	13%	(67)	87%	(438)	504
Employ: Private Sector	24%	(181)	76%	(579)	761
Employ: Government	28%	(42)	72%	(110)	152
Employ: Self-Employed	29%	(55)	71%	(131)	186
Employ: Homemaker	8%	(8)	92%	(101)	109
Employ: Student	15%	(8)	85%	(50)	58
Employ: Retired	5%	(24)	95%	(458)	482
Employ: Unemployed	12%	(24)	88%	(172)	196
Employ: Other	10%	(12)	90%	(104)	116
Military HH: Yes	24%	(67)	76%	(216)	283
Military HH: No	16%	(288)	84%	(1489)	1777
2018 House Vote: Democrat	23%	(171)	77%	(590)	761
2018 House Vote: Republican	18%	(104)	82%	(484)	587
2018 House Vote: Didnt Vote	12%	(78)	88%	(595)	672
4-Region: Northeast	22%	(78)	78%	(279)	357
4-Region: Midwest	14%	(61)	86%	(364)	425
4-Region: South	16%	(124)	84%	(671)	794
4-Region: West	19%	(92)	81%	(391)	483

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Table MCSP6_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports federations

Demographic	Yes		No		Total N
Adults	17%	(355)	83%	(1705)	2060
Used Twitch in the Past Month	39%	(183)	61%	(289)	472
Sports Fan	24%	(340)	76%	(1077)	1417
Sports Fan and Twitch User	47%	(176)	53%	(202)	378

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

Table MCSP6_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

College athletes

Demographic	Yes		No		Total N
Adults	21%	(424)	79%	(1636)	2060
Gender: Male	28%	(277)	72%	(704)	981
Gender: Female	14%	(146)	86%	(922)	1068
Age: 18-34	29%	(181)	71%	(440)	621
Age: 35-44	27%	(95)	73%	(252)	347
Age: 45-64	16%	(107)	84%	(560)	667
Age: 65+	10%	(41)	90%	(383)	424
GenZers: 1997-2012	28%	(78)	72%	(200)	278
Millennials: 1981-1996	30%	(189)	70%	(447)	636
GenXers: 1965-1980	18%	(94)	82%	(424)	517
Baby Boomers: 1946-1964	9%	(53)	91%	(530)	583
PID: Dem (no lean)	25%	(205)	75%	(613)	818
PID: Ind (no lean)	15%	(94)	85%	(518)	612
PID: Rep (no lean)	20%	(125)	80%	(506)	630
PID/Gender: Dem Men	36%	(143)	64%	(251)	394
PID/Gender: Dem Women	15%	(62)	85%	(358)	420
PID/Gender: Ind Men	17%	(43)	83%	(207)	250
PID/Gender: Ind Women	14%	(50)	86%	(304)	354
PID/Gender: Rep Men	27%	(91)	73%	(246)	337
PID/Gender: Rep Women	12%	(34)	88%	(260)	294
Ideo: Liberal (1-3)	26%	(168)	74%	(486)	655
Ideo: Moderate (4)	20%	(118)	80%	(479)	597
Ideo: Conservative (5-7)	19%	(117)	81%	(506)	623
Educ: < College	19%	(253)	81%	(1103)	1355
Educ: Bachelors degree	24%	(107)	76%	(348)	455
Educ: Post-grad	26%	(64)	74%	(186)	250
Income: Under 50k	15%	(152)	85%	(833)	985
Income: 50k-100k	25%	(170)	75%	(518)	688
Income: 100k+	26%	(102)	74%	(285)	387
Ethnicity: White	18%	(284)	82%	(1299)	1583
Ethnicity: Hispanic	22%	(79)	78%	(277)	356

Table MCSP6_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	21%	(424)	79%	(1636)	2060
Ethnicity: Black	34%	(89)	66%	(172)	261
Ethnicity: Other	24%	(51)	76%	(165)	216
All Christian	20%	(170)	80%	(697)	867
All Non-Christian	33%	(60)	67%	(120)	180
Atheist	21%	(19)	79%	(74)	93
Agnostic/Nothing in particular	17%	(97)	83%	(468)	565
Something Else	22%	(77)	78%	(277)	354
Religious Non-Protestant/Catholic	34%	(70)	66%	(137)	208
Evangelical	23%	(118)	77%	(391)	508
Non-Evangelical	16%	(115)	84%	(592)	707
Community: Urban	28%	(169)	72%	(440)	609
Community: Suburban	17%	(163)	83%	(784)	947
Community: Rural	18%	(92)	82%	(413)	504
Employ: Private Sector	27%	(208)	73%	(553)	761
Employ: Government	31%	(47)	69%	(105)	152
Employ: Self-Employed	24%	(45)	76%	(141)	186
Employ: Homemaker	8%	(8)	92%	(101)	109
Employ: Student	24%	(14)	76%	(44)	58
Employ: Retired	10%	(49)	90%	(433)	482
Employ: Unemployed	11%	(21)	89%	(175)	196
Employ: Other	27%	(32)	73%	(84)	116
Military HH: Yes	21%	(60)	79%	(223)	283
Military HH: No	21%	(365)	79%	(1413)	1777
2018 House Vote: Democrat	28%	(215)	72%	(546)	761
2018 House Vote: Republican	19%	(112)	81%	(476)	587
2018 House Vote: Didnt Vote	14%	(93)	86%	(579)	672
4-Region: Northeast	21%	(75)	79%	(283)	357
4-Region: Midwest	19%	(80)	81%	(345)	425
4-Region: South	21%	(167)	79%	(627)	794
4-Region: West	21%	(103)	79%	(381)	483

Table MCSP6_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	21%	(424)	79%	(1636)	2060
Used Twitch in the Past Month	39%	(183)	61%	(288)	472
Sports Fan	29%	(406)	71%	(1011)	1417
Sports Fan and Twitch User	46%	(175)	54%	(202)	378

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

Table MCSP6_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	34%	(704)	66%	(1356)	2060
Gender: Male	46%	(450)	54%	(531)	981
Gender: Female	24%	(252)	76%	(816)	1068
Age: 18-34	50%	(308)	50%	(313)	621
Age: 35-44	42%	(146)	58%	(201)	347
Age: 45-64	28%	(188)	72%	(480)	667
Age: 65+	15%	(62)	85%	(362)	424
GenZers: 1997-2012	47%	(131)	53%	(147)	278
Millennials: 1981-1996	48%	(308)	52%	(328)	636
GenXers: 1965-1980	30%	(154)	70%	(364)	517
Baby Boomers: 1946-1964	18%	(103)	82%	(480)	583
PID: Dem (no lean)	42%	(341)	58%	(477)	818
PID: Ind (no lean)	26%	(160)	74%	(452)	612
PID: Rep (no lean)	32%	(203)	68%	(427)	630
PID/Gender: Dem Men	59%	(231)	41%	(164)	394
PID/Gender: Dem Women	26%	(110)	74%	(310)	420
PID/Gender: Ind Men	31%	(76)	69%	(173)	250
PID/Gender: Ind Women	23%	(82)	77%	(272)	354
PID/Gender: Rep Men	42%	(143)	58%	(194)	337
PID/Gender: Rep Women	21%	(60)	79%	(233)	294
Ideo: Liberal (1-3)	41%	(267)	59%	(388)	655
Ideo: Moderate (4)	33%	(196)	67%	(402)	597
Ideo: Conservative (5-7)	31%	(191)	69%	(433)	623
Educ: < College	31%	(414)	69%	(941)	1355
Educ: Bachelors degree	40%	(181)	60%	(273)	455
Educ: Post-grad	43%	(108)	57%	(142)	250
Income: Under 50k	27%	(262)	73%	(723)	985
Income: 50k-100k	38%	(265)	62%	(423)	688
Income: 100k+	46%	(177)	54%	(210)	387
Ethnicity: White	30%	(481)	70%	(1102)	1583
Ethnicity: Hispanic	37%	(131)	63%	(226)	356

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Table MCSP6_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	34%	(704)	66%	(1356)	2060
Ethnicity: Black	54%	(141)	46%	(121)	261
Ethnicity: Other	38%	(82)	62%	(134)	216
All Christian	35%	(300)	65%	(567)	867
All Non-Christian	39%	(71)	61%	(110)	180
Atheist	41%	(38)	59%	(55)	93
Agnostic/Nothing in particular	31%	(174)	69%	(392)	565
Something Else	34%	(121)	66%	(233)	354
Religious Non-Protestant/Catholic	37%	(78)	63%	(130)	208
Evangelical	40%	(202)	60%	(307)	508
Non-Evangelical	30%	(214)	70%	(493)	707
Community: Urban	43%	(263)	57%	(346)	609
Community: Suburban	33%	(312)	67%	(636)	947
Community: Rural	26%	(130)	74%	(375)	504
Employ: Private Sector	46%	(353)	54%	(407)	761
Employ: Government	42%	(64)	58%	(88)	152
Employ: Self-Employed	40%	(75)	60%	(111)	186
Employ: Homemaker	17%	(18)	83%	(91)	109
Employ: Student	49%	(29)	51%	(30)	58
Employ: Retired	16%	(77)	84%	(405)	482
Employ: Unemployed	19%	(36)	81%	(160)	196
Employ: Other	45%	(52)	55%	(64)	116
Military HH: Yes	30%	(85)	70%	(197)	283
Military HH: No	35%	(618)	65%	(1159)	1777
2018 House Vote: Democrat	43%	(323)	57%	(437)	761
2018 House Vote: Republican	33%	(193)	67%	(395)	587
2018 House Vote: Didnt Vote	27%	(180)	73%	(492)	672
4-Region: Northeast	38%	(137)	62%	(221)	357
4-Region: Midwest	32%	(136)	68%	(289)	425
4-Region: South	33%	(261)	67%	(534)	794
4-Region: West	35%	(171)	65%	(313)	483

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Table MCSP6_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Professional athletes

Demographic	Yes		No		Total N
Adults	34%	(704)	66%	(1356)	2060
Used Twitch in the Past Month	64%	(300)	36%	(172)	472
Sports Fan	46%	(650)	54%	(767)	1417
Sports Fan and Twitch User	72%	(271)	28%	(107)	378

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

Table MCSP6_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	34%	(709)	66%	(1351)	2060
Gender: Male	42%	(409)	58%	(571)	981
Gender: Female	28%	(297)	72%	(771)	1068
Age: 18-34	54%	(336)	46%	(285)	621
Age: 35-44	46%	(158)	54%	(189)	347
Age: 45-64	25%	(167)	75%	(500)	667
Age: 65+	11%	(48)	89%	(377)	424
GenZers: 1997-2012	50%	(140)	50%	(139)	278
Millennials: 1981-1996	54%	(342)	46%	(295)	636
GenXers: 1965-1980	28%	(146)	72%	(372)	517
Baby Boomers: 1946-1964	14%	(80)	86%	(504)	583
PID: Dem (no lean)	40%	(328)	60%	(490)	818
PID: Ind (no lean)	31%	(187)	69%	(425)	612
PID: Rep (no lean)	31%	(194)	69%	(436)	630
PID/Gender: Dem Men	51%	(201)	49%	(193)	394
PID/Gender: Dem Women	30%	(126)	70%	(294)	420
PID/Gender: Ind Men	31%	(77)	69%	(172)	250
PID/Gender: Ind Women	30%	(108)	70%	(246)	354
PID/Gender: Rep Men	39%	(131)	61%	(206)	337
PID/Gender: Rep Women	22%	(63)	78%	(230)	294
Ideo: Liberal (1-3)	38%	(248)	62%	(407)	655
Ideo: Moderate (4)	36%	(216)	64%	(381)	597
Ideo: Conservative (5-7)	28%	(176)	72%	(447)	623
Educ: < College	33%	(453)	67%	(902)	1355
Educ: Bachelors degree	34%	(156)	66%	(299)	455
Educ: Post-grad	40%	(100)	60%	(151)	250
Income: Under 50k	27%	(270)	73%	(715)	985
Income: 50k-100k	39%	(269)	61%	(419)	688
Income: 100k+	44%	(170)	56%	(217)	387
Ethnicity: White	30%	(481)	70%	(1103)	1583
Ethnicity: Hispanic	44%	(156)	56%	(201)	356

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Table MCSP6_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	34%	(709)	66%	(1351)	2060
Ethnicity: Black	56%	(146)	44%	(116)	261
Ethnicity: Other	38%	(83)	62%	(133)	216
All Christian	31%	(268)	69%	(599)	867
All Non-Christian	54%	(98)	46%	(83)	180
Atheist	30%	(28)	70%	(65)	93
Agnostic/Nothing in particular	33%	(186)	67%	(380)	565
Something Else	37%	(130)	63%	(225)	354
Religious Non-Protestant/Catholic	49%	(102)	51%	(106)	208
Evangelical	38%	(191)	62%	(317)	508
Non-Evangelical	29%	(207)	71%	(500)	707
Community: Urban	42%	(254)	58%	(354)	609
Community: Suburban	32%	(305)	68%	(642)	947
Community: Rural	30%	(150)	70%	(355)	504
Employ: Private Sector	43%	(330)	57%	(431)	761
Employ: Government	45%	(68)	55%	(84)	152
Employ: Self-Employed	48%	(90)	52%	(96)	186
Employ: Homemaker	24%	(26)	76%	(83)	109
Employ: Student	52%	(30)	48%	(28)	58
Employ: Retired	13%	(62)	87%	(420)	482
Employ: Unemployed	26%	(52)	74%	(144)	196
Employ: Other	43%	(50)	57%	(66)	116
Military HH: Yes	31%	(86)	69%	(196)	283
Military HH: No	35%	(623)	65%	(1155)	1777
2018 House Vote: Democrat	41%	(309)	59%	(452)	761
2018 House Vote: Republican	30%	(176)	70%	(412)	587
2018 House Vote: Didnt Vote	32%	(214)	68%	(458)	672
4-Region: Northeast	39%	(141)	61%	(217)	357
4-Region: Midwest	29%	(122)	71%	(304)	425
4-Region: South	38%	(298)	62%	(496)	794
4-Region: West	31%	(149)	69%	(334)	483

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Table MCSP6_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	34%	(709)	66%	(1351)	2060
Used Twitch in the Past Month	61%	(287)	39%	(185)	472
Sports Fan	43%	(613)	57%	(804)	1417
Sports Fan and Twitch User	69%	(260)	31%	(117)	378

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

Table MCSP6_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	29%	(594)	71%	(1466)	2060
Gender: Male	43%	(425)	57%	(555)	981
Gender: Female	16%	(168)	84%	(900)	1068
Age: 18-34	39%	(244)	61%	(378)	621
Age: 35-44	40%	(140)	60%	(207)	347
Age: 45-64	25%	(165)	75%	(502)	667
Age: 65+	11%	(46)	89%	(378)	424
GenZers: 1997-2012	34%	(95)	66%	(184)	278
Millennials: 1981-1996	43%	(276)	57%	(361)	636
GenXers: 1965-1980	27%	(138)	73%	(380)	517
Baby Boomers: 1946-1964	14%	(80)	86%	(504)	583
PID: Dem (no lean)	34%	(279)	66%	(539)	818
PID: Ind (no lean)	23%	(138)	77%	(474)	612
PID: Rep (no lean)	28%	(178)	72%	(453)	630
PID/Gender: Dem Men	53%	(209)	47%	(186)	394
PID/Gender: Dem Women	17%	(70)	83%	(350)	420
PID/Gender: Ind Men	33%	(83)	67%	(167)	250
PID/Gender: Ind Women	15%	(54)	85%	(300)	354
PID/Gender: Rep Men	40%	(134)	60%	(203)	337
PID/Gender: Rep Women	15%	(44)	85%	(250)	294
Ideo: Liberal (1-3)	33%	(215)	67%	(440)	655
Ideo: Moderate (4)	29%	(172)	71%	(425)	597
Ideo: Conservative (5-7)	29%	(179)	71%	(444)	623
Educ: < College	25%	(344)	75%	(1012)	1355
Educ: Bachelors degree	34%	(153)	66%	(301)	455
Educ: Post-grad	39%	(97)	61%	(153)	250
Income: Under 50k	21%	(209)	79%	(776)	985
Income: 50k-100k	33%	(229)	67%	(459)	688
Income: 100k+	40%	(157)	60%	(230)	387
Ethnicity: White	27%	(425)	73%	(1159)	1583
Ethnicity: Hispanic	32%	(114)	68%	(242)	356

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Table MCSP6_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	29%	(594)	71%	(1466)	2060
Ethnicity: Black	45%	(117)	55%	(144)	261
Ethnicity: Other	24%	(52)	76%	(163)	216
All Christian	29%	(253)	71%	(615)	867
All Non-Christian	38%	(68)	62%	(112)	180
Atheist	34%	(32)	66%	(61)	93
Agnostic/Nothing in particular	23%	(130)	77%	(435)	565
Something Else	32%	(112)	68%	(242)	354
Religious Non-Protestant/Catholic	36%	(74)	64%	(134)	208
Evangelical	36%	(185)	64%	(324)	508
Non-Evangelical	25%	(173)	75%	(534)	707
Community: Urban	37%	(226)	63%	(382)	609
Community: Suburban	27%	(256)	73%	(691)	947
Community: Rural	22%	(112)	78%	(393)	504
Employ: Private Sector	41%	(310)	59%	(451)	761
Employ: Government	37%	(56)	63%	(96)	152
Employ: Self-Employed	36%	(67)	64%	(118)	186
Employ: Homemaker	16%	(17)	84%	(92)	109
Employ: Student	28%	(16)	72%	(42)	58
Employ: Retired	12%	(56)	88%	(426)	482
Employ: Unemployed	16%	(30)	84%	(165)	196
Employ: Other	35%	(41)	65%	(75)	116
Military HH: Yes	28%	(79)	72%	(204)	283
Military HH: No	29%	(515)	71%	(1262)	1777
2018 House Vote: Democrat	36%	(273)	64%	(488)	761
2018 House Vote: Republican	29%	(171)	71%	(417)	587
2018 House Vote: Didnt Vote	21%	(143)	79%	(529)	672
4-Region: Northeast	30%	(107)	70%	(250)	357
4-Region: Midwest	32%	(136)	68%	(290)	425
4-Region: South	27%	(211)	73%	(583)	794
4-Region: West	29%	(140)	71%	(343)	483

Table MCSP6_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	29%	(594)	71%	(1466)	2060
Used Twitch in the Past Month	54%	(254)	46%	(218)	472
Sports Fan	40%	(569)	60%	(848)	1417
Sports Fan and Twitch User	64%	(243)	36%	(135)	378

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

Table MCSP6_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	24%	(489)	76%	(1571)	2060
Gender: Male	35%	(339)	65%	(641)	981
Gender: Female	14%	(148)	86%	(920)	1068
Age: 18-34	35%	(218)	65%	(403)	621
Age: 35-44	32%	(112)	68%	(235)	347
Age: 45-64	19%	(126)	81%	(542)	667
Age: 65+	8%	(33)	92%	(391)	424
GenZers: 1997-2012	30%	(82)	70%	(196)	278
Millennials: 1981-1996	38%	(243)	62%	(393)	636
GenXers: 1965-1980	19%	(100)	81%	(418)	517
Baby Boomers: 1946-1964	11%	(61)	89%	(522)	583
PID: Dem (no lean)	30%	(247)	70%	(571)	818
PID: Ind (no lean)	16%	(95)	84%	(517)	612
PID: Rep (no lean)	23%	(147)	77%	(483)	630
PID/Gender: Dem Men	46%	(180)	54%	(214)	394
PID/Gender: Dem Women	16%	(66)	84%	(354)	420
PID/Gender: Ind Men	23%	(58)	77%	(192)	250
PID/Gender: Ind Women	10%	(36)	90%	(318)	354
PID/Gender: Rep Men	30%	(101)	70%	(235)	337
PID/Gender: Rep Women	16%	(46)	84%	(248)	294
Ideo: Liberal (1-3)	30%	(199)	70%	(455)	655
Ideo: Moderate (4)	23%	(136)	77%	(462)	597
Ideo: Conservative (5-7)	21%	(128)	79%	(495)	623
Educ: < College	20%	(268)	80%	(1087)	1355
Educ: Bachelors degree	32%	(143)	68%	(311)	455
Educ: Post-grad	31%	(78)	69%	(172)	250
Income: Under 50k	18%	(175)	82%	(810)	985
Income: 50k-100k	27%	(186)	73%	(501)	688
Income: 100k+	33%	(128)	67%	(260)	387
Ethnicity: White	20%	(324)	80%	(1260)	1583
Ethnicity: Hispanic	28%	(100)	72%	(256)	356

Table MCSP6_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	24%	(489)	76%	(1571)	2060
Ethnicity: Black	43%	(113)	57%	(148)	261
Ethnicity: Other	24%	(53)	76%	(163)	216
All Christian	24%	(209)	76%	(658)	867
All Non-Christian	38%	(68)	62%	(112)	180
Atheist	13%	(12)	87%	(81)	93
Agnostic/Nothing in particular	20%	(114)	80%	(452)	565
Something Else	24%	(86)	76%	(268)	354
Religious Non-Protestant/Catholic	36%	(75)	64%	(133)	208
Evangelical	29%	(149)	71%	(359)	508
Non-Evangelical	21%	(146)	79%	(562)	707
Community: Urban	38%	(229)	62%	(379)	609
Community: Suburban	20%	(189)	80%	(758)	947
Community: Rural	14%	(71)	86%	(434)	504
Employ: Private Sector	32%	(242)	68%	(518)	761
Employ: Government	37%	(57)	63%	(96)	152
Employ: Self-Employed	30%	(55)	70%	(131)	186
Employ: Homemaker	11%	(12)	89%	(98)	109
Employ: Student	31%	(18)	69%	(40)	58
Employ: Retired	9%	(42)	91%	(439)	482
Employ: Unemployed	13%	(24)	87%	(171)	196
Employ: Other	33%	(38)	67%	(78)	116
Military HH: Yes	26%	(75)	74%	(208)	283
Military HH: No	23%	(415)	77%	(1363)	1777
2018 House Vote: Democrat	31%	(237)	69%	(523)	761
2018 House Vote: Republican	22%	(129)	78%	(458)	587
2018 House Vote: Didnt Vote	18%	(118)	82%	(554)	672
4-Region: Northeast	28%	(101)	72%	(257)	357
4-Region: Midwest	23%	(99)	77%	(326)	425
4-Region: South	22%	(172)	78%	(622)	794
4-Region: West	24%	(117)	76%	(366)	483

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Table MCSP6_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	24%	(489)	76%	(1571)	2060
Used Twitch in the Past Month	51%	(240)	49%	(232)	472
Sports Fan	33%	(462)	67%	(955)	1417
Sports Fan and Twitch User	59%	(224)	41%	(153)	378

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

Table MCSP6_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

College athletic programs

Demographic	Yes		No		Total N
Adults	23%	(482)	77%	(1579)	2060
Gender: Male	33%	(324)	67%	(656)	981
Gender: Female	15%	(156)	85%	(912)	1068
Age: 18-34	30%	(185)	70%	(437)	621
Age: 35-44	29%	(101)	71%	(246)	347
Age: 45-64	20%	(135)	80%	(532)	667
Age: 65+	14%	(61)	86%	(364)	424
GenZers: 1997-2012	27%	(76)	73%	(202)	278
Millennials: 1981-1996	31%	(198)	69%	(438)	636
GenXers: 1965-1980	22%	(114)	78%	(403)	517
Baby Boomers: 1946-1964	14%	(82)	86%	(501)	583
PID: Dem (no lean)	27%	(218)	73%	(600)	818
PID: Ind (no lean)	18%	(112)	82%	(500)	612
PID: Rep (no lean)	24%	(152)	76%	(478)	630
PID/Gender: Dem Men	38%	(151)	62%	(243)	394
PID/Gender: Dem Women	16%	(66)	84%	(354)	420
PID/Gender: Ind Men	27%	(66)	73%	(183)	250
PID/Gender: Ind Women	12%	(44)	88%	(310)	354
PID/Gender: Rep Men	32%	(107)	68%	(230)	337
PID/Gender: Rep Women	16%	(46)	84%	(248)	294
Ideo: Liberal (1-3)	29%	(188)	71%	(466)	655
Ideo: Moderate (4)	21%	(123)	79%	(474)	597
Ideo: Conservative (5-7)	24%	(148)	76%	(475)	623
Educ: < College	19%	(251)	81%	(1104)	1355
Educ: Bachelors degree	32%	(145)	68%	(310)	455
Educ: Post-grad	34%	(85)	66%	(165)	250
Income: Under 50k	16%	(157)	84%	(828)	985
Income: 50k-100k	28%	(191)	72%	(497)	688
Income: 100k+	34%	(133)	66%	(254)	387
Ethnicity: White	22%	(351)	78%	(1233)	1583
Ethnicity: Hispanic	23%	(81)	77%	(276)	356

Continued on next page

Table MCSP6_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletic programs

Demographic	Yes		No		Total N
Adults	23%	(482)	77%	(1579)	2060
Ethnicity: Black	31%	(80)	69%	(181)	261
Ethnicity: Other	24%	(51)	76%	(165)	216
All Christian	25%	(221)	75%	(646)	867
All Non-Christian	36%	(65)	64%	(116)	180
Atheist	20%	(19)	80%	(74)	93
Agnostic/Nothing in particular	18%	(100)	82%	(465)	565
Something Else	22%	(77)	78%	(277)	354
Religious Non-Protestant/Catholic	34%	(71)	66%	(136)	208
Evangelical	28%	(141)	72%	(367)	508
Non-Evangelical	21%	(147)	79%	(560)	707
Community: Urban	31%	(191)	69%	(417)	609
Community: Suburban	20%	(194)	80%	(753)	947
Community: Rural	19%	(96)	81%	(408)	504
Employ: Private Sector	29%	(219)	71%	(542)	761
Employ: Government	37%	(56)	63%	(97)	152
Employ: Self-Employed	30%	(55)	70%	(131)	186
Employ: Homemaker	8%	(8)	92%	(101)	109
Employ: Student	28%	(16)	72%	(42)	58
Employ: Retired	14%	(70)	86%	(412)	482
Employ: Unemployed	14%	(28)	86%	(168)	196
Employ: Other	26%	(30)	74%	(86)	116
Military HH: Yes	26%	(73)	74%	(209)	283
Military HH: No	23%	(408)	77%	(1369)	1777
2018 House Vote: Democrat	30%	(227)	70%	(534)	761
2018 House Vote: Republican	27%	(156)	73%	(431)	587
2018 House Vote: Didnt Vote	14%	(93)	86%	(579)	672
4-Region: Northeast	21%	(76)	79%	(281)	357
4-Region: Midwest	23%	(96)	77%	(330)	425
4-Region: South	25%	(196)	75%	(598)	794
4-Region: West	24%	(114)	76%	(370)	483

Table MCSP6_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

College athletic programs

Demographic	Yes		No		Total N
Adults	23%	(482)	77%	(1579)	2060
Used Twitch in the Past Month	42%	(198)	58%	(273)	472
Sports Fan	32%	(454)	68%	(963)	1417
Sports Fan and Twitch User	51%	(192)	49%	(186)	378

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

Table MCSP6_10: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
The NFL's official Twitch channel

Demographic	Yes		No		Total N
Adults	12%	(255)	88%	(1805)	2060
Gender: Male	18%	(174)	82%	(807)	981
Gender: Female	8%	(81)	92%	(987)	1068
Age: 18-34	22%	(139)	78%	(482)	621
Age: 35-44	20%	(68)	80%	(279)	347
Age: 45-64	6%	(43)	94%	(624)	667
Age: 65+	1%	(5)	99%	(420)	424
GenZers: 1997-2012	16%	(44)	84%	(234)	278
Millennials: 1981-1996	25%	(158)	75%	(479)	636
GenXers: 1965-1980	9%	(46)	91%	(472)	517
Baby Boomers: 1946-1964	1%	(7)	99%	(577)	583
PID: Dem (no lean)	17%	(139)	83%	(679)	818
PID: Ind (no lean)	7%	(45)	93%	(566)	612
PID: Rep (no lean)	11%	(71)	89%	(559)	630
PID/Gender: Dem Men	24%	(96)	76%	(299)	394
PID/Gender: Dem Women	10%	(43)	90%	(377)	420
PID/Gender: Ind Men	9%	(23)	91%	(226)	250
PID/Gender: Ind Women	6%	(22)	94%	(332)	354
PID/Gender: Rep Men	16%	(55)	84%	(282)	337
PID/Gender: Rep Women	5%	(16)	95%	(278)	294
Ideo: Liberal (1-3)	18%	(118)	82%	(537)	655
Ideo: Moderate (4)	11%	(67)	89%	(531)	597
Ideo: Conservative (5-7)	10%	(63)	90%	(561)	623
Educ: < College	10%	(130)	90%	(1226)	1355
Educ: Bachelors degree	17%	(75)	83%	(379)	455
Educ: Post-grad	20%	(50)	80%	(200)	250
Income: Under 50k	6%	(61)	94%	(924)	985
Income: 50k-100k	17%	(116)	83%	(571)	688
Income: 100k+	20%	(77)	80%	(310)	387
Ethnicity: White	12%	(184)	88%	(1400)	1583
Ethnicity: Hispanic	19%	(67)	81%	(289)	356

Table MCSP6_10: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
The NFL's official Twitch channel

Demographic	Yes		No		Total N
Adults	12%	(255)	88%	(1805)	2060
Ethnicity: Black	20%	(53)	80%	(208)	261
Ethnicity: Other	8%	(18)	92%	(198)	216
All Christian	12%	(106)	88%	(761)	867
All Non-Christian	32%	(57)	68%	(123)	180
Atheist	10%	(10)	90%	(83)	93
Agnostic/Nothing in particular	8%	(47)	92%	(519)	565
Something Else	10%	(35)	90%	(319)	354
Religious Non-Protestant/Catholic	31%	(64)	69%	(144)	208
Evangelical	18%	(89)	82%	(419)	508
Non-Evangelical	6%	(44)	94%	(663)	707
Community: Urban	21%	(126)	79%	(482)	609
Community: Suburban	9%	(85)	91%	(862)	947
Community: Rural	9%	(43)	91%	(461)	504
Employ: Private Sector	19%	(141)	81%	(620)	761
Employ: Government	22%	(33)	78%	(119)	152
Employ: Self-Employed	22%	(40)	78%	(146)	186
Employ: Homemaker	6%	(7)	94%	(102)	109
Employ: Student	9%	(5)	91%	(53)	58
Employ: Retired	1%	(6)	99%	(475)	482
Employ: Unemployed	5%	(10)	95%	(186)	196
Employ: Other	10%	(11)	90%	(105)	116
Military HH: Yes	16%	(46)	84%	(236)	283
Military HH: No	12%	(208)	88%	(1569)	1777
2018 House Vote: Democrat	19%	(144)	81%	(616)	761
2018 House Vote: Republican	11%	(65)	89%	(523)	587
2018 House Vote: Didnt Vote	6%	(43)	94%	(629)	672
4-Region: Northeast	17%	(59)	83%	(298)	357
4-Region: Midwest	8%	(34)	92%	(391)	425
4-Region: South	11%	(84)	89%	(711)	794
4-Region: West	16%	(77)	84%	(406)	483

Table MCSP6_10: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
The NFL's official Twitch channel

Demographic	Yes		No		Total N
Adults	12%	(255)	88%	(1805)	2060
Used Twitch in the Past Month	38%	(182)	62%	(290)	472
Sports Fan	17%	(238)	83%	(1179)	1417
Sports Fan and Twitch User	45%	(172)	55%	(206)	378

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

Table MCSP7_1: *How often do you use social media to stay updated on each of the following sports related content?*
Sports game highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	17%	(356)	24%	(493)	14%	(286)	45%	(925)	2060
Gender: Male	29%	(281)	27%	(264)	13%	(129)	31%	(307)	981
Gender: Female	7%	(74)	21%	(228)	15%	(156)	57%	(609)	1068
Age: 18-34	24%	(149)	25%	(152)	12%	(77)	39%	(243)	621
Age: 35-44	23%	(81)	25%	(87)	12%	(41)	40%	(138)	347
Age: 45-64	15%	(100)	27%	(179)	15%	(101)	43%	(287)	667
Age: 65+	6%	(26)	17%	(74)	16%	(67)	61%	(257)	424
GenZers: 1997-2012	20%	(55)	25%	(68)	12%	(33)	44%	(122)	278
Millennials: 1981-1996	26%	(168)	25%	(160)	13%	(82)	36%	(227)	636
GenXers: 1965-1980	16%	(83)	26%	(133)	13%	(67)	45%	(234)	517
Baby Boomers: 1946-1964	8%	(49)	21%	(124)	16%	(96)	54%	(314)	583
PID: Dem (no lean)	19%	(157)	26%	(216)	12%	(97)	43%	(348)	818
PID: Ind (no lean)	13%	(81)	22%	(132)	14%	(88)	51%	(311)	612
PID: Rep (no lean)	19%	(118)	23%	(145)	16%	(101)	42%	(267)	630
PID/Gender: Dem Men	32%	(126)	28%	(110)	12%	(47)	28%	(110)	394
PID/Gender: Dem Women	7%	(31)	25%	(105)	12%	(49)	56%	(235)	420
PID/Gender: Ind Men	21%	(52)	27%	(68)	16%	(41)	36%	(89)	250
PID/Gender: Ind Women	8%	(29)	18%	(63)	13%	(47)	61%	(215)	354
PID/Gender: Rep Men	31%	(103)	25%	(85)	12%	(41)	32%	(107)	337
PID/Gender: Rep Women	5%	(14)	20%	(60)	21%	(61)	54%	(159)	294
Ideo: Liberal (1-3)	20%	(133)	25%	(162)	13%	(84)	42%	(276)	655
Ideo: Moderate (4)	17%	(100)	23%	(138)	15%	(92)	45%	(267)	597
Ideo: Conservative (5-7)	17%	(106)	25%	(154)	15%	(91)	44%	(273)	623
Educ: < College	14%	(196)	22%	(301)	14%	(195)	49%	(663)	1355
Educ: Bachelors degree	23%	(104)	25%	(113)	12%	(57)	40%	(182)	455
Educ: Post-grad	22%	(56)	31%	(79)	14%	(35)	32%	(80)	250
Income: Under 50k	11%	(107)	20%	(193)	15%	(146)	55%	(540)	985
Income: 50k-100k	21%	(147)	27%	(188)	15%	(103)	36%	(249)	688
Income: 100k+	26%	(101)	29%	(112)	10%	(37)	35%	(136)	387
Ethnicity: White	15%	(236)	24%	(383)	14%	(229)	46%	(735)	1583
Ethnicity: Hispanic	15%	(53)	31%	(112)	15%	(54)	39%	(137)	356
Ethnicity: Black	33%	(85)	25%	(64)	9%	(25)	33%	(87)	261

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Table MCSP7_1: *How often do you use social media to stay updated on each of the following sports related content?*
Sports game highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	17%	(356)	24%	(493)	14%	(286)	45%	(925)	2060
Ethnicity: Other	16%	(34)	21%	(46)	15%	(33)	48%	(103)	216
All Christian	18%	(157)	27%	(238)	13%	(114)	41%	(358)	867
All Non-Christian	19%	(35)	26%	(47)	17%	(31)	37%	(67)	180
Atheist	19%	(18)	17%	(16)	12%	(11)	52%	(49)	93
Agnostic/Nothing in particular	15%	(85)	20%	(115)	13%	(76)	51%	(289)	565
Something Else	17%	(61)	22%	(77)	15%	(53)	46%	(163)	354
Religious Non-Protestant/Catholic	19%	(39)	28%	(59)	15%	(32)	37%	(78)	208
Evangelical	22%	(114)	26%	(133)	12%	(63)	39%	(199)	508
Non-Evangelical	15%	(104)	24%	(167)	14%	(102)	47%	(334)	707
Community: Urban	24%	(144)	26%	(155)	13%	(77)	38%	(232)	609
Community: Suburban	16%	(148)	24%	(232)	14%	(132)	46%	(436)	947
Community: Rural	13%	(63)	21%	(106)	15%	(78)	51%	(258)	504
Employ: Private Sector	26%	(199)	26%	(199)	14%	(103)	34%	(260)	761
Employ: Government	20%	(30)	33%	(51)	8%	(13)	39%	(59)	152
Employ: Self-Employed	22%	(42)	26%	(49)	18%	(34)	33%	(62)	186
Employ: Homemaker	3%	(3)	29%	(32)	10%	(11)	58%	(63)	109
Employ: Student	13%	(7)	32%	(19)	18%	(10)	38%	(22)	58
Employ: Retired	7%	(31)	19%	(94)	16%	(76)	58%	(280)	482
Employ: Unemployed	12%	(24)	13%	(25)	10%	(20)	65%	(128)	196
Employ: Other	17%	(19)	22%	(26)	17%	(20)	44%	(51)	116
Military HH: Yes	16%	(45)	25%	(72)	13%	(37)	45%	(129)	283
Military HH: No	17%	(311)	24%	(421)	14%	(249)	45%	(797)	1777
2018 House Vote: Democrat	21%	(158)	25%	(187)	15%	(112)	40%	(304)	761
2018 House Vote: Republican	18%	(107)	26%	(153)	15%	(89)	41%	(238)	587
2018 House Vote: Didnt Vote	13%	(88)	21%	(143)	12%	(81)	54%	(360)	672
4-Region: Northeast	19%	(69)	24%	(84)	13%	(48)	44%	(156)	357
4-Region: Midwest	16%	(68)	24%	(104)	17%	(70)	43%	(183)	425
4-Region: South	16%	(130)	24%	(194)	14%	(107)	46%	(362)	794
4-Region: West	18%	(89)	23%	(110)	12%	(60)	46%	(224)	483
Used Twitch in the Past Month	35%	(163)	36%	(168)	13%	(59)	17%	(82)	472
Sports Fan	24%	(345)	31%	(442)	17%	(238)	28%	(391)	1417

Table MCSP7_1: *How often do you use social media to stay updated on each of the following sports related content?*
Sports game highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	17%	(356)	24%	(493)	14%	(286)	45%	(925)	2060
Sports Fan and Twitch User	42%	(158)	39%	(148)	14%	(53)	5%	(19)	378

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

Table MCSP7_2: *How often do you use social media to stay updated on each of the following sports related content?*
Player highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(294)	23%	(465)	14%	(291)	49%	(1011)	2060
Gender: Male	23%	(221)	29%	(282)	13%	(125)	36%	(353)	981
Gender: Female	7%	(72)	17%	(183)	15%	(165)	61%	(648)	1068
Age: 18-34	21%	(133)	28%	(177)	10%	(64)	40%	(248)	621
Age: 35-44	20%	(70)	26%	(90)	12%	(40)	42%	(147)	347
Age: 45-64	12%	(80)	21%	(141)	18%	(120)	49%	(326)	667
Age: 65+	3%	(11)	13%	(57)	16%	(66)	68%	(291)	424
GenZers: 1997-2012	18%	(50)	26%	(72)	9%	(24)	47%	(132)	278
Millennials: 1981-1996	23%	(144)	29%	(186)	12%	(73)	37%	(233)	636
GenXers: 1965-1980	14%	(73)	20%	(105)	17%	(86)	49%	(252)	517
Baby Boomers: 1946-1964	4%	(26)	16%	(95)	18%	(102)	62%	(360)	583
PID: Dem (no lean)	17%	(141)	28%	(228)	13%	(106)	42%	(344)	818
PID: Ind (no lean)	10%	(61)	19%	(114)	14%	(88)	57%	(348)	612
PID: Rep (no lean)	15%	(92)	20%	(123)	15%	(97)	51%	(318)	630
PID/Gender: Dem Men	28%	(109)	34%	(135)	11%	(43)	27%	(108)	394
PID/Gender: Dem Women	8%	(32)	22%	(93)	15%	(62)	55%	(233)	420
PID/Gender: Ind Men	15%	(37)	25%	(63)	13%	(34)	46%	(116)	250
PID/Gender: Ind Women	6%	(23)	14%	(51)	15%	(54)	64%	(226)	354
PID/Gender: Rep Men	22%	(75)	25%	(84)	14%	(48)	38%	(129)	337
PID/Gender: Rep Women	6%	(17)	13%	(39)	16%	(48)	64%	(189)	294
Ideo: Liberal (1-3)	16%	(108)	27%	(179)	13%	(82)	44%	(286)	655
Ideo: Moderate (4)	14%	(83)	24%	(140)	16%	(93)	47%	(281)	597
Ideo: Conservative (5-7)	14%	(85)	20%	(123)	15%	(94)	52%	(321)	623
Educ: < College	12%	(159)	21%	(286)	14%	(190)	53%	(720)	1355
Educ: Bachelors degree	18%	(83)	25%	(112)	14%	(65)	43%	(195)	455
Educ: Post-grad	21%	(52)	26%	(66)	14%	(36)	38%	(96)	250
Income: Under 50k	10%	(101)	16%	(155)	14%	(135)	60%	(594)	985
Income: 50k-100k	16%	(109)	30%	(203)	16%	(107)	39%	(269)	688
Income: 100k+	22%	(83)	28%	(107)	13%	(49)	38%	(148)	387
Ethnicity: White	13%	(203)	21%	(332)	15%	(241)	51%	(808)	1583
Ethnicity: Hispanic	19%	(67)	30%	(107)	11%	(40)	40%	(143)	356
Ethnicity: Black	27%	(70)	29%	(75)	11%	(28)	34%	(88)	261

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Table MCSP7_2: *How often do you use social media to stay updated on each of the following sports related content?*
Player highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(294)	23%	(465)	14%	(291)	49%	(1011)	2060
Ethnicity: Other	10%	(21)	27%	(58)	10%	(22)	54%	(115)	216
All Christian	14%	(123)	24%	(208)	15%	(133)	46%	(403)	867
All Non-Christian	21%	(38)	22%	(41)	14%	(26)	42%	(76)	180
Atheist	9%	(9)	33%	(31)	9%	(9)	48%	(45)	93
Agnostic/Nothing in particular	12%	(70)	22%	(123)	14%	(79)	52%	(294)	565
Something Else	15%	(53)	18%	(63)	13%	(45)	55%	(193)	354
Religious Non-Protestant/Catholic	20%	(41)	25%	(51)	14%	(28)	42%	(87)	208
Evangelical	18%	(94)	25%	(125)	13%	(64)	44%	(225)	508
Non-Evangelical	12%	(84)	19%	(134)	15%	(109)	54%	(381)	707
Community: Urban	21%	(126)	26%	(160)	9%	(57)	44%	(266)	609
Community: Suburban	13%	(123)	21%	(203)	16%	(153)	49%	(468)	947
Community: Rural	9%	(45)	20%	(102)	16%	(80)	55%	(278)	504
Employ: Private Sector	21%	(156)	30%	(227)	14%	(106)	36%	(272)	761
Employ: Government	21%	(32)	25%	(38)	17%	(26)	37%	(57)	152
Employ: Self-Employed	17%	(32)	28%	(53)	16%	(29)	39%	(72)	186
Employ: Homemaker	8%	(9)	17%	(18)	13%	(15)	62%	(68)	109
Employ: Student	17%	(10)	40%	(23)	9%	(6)	34%	(20)	58
Employ: Retired	3%	(15)	15%	(73)	15%	(73)	66%	(320)	482
Employ: Unemployed	12%	(23)	7%	(14)	10%	(19)	72%	(140)	196
Employ: Other	15%	(17)	17%	(19)	15%	(18)	54%	(62)	116
Military HH: Yes	14%	(41)	25%	(71)	13%	(37)	48%	(134)	283
Military HH: No	14%	(253)	22%	(394)	14%	(254)	49%	(877)	1777
2018 House Vote: Democrat	18%	(140)	27%	(206)	14%	(106)	41%	(309)	761
2018 House Vote: Republican	13%	(77)	22%	(129)	16%	(94)	49%	(288)	587
2018 House Vote: Didnt Vote	11%	(75)	18%	(123)	12%	(84)	58%	(391)	672
4-Region: Northeast	17%	(59)	21%	(75)	15%	(53)	48%	(170)	357
4-Region: Midwest	15%	(66)	20%	(85)	14%	(59)	51%	(215)	425
4-Region: South	11%	(88)	23%	(182)	15%	(118)	51%	(407)	794
4-Region: West	17%	(81)	25%	(123)	13%	(61)	45%	(219)	483
Used Twitch in the Past Month	31%	(145)	40%	(188)	12%	(58)	17%	(81)	472
Sports Fan	19%	(269)	30%	(428)	18%	(251)	33%	(469)	1417

Table MCSP7_2: *How often do you use social media to stay updated on each of the following sports related content?*
Player highlights

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(294)	23%	(465)	14%	(291)	49%	(1011)	2060
Sports Fan and Twitch User	35%	(134)	44%	(168)	13%	(50)	7%	(26)	378

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

Table MCSP7_3: *How often do you use social media to stay updated on each of the following sports related content?*
Sports news (e.g.,injury updates, schedule reminders)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	15%	(315)	25%	(516)	14%	(289)	46%	(939)	2060
Gender: Male	25%	(242)	29%	(287)	13%	(123)	34%	(329)	981
Gender: Female	7%	(74)	21%	(226)	16%	(166)	56%	(602)	1068
Age: 18-34	22%	(134)	26%	(160)	13%	(80)	40%	(248)	621
Age: 35-44	23%	(79)	26%	(92)	14%	(47)	37%	(130)	347
Age: 45-64	13%	(87)	28%	(186)	15%	(97)	44%	(297)	667
Age: 65+	4%	(15)	19%	(79)	15%	(65)	62%	(265)	424
GenZers: 1997-2012	18%	(51)	22%	(62)	12%	(32)	48%	(133)	278
Millennials: 1981-1996	24%	(154)	28%	(176)	14%	(91)	34%	(215)	636
GenXers: 1965-1980	13%	(69)	28%	(144)	13%	(69)	46%	(236)	517
Baby Boomers: 1946-1964	7%	(41)	21%	(125)	16%	(91)	56%	(327)	583
PID: Dem (no lean)	19%	(154)	26%	(214)	15%	(119)	40%	(331)	818
PID: Ind (no lean)	10%	(64)	23%	(139)	12%	(76)	54%	(333)	612
PID: Rep (no lean)	16%	(98)	26%	(163)	15%	(94)	44%	(275)	630
PID/Gender: Dem Men	30%	(117)	30%	(119)	13%	(52)	27%	(107)	394
PID/Gender: Dem Women	9%	(37)	23%	(95)	16%	(68)	53%	(221)	420
PID/Gender: Ind Men	16%	(40)	26%	(65)	13%	(32)	45%	(112)	250
PID/Gender: Ind Women	7%	(24)	20%	(71)	12%	(44)	61%	(215)	354
PID/Gender: Rep Men	25%	(84)	31%	(104)	12%	(39)	33%	(110)	337
PID/Gender: Rep Women	5%	(13)	20%	(60)	19%	(55)	56%	(166)	294
Ideo: Liberal (1-3)	20%	(128)	25%	(165)	15%	(99)	40%	(263)	655
Ideo: Moderate (4)	15%	(87)	26%	(156)	12%	(75)	47%	(280)	597
Ideo: Conservative (5-7)	14%	(85)	26%	(160)	16%	(99)	45%	(280)	623
Educ: < College	12%	(163)	24%	(324)	15%	(198)	49%	(671)	1355
Educ: Bachelors degree	21%	(97)	26%	(120)	13%	(59)	39%	(178)	455
Educ: Post-grad	22%	(55)	29%	(72)	13%	(33)	36%	(90)	250
Income: Under 50k	9%	(93)	20%	(200)	14%	(141)	56%	(551)	985
Income: 50k-100k	20%	(135)	29%	(198)	15%	(105)	36%	(250)	688
Income: 100k+	23%	(88)	30%	(118)	11%	(43)	36%	(139)	387
Ethnicity: White	13%	(213)	24%	(381)	15%	(241)	47%	(748)	1583
Ethnicity: Hispanic	16%	(58)	28%	(99)	19%	(68)	37%	(132)	356
Ethnicity: Black	29%	(77)	28%	(73)	11%	(28)	32%	(83)	261

Table MCSP7_3: *How often do you use social media to stay updated on each of the following sports related content?*
Sports news (e.g.,injury updates, schedule reminders)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	15%	(315)	25%	(516)	14%	(289)	46%	(939)	2060
Ethnicity: Other	12%	(25)	28%	(61)	9%	(20)	51%	(109)	216
All Christian	16%	(135)	27%	(232)	16%	(139)	42%	(360)	867
All Non-Christian	25%	(45)	30%	(54)	11%	(21)	33%	(60)	180
Atheist	16%	(15)	18%	(16)	16%	(14)	51%	(47)	93
Agnostic/Nothing in particular	13%	(76)	23%	(132)	12%	(66)	52%	(291)	565
Something Else	12%	(44)	23%	(81)	14%	(49)	51%	(180)	354
Religious Non-Protestant/Catholic	23%	(48)	31%	(65)	10%	(21)	35%	(73)	208
Evangelical	18%	(94)	29%	(146)	13%	(65)	40%	(204)	508
Non-Evangelical	12%	(85)	23%	(162)	17%	(119)	48%	(341)	707
Community: Urban	22%	(134)	26%	(156)	11%	(69)	41%	(249)	609
Community: Suburban	13%	(126)	27%	(260)	15%	(142)	44%	(420)	947
Community: Rural	11%	(55)	20%	(100)	16%	(79)	54%	(271)	504
Employ: Private Sector	23%	(178)	31%	(234)	11%	(86)	35%	(263)	761
Employ: Government	24%	(36)	27%	(41)	16%	(25)	33%	(51)	152
Employ: Self-Employed	19%	(35)	28%	(52)	18%	(34)	35%	(65)	186
Employ: Homemaker	3%	(4)	23%	(25)	14%	(15)	60%	(65)	109
Employ: Student	9%	(5)	30%	(18)	29%	(17)	32%	(19)	58
Employ: Retired	4%	(21)	19%	(92)	16%	(77)	60%	(291)	482
Employ: Unemployed	8%	(16)	11%	(21)	10%	(21)	70%	(138)	196
Employ: Other	17%	(19)	28%	(33)	13%	(15)	42%	(49)	116
Military HH: Yes	20%	(55)	29%	(83)	8%	(22)	44%	(123)	283
Military HH: No	15%	(260)	24%	(434)	15%	(268)	46%	(816)	1777
2018 House Vote: Democrat	21%	(161)	25%	(193)	14%	(109)	39%	(298)	761
2018 House Vote: Republican	14%	(83)	29%	(170)	15%	(87)	42%	(247)	587
2018 House Vote: Didnt Vote	10%	(68)	22%	(146)	13%	(86)	55%	(373)	672
4-Region: Northeast	18%	(65)	26%	(94)	12%	(44)	43%	(155)	357
4-Region: Midwest	13%	(55)	27%	(116)	14%	(61)	45%	(193)	425
4-Region: South	13%	(103)	26%	(207)	14%	(112)	47%	(372)	794
4-Region: West	19%	(93)	21%	(100)	15%	(72)	45%	(219)	483
Used Twitch in the Past Month	33%	(155)	37%	(173)	13%	(62)	17%	(82)	472
Sports Fan	21%	(297)	34%	(479)	17%	(236)	29%	(404)	1417

Table MCSP7_3: *How often do you use social media to stay updated on each of the following sports related content?*
Sports news (e.g.,injury updates, schedule reminders)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	15%	(315)	25%	(516)	14%	(289)	46%	(939)	2060
Sports Fan and Twitch User	39%	(147)	40%	(153)	13%	(49)	8%	(29)	378

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

Table MCSP7_4: *How often do you use social media to stay updated on each of the following sports related content?*
Behind-the-scenes sports content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(195)	19%	(383)	16%	(338)	56%	(1144)	2060
Gender: Male	14%	(134)	25%	(245)	18%	(179)	43%	(423)	981
Gender: Female	6%	(59)	13%	(139)	15%	(158)	67%	(712)	1068
Age: 18-34	16%	(97)	23%	(145)	15%	(93)	46%	(286)	621
Age: 35-44	16%	(57)	23%	(78)	14%	(48)	47%	(163)	347
Age: 45-64	6%	(37)	18%	(122)	21%	(138)	55%	(370)	667
Age: 65+	1%	(4)	9%	(38)	14%	(58)	77%	(325)	424
GenZers: 1997-2012	12%	(33)	19%	(53)	16%	(44)	53%	(148)	278
Millennials: 1981-1996	19%	(118)	26%	(163)	14%	(91)	41%	(264)	636
GenXers: 1965-1980	6%	(31)	19%	(96)	18%	(95)	57%	(295)	517
Baby Boomers: 1946-1964	2%	(13)	12%	(69)	17%	(100)	69%	(402)	583
PID: Dem (no lean)	11%	(88)	23%	(187)	16%	(132)	50%	(410)	818
PID: Ind (no lean)	7%	(43)	13%	(79)	16%	(101)	64%	(389)	612
PID: Rep (no lean)	10%	(63)	19%	(117)	17%	(104)	55%	(345)	630
PID/Gender: Dem Men	16%	(64)	31%	(122)	17%	(66)	36%	(143)	394
PID/Gender: Dem Women	6%	(24)	15%	(65)	16%	(67)	63%	(264)	420
PID/Gender: Ind Men	7%	(19)	18%	(45)	19%	(48)	55%	(138)	250
PID/Gender: Ind Women	6%	(23)	10%	(34)	15%	(53)	69%	(244)	354
PID/Gender: Rep Men	15%	(51)	23%	(77)	19%	(66)	42%	(142)	337
PID/Gender: Rep Women	4%	(12)	14%	(40)	13%	(39)	69%	(203)	294
Ideo: Liberal (1-3)	13%	(85)	20%	(130)	16%	(108)	51%	(332)	655
Ideo: Moderate (4)	8%	(50)	21%	(125)	18%	(105)	53%	(317)	597
Ideo: Conservative (5-7)	7%	(46)	18%	(110)	17%	(107)	58%	(361)	623
Educ: < College	8%	(102)	17%	(231)	16%	(217)	59%	(806)	1355
Educ: Bachelors degree	13%	(59)	20%	(91)	18%	(81)	49%	(224)	455
Educ: Post-grad	13%	(33)	25%	(62)	16%	(40)	46%	(115)	250
Income: Under 50k	5%	(53)	14%	(137)	16%	(153)	65%	(642)	985
Income: 50k-100k	12%	(85)	20%	(140)	19%	(129)	48%	(334)	688
Income: 100k+	15%	(57)	27%	(106)	14%	(56)	44%	(169)	387
Ethnicity: White	8%	(125)	19%	(293)	16%	(254)	58%	(911)	1583
Ethnicity: Hispanic	14%	(49)	25%	(89)	16%	(58)	45%	(161)	356
Ethnicity: Black	22%	(58)	19%	(51)	16%	(43)	42%	(110)	261

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Table MCSP7_4: *How often do you use social media to stay updated on each of the following sports related content?*
Behind-the-scenes sports content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(195)	19%	(383)	16%	(338)	56%	(1144)	2060
Ethnicity: Other	6%	(12)	18%	(39)	19%	(41)	57%	(123)	216
All Christian	9%	(79)	19%	(167)	17%	(148)	55%	(474)	867
All Non-Christian	14%	(26)	29%	(52)	16%	(28)	41%	(74)	180
Atheist	8%	(8)	16%	(15)	11%	(10)	65%	(61)	93
Agnostic/Nothing in particular	8%	(46)	15%	(87)	17%	(94)	60%	(338)	565
Something Else	10%	(36)	18%	(63)	16%	(58)	56%	(197)	354
Religious Non-Protestant/Catholic	15%	(32)	28%	(58)	14%	(30)	43%	(89)	208
Evangelical	14%	(73)	21%	(108)	19%	(95)	46%	(233)	508
Non-Evangelical	6%	(41)	16%	(114)	16%	(110)	62%	(441)	707
Community: Urban	15%	(89)	24%	(144)	14%	(84)	48%	(291)	609
Community: Suburban	7%	(71)	18%	(169)	19%	(177)	56%	(531)	947
Community: Rural	7%	(35)	14%	(71)	15%	(76)	64%	(323)	504
Employ: Private Sector	14%	(107)	26%	(201)	17%	(130)	43%	(324)	761
Employ: Government	19%	(29)	19%	(29)	18%	(28)	43%	(66)	152
Employ: Self-Employed	16%	(30)	24%	(44)	14%	(25)	46%	(86)	186
Employ: Homemaker	—	(0)	15%	(16)	13%	(14)	72%	(78)	109
Employ: Student	11%	(6)	13%	(8)	25%	(14)	51%	(30)	58
Employ: Retired	1%	(3)	9%	(44)	16%	(78)	74%	(357)	482
Employ: Unemployed	5%	(11)	12%	(23)	10%	(19)	73%	(144)	196
Employ: Other	8%	(9)	15%	(18)	25%	(29)	51%	(60)	116
Military HH: Yes	15%	(42)	18%	(50)	17%	(47)	51%	(143)	283
Military HH: No	9%	(153)	19%	(333)	16%	(290)	56%	(1001)	1777
2018 House Vote: Democrat	12%	(94)	23%	(176)	16%	(121)	49%	(370)	761
2018 House Vote: Republican	9%	(54)	20%	(117)	17%	(101)	54%	(316)	587
2018 House Vote: Didnt Vote	7%	(45)	13%	(87)	16%	(109)	64%	(431)	672
4-Region: Northeast	11%	(39)	19%	(69)	15%	(55)	54%	(194)	357
4-Region: Midwest	8%	(34)	17%	(72)	22%	(92)	54%	(228)	425
4-Region: South	8%	(67)	18%	(140)	15%	(120)	59%	(467)	794
4-Region: West	11%	(54)	21%	(103)	15%	(71)	53%	(256)	483
Used Twitch in the Past Month	22%	(105)	36%	(172)	20%	(93)	22%	(102)	472
Sports Fan	13%	(180)	25%	(352)	21%	(303)	41%	(582)	1417

Table MCSP7_4: *How often do you use social media to stay updated on each of the following sports related content?*
Behind-the-scenes sports content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(195)	19%	(383)	16%	(338)	56%	(1144)	2060
Sports Fan and Twitch User	27%	(100)	40%	(152)	23%	(86)	11%	(40)	378

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

Table MCSP7_5: *How often do you use social media to stay updated on each of the following sports related content?*
Team giveaways

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	14%	(298)	16%	(329)	63%	(1301)	2060
Gender: Male	9%	(90)	19%	(184)	20%	(196)	52%	(510)	981
Gender: Female	4%	(43)	11%	(114)	12%	(131)	73%	(780)	1068
Age: 18-34	12%	(76)	18%	(114)	16%	(102)	53%	(329)	621
Age: 35-44	11%	(39)	21%	(73)	16%	(55)	52%	(180)	347
Age: 45-64	3%	(17)	14%	(93)	19%	(129)	64%	(429)	667
Age: 65+	—	(1)	4%	(18)	10%	(42)	86%	(363)	424
GenZers: 1997-2012	9%	(26)	12%	(34)	16%	(45)	63%	(174)	278
Millennials: 1981-1996	14%	(86)	23%	(147)	17%	(107)	47%	(296)	636
GenXers: 1965-1980	3%	(14)	17%	(87)	17%	(88)	63%	(328)	517
Baby Boomers: 1946-1964	1%	(7)	5%	(30)	15%	(85)	79%	(462)	583
PID: Dem (no lean)	8%	(64)	18%	(148)	17%	(141)	57%	(466)	818
PID: Ind (no lean)	4%	(28)	10%	(62)	15%	(93)	70%	(429)	612
PID: Rep (no lean)	7%	(41)	14%	(88)	15%	(95)	64%	(406)	630
PID/Gender: Dem Men	11%	(44)	23%	(90)	23%	(89)	44%	(172)	394
PID/Gender: Dem Women	5%	(20)	14%	(58)	12%	(52)	69%	(290)	420
PID/Gender: Ind Men	5%	(13)	13%	(32)	18%	(46)	64%	(159)	250
PID/Gender: Ind Women	4%	(14)	9%	(31)	13%	(46)	74%	(263)	354
PID/Gender: Rep Men	10%	(33)	19%	(62)	18%	(62)	53%	(180)	337
PID/Gender: Rep Women	3%	(9)	9%	(26)	11%	(33)	77%	(226)	294
Ideo: Liberal (1-3)	8%	(54)	17%	(113)	16%	(108)	58%	(379)	655
Ideo: Moderate (4)	5%	(33)	17%	(99)	19%	(113)	59%	(352)	597
Ideo: Conservative (5-7)	6%	(35)	12%	(75)	15%	(91)	68%	(423)	623
Educ: < College	5%	(69)	12%	(168)	17%	(227)	66%	(891)	1355
Educ: Bachelors degree	9%	(42)	17%	(76)	14%	(62)	60%	(274)	455
Educ: Post-grad	9%	(22)	22%	(54)	16%	(40)	54%	(135)	250
Income: Under 50k	4%	(36)	10%	(101)	15%	(146)	71%	(702)	985
Income: 50k-100k	8%	(54)	18%	(121)	17%	(116)	58%	(397)	688
Income: 100k+	11%	(43)	20%	(76)	17%	(66)	52%	(202)	387
Ethnicity: White	6%	(94)	14%	(215)	15%	(242)	65%	(1032)	1583
Ethnicity: Hispanic	7%	(26)	18%	(65)	20%	(72)	54%	(194)	356
Ethnicity: Black	11%	(28)	18%	(48)	22%	(58)	49%	(127)	261

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Table MCSP7_5: *How often do you use social media to stay updated on each of the following sports related content?*
Team giveaways

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	14%	(298)	16%	(329)	63%	(1301)	2060
Ethnicity: Other	5%	(12)	17%	(36)	13%	(28)	65%	(141)	216
All Christian	6%	(48)	16%	(140)	18%	(152)	61%	(527)	867
All Non-Christian	19%	(35)	18%	(32)	10%	(18)	53%	(95)	180
Atheist	9%	(8)	9%	(9)	21%	(20)	60%	(56)	93
Agnostic/Nothing in particular	4%	(24)	12%	(69)	15%	(86)	68%	(386)	565
Something Else	5%	(17)	13%	(48)	15%	(53)	67%	(236)	354
Religious Non-Protestant/Catholic	18%	(38)	19%	(39)	10%	(20)	53%	(111)	208
Evangelical	8%	(41)	19%	(97)	18%	(89)	55%	(281)	508
Non-Evangelical	3%	(19)	12%	(87)	15%	(109)	70%	(492)	707
Community: Urban	11%	(66)	20%	(124)	15%	(90)	54%	(328)	609
Community: Suburban	4%	(40)	12%	(113)	19%	(177)	65%	(617)	947
Community: Rural	5%	(27)	12%	(61)	12%	(62)	70%	(355)	504
Employ: Private Sector	9%	(68)	22%	(166)	20%	(151)	49%	(376)	761
Employ: Government	12%	(18)	21%	(32)	15%	(23)	52%	(79)	152
Employ: Self-Employed	14%	(25)	18%	(33)	16%	(29)	53%	(98)	186
Employ: Homemaker	1%	(1)	6%	(7)	17%	(19)	75%	(82)	109
Employ: Student	6%	(4)	11%	(6)	21%	(12)	62%	(36)	58
Employ: Retired	1%	(4)	5%	(26)	11%	(52)	83%	(400)	482
Employ: Unemployed	3%	(5)	9%	(17)	11%	(21)	78%	(152)	196
Employ: Other	6%	(7)	10%	(11)	18%	(21)	66%	(77)	116
Military HH: Yes	8%	(22)	17%	(47)	12%	(33)	64%	(181)	283
Military HH: No	6%	(111)	14%	(251)	17%	(296)	63%	(1120)	1777
2018 House Vote: Democrat	9%	(68)	18%	(133)	18%	(138)	55%	(422)	761
2018 House Vote: Republican	6%	(34)	15%	(87)	16%	(96)	63%	(370)	587
2018 House Vote: Didnt Vote	4%	(29)	11%	(73)	13%	(87)	72%	(484)	672
4-Region: Northeast	6%	(21)	17%	(62)	15%	(53)	62%	(221)	357
4-Region: Midwest	5%	(21)	15%	(65)	17%	(72)	63%	(267)	425
4-Region: South	6%	(48)	13%	(101)	16%	(127)	65%	(519)	794
4-Region: West	9%	(43)	15%	(70)	16%	(77)	61%	(293)	483
Used Twitch in the Past Month	18%	(85)	33%	(156)	22%	(103)	27%	(128)	472
Sports Fan	9%	(124)	20%	(282)	21%	(295)	51%	(717)	1417

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Table MCSP7_5: *How often do you use social media to stay updated on each of the following sports related content?*
Team giveaways

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	14%	(298)	16%	(329)	63%	(1301)	2060
Sports Fan and Twitch User	21%	(79)	38%	(145)	26%	(98)	15%	(56)	378

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

Table MCSP7_6: *How often do you use social media to stay updated on each of the following sports related content?*
Fantasy sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(180)	13%	(263)	11%	(233)	67%	(1384)	2060
Gender: Male	14%	(139)	18%	(177)	13%	(128)	55%	(536)	981
Gender: Female	4%	(40)	8%	(85)	10%	(104)	78%	(838)	1068
Age: 18-34	15%	(96)	20%	(122)	12%	(73)	53%	(330)	621
Age: 35-44	12%	(41)	21%	(73)	12%	(43)	55%	(190)	347
Age: 45-64	6%	(42)	8%	(56)	14%	(92)	72%	(478)	667
Age: 65+	—	(1)	3%	(12)	6%	(25)	91%	(386)	424
GenZers: 1997-2012	10%	(27)	16%	(45)	13%	(36)	61%	(170)	278
Millennials: 1981-1996	17%	(107)	22%	(143)	12%	(77)	49%	(309)	636
GenXers: 1965-1980	6%	(33)	10%	(51)	15%	(80)	68%	(353)	517
Baby Boomers: 1946-1964	2%	(13)	4%	(23)	6%	(37)	88%	(511)	583
PID: Dem (no lean)	11%	(93)	15%	(122)	12%	(96)	62%	(508)	818
PID: Ind (no lean)	5%	(31)	9%	(58)	10%	(58)	76%	(464)	612
PID: Rep (no lean)	9%	(56)	13%	(83)	13%	(79)	65%	(412)	630
PID/Gender: Dem Men	19%	(74)	21%	(81)	13%	(51)	48%	(188)	394
PID/Gender: Dem Women	4%	(18)	10%	(41)	11%	(45)	75%	(316)	420
PID/Gender: Ind Men	7%	(18)	15%	(38)	9%	(24)	68%	(170)	250
PID/Gender: Ind Women	4%	(14)	5%	(19)	10%	(34)	81%	(287)	354
PID/Gender: Rep Men	14%	(47)	17%	(58)	16%	(54)	53%	(177)	337
PID/Gender: Rep Women	3%	(8)	8%	(25)	9%	(25)	80%	(235)	294
Ideo: Liberal (1-3)	11%	(71)	16%	(104)	10%	(64)	64%	(416)	655
Ideo: Moderate (4)	8%	(49)	13%	(80)	13%	(79)	65%	(390)	597
Ideo: Conservative (5-7)	8%	(51)	12%	(72)	11%	(68)	69%	(433)	623
Educ: < College	7%	(96)	11%	(152)	12%	(164)	70%	(944)	1355
Educ: Bachelors degree	12%	(53)	14%	(62)	10%	(47)	64%	(292)	455
Educ: Post-grad	12%	(31)	20%	(49)	9%	(22)	59%	(148)	250
Income: Under 50k	4%	(44)	9%	(90)	10%	(97)	77%	(754)	985
Income: 50k-100k	12%	(82)	14%	(97)	13%	(92)	61%	(417)	688
Income: 100k+	14%	(54)	19%	(75)	12%	(45)	55%	(213)	387
Ethnicity: White	8%	(132)	11%	(171)	11%	(172)	70%	(1108)	1583
Ethnicity: Hispanic	11%	(41)	16%	(59)	16%	(55)	57%	(202)	356
Ethnicity: Black	14%	(36)	23%	(61)	12%	(32)	51%	(133)	261

Table MCSP7_6: *How often do you use social media to stay updated on each of the following sports related content?*
Fantasy sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(180)	13%	(263)	11%	(233)	67%	(1384)	2060
Ethnicity: Other	5%	(12)	15%	(32)	14%	(29)	66%	(143)	216
All Christian	9%	(80)	13%	(112)	11%	(91)	67%	(584)	867
All Non-Christian	20%	(37)	20%	(37)	7%	(13)	52%	(93)	180
Atheist	7%	(6)	10%	(10)	14%	(13)	69%	(64)	93
Agnostic/Nothing in particular	6%	(34)	10%	(59)	14%	(79)	70%	(394)	565
Something Else	6%	(22)	13%	(46)	10%	(37)	70%	(249)	354
Religious Non-Protestant/Catholic	20%	(43)	18%	(37)	8%	(16)	54%	(112)	208
Evangelical	12%	(63)	17%	(86)	9%	(48)	61%	(310)	508
Non-Evangelical	5%	(38)	10%	(69)	10%	(74)	75%	(527)	707
Community: Urban	15%	(90)	17%	(105)	10%	(59)	58%	(355)	609
Community: Suburban	6%	(59)	12%	(110)	13%	(123)	69%	(656)	947
Community: Rural	6%	(31)	10%	(48)	10%	(52)	74%	(374)	504
Employ: Private Sector	13%	(101)	20%	(154)	15%	(112)	52%	(394)	761
Employ: Government	15%	(22)	17%	(26)	11%	(17)	57%	(87)	152
Employ: Self-Employed	16%	(30)	15%	(27)	12%	(23)	57%	(106)	186
Employ: Homemaker	1%	(1)	10%	(11)	4%	(5)	85%	(93)	109
Employ: Student	3%	(2)	16%	(9)	29%	(17)	52%	(31)	58
Employ: Retired	1%	(7)	3%	(12)	8%	(37)	88%	(425)	482
Employ: Unemployed	7%	(13)	6%	(11)	5%	(9)	83%	(162)	196
Employ: Other	3%	(3)	11%	(13)	12%	(14)	74%	(86)	116
Military HH: Yes	13%	(37)	11%	(32)	9%	(25)	66%	(188)	283
Military HH: No	8%	(142)	13%	(230)	12%	(208)	67%	(1197)	1777
2018 House Vote: Democrat	12%	(90)	16%	(119)	12%	(90)	61%	(462)	761
2018 House Vote: Republican	10%	(60)	12%	(69)	13%	(77)	65%	(382)	587
2018 House Vote: Didnt Vote	4%	(29)	10%	(69)	9%	(63)	76%	(511)	672
4-Region: Northeast	11%	(38)	14%	(51)	10%	(35)	66%	(234)	357
4-Region: Midwest	8%	(33)	13%	(53)	13%	(56)	67%	(283)	425
4-Region: South	7%	(56)	12%	(96)	12%	(95)	69%	(547)	794
4-Region: West	11%	(52)	13%	(63)	10%	(48)	66%	(320)	483
Used Twitch in the Past Month	24%	(112)	29%	(138)	16%	(76)	31%	(146)	472
Sports Fan	12%	(168)	17%	(244)	15%	(206)	56%	(799)	1417

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Table MCSP7_6: *How often do you use social media to stay updated on each of the following sports related content?*
Fantasy sports

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(180)	13%	(263)	11%	(233)	67%	(1384)	2060
Sports Fan and Twitch User	27%	(103)	35%	(132)	18%	(67)	20%	(75)	378

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

Table MCSP7_7: *How often do you use social media to stay updated on each of the following sports related content?*
Sports betting

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(167)	13%	(267)	10%	(200)	69%	(1427)	2060
Gender: Male	13%	(126)	18%	(179)	11%	(107)	58%	(569)	981
Gender: Female	4%	(40)	8%	(88)	9%	(91)	79%	(848)	1068
Age: 18-34	15%	(95)	19%	(118)	9%	(56)	57%	(353)	621
Age: 35-44	13%	(44)	18%	(61)	10%	(36)	59%	(205)	347
Age: 45-64	4%	(27)	11%	(76)	12%	(82)	72%	(483)	667
Age: 65+	—	(2)	3%	(12)	6%	(25)	91%	(386)	424
GenZers: 1997-2012	12%	(33)	11%	(30)	11%	(30)	67%	(186)	278
Millennials: 1981-1996	16%	(103)	22%	(142)	9%	(60)	52%	(331)	636
GenXers: 1965-1980	4%	(22)	15%	(78)	11%	(56)	70%	(361)	517
Baby Boomers: 1946-1964	2%	(9)	3%	(17)	9%	(52)	87%	(506)	583
PID: Dem (no lean)	11%	(86)	16%	(129)	9%	(78)	64%	(526)	818
PID: Ind (no lean)	5%	(33)	8%	(50)	8%	(50)	78%	(477)	612
PID: Rep (no lean)	8%	(48)	14%	(88)	11%	(72)	67%	(424)	630
PID/Gender: Dem Men	17%	(67)	22%	(85)	10%	(41)	51%	(202)	394
PID/Gender: Dem Women	5%	(19)	10%	(44)	8%	(35)	77%	(322)	420
PID/Gender: Ind Men	8%	(20)	13%	(31)	10%	(25)	69%	(173)	250
PID/Gender: Ind Women	3%	(12)	5%	(19)	7%	(25)	84%	(298)	354
PID/Gender: Rep Men	11%	(39)	19%	(63)	12%	(41)	58%	(194)	337
PID/Gender: Rep Women	3%	(9)	9%	(25)	10%	(31)	78%	(229)	294
Ideo: Liberal (1-3)	11%	(74)	15%	(101)	7%	(49)	66%	(431)	655
Ideo: Moderate (4)	6%	(38)	14%	(84)	11%	(67)	68%	(408)	597
Ideo: Conservative (5-7)	7%	(44)	11%	(67)	12%	(78)	70%	(435)	623
Educ: < College	6%	(83)	12%	(164)	9%	(126)	72%	(982)	1355
Educ: Bachelors degree	12%	(55)	14%	(62)	11%	(52)	63%	(286)	455
Educ: Post-grad	12%	(29)	16%	(41)	8%	(21)	64%	(159)	250
Income: Under 50k	5%	(45)	9%	(90)	9%	(85)	78%	(765)	985
Income: 50k-100k	11%	(72)	17%	(114)	9%	(61)	64%	(440)	688
Income: 100k+	13%	(50)	16%	(63)	14%	(53)	57%	(222)	387
Ethnicity: White	7%	(108)	12%	(183)	10%	(152)	72%	(1140)	1583
Ethnicity: Hispanic	9%	(32)	17%	(60)	13%	(48)	61%	(217)	356
Ethnicity: Black	19%	(50)	21%	(56)	7%	(17)	53%	(138)	261

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Table MCSP7_7: *How often do you use social media to stay updated on each of the following sports related content?*
Sports betting

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(167)	13%	(267)	10%	(200)	69%	(1427)	2060
Ethnicity: Other	4%	(9)	13%	(28)	14%	(30)	69%	(149)	216
All Christian	10%	(82)	12%	(100)	12%	(107)	67%	(577)	867
All Non-Christian	13%	(24)	28%	(50)	4%	(7)	55%	(99)	180
Atheist	7%	(7)	11%	(10)	7%	(6)	75%	(70)	93
Agnostic/Nothing in particular	6%	(32)	11%	(63)	8%	(43)	76%	(427)	565
Something Else	6%	(23)	12%	(43)	10%	(36)	71%	(253)	354
Religious Non-Protestant/Catholic	14%	(30)	24%	(50)	5%	(10)	56%	(117)	208
Evangelical	13%	(64)	14%	(70)	12%	(62)	62%	(313)	508
Non-Evangelical	5%	(34)	10%	(72)	11%	(76)	74%	(525)	707
Community: Urban	15%	(89)	18%	(110)	8%	(51)	59%	(358)	609
Community: Suburban	5%	(51)	12%	(117)	10%	(96)	72%	(683)	947
Community: Rural	5%	(27)	8%	(40)	10%	(53)	76%	(385)	504
Employ: Private Sector	13%	(99)	18%	(135)	13%	(99)	56%	(428)	761
Employ: Government	11%	(17)	22%	(33)	13%	(19)	55%	(83)	152
Employ: Self-Employed	14%	(26)	22%	(41)	8%	(15)	56%	(103)	186
Employ: Homemaker	1%	(1)	9%	(10)	5%	(5)	85%	(93)	109
Employ: Student	10%	(6)	15%	(9)	5%	(3)	70%	(41)	58
Employ: Retired	—	(2)	4%	(20)	7%	(36)	88%	(424)	482
Employ: Unemployed	6%	(11)	5%	(11)	5%	(9)	84%	(165)	196
Employ: Other	5%	(6)	8%	(9)	11%	(13)	76%	(89)	116
Military HH: Yes	13%	(36)	12%	(33)	8%	(24)	67%	(190)	283
Military HH: No	7%	(132)	13%	(233)	10%	(176)	70%	(1237)	1777
2018 House Vote: Democrat	12%	(91)	15%	(115)	10%	(77)	63%	(477)	761
2018 House Vote: Republican	8%	(46)	13%	(74)	11%	(63)	69%	(404)	587
2018 House Vote: Didnt Vote	4%	(30)	11%	(71)	8%	(55)	77%	(515)	672
4-Region: Northeast	8%	(30)	19%	(67)	7%	(26)	66%	(234)	357
4-Region: Midwest	6%	(28)	14%	(61)	13%	(55)	66%	(281)	425
4-Region: South	8%	(61)	10%	(76)	10%	(77)	73%	(580)	794
4-Region: West	10%	(49)	13%	(62)	9%	(42)	69%	(331)	483
Used Twitch in the Past Month	21%	(100)	29%	(139)	14%	(68)	35%	(165)	472
Sports Fan	11%	(160)	17%	(242)	13%	(178)	59%	(838)	1417

Table MCSP7_7: *How often do you use social media to stay updated on each of the following sports related content?*
Sports betting

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(167)	13%	(267)	10%	(200)	69%	(1427)	2060
Sports Fan and Twitch User	25%	(95)	33%	(126)	17%	(64)	25%	(93)	378

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

Table MCSP7_8: *How often do you use social media to stay updated on each of the following sports related content?*
Game day content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(298)	24%	(499)	15%	(304)	47%	(960)	2060
Gender: Male	22%	(218)	27%	(265)	14%	(139)	37%	(359)	981
Gender: Female	7%	(78)	22%	(233)	15%	(164)	56%	(593)	1068
Age: 18-34	22%	(139)	26%	(162)	13%	(84)	38%	(236)	621
Age: 35-44	20%	(69)	28%	(96)	14%	(48)	39%	(134)	347
Age: 45-64	11%	(73)	26%	(173)	17%	(116)	46%	(305)	667
Age: 65+	4%	(17)	16%	(67)	13%	(56)	67%	(284)	424
GenZers: 1997-2012	18%	(50)	27%	(76)	12%	(35)	42%	(118)	278
Millennials: 1981-1996	24%	(153)	27%	(169)	14%	(92)	35%	(222)	636
GenXers: 1965-1980	12%	(60)	27%	(140)	15%	(77)	46%	(239)	517
Baby Boomers: 1946-1964	6%	(34)	18%	(108)	17%	(97)	59%	(345)	583
PID: Dem (no lean)	19%	(159)	27%	(217)	12%	(97)	42%	(345)	818
PID: Ind (no lean)	9%	(52)	21%	(131)	15%	(94)	55%	(334)	612
PID: Rep (no lean)	14%	(87)	24%	(150)	18%	(114)	44%	(280)	630
PID/Gender: Dem Men	30%	(117)	26%	(104)	11%	(45)	33%	(130)	394
PID/Gender: Dem Women	10%	(42)	27%	(114)	12%	(51)	51%	(213)	420
PID/Gender: Ind Men	13%	(32)	30%	(75)	12%	(30)	45%	(113)	250
PID/Gender: Ind Women	5%	(19)	16%	(56)	18%	(63)	61%	(216)	354
PID/Gender: Rep Men	21%	(70)	26%	(87)	19%	(64)	34%	(116)	337
PID/Gender: Rep Women	6%	(17)	21%	(63)	17%	(50)	56%	(164)	294
Ideo: Liberal (1-3)	19%	(122)	26%	(170)	13%	(88)	42%	(275)	655
Ideo: Moderate (4)	13%	(75)	27%	(164)	13%	(79)	47%	(279)	597
Ideo: Conservative (5-7)	13%	(82)	24%	(150)	18%	(111)	45%	(281)	623
Educ: < College	13%	(169)	23%	(312)	15%	(207)	49%	(666)	1355
Educ: Bachelors degree	19%	(85)	25%	(113)	13%	(60)	43%	(197)	455
Educ: Post-grad	17%	(43)	29%	(73)	15%	(37)	39%	(97)	250
Income: Under 50k	10%	(100)	19%	(189)	14%	(137)	57%	(559)	985
Income: 50k-100k	16%	(110)	30%	(205)	16%	(111)	38%	(262)	688
Income: 100k+	23%	(88)	27%	(104)	15%	(56)	36%	(139)	387
Ethnicity: White	13%	(213)	24%	(374)	15%	(240)	48%	(756)	1583
Ethnicity: Hispanic	18%	(65)	28%	(99)	21%	(76)	33%	(116)	356
Ethnicity: Black	27%	(70)	26%	(67)	14%	(37)	33%	(87)	261

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Table MCSP7_8: *How often do you use social media to stay updated on each of the following sports related content?*
Game day content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(298)	24%	(499)	15%	(304)	47%	(960)	2060
Ethnicity: Other	7%	(14)	27%	(58)	13%	(28)	54%	(116)	216
All Christian	14%	(120)	26%	(229)	16%	(136)	44%	(382)	867
All Non-Christian	21%	(38)	26%	(47)	14%	(26)	39%	(70)	180
Atheist	17%	(15)	17%	(15)	11%	(10)	56%	(52)	93
Agnostic/Nothing in particular	13%	(74)	22%	(124)	14%	(81)	51%	(286)	565
Something Else	14%	(50)	24%	(83)	14%	(51)	48%	(170)	354
Religious Non-Protestant/Catholic	19%	(40)	27%	(55)	15%	(31)	39%	(82)	208
Evangelical	19%	(99)	27%	(136)	14%	(70)	40%	(203)	508
Non-Evangelical	10%	(73)	24%	(172)	15%	(107)	50%	(354)	707
Community: Urban	22%	(132)	26%	(156)	12%	(73)	41%	(248)	609
Community: Suburban	12%	(115)	25%	(240)	17%	(160)	46%	(433)	947
Community: Rural	10%	(51)	20%	(103)	14%	(72)	55%	(279)	504
Employ: Private Sector	20%	(154)	32%	(241)	13%	(96)	35%	(269)	761
Employ: Government	20%	(31)	24%	(36)	21%	(32)	35%	(53)	152
Employ: Self-Employed	24%	(45)	21%	(40)	19%	(35)	36%	(67)	186
Employ: Homemaker	3%	(3)	30%	(33)	16%	(18)	51%	(56)	109
Employ: Student	19%	(11)	27%	(16)	9%	(5)	45%	(26)	58
Employ: Retired	4%	(20)	17%	(82)	15%	(72)	64%	(307)	482
Employ: Unemployed	8%	(17)	14%	(27)	10%	(19)	68%	(133)	196
Employ: Other	15%	(17)	21%	(25)	22%	(26)	42%	(48)	116
Military HH: Yes	15%	(42)	23%	(65)	17%	(47)	46%	(129)	283
Military HH: No	14%	(256)	24%	(434)	14%	(257)	47%	(831)	1777
2018 House Vote: Democrat	19%	(141)	25%	(193)	15%	(114)	41%	(313)	761
2018 House Vote: Republican	14%	(81)	26%	(151)	16%	(94)	44%	(261)	587
2018 House Vote: Didnt Vote	11%	(74)	22%	(146)	13%	(89)	54%	(363)	672
4-Region: Northeast	15%	(54)	24%	(85)	14%	(51)	47%	(168)	357
4-Region: Midwest	14%	(61)	26%	(112)	13%	(56)	46%	(197)	425
4-Region: South	12%	(96)	24%	(190)	15%	(117)	49%	(391)	794
4-Region: West	18%	(87)	23%	(113)	17%	(81)	42%	(203)	483
Used Twitch in the Past Month	32%	(152)	34%	(162)	16%	(77)	17%	(80)	472
Sports Fan	20%	(279)	32%	(449)	17%	(247)	31%	(442)	1417

Continued on next page

Table MCSP7_8: *How often do you use social media to stay updated on each of the following sports related content?*

Game day content

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(298)	24%	(499)	15%	(304)	47%	(960)	2060
Sports Fan and Twitch User	37%	(141)	38%	(143)	19%	(70)	6%	(23)	378

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

Table MCSP8_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	22%	(445)	26%	(535)	10%	(212)	28%	(578)	14%	(291)	2060
Gender: Male	33%	(320)	28%	(278)	10%	(96)	18%	(179)	11%	(107)	981
Gender: Female	12%	(126)	24%	(254)	11%	(115)	37%	(395)	17%	(179)	1068
Age: 18-34	28%	(177)	23%	(141)	11%	(68)	25%	(157)	13%	(80)	621
Age: 35-44	23%	(81)	27%	(94)	10%	(34)	21%	(72)	19%	(66)	347
Age: 45-64	22%	(144)	29%	(192)	11%	(72)	26%	(175)	13%	(84)	667
Age: 65+	10%	(43)	26%	(109)	9%	(38)	41%	(173)	14%	(62)	424
GenZers: 1997-2012	25%	(68)	22%	(60)	9%	(25)	29%	(79)	16%	(46)	278
Millennials: 1981-1996	28%	(181)	25%	(160)	11%	(71)	21%	(135)	14%	(89)	636
GenXers: 1965-1980	20%	(106)	27%	(139)	13%	(67)	26%	(137)	13%	(69)	517
Baby Boomers: 1946-1964	15%	(86)	28%	(163)	8%	(44)	35%	(207)	14%	(83)	583
PID: Dem (no lean)	28%	(229)	25%	(204)	9%	(76)	26%	(211)	12%	(97)	818
PID: Ind (no lean)	13%	(82)	31%	(188)	10%	(61)	30%	(181)	16%	(100)	612
PID: Rep (no lean)	21%	(133)	23%	(143)	12%	(74)	29%	(186)	15%	(94)	630
PID/Gender: Dem Men	42%	(165)	27%	(108)	8%	(30)	16%	(63)	7%	(29)	394
PID/Gender: Dem Women	15%	(65)	22%	(94)	11%	(47)	35%	(147)	16%	(68)	420
PID/Gender: Ind Men	20%	(50)	38%	(94)	11%	(29)	20%	(50)	11%	(27)	250
PID/Gender: Ind Women	9%	(32)	26%	(93)	9%	(32)	36%	(129)	19%	(68)	354
PID/Gender: Rep Men	31%	(105)	23%	(76)	11%	(38)	20%	(67)	15%	(51)	337
PID/Gender: Rep Women	10%	(28)	23%	(67)	12%	(36)	40%	(119)	15%	(43)	294
Ideo: Liberal (1-3)	24%	(160)	25%	(163)	10%	(68)	28%	(183)	12%	(81)	655
Ideo: Moderate (4)	20%	(116)	28%	(167)	12%	(70)	28%	(165)	13%	(78)	597
Ideo: Conservative (5-7)	24%	(152)	26%	(164)	9%	(56)	28%	(173)	12%	(78)	623
Educ: < College	19%	(254)	25%	(333)	11%	(143)	30%	(410)	16%	(216)	1355
Educ: Bachelors degree	26%	(119)	26%	(120)	10%	(46)	26%	(119)	11%	(50)	455
Educ: Post-grad	29%	(72)	33%	(82)	9%	(23)	20%	(49)	10%	(25)	250
Income: Under 50k	16%	(153)	22%	(213)	11%	(104)	36%	(351)	17%	(164)	985
Income: 50k-100k	23%	(160)	33%	(225)	10%	(72)	19%	(134)	14%	(97)	688
Income: 100k+	34%	(132)	25%	(97)	9%	(35)	24%	(93)	8%	(29)	387
Ethnicity: White	20%	(320)	25%	(403)	10%	(161)	30%	(477)	14%	(223)	1583
Ethnicity: Hispanic	22%	(79)	26%	(93)	11%	(39)	22%	(77)	19%	(68)	356

Table MCSP8_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	22%	(445)	26%	(535)	10%	(212)	28%	(578)	14%	(291)	2060
Ethnicity: Black	33%	(85)	28%	(74)	7%	(18)	16%	(41)	17%	(43)	261
Ethnicity: Other	19%	(40)	27%	(58)	15%	(33)	28%	(59)	12%	(25)	216
All Christian	26%	(224)	28%	(240)	10%	(84)	26%	(224)	11%	(96)	867
All Non-Christian	25%	(46)	29%	(52)	10%	(17)	21%	(38)	15%	(27)	180
Atheist	22%	(20)	19%	(18)	15%	(14)	36%	(33)	7%	(7)	93
Agnostic/Nothing in particular	16%	(89)	25%	(142)	8%	(48)	33%	(187)	18%	(99)	565
Something Else	19%	(66)	23%	(83)	14%	(49)	27%	(95)	17%	(62)	354
Religious Non-Protestant/Catholic	28%	(58)	26%	(55)	9%	(19)	22%	(46)	15%	(30)	208
Evangelical	27%	(136)	28%	(144)	7%	(34)	26%	(132)	12%	(62)	508
Non-Evangelical	20%	(138)	25%	(173)	14%	(96)	29%	(205)	13%	(95)	707
Community: Urban	28%	(172)	25%	(153)	9%	(52)	22%	(136)	16%	(95)	609
Community: Suburban	21%	(197)	27%	(255)	11%	(109)	28%	(264)	13%	(123)	947
Community: Rural	15%	(76)	25%	(126)	10%	(51)	35%	(178)	15%	(74)	504
Employ: Private Sector	29%	(218)	30%	(226)	10%	(79)	23%	(176)	8%	(62)	761
Employ: Government	25%	(39)	25%	(39)	10%	(15)	18%	(28)	21%	(32)	152
Employ: Self-Employed	32%	(59)	27%	(50)	11%	(21)	18%	(33)	13%	(23)	186
Employ: Homemaker	8%	(8)	27%	(30)	13%	(14)	34%	(37)	18%	(20)	109
Employ: Student	21%	(12)	23%	(13)	22%	(13)	15%	(9)	20%	(12)	58
Employ: Retired	11%	(54)	26%	(124)	9%	(44)	39%	(186)	15%	(73)	482
Employ: Unemployed	17%	(34)	12%	(24)	8%	(16)	38%	(74)	24%	(48)	196
Employ: Other	19%	(22)	25%	(29)	8%	(9)	30%	(34)	18%	(21)	116
Military HH: Yes	25%	(70)	26%	(75)	7%	(19)	23%	(65)	19%	(54)	283
Military HH: No	21%	(375)	26%	(460)	11%	(193)	29%	(512)	13%	(237)	1777
2018 House Vote: Democrat	27%	(208)	27%	(208)	10%	(74)	23%	(178)	12%	(94)	761
2018 House Vote: Republican	23%	(136)	26%	(152)	11%	(65)	29%	(171)	11%	(64)	587
2018 House Vote: Didnt Vote	14%	(97)	24%	(164)	10%	(69)	32%	(216)	19%	(126)	672
4-Region: Northeast	22%	(80)	24%	(85)	9%	(33)	30%	(107)	15%	(53)	357
4-Region: Midwest	21%	(88)	31%	(130)	10%	(43)	25%	(105)	14%	(59)	425
4-Region: South	21%	(164)	26%	(203)	11%	(90)	31%	(247)	11%	(91)	794
4-Region: West	23%	(113)	24%	(117)	9%	(45)	25%	(119)	18%	(89)	483

Table MCSP8_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	22%	(445)	26%	(535)	10%	(212)	28%	(578)	14%	(291)	2060
Used Twitch in the Past Month	41%	(193)	27%	(127)	8%	(38)	14%	(67)	10%	(46)	472
Sports Fan	31%	(434)	34%	(478)	10%	(146)	16%	(233)	9%	(127)	1417
Sports Fan and Twitch User	50%	(188)	30%	(114)	7%	(25)	7%	(27)	6%	(23)	378

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

Table MCSP8_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(366)	26%	(542)	10%	(209)	31%	(642)	15%	(301)	2060
Gender: Male	27%	(262)	29%	(284)	11%	(105)	22%	(218)	11%	(111)	981
Gender: Female	10%	(102)	24%	(258)	10%	(105)	39%	(419)	17%	(184)	1068
Age: 18-34	24%	(147)	28%	(172)	9%	(58)	26%	(164)	13%	(81)	621
Age: 35-44	23%	(80)	26%	(90)	9%	(31)	23%	(80)	19%	(66)	347
Age: 45-64	16%	(108)	28%	(186)	12%	(77)	31%	(204)	14%	(91)	667
Age: 65+	7%	(31)	22%	(93)	10%	(43)	46%	(195)	15%	(63)	424
GenZers: 1997-2012	16%	(44)	32%	(88)	5%	(14)	30%	(85)	17%	(48)	278
Millennials: 1981-1996	27%	(171)	26%	(163)	11%	(70)	22%	(143)	14%	(89)	636
GenXers: 1965-1980	17%	(90)	28%	(145)	10%	(53)	31%	(162)	13%	(68)	517
Baby Boomers: 1946-1964	10%	(60)	24%	(141)	10%	(60)	40%	(232)	16%	(91)	583
PID: Dem (no lean)	23%	(192)	28%	(233)	8%	(68)	28%	(228)	12%	(98)	818
PID: Ind (no lean)	11%	(69)	26%	(158)	12%	(71)	34%	(209)	17%	(104)	612
PID: Rep (no lean)	17%	(105)	24%	(151)	11%	(71)	33%	(205)	16%	(98)	630
PID/Gender: Dem Men	36%	(143)	30%	(119)	9%	(34)	16%	(65)	8%	(33)	394
PID/Gender: Dem Women	11%	(48)	27%	(114)	8%	(34)	38%	(160)	15%	(64)	420
PID/Gender: Ind Men	15%	(38)	32%	(81)	15%	(37)	27%	(67)	10%	(26)	250
PID/Gender: Ind Women	9%	(30)	22%	(77)	9%	(33)	39%	(140)	21%	(73)	354
PID/Gender: Rep Men	24%	(81)	25%	(84)	10%	(33)	26%	(86)	15%	(52)	337
PID/Gender: Rep Women	8%	(24)	23%	(67)	13%	(38)	40%	(119)	16%	(46)	294
Ideo: Liberal (1-3)	21%	(134)	28%	(186)	8%	(54)	31%	(202)	12%	(79)	655
Ideo: Moderate (4)	15%	(89)	31%	(185)	12%	(69)	30%	(180)	13%	(75)	597
Ideo: Conservative (5-7)	20%	(124)	23%	(145)	11%	(67)	32%	(201)	14%	(86)	623
Educ: < College	15%	(210)	25%	(341)	9%	(128)	33%	(449)	17%	(227)	1355
Educ: Bachelors degree	23%	(104)	26%	(118)	10%	(47)	30%	(136)	11%	(50)	455
Educ: Post-grad	21%	(52)	33%	(84)	14%	(34)	23%	(57)	9%	(23)	250
Income: Under 50k	12%	(120)	22%	(217)	10%	(101)	38%	(379)	17%	(169)	985
Income: 50k-100k	20%	(138)	30%	(207)	11%	(72)	24%	(165)	15%	(106)	688
Income: 100k+	28%	(108)	31%	(119)	9%	(36)	25%	(98)	7%	(27)	387
Ethnicity: White	16%	(254)	25%	(391)	11%	(177)	33%	(528)	15%	(233)	1583
Ethnicity: Hispanic	19%	(68)	25%	(90)	9%	(33)	24%	(87)	22%	(79)	356

Table MCSP8_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(366)	26%	(542)	10%	(209)	31%	(642)	15%	(301)	2060
Ethnicity: Black	32%	(83)	31%	(81)	4%	(10)	18%	(46)	16%	(41)	261
Ethnicity: Other	13%	(28)	33%	(70)	10%	(22)	31%	(68)	12%	(27)	216
All Christian	21%	(179)	27%	(233)	11%	(96)	30%	(263)	11%	(97)	867
All Non-Christian	27%	(48)	25%	(45)	12%	(22)	22%	(40)	14%	(25)	180
Atheist	15%	(14)	28%	(26)	15%	(14)	34%	(32)	7%	(7)	93
Agnostic/Nothing in particular	12%	(68)	26%	(146)	8%	(45)	36%	(205)	18%	(101)	565
Something Else	16%	(56)	26%	(92)	9%	(32)	29%	(102)	20%	(72)	354
Religious Non-Protestant/Catholic	26%	(53)	24%	(50)	14%	(29)	23%	(48)	14%	(28)	208
Evangelical	25%	(127)	26%	(133)	8%	(41)	27%	(138)	14%	(70)	508
Non-Evangelical	14%	(100)	26%	(186)	11%	(80)	35%	(245)	14%	(96)	707
Community: Urban	25%	(155)	25%	(154)	8%	(47)	26%	(158)	16%	(95)	609
Community: Suburban	15%	(145)	27%	(258)	13%	(120)	31%	(292)	14%	(132)	947
Community: Rural	13%	(66)	26%	(130)	8%	(42)	38%	(192)	15%	(75)	504
Employ: Private Sector	25%	(193)	31%	(238)	10%	(77)	25%	(193)	8%	(59)	761
Employ: Government	23%	(35)	28%	(43)	9%	(14)	20%	(30)	19%	(30)	152
Employ: Self-Employed	24%	(46)	31%	(57)	9%	(17)	20%	(38)	15%	(28)	186
Employ: Homemaker	5%	(6)	23%	(25)	11%	(12)	35%	(38)	25%	(27)	109
Employ: Student	11%	(7)	41%	(24)	8%	(5)	21%	(13)	18%	(11)	58
Employ: Retired	7%	(35)	24%	(115)	10%	(51)	44%	(210)	15%	(70)	482
Employ: Unemployed	13%	(25)	11%	(21)	9%	(18)	41%	(81)	26%	(51)	196
Employ: Other	16%	(19)	15%	(18)	13%	(15)	34%	(39)	22%	(25)	116
Military HH: Yes	16%	(46)	28%	(79)	9%	(26)	25%	(71)	22%	(61)	283
Military HH: No	18%	(319)	26%	(463)	10%	(184)	32%	(571)	13%	(240)	1777
2018 House Vote: Democrat	24%	(185)	29%	(217)	8%	(65)	27%	(203)	12%	(91)	761
2018 House Vote: Republican	18%	(104)	25%	(148)	13%	(76)	33%	(196)	11%	(63)	587
2018 House Vote: Didnt Vote	11%	(73)	25%	(171)	9%	(60)	34%	(229)	21%	(140)	672
4-Region: Northeast	20%	(73)	25%	(90)	5%	(19)	34%	(121)	15%	(53)	357
4-Region: Midwest	18%	(75)	29%	(124)	10%	(42)	29%	(123)	14%	(61)	425
4-Region: South	16%	(128)	25%	(201)	12%	(97)	34%	(272)	12%	(97)	794
4-Region: West	18%	(89)	26%	(127)	11%	(52)	26%	(126)	19%	(89)	483

Table MCSP8_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(366)	26%	(542)	10%	(209)	31%	(642)	15%	(301)	2060
Used Twitch in the Past Month	37%	(173)	31%	(145)	8%	(37)	15%	(72)	10%	(46)	472
Sports Fan	25%	(348)	35%	(498)	11%	(161)	20%	(281)	9%	(129)	1417
Sports Fan and Twitch User	42%	(160)	34%	(130)	9%	(33)	9%	(32)	6%	(23)	378

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

Table MCSP8_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?* *Sports news (e.g.,injury updates, schedule reminders)*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(380)	26%	(546)	12%	(253)	29%	(589)	14%	(292)	2060
Gender: Male	26%	(260)	30%	(295)	13%	(126)	20%	(194)	11%	(106)	981
Gender: Female	11%	(119)	23%	(251)	12%	(127)	37%	(390)	17%	(182)	1068
Age: 18-34	22%	(137)	25%	(154)	16%	(102)	24%	(150)	13%	(78)	621
Age: 35-44	24%	(82)	29%	(102)	9%	(33)	21%	(75)	16%	(56)	347
Age: 45-64	19%	(127)	27%	(183)	11%	(75)	28%	(187)	14%	(94)	667
Age: 65+	8%	(34)	25%	(106)	10%	(43)	42%	(178)	15%	(63)	424
GenZers: 1997-2012	20%	(56)	25%	(69)	11%	(32)	29%	(81)	15%	(41)	278
Millennials: 1981-1996	24%	(153)	28%	(175)	15%	(96)	20%	(128)	13%	(84)	636
GenXers: 1965-1980	19%	(99)	27%	(139)	12%	(61)	28%	(143)	15%	(76)	517
Baby Boomers: 1946-1964	12%	(70)	26%	(153)	10%	(56)	37%	(218)	15%	(86)	583
PID: Dem (no lean)	23%	(188)	26%	(214)	13%	(110)	25%	(204)	12%	(101)	818
PID: Ind (no lean)	13%	(81)	27%	(164)	12%	(71)	32%	(194)	17%	(102)	612
PID: Rep (no lean)	18%	(111)	27%	(168)	11%	(72)	30%	(191)	14%	(89)	630
PID/Gender: Dem Men	34%	(134)	28%	(111)	14%	(57)	15%	(58)	9%	(34)	394
PID/Gender: Dem Women	13%	(54)	25%	(103)	13%	(53)	34%	(143)	16%	(67)	420
PID/Gender: Ind Men	18%	(44)	32%	(81)	16%	(39)	24%	(60)	11%	(26)	250
PID/Gender: Ind Women	10%	(36)	23%	(83)	9%	(32)	37%	(132)	20%	(71)	354
PID/Gender: Rep Men	24%	(82)	31%	(103)	9%	(30)	23%	(76)	13%	(45)	337
PID/Gender: Rep Women	10%	(29)	22%	(65)	14%	(41)	39%	(115)	15%	(44)	294
Ideo: Liberal (1-3)	21%	(136)	28%	(182)	15%	(100)	25%	(166)	11%	(70)	655
Ideo: Moderate (4)	17%	(102)	28%	(165)	12%	(73)	28%	(169)	15%	(88)	597
Ideo: Conservative (5-7)	20%	(123)	28%	(173)	10%	(65)	30%	(188)	12%	(75)	623
Educ: < College	16%	(215)	24%	(331)	12%	(163)	31%	(418)	17%	(227)	1355
Educ: Bachelors degree	23%	(105)	29%	(130)	13%	(60)	26%	(119)	9%	(40)	455
Educ: Post-grad	24%	(59)	34%	(84)	12%	(29)	21%	(52)	10%	(25)	250
Income: Under 50k	13%	(130)	22%	(219)	11%	(108)	36%	(354)	18%	(173)	985
Income: 50k-100k	19%	(133)	30%	(206)	16%	(108)	21%	(145)	14%	(95)	688
Income: 100k+	30%	(117)	31%	(120)	10%	(37)	23%	(90)	6%	(23)	387
Ethnicity: White	16%	(261)	26%	(410)	13%	(198)	31%	(490)	14%	(224)	1583
Ethnicity: Hispanic	17%	(62)	26%	(93)	15%	(52)	23%	(82)	19%	(68)	356

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Table MCSP8_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports news (e.g.,injury updates, schedule reminders)

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(380)	26%	(546)	12%	(253)	29%	(589)	14%	(292)	2060
Ethnicity: Black	30%	(77)	29%	(76)	9%	(23)	17%	(44)	16%	(41)	261
Ethnicity: Other	19%	(41)	28%	(60)	15%	(32)	26%	(56)	12%	(26)	216
All Christian	20%	(174)	29%	(255)	12%	(106)	26%	(227)	12%	(105)	867
All Non-Christian	29%	(52)	27%	(50)	14%	(26)	20%	(36)	9%	(17)	180
Atheist	16%	(15)	23%	(21)	24%	(22)	30%	(28)	8%	(7)	93
Agnostic/Nothing in particular	14%	(78)	24%	(133)	11%	(64)	34%	(194)	17%	(96)	565
Something Else	17%	(61)	24%	(86)	10%	(35)	30%	(105)	19%	(67)	354
Religious Non-Protestant/Catholic	26%	(54)	26%	(54)	17%	(35)	22%	(46)	9%	(19)	208
Evangelical	23%	(115)	27%	(138)	9%	(48)	26%	(132)	15%	(75)	508
Non-Evangelical	16%	(116)	29%	(203)	12%	(83)	29%	(208)	14%	(97)	707
Community: Urban	24%	(147)	26%	(157)	10%	(62)	25%	(153)	15%	(90)	609
Community: Suburban	17%	(160)	30%	(285)	12%	(113)	28%	(261)	13%	(127)	947
Community: Rural	14%	(73)	21%	(104)	16%	(78)	35%	(175)	15%	(74)	504
Employ: Private Sector	26%	(198)	30%	(231)	14%	(107)	22%	(168)	7%	(56)	761
Employ: Government	22%	(34)	34%	(51)	13%	(20)	17%	(25)	15%	(22)	152
Employ: Self-Employed	17%	(31)	29%	(54)	17%	(31)	25%	(47)	12%	(23)	186
Employ: Homemaker	9%	(9)	24%	(26)	10%	(11)	30%	(32)	27%	(30)	109
Employ: Student	23%	(13)	28%	(16)	12%	(7)	25%	(15)	13%	(7)	58
Employ: Retired	8%	(39)	25%	(120)	12%	(59)	39%	(190)	15%	(74)	482
Employ: Unemployed	15%	(29)	13%	(25)	7%	(13)	41%	(80)	25%	(48)	196
Employ: Other	23%	(27)	19%	(22)	4%	(5)	27%	(32)	26%	(30)	116
Military HH: Yes	17%	(48)	30%	(85)	12%	(35)	23%	(65)	18%	(50)	283
Military HH: No	19%	(332)	26%	(461)	12%	(218)	30%	(525)	14%	(242)	1777
2018 House Vote: Democrat	24%	(180)	27%	(208)	13%	(101)	24%	(179)	12%	(92)	761
2018 House Vote: Republican	18%	(109)	27%	(156)	13%	(77)	31%	(182)	11%	(64)	587
2018 House Vote: Didnt Vote	13%	(86)	25%	(169)	11%	(73)	32%	(214)	19%	(130)	672
4-Region: Northeast	20%	(71)	27%	(95)	12%	(42)	28%	(101)	13%	(48)	357
4-Region: Midwest	18%	(77)	29%	(122)	11%	(48)	27%	(114)	15%	(65)	425
4-Region: South	17%	(138)	26%	(210)	11%	(84)	32%	(257)	13%	(105)	794
4-Region: West	19%	(93)	24%	(118)	16%	(79)	24%	(117)	16%	(75)	483

Table MCSP8_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports news (e.g.,injury updates, schedule reminders)

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(380)	26%	(546)	12%	(253)	29%	(589)	14%	(292)	2060
Used Twitch in the Past Month	30%	(142)	32%	(153)	13%	(60)	15%	(71)	10%	(46)	472
Sports Fan	25%	(353)	35%	(498)	14%	(199)	17%	(234)	9%	(133)	1417
Sports Fan and Twitch User	34%	(127)	37%	(140)	14%	(53)	8%	(31)	7%	(27)	378

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

Table MCSP8_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	23%	(470)	27%	(561)	9%	(192)	27%	(556)	14%	(281)	2060
Gender: Male	35%	(341)	28%	(275)	8%	(80)	18%	(175)	11%	(109)	981
Gender: Female	12%	(127)	27%	(284)	10%	(111)	35%	(376)	16%	(169)	1068
Age: 18-34	28%	(176)	25%	(158)	11%	(66)	24%	(152)	11%	(70)	621
Age: 35-44	24%	(83)	28%	(97)	10%	(33)	19%	(67)	19%	(66)	347
Age: 45-64	23%	(155)	29%	(193)	8%	(56)	27%	(178)	13%	(85)	667
Age: 65+	13%	(56)	26%	(112)	9%	(36)	37%	(159)	14%	(61)	424
GenZers: 1997-2012	26%	(72)	23%	(63)	11%	(29)	25%	(70)	16%	(44)	278
Millennials: 1981-1996	27%	(175)	29%	(182)	10%	(64)	21%	(134)	13%	(81)	636
GenXers: 1965-1980	23%	(121)	27%	(139)	9%	(48)	28%	(144)	13%	(65)	517
Baby Boomers: 1946-1964	17%	(97)	28%	(165)	7%	(44)	33%	(190)	15%	(87)	583
PID: Dem (no lean)	28%	(226)	28%	(228)	8%	(63)	24%	(198)	13%	(103)	818
PID: Ind (no lean)	17%	(106)	28%	(169)	9%	(58)	31%	(189)	15%	(89)	612
PID: Rep (no lean)	22%	(138)	26%	(164)	11%	(70)	27%	(169)	14%	(89)	630
PID/Gender: Dem Men	43%	(171)	27%	(106)	6%	(23)	15%	(60)	9%	(35)	394
PID/Gender: Dem Women	13%	(54)	29%	(123)	10%	(40)	32%	(135)	16%	(68)	420
PID/Gender: Ind Men	26%	(64)	32%	(79)	11%	(27)	22%	(54)	10%	(26)	250
PID/Gender: Ind Women	12%	(41)	25%	(89)	9%	(31)	38%	(133)	17%	(60)	354
PID/Gender: Rep Men	31%	(106)	27%	(91)	9%	(31)	18%	(61)	14%	(48)	337
PID/Gender: Rep Women	11%	(32)	25%	(73)	13%	(40)	37%	(108)	14%	(41)	294
Ideo: Liberal (1-3)	26%	(170)	28%	(185)	8%	(55)	26%	(167)	12%	(77)	655
Ideo: Moderate (4)	20%	(119)	28%	(170)	10%	(59)	28%	(166)	14%	(84)	597
Ideo: Conservative (5-7)	25%	(158)	28%	(173)	10%	(59)	26%	(159)	12%	(74)	623
Educ: < College	20%	(270)	26%	(358)	9%	(123)	29%	(399)	15%	(205)	1355
Educ: Bachelors degree	26%	(120)	27%	(124)	10%	(44)	25%	(111)	12%	(55)	455
Educ: Post-grad	32%	(80)	32%	(79)	10%	(25)	18%	(45)	9%	(21)	250
Income: Under 50k	17%	(166)	23%	(231)	9%	(93)	34%	(332)	17%	(163)	985
Income: 50k-100k	25%	(170)	33%	(225)	10%	(72)	19%	(130)	13%	(91)	688
Income: 100k+	35%	(135)	27%	(104)	7%	(26)	24%	(94)	7%	(28)	387
Ethnicity: White	21%	(333)	27%	(432)	9%	(147)	29%	(455)	14%	(217)	1583
Ethnicity: Hispanic	21%	(74)	32%	(112)	6%	(22)	22%	(79)	19%	(69)	356

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Table MCSP8_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	23%	(470)	27%	(561)	9%	(192)	27%	(556)	14%	(281)	2060
Ethnicity: Black	37%	(98)	27%	(69)	5%	(12)	17%	(45)	14%	(37)	261
Ethnicity: Other	18%	(39)	28%	(60)	15%	(32)	26%	(57)	13%	(27)	216
All Christian	26%	(225)	29%	(253)	9%	(77)	26%	(223)	10%	(89)	867
All Non-Christian	35%	(63)	23%	(41)	10%	(18)	20%	(36)	12%	(22)	180
Atheist	21%	(19)	35%	(33)	10%	(9)	27%	(25)	7%	(7)	93
Agnostic/Nothing in particular	15%	(87)	25%	(142)	9%	(52)	32%	(181)	18%	(103)	565
Something Else	21%	(76)	26%	(91)	10%	(36)	26%	(91)	17%	(61)	354
Religious Non-Protestant/Catholic	34%	(70)	24%	(50)	9%	(20)	21%	(44)	12%	(25)	208
Evangelical	29%	(147)	27%	(138)	6%	(30)	25%	(127)	13%	(66)	508
Non-Evangelical	20%	(143)	29%	(202)	11%	(80)	28%	(199)	12%	(83)	707
Community: Urban	31%	(189)	23%	(142)	8%	(48)	22%	(134)	16%	(95)	609
Community: Suburban	22%	(205)	30%	(287)	9%	(84)	26%	(249)	13%	(121)	947
Community: Rural	15%	(76)	26%	(131)	12%	(59)	34%	(173)	13%	(66)	504
Employ: Private Sector	32%	(242)	29%	(219)	10%	(74)	21%	(160)	9%	(66)	761
Employ: Government	29%	(44)	31%	(47)	4%	(5)	17%	(27)	19%	(29)	152
Employ: Self-Employed	27%	(50)	33%	(62)	11%	(21)	18%	(33)	11%	(20)	186
Employ: Homemaker	8%	(9)	29%	(32)	11%	(13)	38%	(42)	13%	(14)	109
Employ: Student	19%	(11)	17%	(10)	22%	(13)	24%	(14)	18%	(11)	58
Employ: Retired	13%	(60)	27%	(130)	9%	(43)	37%	(178)	15%	(71)	482
Employ: Unemployed	15%	(29)	15%	(30)	8%	(16)	37%	(73)	25%	(48)	196
Employ: Other	21%	(25)	27%	(32)	6%	(7)	26%	(30)	20%	(23)	116
Military HH: Yes	20%	(56)	31%	(86)	11%	(30)	20%	(57)	19%	(53)	283
Military HH: No	23%	(414)	27%	(475)	9%	(161)	28%	(499)	13%	(229)	1777
2018 House Vote: Democrat	30%	(225)	28%	(212)	7%	(54)	23%	(179)	12%	(91)	761
2018 House Vote: Republican	22%	(130)	30%	(178)	10%	(59)	27%	(161)	10%	(59)	587
2018 House Vote: Didnt Vote	16%	(110)	24%	(160)	11%	(72)	30%	(204)	19%	(126)	672
4-Region: Northeast	24%	(85)	25%	(89)	8%	(29)	29%	(103)	14%	(51)	357
4-Region: Midwest	24%	(103)	31%	(131)	8%	(32)	24%	(103)	13%	(55)	425
4-Region: South	21%	(168)	26%	(203)	12%	(94)	30%	(242)	11%	(87)	794
4-Region: West	23%	(113)	28%	(138)	7%	(36)	22%	(108)	18%	(88)	483

Table MCSP8_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	23%	(470)	27%	(561)	9%	(192)	27%	(556)	14%	(281)	2060
Used Twitch in the Past Month	41%	(192)	30%	(140)	8%	(38)	12%	(58)	9%	(43)	472
Sports Fan	32%	(450)	35%	(495)	9%	(126)	15%	(214)	9%	(131)	1417
Sports Fan and Twitch User	48%	(181)	34%	(129)	6%	(21)	6%	(23)	6%	(24)	378

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

Table MCSP8_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(250)	23%	(478)	13%	(277)	35%	(715)	16%	(339)	2060
Gender: Male	18%	(181)	27%	(261)	14%	(141)	28%	(270)	13%	(128)	981
Gender: Female	6%	(69)	20%	(218)	13%	(134)	41%	(440)	19%	(207)	1068
Age: 18-34	18%	(113)	25%	(158)	13%	(83)	29%	(178)	14%	(90)	621
Age: 35-44	16%	(55)	27%	(95)	10%	(36)	27%	(95)	19%	(66)	347
Age: 45-64	11%	(71)	23%	(155)	16%	(105)	34%	(224)	17%	(113)	667
Age: 65+	3%	(12)	17%	(71)	12%	(52)	52%	(219)	17%	(71)	424
GenZers: 1997-2012	13%	(37)	25%	(70)	10%	(29)	34%	(94)	17%	(49)	278
Millennials: 1981-1996	20%	(125)	27%	(171)	13%	(85)	25%	(159)	15%	(97)	636
GenXers: 1965-1980	10%	(54)	25%	(129)	14%	(72)	35%	(183)	15%	(80)	517
Baby Boomers: 1946-1964	6%	(35)	18%	(106)	13%	(77)	44%	(256)	19%	(109)	583
PID: Dem (no lean)	16%	(134)	26%	(214)	12%	(99)	30%	(248)	15%	(122)	818
PID: Ind (no lean)	7%	(45)	21%	(127)	14%	(87)	40%	(244)	18%	(108)	612
PID: Rep (no lean)	11%	(71)	22%	(137)	14%	(90)	35%	(223)	17%	(109)	630
PID/Gender: Dem Men	27%	(106)	29%	(114)	11%	(44)	22%	(88)	10%	(41)	394
PID/Gender: Dem Women	7%	(28)	24%	(100)	13%	(54)	38%	(158)	19%	(80)	420
PID/Gender: Ind Men	7%	(18)	25%	(61)	20%	(49)	36%	(89)	13%	(31)	250
PID/Gender: Ind Women	7%	(26)	19%	(66)	11%	(38)	43%	(151)	21%	(73)	354
PID/Gender: Rep Men	17%	(56)	25%	(85)	14%	(48)	27%	(92)	17%	(56)	337
PID/Gender: Rep Women	5%	(15)	18%	(52)	14%	(42)	45%	(131)	18%	(53)	294
Ideo: Liberal (1-3)	15%	(100)	27%	(175)	11%	(73)	33%	(217)	14%	(90)	655
Ideo: Moderate (4)	10%	(58)	25%	(151)	15%	(89)	34%	(205)	16%	(94)	597
Ideo: Conservative (5-7)	13%	(83)	19%	(121)	15%	(96)	36%	(226)	16%	(98)	623
Educ: < College	11%	(147)	21%	(289)	13%	(178)	36%	(485)	19%	(256)	1355
Educ: Bachelors degree	14%	(63)	26%	(117)	12%	(56)	36%	(161)	13%	(57)	455
Educ: Post-grad	16%	(41)	29%	(72)	17%	(42)	28%	(69)	10%	(26)	250
Income: Under 50k	9%	(91)	17%	(171)	13%	(132)	40%	(396)	20%	(196)	985
Income: 50k-100k	12%	(84)	29%	(202)	13%	(93)	30%	(204)	15%	(105)	688
Income: 100k+	20%	(76)	27%	(106)	14%	(52)	30%	(115)	10%	(38)	387
Ethnicity: White	11%	(174)	21%	(340)	14%	(221)	37%	(584)	17%	(264)	1583
Ethnicity: Hispanic	17%	(61)	22%	(80)	9%	(30)	28%	(98)	24%	(87)	356

Table MCSP8_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(250)	23%	(478)	13%	(277)	35%	(715)	16%	(339)	2060
Ethnicity: Black	21%	(55)	30%	(79)	12%	(32)	20%	(51)	17%	(45)	261
Ethnicity: Other	10%	(22)	28%	(60)	11%	(24)	37%	(80)	14%	(30)	216
All Christian	14%	(124)	25%	(213)	14%	(119)	35%	(301)	13%	(111)	867
All Non-Christian	17%	(30)	24%	(43)	17%	(31)	26%	(46)	16%	(30)	180
Atheist	15%	(14)	22%	(21)	19%	(18)	35%	(32)	8%	(8)	93
Agnostic/Nothing in particular	7%	(41)	22%	(125)	11%	(61)	40%	(224)	20%	(115)	565
Something Else	12%	(41)	22%	(76)	14%	(49)	32%	(112)	21%	(76)	354
Religious Non-Protestant/Catholic	16%	(32)	25%	(52)	16%	(34)	27%	(56)	16%	(33)	208
Evangelical	18%	(94)	24%	(123)	14%	(71)	28%	(142)	15%	(78)	508
Non-Evangelical	10%	(68)	22%	(155)	13%	(93)	40%	(284)	15%	(107)	707
Community: Urban	19%	(113)	24%	(148)	11%	(69)	29%	(176)	17%	(102)	609
Community: Suburban	10%	(96)	24%	(226)	16%	(148)	34%	(322)	16%	(154)	947
Community: Rural	8%	(41)	21%	(105)	12%	(59)	43%	(217)	16%	(83)	504
Employ: Private Sector	19%	(144)	29%	(217)	14%	(103)	30%	(228)	9%	(69)	761
Employ: Government	16%	(25)	25%	(38)	13%	(20)	22%	(34)	23%	(36)	152
Employ: Self-Employed	12%	(22)	36%	(66)	12%	(22)	25%	(47)	15%	(29)	186
Employ: Homemaker	4%	(4)	14%	(15)	14%	(16)	37%	(41)	31%	(33)	109
Employ: Student	10%	(6)	28%	(16)	17%	(10)	27%	(16)	19%	(11)	58
Employ: Retired	3%	(16)	17%	(82)	15%	(70)	47%	(226)	18%	(87)	482
Employ: Unemployed	10%	(19)	11%	(22)	12%	(23)	42%	(82)	26%	(51)	196
Employ: Other	14%	(16)	18%	(21)	11%	(12)	37%	(43)	21%	(24)	116
Military HH: Yes	12%	(35)	25%	(71)	12%	(33)	29%	(81)	23%	(64)	283
Military HH: No	12%	(216)	23%	(408)	14%	(244)	36%	(635)	15%	(275)	1777
2018 House Vote: Democrat	17%	(127)	27%	(208)	13%	(97)	29%	(217)	15%	(112)	761
2018 House Vote: Republican	12%	(70)	24%	(141)	14%	(82)	37%	(218)	13%	(76)	587
2018 House Vote: Didnt Vote	8%	(52)	18%	(122)	14%	(92)	39%	(261)	22%	(145)	672
4-Region: Northeast	13%	(46)	25%	(91)	10%	(36)	36%	(128)	16%	(56)	357
4-Region: Midwest	13%	(54)	24%	(102)	16%	(70)	30%	(128)	17%	(71)	425
4-Region: South	10%	(83)	23%	(181)	15%	(116)	39%	(309)	13%	(105)	794
4-Region: West	14%	(68)	22%	(105)	11%	(54)	31%	(150)	22%	(106)	483

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Table MCSP8_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(250)	23%	(478)	13%	(277)	35%	(715)	16%	(339)	2060
Used Twitch in the Past Month	27%	(127)	34%	(158)	13%	(59)	16%	(77)	11%	(50)	472
Sports Fan	17%	(238)	31%	(445)	16%	(225)	25%	(349)	11%	(159)	1417
Sports Fan and Twitch User	32%	(119)	38%	(144)	14%	(52)	10%	(36)	7%	(26)	378

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

Table MCSP8_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(220)	20%	(406)	15%	(302)	36%	(752)	18%	(380)	2060
Gender: Male	15%	(147)	24%	(237)	19%	(185)	27%	(269)	15%	(142)	981
Gender: Female	7%	(73)	16%	(169)	11%	(114)	45%	(479)	22%	(233)	1068
Age: 18-34	15%	(96)	24%	(149)	16%	(98)	28%	(174)	17%	(104)	621
Age: 35-44	14%	(49)	25%	(88)	12%	(42)	27%	(94)	21%	(74)	347
Age: 45-64	9%	(61)	21%	(138)	16%	(110)	35%	(237)	18%	(122)	667
Age: 65+	3%	(14)	7%	(32)	12%	(52)	58%	(247)	19%	(80)	424
GenZers: 1997-2012	13%	(36)	20%	(57)	11%	(30)	33%	(91)	23%	(63)	278
Millennials: 1981-1996	16%	(102)	27%	(172)	16%	(102)	25%	(157)	16%	(102)	636
GenXers: 1965-1980	10%	(53)	20%	(106)	16%	(82)	36%	(185)	18%	(92)	517
Baby Boomers: 1946-1964	5%	(29)	12%	(69)	14%	(82)	49%	(286)	20%	(117)	583
PID: Dem (no lean)	15%	(119)	23%	(185)	12%	(102)	33%	(273)	17%	(139)	818
PID: Ind (no lean)	8%	(46)	17%	(106)	15%	(90)	39%	(241)	21%	(128)	612
PID: Rep (no lean)	9%	(55)	18%	(115)	17%	(110)	38%	(238)	18%	(112)	630
PID/Gender: Dem Men	23%	(89)	28%	(109)	16%	(64)	21%	(84)	12%	(48)	394
PID/Gender: Dem Women	7%	(30)	18%	(76)	9%	(36)	44%	(187)	22%	(91)	420
PID/Gender: Ind Men	7%	(18)	20%	(50)	22%	(55)	36%	(91)	14%	(36)	250
PID/Gender: Ind Women	8%	(28)	16%	(56)	9%	(33)	42%	(148)	25%	(88)	354
PID/Gender: Rep Men	12%	(40)	23%	(78)	19%	(66)	28%	(94)	17%	(59)	337
PID/Gender: Rep Women	5%	(14)	13%	(37)	15%	(45)	49%	(144)	18%	(53)	294
Ideo: Liberal (1-3)	12%	(78)	24%	(157)	14%	(90)	35%	(231)	15%	(99)	655
Ideo: Moderate (4)	12%	(71)	18%	(110)	17%	(100)	34%	(204)	19%	(113)	597
Ideo: Conservative (5-7)	9%	(54)	19%	(119)	15%	(91)	41%	(255)	17%	(104)	623
Educ: < College	9%	(127)	19%	(251)	14%	(192)	37%	(504)	21%	(282)	1355
Educ: Bachelors degree	11%	(52)	23%	(103)	16%	(71)	37%	(167)	14%	(62)	455
Educ: Post-grad	17%	(42)	21%	(52)	15%	(39)	32%	(81)	14%	(36)	250
Income: Under 50k	8%	(83)	15%	(146)	13%	(127)	43%	(420)	21%	(210)	985
Income: 50k-100k	9%	(65)	24%	(168)	18%	(123)	30%	(205)	19%	(127)	688
Income: 100k+	19%	(72)	24%	(92)	14%	(52)	33%	(127)	11%	(43)	387
Ethnicity: White	10%	(154)	18%	(289)	14%	(229)	39%	(617)	19%	(295)	1583
Ethnicity: Hispanic	8%	(30)	24%	(86)	13%	(45)	28%	(99)	27%	(96)	356

Table MCSP8_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(220)	20%	(406)	15%	(302)	36%	(752)	18%	(380)	2060
Ethnicity: Black	19%	(50)	26%	(67)	14%	(37)	22%	(57)	19%	(49)	261
Ethnicity: Other	8%	(16)	23%	(50)	17%	(36)	36%	(77)	17%	(36)	216
All Christian	11%	(94)	21%	(181)	16%	(138)	37%	(324)	15%	(130)	867
All Non-Christian	21%	(37)	22%	(40)	15%	(26)	26%	(47)	16%	(29)	180
Atheist	12%	(11)	14%	(13)	22%	(20)	44%	(41)	8%	(7)	93
Agnostic/Nothing in particular	8%	(46)	18%	(102)	12%	(69)	39%	(220)	23%	(129)	565
Something Else	9%	(31)	20%	(71)	14%	(48)	34%	(119)	24%	(84)	354
Religious Non-Protestant/Catholic	19%	(41)	23%	(47)	14%	(30)	27%	(56)	16%	(34)	208
Evangelical	14%	(70)	23%	(119)	16%	(82)	31%	(156)	16%	(82)	508
Non-Evangelical	8%	(53)	17%	(120)	15%	(107)	42%	(299)	18%	(129)	707
Community: Urban	17%	(102)	25%	(152)	12%	(72)	29%	(179)	17%	(103)	609
Community: Suburban	9%	(85)	19%	(182)	16%	(152)	37%	(347)	19%	(181)	947
Community: Rural	7%	(34)	14%	(72)	15%	(78)	45%	(225)	19%	(96)	504
Employ: Private Sector	15%	(112)	28%	(216)	17%	(128)	27%	(209)	13%	(96)	761
Employ: Government	15%	(22)	21%	(32)	15%	(23)	28%	(43)	22%	(33)	152
Employ: Self-Employed	14%	(26)	27%	(50)	16%	(29)	29%	(54)	14%	(27)	186
Employ: Homemaker	3%	(3)	10%	(11)	13%	(14)	44%	(48)	30%	(32)	109
Employ: Student	11%	(6)	17%	(10)	12%	(7)	27%	(16)	32%	(19)	58
Employ: Retired	4%	(19)	9%	(44)	15%	(72)	53%	(256)	19%	(90)	482
Employ: Unemployed	9%	(17)	14%	(27)	8%	(17)	43%	(84)	26%	(52)	196
Employ: Other	11%	(13)	15%	(17)	11%	(13)	36%	(42)	27%	(31)	116
Military HH: Yes	9%	(26)	20%	(58)	12%	(34)	35%	(98)	24%	(67)	283
Military HH: No	11%	(195)	20%	(349)	15%	(268)	37%	(654)	18%	(313)	1777
2018 House Vote: Democrat	15%	(111)	23%	(177)	13%	(98)	33%	(255)	16%	(121)	761
2018 House Vote: Republican	10%	(56)	20%	(117)	17%	(99)	39%	(232)	14%	(84)	587
2018 House Vote: Didnt Vote	8%	(53)	15%	(103)	14%	(97)	37%	(250)	25%	(169)	672
4-Region: Northeast	11%	(40)	23%	(81)	12%	(44)	36%	(130)	17%	(62)	357
4-Region: Midwest	12%	(50)	23%	(98)	14%	(61)	32%	(136)	19%	(81)	425
4-Region: South	10%	(80)	17%	(134)	16%	(130)	40%	(319)	17%	(131)	794
4-Region: West	10%	(50)	19%	(93)	14%	(67)	34%	(166)	22%	(106)	483

Table MCSP8_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(220)	20%	(406)	15%	(302)	36%	(752)	18%	(380)	2060
Used Twitch in the Past Month	19%	(91)	37%	(176)	15%	(71)	14%	(66)	14%	(68)	472
Sports Fan	14%	(202)	26%	(370)	18%	(258)	28%	(394)	14%	(192)	1417
Sports Fan and Twitch User	22%	(82)	43%	(161)	17%	(65)	9%	(34)	10%	(36)	378

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

Table MCSP8_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(205)	13%	(270)	11%	(221)	49%	(1006)	17%	(357)	2060
Gender: Male	15%	(148)	18%	(175)	14%	(138)	39%	(385)	14%	(134)	981
Gender: Female	5%	(57)	9%	(95)	8%	(82)	58%	(614)	20%	(219)	1068
Age: 18-34	15%	(95)	18%	(110)	15%	(92)	38%	(236)	14%	(88)	621
Age: 35-44	13%	(46)	21%	(72)	11%	(39)	35%	(122)	20%	(68)	347
Age: 45-64	8%	(55)	11%	(74)	10%	(66)	52%	(349)	18%	(122)	667
Age: 65+	2%	(10)	3%	(13)	6%	(25)	70%	(299)	18%	(78)	424
GenZers: 1997-2012	12%	(33)	11%	(32)	16%	(46)	44%	(123)	16%	(45)	278
Millennials: 1981-1996	16%	(103)	23%	(145)	13%	(82)	33%	(207)	16%	(99)	636
GenXers: 1965-1980	8%	(40)	14%	(70)	11%	(55)	50%	(261)	18%	(92)	517
Baby Boomers: 1946-1964	5%	(29)	4%	(23)	6%	(34)	65%	(381)	20%	(116)	583
PID: Dem (no lean)	12%	(102)	17%	(135)	10%	(85)	45%	(372)	15%	(123)	818
PID: Ind (no lean)	6%	(37)	10%	(64)	11%	(65)	53%	(327)	19%	(119)	612
PID: Rep (no lean)	11%	(66)	11%	(71)	11%	(71)	49%	(307)	18%	(115)	630
PID/Gender: Dem Men	20%	(79)	21%	(81)	14%	(56)	34%	(135)	11%	(42)	394
PID/Gender: Dem Women	5%	(23)	13%	(54)	7%	(29)	56%	(234)	19%	(80)	420
PID/Gender: Ind Men	7%	(18)	16%	(41)	16%	(39)	48%	(119)	13%	(33)	250
PID/Gender: Ind Women	5%	(19)	7%	(23)	7%	(24)	58%	(205)	23%	(82)	354
PID/Gender: Rep Men	15%	(51)	16%	(53)	13%	(42)	39%	(131)	18%	(59)	337
PID/Gender: Rep Women	5%	(16)	6%	(17)	10%	(29)	60%	(176)	19%	(56)	294
Ideo: Liberal (1-3)	11%	(75)	15%	(99)	11%	(71)	48%	(313)	15%	(97)	655
Ideo: Moderate (4)	9%	(53)	15%	(89)	13%	(75)	47%	(281)	17%	(99)	597
Ideo: Conservative (5-7)	12%	(73)	11%	(72)	9%	(57)	51%	(320)	16%	(101)	623
Educ: < College	8%	(111)	12%	(162)	11%	(145)	50%	(672)	20%	(265)	1355
Educ: Bachelors degree	11%	(51)	15%	(70)	11%	(50)	48%	(219)	14%	(64)	455
Educ: Post-grad	17%	(44)	15%	(38)	10%	(26)	46%	(114)	11%	(28)	250
Income: Under 50k	7%	(69)	9%	(86)	9%	(90)	56%	(548)	20%	(194)	985
Income: 50k-100k	11%	(74)	16%	(111)	12%	(85)	42%	(290)	19%	(128)	688
Income: 100k+	16%	(63)	19%	(73)	12%	(47)	43%	(168)	9%	(36)	387
Ethnicity: White	9%	(147)	12%	(188)	10%	(155)	52%	(818)	17%	(275)	1583
Ethnicity: Hispanic	10%	(35)	16%	(57)	13%	(46)	38%	(136)	23%	(82)	356

Table MCSP8_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(205)	13%	(270)	11%	(221)	49%	(1006)	17%	(357)	2060
Ethnicity: Black	16%	(41)	17%	(45)	12%	(31)	34%	(88)	22%	(57)	261
Ethnicity: Other	8%	(17)	17%	(37)	16%	(35)	46%	(100)	12%	(26)	216
All Christian	11%	(99)	13%	(110)	11%	(97)	50%	(433)	15%	(128)	867
All Non-Christian	20%	(37)	20%	(36)	11%	(20)	33%	(60)	15%	(28)	180
Atheist	6%	(5)	14%	(13)	12%	(11)	62%	(58)	6%	(6)	93
Agnostic/Nothing in particular	6%	(36)	11%	(64)	11%	(64)	52%	(293)	19%	(109)	565
Something Else	8%	(28)	13%	(47)	8%	(29)	46%	(163)	25%	(87)	354
Religious Non-Protestant/Catholic	18%	(37)	21%	(43)	11%	(23)	35%	(73)	16%	(33)	208
Evangelical	15%	(74)	14%	(70)	11%	(54)	44%	(223)	17%	(88)	508
Non-Evangelical	7%	(53)	11%	(76)	10%	(73)	54%	(382)	17%	(123)	707
Community: Urban	16%	(98)	17%	(101)	10%	(62)	39%	(239)	18%	(108)	609
Community: Suburban	8%	(75)	12%	(111)	14%	(131)	51%	(484)	15%	(146)	947
Community: Rural	6%	(33)	11%	(58)	6%	(28)	56%	(283)	20%	(103)	504
Employ: Private Sector	16%	(118)	22%	(164)	13%	(100)	39%	(297)	11%	(81)	761
Employ: Government	19%	(28)	11%	(17)	10%	(16)	38%	(59)	21%	(33)	152
Employ: Self-Employed	11%	(20)	18%	(33)	16%	(30)	40%	(75)	15%	(28)	186
Employ: Homemaker	2%	(2)	10%	(10)	7%	(7)	56%	(61)	27%	(29)	109
Employ: Student	8%	(5)	2%	(1)	33%	(19)	44%	(26)	13%	(7)	58
Employ: Retired	3%	(14)	4%	(20)	6%	(30)	67%	(322)	20%	(95)	482
Employ: Unemployed	6%	(13)	7%	(13)	7%	(13)	54%	(105)	27%	(52)	196
Employ: Other	5%	(5)	11%	(12)	5%	(6)	53%	(61)	27%	(32)	116
Military HH: Yes	9%	(24)	14%	(39)	7%	(20)	47%	(133)	24%	(67)	283
Military HH: No	10%	(181)	13%	(231)	11%	(202)	49%	(873)	16%	(290)	1777
2018 House Vote: Democrat	13%	(99)	17%	(131)	10%	(74)	43%	(331)	16%	(125)	761
2018 House Vote: Republican	12%	(73)	11%	(66)	11%	(64)	52%	(307)	13%	(77)	587
2018 House Vote: Didnt Vote	5%	(33)	10%	(67)	12%	(80)	51%	(344)	22%	(148)	672
4-Region: Northeast	13%	(46)	15%	(53)	10%	(35)	46%	(166)	16%	(57)	357
4-Region: Midwest	7%	(30)	17%	(72)	13%	(54)	45%	(193)	18%	(75)	425
4-Region: South	9%	(71)	11%	(86)	11%	(85)	53%	(424)	16%	(129)	794
4-Region: West	12%	(57)	12%	(59)	10%	(47)	46%	(223)	20%	(96)	483

Table MCSP8_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(205)	13%	(270)	11%	(221)	49%	(1006)	17%	(357)	2060
Used Twitch in the Past Month	25%	(117)	24%	(114)	18%	(85)	24%	(111)	10%	(45)	472
Sports Fan	14%	(193)	18%	(249)	13%	(180)	43%	(606)	13%	(188)	1417
Sports Fan and Twitch User	29%	(108)	28%	(107)	19%	(73)	17%	(63)	7%	(27)	378

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

Table MCSP8_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(214)	12%	(256)	11%	(229)	49%	(1009)	17%	(351)	2060
Gender: Male	16%	(154)	17%	(163)	14%	(142)	40%	(388)	14%	(133)	981
Gender: Female	5%	(59)	9%	(93)	8%	(88)	58%	(616)	20%	(213)	1068
Age: 18-34	19%	(116)	13%	(84)	18%	(111)	35%	(220)	15%	(91)	621
Age: 35-44	13%	(45)	20%	(68)	9%	(32)	37%	(129)	21%	(73)	347
Age: 45-64	8%	(50)	13%	(86)	9%	(62)	55%	(364)	16%	(106)	667
Age: 65+	1%	(4)	5%	(19)	6%	(24)	70%	(296)	19%	(81)	424
GenZers: 1997-2012	12%	(32)	10%	(27)	17%	(46)	43%	(121)	19%	(52)	278
Millennials: 1981-1996	19%	(124)	18%	(115)	15%	(93)	32%	(205)	16%	(100)	636
GenXers: 1965-1980	7%	(38)	16%	(81)	10%	(51)	51%	(264)	16%	(84)	517
Baby Boomers: 1946-1964	3%	(20)	6%	(33)	6%	(35)	66%	(384)	19%	(110)	583
PID: Dem (no lean)	14%	(113)	15%	(125)	9%	(78)	47%	(383)	15%	(119)	818
PID: Ind (no lean)	9%	(53)	9%	(57)	10%	(64)	51%	(311)	21%	(127)	612
PID: Rep (no lean)	8%	(48)	12%	(74)	14%	(88)	50%	(315)	17%	(105)	630
PID/Gender: Dem Men	21%	(82)	20%	(80)	13%	(52)	36%	(140)	10%	(40)	394
PID/Gender: Dem Women	7%	(31)	10%	(44)	6%	(26)	57%	(241)	19%	(78)	420
PID/Gender: Ind Men	14%	(35)	11%	(28)	15%	(38)	45%	(113)	14%	(35)	250
PID/Gender: Ind Women	5%	(17)	8%	(29)	7%	(25)	55%	(195)	25%	(87)	354
PID/Gender: Rep Men	11%	(38)	16%	(55)	15%	(51)	40%	(135)	17%	(58)	337
PID/Gender: Rep Women	3%	(10)	7%	(20)	12%	(36)	61%	(180)	16%	(48)	294
Ideo: Liberal (1-3)	13%	(88)	14%	(91)	9%	(58)	50%	(326)	14%	(93)	655
Ideo: Moderate (4)	9%	(51)	15%	(88)	15%	(89)	46%	(275)	16%	(94)	597
Ideo: Conservative (5-7)	10%	(64)	11%	(68)	12%	(72)	51%	(320)	16%	(100)	623
Educ: < College	9%	(120)	11%	(156)	12%	(160)	49%	(659)	19%	(261)	1355
Educ: Bachelors degree	14%	(62)	13%	(61)	10%	(46)	50%	(228)	12%	(57)	455
Educ: Post-grad	13%	(32)	16%	(39)	9%	(23)	49%	(122)	14%	(34)	250
Income: Under 50k	7%	(69)	9%	(92)	11%	(105)	55%	(537)	18%	(181)	985
Income: 50k-100k	12%	(82)	14%	(99)	12%	(83)	41%	(285)	20%	(139)	688
Income: 100k+	16%	(64)	17%	(65)	11%	(41)	48%	(186)	8%	(31)	387
Ethnicity: White	9%	(144)	11%	(176)	11%	(176)	51%	(815)	17%	(273)	1583
Ethnicity: Hispanic	14%	(51)	10%	(37)	16%	(57)	37%	(132)	22%	(80)	356

Continued on next page

Table MCSP8_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(214)	12%	(256)	11%	(229)	49%	(1009)	17%	(351)	2060
Ethnicity: Black	21%	(56)	17%	(43)	9%	(23)	32%	(84)	21%	(55)	261
Ethnicity: Other	7%	(15)	17%	(37)	14%	(30)	51%	(110)	11%	(23)	216
All Christian	11%	(98)	13%	(114)	10%	(90)	50%	(437)	15%	(128)	867
All Non-Christian	24%	(43)	16%	(29)	14%	(26)	32%	(57)	14%	(24)	180
Atheist	5%	(4)	8%	(8)	23%	(22)	56%	(52)	8%	(7)	93
Agnostic/Nothing in particular	7%	(41)	11%	(61)	12%	(65)	52%	(292)	19%	(106)	565
Something Else	8%	(27)	13%	(45)	8%	(27)	48%	(171)	24%	(85)	354
Religious Non-Protestant/Catholic	24%	(49)	14%	(29)	13%	(28)	35%	(73)	14%	(29)	208
Evangelical	13%	(64)	15%	(78)	9%	(44)	47%	(236)	17%	(86)	508
Non-Evangelical	8%	(54)	11%	(76)	11%	(78)	53%	(377)	17%	(123)	707
Community: Urban	16%	(100)	18%	(110)	8%	(49)	40%	(241)	18%	(107)	609
Community: Suburban	8%	(76)	12%	(110)	14%	(129)	51%	(482)	16%	(150)	947
Community: Rural	8%	(38)	7%	(36)	10%	(50)	57%	(286)	19%	(94)	504
Employ: Private Sector	16%	(118)	19%	(146)	15%	(110)	41%	(311)	10%	(76)	761
Employ: Government	14%	(21)	16%	(24)	15%	(22)	33%	(50)	23%	(35)	152
Employ: Self-Employed	23%	(42)	12%	(22)	15%	(27)	35%	(66)	15%	(29)	186
Employ: Homemaker	—	(0)	11%	(12)	9%	(9)	62%	(67)	19%	(20)	109
Employ: Student	13%	(8)	8%	(4)	18%	(11)	44%	(25)	18%	(10)	58
Employ: Retired	1%	(6)	6%	(28)	6%	(30)	67%	(322)	20%	(95)	482
Employ: Unemployed	5%	(10)	7%	(15)	5%	(11)	54%	(106)	28%	(55)	196
Employ: Other	7%	(8)	6%	(7)	7%	(8)	53%	(62)	27%	(31)	116
Military HH: Yes	12%	(34)	11%	(32)	7%	(21)	43%	(123)	26%	(73)	283
Military HH: No	10%	(180)	13%	(224)	12%	(208)	50%	(886)	16%	(279)	1777
2018 House Vote: Democrat	14%	(106)	16%	(122)	10%	(73)	44%	(335)	16%	(124)	761
2018 House Vote: Republican	10%	(61)	11%	(66)	11%	(67)	53%	(314)	13%	(79)	587
2018 House Vote: Didnt Vote	7%	(45)	9%	(62)	13%	(87)	50%	(336)	21%	(142)	672
4-Region: Northeast	12%	(43)	15%	(54)	10%	(37)	47%	(168)	15%	(54)	357
4-Region: Midwest	10%	(43)	16%	(69)	10%	(42)	47%	(199)	17%	(72)	425
4-Region: South	8%	(63)	11%	(84)	12%	(92)	53%	(422)	17%	(134)	794
4-Region: West	13%	(65)	10%	(49)	12%	(57)	46%	(221)	19%	(91)	483

Table MCSP8_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media? Sports betting*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(214)	12%	(256)	11%	(229)	49%	(1009)	17%	(351)	2060
Used Twitch in the Past Month	27%	(127)	20%	(94)	16%	(74)	27%	(127)	11%	(50)	472
Sports Fan	15%	(207)	16%	(233)	13%	(181)	43%	(611)	13%	(186)	1417
Sports Fan and Twitch User	32%	(122)	23%	(86)	16%	(60)	22%	(83)	7%	(26)	378

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

Table MCSP8_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	19%	(382)	28%	(578)	9%	(185)	30%	(614)	15%	(301)	2060
Gender: Male	26%	(257)	31%	(301)	10%	(98)	22%	(211)	12%	(114)	981
Gender: Female	12%	(124)	26%	(278)	8%	(87)	37%	(398)	17%	(181)	1068
Age: 18-34	24%	(150)	28%	(173)	9%	(54)	24%	(152)	15%	(93)	621
Age: 35-44	22%	(75)	31%	(106)	7%	(26)	22%	(77)	18%	(63)	347
Age: 45-64	18%	(118)	30%	(201)	10%	(64)	31%	(205)	12%	(78)	667
Age: 65+	9%	(38)	23%	(98)	10%	(41)	42%	(180)	16%	(67)	424
GenZers: 1997-2012	22%	(61)	23%	(64)	9%	(24)	28%	(77)	18%	(51)	278
Millennials: 1981-1996	25%	(158)	31%	(198)	8%	(53)	21%	(135)	15%	(93)	636
GenXers: 1965-1980	17%	(89)	30%	(155)	10%	(50)	31%	(161)	12%	(62)	517
Baby Boomers: 1946-1964	12%	(72)	26%	(150)	9%	(54)	37%	(218)	15%	(88)	583
PID: Dem (no lean)	23%	(185)	30%	(245)	8%	(64)	27%	(222)	12%	(102)	818
PID: Ind (no lean)	14%	(83)	29%	(177)	8%	(51)	31%	(193)	18%	(109)	612
PID: Rep (no lean)	18%	(114)	25%	(157)	11%	(70)	32%	(200)	14%	(90)	630
PID/Gender: Dem Men	34%	(136)	30%	(117)	8%	(33)	19%	(76)	9%	(34)	394
PID/Gender: Dem Women	12%	(49)	31%	(128)	8%	(32)	34%	(144)	16%	(67)	420
PID/Gender: Ind Men	15%	(38)	36%	(90)	11%	(28)	25%	(62)	12%	(31)	250
PID/Gender: Ind Women	12%	(43)	24%	(86)	6%	(23)	36%	(128)	21%	(73)	354
PID/Gender: Rep Men	24%	(82)	28%	(94)	11%	(37)	22%	(73)	15%	(50)	337
PID/Gender: Rep Women	11%	(32)	22%	(63)	11%	(33)	43%	(126)	14%	(40)	294
Ideo: Liberal (1-3)	20%	(131)	30%	(197)	10%	(62)	28%	(181)	13%	(83)	655
Ideo: Moderate (4)	17%	(103)	31%	(183)	8%	(48)	31%	(184)	13%	(80)	597
Ideo: Conservative (5-7)	21%	(129)	26%	(163)	11%	(67)	30%	(188)	12%	(76)	623
Educ: < College	17%	(226)	27%	(362)	8%	(107)	32%	(431)	17%	(229)	1355
Educ: Bachelors degree	21%	(94)	30%	(134)	11%	(48)	28%	(129)	11%	(49)	455
Educ: Post-grad	25%	(62)	33%	(82)	12%	(30)	22%	(54)	9%	(22)	250
Income: Under 50k	14%	(134)	25%	(248)	8%	(77)	37%	(361)	17%	(165)	985
Income: 50k-100k	20%	(140)	32%	(218)	10%	(67)	23%	(155)	16%	(108)	688
Income: 100k+	28%	(108)	29%	(112)	11%	(41)	25%	(99)	7%	(28)	387
Ethnicity: White	17%	(277)	27%	(429)	9%	(142)	32%	(506)	15%	(230)	1583
Ethnicity: Hispanic	18%	(66)	33%	(118)	5%	(20)	23%	(83)	20%	(70)	356

Table MCSP8_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	19%	(382)	28%	(578)	9%	(185)	30%	(614)	15%	(301)	2060
Ethnicity: Black	32%	(84)	26%	(69)	8%	(22)	18%	(46)	16%	(41)	261
Ethnicity: Other	10%	(21)	38%	(81)	10%	(22)	29%	(62)	14%	(30)	216
All Christian	22%	(189)	28%	(247)	10%	(90)	28%	(244)	11%	(96)	867
All Non-Christian	25%	(45)	37%	(67)	7%	(13)	18%	(33)	13%	(23)	180
Atheist	16%	(15)	24%	(22)	15%	(14)	36%	(34)	9%	(9)	93
Agnostic/Nothing in particular	12%	(69)	26%	(146)	6%	(36)	37%	(207)	19%	(108)	565
Something Else	18%	(63)	28%	(97)	9%	(32)	27%	(97)	18%	(64)	354
Religious Non-Protestant/Catholic	24%	(50)	36%	(76)	8%	(16)	19%	(40)	13%	(27)	208
Evangelical	25%	(128)	29%	(150)	7%	(34)	26%	(134)	12%	(63)	508
Non-Evangelical	17%	(117)	27%	(190)	12%	(86)	31%	(218)	14%	(97)	707
Community: Urban	25%	(153)	26%	(158)	8%	(46)	25%	(153)	16%	(97)	609
Community: Suburban	17%	(160)	30%	(287)	10%	(93)	29%	(278)	14%	(128)	947
Community: Rural	13%	(68)	26%	(133)	9%	(45)	36%	(183)	15%	(75)	504
Employ: Private Sector	25%	(194)	33%	(251)	10%	(73)	24%	(185)	8%	(58)	761
Employ: Government	23%	(35)	30%	(46)	10%	(15)	19%	(29)	18%	(28)	152
Employ: Self-Employed	22%	(40)	35%	(64)	9%	(17)	21%	(39)	14%	(26)	186
Employ: Homemaker	11%	(12)	28%	(31)	10%	(10)	31%	(34)	21%	(23)	109
Employ: Student	21%	(12)	22%	(13)	14%	(8)	18%	(10)	26%	(15)	58
Employ: Retired	9%	(43)	23%	(112)	10%	(48)	41%	(199)	17%	(80)	482
Employ: Unemployed	13%	(26)	14%	(28)	6%	(11)	42%	(82)	25%	(48)	196
Employ: Other	17%	(20)	29%	(34)	3%	(3)	31%	(36)	20%	(23)	116
Military HH: Yes	17%	(49)	32%	(91)	6%	(16)	23%	(65)	21%	(60)	283
Military HH: No	19%	(333)	27%	(487)	9%	(168)	31%	(549)	14%	(240)	1777
2018 House Vote: Democrat	23%	(178)	30%	(228)	9%	(67)	26%	(194)	12%	(93)	761
2018 House Vote: Republican	20%	(117)	27%	(160)	10%	(60)	32%	(186)	11%	(65)	587
2018 House Vote: Didnt Vote	12%	(84)	27%	(182)	8%	(51)	32%	(218)	20%	(137)	672
4-Region: Northeast	21%	(76)	25%	(88)	8%	(28)	32%	(113)	14%	(51)	357
4-Region: Midwest	19%	(82)	30%	(126)	9%	(40)	27%	(115)	15%	(63)	425
4-Region: South	16%	(131)	28%	(225)	9%	(72)	34%	(270)	12%	(98)	794
4-Region: West	19%	(93)	29%	(139)	9%	(45)	24%	(117)	18%	(89)	483

Table MCSP8_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	19%	(382)	28%	(578)	9%	(185)	30%	(614)	15%	(301)	2060
Used Twitch in the Past Month	34%	(159)	34%	(158)	8%	(37)	14%	(67)	11%	(51)	472
Sports Fan	26%	(367)	36%	(512)	10%	(142)	18%	(261)	10%	(135)	1417
Sports Fan and Twitch User	40%	(153)	38%	(142)	8%	(29)	9%	(33)	6%	(21)	378

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

Table MCSP9_1: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Sergio Agüero (SLAKUN10)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	11%	(53)	16%	(76)	16%	(78)	7%	(35)	50%	(241)	483
Gender: Male	13%	(41)	16%	(52)	20%	(64)	7%	(21)	44%	(137)	315
Gender: Female	8%	(13)	15%	(24)	8%	(13)	8%	(13)	62%	(101)	163
Age: 18-34	9%	(24)	17%	(48)	19%	(52)	7%	(18)	49%	(138)	280
Age: 35-44	23%	(24)	19%	(20)	15%	(15)	7%	(8)	37%	(39)	105
Age: 45-64	6%	(5)	9%	(8)	12%	(10)	11%	(9)	62%	(54)	87
GenZers: 1997-2012	5%	(7)	9%	(14)	17%	(25)	10%	(15)	59%	(88)	148
Millennials: 1981-1996	17%	(40)	23%	(53)	17%	(40)	5%	(11)	37%	(86)	230
GenXers: 1965-1980	9%	(6)	10%	(7)	19%	(13)	11%	(7)	50%	(33)	66
PID: Dem (no lean)	13%	(30)	21%	(47)	19%	(43)	9%	(19)	38%	(86)	225
PID: Ind (no lean)	4%	(4)	6%	(6)	11%	(12)	7%	(7)	73%	(80)	109
PID: Rep (no lean)	13%	(20)	15%	(22)	15%	(23)	6%	(9)	51%	(75)	148
PID/Gender: Dem Men	15%	(22)	22%	(31)	26%	(38)	7%	(11)	30%	(43)	145
PID/Gender: Dem Women	10%	(8)	20%	(16)	7%	(5)	11%	(9)	53%	(42)	80
PID/Gender: Ind Men	6%	(3)	12%	(6)	11%	(6)	10%	(5)	62%	(32)	52
PID/Gender: Ind Women	1%	(1)	1%	(0)	11%	(6)	2%	(1)	85%	(45)	53
PID/Gender: Rep Men	13%	(16)	12%	(14)	17%	(20)	5%	(6)	53%	(62)	118
Ideo: Liberal (1-3)	16%	(34)	22%	(48)	16%	(34)	6%	(14)	40%	(87)	216
Ideo: Moderate (4)	5%	(7)	10%	(13)	12%	(14)	10%	(12)	62%	(76)	121
Ideo: Conservative (5-7)	7%	(8)	14%	(15)	26%	(28)	8%	(8)	46%	(51)	111
Educ: < College	7%	(22)	13%	(38)	18%	(53)	6%	(17)	57%	(169)	298
Educ: Bachelors degree	14%	(16)	16%	(18)	14%	(16)	14%	(16)	42%	(48)	114
Educ: Post-grad	22%	(15)	28%	(20)	12%	(9)	4%	(3)	34%	(24)	71
Income: Under 50k	4%	(6)	12%	(17)	13%	(19)	7%	(11)	64%	(96)	149
Income: 50k-100k	14%	(31)	16%	(35)	14%	(31)	8%	(17)	47%	(101)	215
Income: 100k+	14%	(16)	20%	(23)	23%	(27)	6%	(7)	37%	(44)	118
Ethnicity: White	10%	(35)	16%	(55)	17%	(56)	6%	(21)	50%	(169)	335
Ethnicity: Hispanic	10%	(16)	12%	(18)	20%	(30)	5%	(7)	53%	(80)	152
Ethnicity: Black	16%	(15)	20%	(19)	14%	(13)	10%	(10)	39%	(37)	94
Ethnicity: Other	7%	(4)	3%	(2)	16%	(8)	9%	(5)	66%	(35)	54

Table MCSP9_1: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Sergio Agüero (SLAKUN10)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	11%	(53)	16%	(76)	16%	(78)	7%	(35)	50%	(241)	483
All Christian	7%	(12)	22%	(36)	18%	(31)	7%	(12)	46%	(77)	168
All Non-Christian	31%	(22)	25%	(17)	20%	(14)	2%	(1)	22%	(15)	70
Agnostic/Nothing in particular	8%	(11)	11%	(15)	12%	(18)	4%	(6)	65%	(93)	142
Something Else	8%	(6)	6%	(5)	12%	(9)	18%	(14)	56%	(43)	77
Religious Non-Protestant/Catholic	28%	(23)	29%	(23)	18%	(14)	2%	(2)	23%	(18)	80
Evangelical	10%	(13)	18%	(23)	14%	(18)	10%	(13)	49%	(65)	133
Non-Evangelical	4%	(4)	9%	(9)	21%	(21)	10%	(11)	56%	(59)	104
Community: Urban	16%	(32)	24%	(47)	21%	(41)	6%	(12)	33%	(65)	197
Community: Suburban	4%	(8)	7%	(15)	13%	(26)	8%	(17)	68%	(138)	204
Community: Rural	16%	(13)	16%	(13)	13%	(10)	9%	(7)	47%	(38)	82
Employ: Private Sector	10%	(26)	17%	(43)	21%	(53)	8%	(20)	45%	(117)	258
Employ: Self-Employed	24%	(15)	22%	(14)	10%	(6)	9%	(6)	34%	(21)	62
Military HH: Yes	24%	(17)	26%	(18)	10%	(7)	3%	(2)	37%	(26)	70
Military HH: No	9%	(37)	14%	(57)	17%	(71)	8%	(33)	52%	(215)	413
2018 House Vote: Democrat	19%	(40)	20%	(40)	21%	(42)	6%	(13)	34%	(71)	206
2018 House Vote: Republican	7%	(8)	17%	(20)	16%	(18)	6%	(7)	54%	(63)	115
2018 House Vote: Didnt Vote	4%	(6)	10%	(15)	10%	(16)	10%	(15)	67%	(105)	158
4-Region: Northeast	7%	(6)	21%	(18)	23%	(20)	5%	(4)	44%	(37)	85
4-Region: Midwest	7%	(6)	16%	(12)	16%	(12)	9%	(7)	52%	(39)	76
4-Region: South	7%	(14)	15%	(28)	14%	(27)	10%	(20)	54%	(105)	194
4-Region: West	22%	(28)	13%	(17)	15%	(19)	4%	(5)	46%	(59)	129
Used Twitch in the Past Month	11%	(53)	16%	(76)	16%	(78)	7%	(35)	50%	(241)	483
Sports Fan	13%	(51)	18%	(69)	19%	(73)	8%	(30)	42%	(161)	385
Sports Fan and Twitch User	13%	(51)	18%	(69)	19%	(73)	8%	(30)	42%	(161)	385

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

Table MCSP9_2: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Lando Norris (landonorris)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	14%	(66)	16%	(80)	15%	(74)	7%	(36)	47%	(227)	483
Gender: Male	14%	(45)	19%	(59)	19%	(60)	7%	(22)	41%	(128)	315
Gender: Female	13%	(21)	12%	(20)	9%	(14)	8%	(13)	58%	(95)	163
Age: 18-34	13%	(36)	16%	(46)	17%	(46)	7%	(20)	47%	(133)	280
Age: 35-44	23%	(25)	18%	(19)	16%	(17)	7%	(7)	36%	(38)	105
Age: 45-64	6%	(5)	17%	(15)	13%	(11)	10%	(9)	54%	(47)	87
GenZers: 1997-2012	10%	(15)	5%	(8)	18%	(26)	10%	(14)	57%	(85)	148
Millennials: 1981-1996	19%	(44)	25%	(57)	15%	(34)	5%	(12)	36%	(83)	230
GenXers: 1965-1980	9%	(6)	20%	(13)	19%	(13)	13%	(9)	38%	(25)	66
PID: Dem (no lean)	20%	(45)	19%	(44)	17%	(39)	7%	(15)	37%	(82)	225
PID: Ind (no lean)	4%	(5)	9%	(10)	10%	(11)	9%	(10)	68%	(74)	109
PID: Rep (no lean)	11%	(17)	17%	(26)	17%	(25)	7%	(11)	48%	(71)	148
PID/Gender: Dem Men	19%	(27)	22%	(31)	24%	(34)	6%	(9)	30%	(43)	145
PID/Gender: Dem Women	22%	(17)	16%	(13)	6%	(5)	8%	(7)	48%	(38)	80
PID/Gender: Ind Men	8%	(4)	17%	(9)	8%	(4)	13%	(7)	53%	(28)	52
PID/Gender: Ind Women	1%	(1)	3%	(1)	12%	(6)	3%	(2)	81%	(43)	53
PID/Gender: Rep Men	12%	(14)	16%	(19)	18%	(22)	5%	(6)	48%	(57)	118
Ideo: Liberal (1-3)	21%	(45)	17%	(37)	20%	(43)	6%	(13)	36%	(77)	216
Ideo: Moderate (4)	6%	(7)	14%	(17)	13%	(16)	8%	(10)	59%	(72)	121
Ideo: Conservative (5-7)	7%	(8)	23%	(26)	13%	(15)	11%	(12)	45%	(50)	111
Educ: < College	11%	(31)	13%	(40)	15%	(44)	7%	(21)	54%	(161)	298
Educ: Bachelors degree	15%	(18)	20%	(23)	16%	(19)	10%	(12)	38%	(43)	114
Educ: Post-grad	24%	(17)	23%	(16)	16%	(11)	4%	(3)	32%	(23)	71
Income: Under 50k	3%	(5)	11%	(17)	16%	(24)	6%	(9)	64%	(95)	149
Income: 50k-100k	17%	(37)	17%	(36)	12%	(26)	10%	(22)	44%	(94)	215
Income: 100k+	20%	(24)	23%	(27)	20%	(24)	4%	(5)	32%	(38)	118
Ethnicity: White	12%	(42)	19%	(64)	16%	(54)	6%	(21)	46%	(154)	335
Ethnicity: Hispanic	18%	(27)	18%	(28)	13%	(19)	4%	(6)	47%	(72)	152
Ethnicity: Black	21%	(20)	14%	(13)	16%	(15)	10%	(10)	39%	(36)	94
Ethnicity: Other	8%	(4)	4%	(2)	9%	(5)	10%	(5)	69%	(37)	54

Table MCSP9_2: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Lando Norris (landonorris)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	14%	(66)	16%	(80)	15%	(74)	7%	(36)	47%	(227)	483
All Christian	15%	(25)	19%	(33)	15%	(26)	6%	(10)	44%	(74)	168
All Non-Christian	16%	(12)	43%	(30)	14%	(10)	6%	(4)	20%	(14)	70
Agnostic/Nothing in particular	13%	(19)	8%	(12)	16%	(22)	6%	(8)	57%	(81)	142
Something Else	11%	(8)	5%	(4)	16%	(12)	13%	(10)	55%	(42)	77
Religious Non-Protestant/Catholic	22%	(17)	39%	(31)	12%	(10)	5%	(4)	22%	(17)	80
Evangelical	16%	(21)	19%	(26)	11%	(14)	6%	(8)	48%	(64)	133
Non-Evangelical	5%	(5)	8%	(8)	22%	(23)	12%	(12)	54%	(56)	104
Community: Urban	18%	(36)	26%	(51)	16%	(32)	6%	(13)	33%	(65)	197
Community: Suburban	9%	(19)	6%	(12)	15%	(31)	7%	(14)	63%	(127)	204
Community: Rural	14%	(11)	20%	(16)	13%	(11)	11%	(9)	42%	(35)	82
Employ: Private Sector	12%	(30)	17%	(44)	21%	(53)	8%	(21)	43%	(110)	258
Employ: Self-Employed	24%	(15)	17%	(11)	12%	(7)	9%	(6)	38%	(23)	62
Military HH: Yes	27%	(19)	22%	(15)	11%	(8)	3%	(2)	36%	(25)	70
Military HH: No	11%	(47)	16%	(64)	16%	(66)	8%	(34)	49%	(202)	413
2018 House Vote: Democrat	22%	(44)	21%	(43)	20%	(42)	6%	(13)	31%	(63)	206
2018 House Vote: Republican	9%	(10)	23%	(26)	13%	(15)	5%	(6)	50%	(58)	115
2018 House Vote: Didnt Vote	7%	(12)	6%	(10)	11%	(17)	10%	(16)	65%	(103)	158
4-Region: Northeast	11%	(9)	26%	(22)	14%	(12)	5%	(5)	44%	(37)	85
4-Region: Midwest	12%	(9)	13%	(10)	12%	(9)	13%	(10)	51%	(39)	76
4-Region: South	8%	(16)	13%	(24)	18%	(35)	9%	(17)	52%	(101)	194
4-Region: West	24%	(31)	19%	(24)	14%	(18)	4%	(5)	39%	(50)	129
Used Twitch in the Past Month	14%	(66)	16%	(80)	15%	(74)	7%	(36)	47%	(227)	483
Sports Fan	15%	(58)	20%	(78)	18%	(70)	7%	(28)	39%	(152)	385
Sports Fan and Twitch User	15%	(58)	20%	(78)	18%	(70)	7%	(28)	39%	(152)	385

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

Table MCSP9_3: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
JuJu Smith-Schuster (Juju)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(57)	15%	(74)	19%	(94)	11%	(51)	43%	(207)	483
Gender: Male	15%	(49)	18%	(56)	21%	(66)	12%	(37)	34%	(108)	315
Gender: Female	5%	(8)	11%	(18)	17%	(29)	9%	(14)	58%	(94)	163
Age: 18-34	9%	(26)	14%	(40)	20%	(55)	11%	(30)	46%	(129)	280
Age: 35-44	26%	(27)	18%	(19)	17%	(18)	10%	(11)	29%	(31)	105
Age: 45-64	5%	(4)	17%	(14)	25%	(22)	10%	(9)	43%	(38)	87
GenZers: 1997-2012	3%	(5)	11%	(16)	17%	(25)	15%	(23)	54%	(80)	148
Millennials: 1981-1996	20%	(47)	18%	(42)	20%	(46)	8%	(17)	34%	(78)	230
GenXers: 1965-1980	9%	(6)	20%	(13)	19%	(12)	16%	(10)	36%	(24)	66
PID: Dem (no lean)	13%	(29)	20%	(45)	21%	(47)	12%	(27)	34%	(77)	225
PID: Ind (no lean)	2%	(2)	8%	(9)	16%	(17)	9%	(10)	65%	(72)	109
PID: Rep (no lean)	17%	(25)	14%	(20)	20%	(30)	10%	(14)	39%	(58)	148
PID/Gender: Dem Men	18%	(27)	25%	(35)	17%	(25)	17%	(24)	23%	(33)	145
PID/Gender: Dem Women	3%	(3)	12%	(10)	28%	(22)	4%	(3)	53%	(43)	80
PID/Gender: Ind Men	4%	(2)	15%	(8)	23%	(12)	11%	(6)	48%	(25)	52
PID/Gender: Ind Women	1%	(0)	2%	(1)	9%	(5)	8%	(4)	80%	(43)	53
PID/Gender: Rep Men	17%	(20)	11%	(13)	24%	(28)	6%	(8)	42%	(50)	118
Ideo: Liberal (1-3)	14%	(29)	22%	(47)	19%	(41)	13%	(29)	32%	(69)	216
Ideo: Moderate (4)	3%	(4)	10%	(12)	21%	(25)	11%	(13)	55%	(67)	121
Ideo: Conservative (5-7)	17%	(19)	13%	(15)	25%	(28)	7%	(8)	37%	(42)	111
Educ: < College	6%	(18)	12%	(36)	21%	(62)	11%	(33)	51%	(151)	298
Educ: Bachelors degree	19%	(22)	17%	(19)	22%	(25)	12%	(14)	30%	(34)	114
Educ: Post-grad	25%	(18)	28%	(19)	11%	(8)	7%	(5)	30%	(21)	71
Income: Under 50k	2%	(3)	15%	(23)	13%	(20)	11%	(16)	58%	(87)	149
Income: 50k-100k	17%	(36)	9%	(20)	22%	(48)	9%	(20)	42%	(91)	215
Income: 100k+	15%	(17)	26%	(31)	22%	(26)	12%	(15)	25%	(29)	118
Ethnicity: White	12%	(41)	14%	(47)	21%	(70)	9%	(32)	43%	(146)	335
Ethnicity: Hispanic	13%	(19)	7%	(11)	25%	(39)	13%	(19)	42%	(64)	152
Ethnicity: Black	13%	(12)	26%	(24)	20%	(19)	10%	(10)	31%	(29)	94
Ethnicity: Other	9%	(5)	4%	(2)	10%	(5)	18%	(10)	59%	(31)	54

Table MCSP9_3: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
JuJu Smith-Schuster (Juju)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(57)	15%	(74)	19%	(94)	11%	(51)	43%	(207)	483
All Christian	9%	(15)	20%	(33)	25%	(42)	11%	(18)	36%	(61)	168
All Non-Christian	31%	(22)	26%	(19)	20%	(14)	5%	(4)	17%	(12)	70
Agnostic/Nothing in particular	8%	(11)	8%	(11)	16%	(23)	12%	(17)	57%	(80)	142
Something Else	6%	(5)	12%	(9)	20%	(16)	12%	(9)	50%	(38)	77
Religious Non-Protestant/Catholic	28%	(22)	24%	(19)	24%	(19)	5%	(4)	19%	(15)	80
Evangelical	10%	(14)	22%	(29)	24%	(32)	6%	(8)	38%	(51)	133
Non-Evangelical	3%	(3)	11%	(11)	18%	(19)	18%	(18)	50%	(52)	104
Community: Urban	18%	(36)	24%	(48)	17%	(33)	12%	(23)	29%	(57)	197
Community: Suburban	5%	(10)	8%	(16)	20%	(40)	12%	(24)	56%	(115)	204
Community: Rural	14%	(11)	12%	(10)	26%	(21)	6%	(5)	43%	(35)	82
Employ: Private Sector	13%	(33)	17%	(45)	21%	(54)	15%	(40)	34%	(87)	258
Employ: Self-Employed	11%	(7)	15%	(9)	33%	(21)	10%	(6)	31%	(19)	62
Military HH: Yes	22%	(15)	21%	(14)	27%	(19)	4%	(3)	27%	(19)	70
Military HH: No	10%	(42)	14%	(59)	18%	(75)	12%	(48)	46%	(188)	413
2018 House Vote: Democrat	21%	(44)	22%	(46)	19%	(38)	11%	(23)	27%	(55)	206
2018 House Vote: Republican	6%	(6)	15%	(17)	31%	(36)	4%	(4)	45%	(52)	115
2018 House Vote: Didnt Vote	4%	(7)	7%	(11)	12%	(19)	15%	(23)	62%	(98)	158
4-Region: Northeast	16%	(13)	17%	(15)	13%	(11)	13%	(11)	42%	(35)	85
4-Region: Midwest	9%	(7)	16%	(12)	17%	(13)	10%	(8)	48%	(37)	76
4-Region: South	4%	(8)	17%	(33)	21%	(40)	11%	(20)	48%	(92)	194
4-Region: West	23%	(29)	11%	(14)	24%	(31)	10%	(13)	33%	(42)	129
Used Twitch in the Past Month	12%	(57)	15%	(74)	19%	(94)	11%	(51)	43%	(207)	483
Sports Fan	14%	(53)	18%	(70)	24%	(91)	10%	(39)	34%	(132)	385
Sports Fan and Twitch User	14%	(53)	18%	(70)	24%	(91)	10%	(39)	34%	(132)	385

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

Table MCSP9_4: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Trevor May (iamtrevormay)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(59)	14%	(67)	16%	(77)	8%	(37)	50%	(243)	483
Gender: Male	14%	(45)	17%	(53)	18%	(57)	8%	(24)	43%	(136)	315
Gender: Female	8%	(14)	9%	(14)	12%	(20)	8%	(13)	63%	(103)	163
Age: 18-34	10%	(28)	14%	(40)	17%	(48)	7%	(20)	52%	(145)	280
Age: 35-44	22%	(23)	20%	(21)	17%	(18)	5%	(5)	37%	(39)	105
Age: 45-64	10%	(8)	7%	(6)	13%	(11)	13%	(12)	57%	(49)	87
GenZers: 1997-2012	5%	(8)	6%	(9)	17%	(25)	6%	(9)	66%	(98)	148
Millennials: 1981-1996	18%	(42)	22%	(50)	17%	(39)	7%	(16)	36%	(83)	230
GenXers: 1965-1980	13%	(9)	10%	(7)	18%	(12)	16%	(10)	43%	(29)	66
PID: Dem (no lean)	12%	(28)	22%	(49)	19%	(42)	10%	(22)	37%	(83)	225
PID: Ind (no lean)	6%	(7)	3%	(3)	11%	(12)	7%	(7)	73%	(80)	109
PID: Rep (no lean)	16%	(24)	10%	(15)	15%	(23)	5%	(7)	54%	(79)	148
PID/Gender: Dem Men	14%	(21)	28%	(41)	21%	(30)	9%	(14)	27%	(39)	145
PID/Gender: Dem Women	9%	(7)	11%	(9)	15%	(12)	11%	(9)	55%	(44)	80
PID/Gender: Ind Men	11%	(5)	5%	(3)	15%	(8)	10%	(5)	59%	(31)	52
PID/Gender: Ind Women	2%	(1)	1%	(0)	7%	(4)	4%	(2)	86%	(46)	53
PID/Gender: Rep Men	16%	(19)	8%	(9)	16%	(19)	4%	(5)	56%	(66)	118
Ideo: Liberal (1-3)	17%	(36)	15%	(32)	20%	(43)	10%	(22)	38%	(82)	216
Ideo: Moderate (4)	5%	(6)	12%	(15)	13%	(16)	8%	(10)	61%	(74)	121
Ideo: Conservative (5-7)	10%	(12)	18%	(20)	16%	(17)	3%	(4)	53%	(59)	111
Educ: < College	7%	(20)	11%	(33)	17%	(50)	7%	(22)	58%	(174)	298
Educ: Bachelors degree	23%	(26)	13%	(15)	12%	(14)	11%	(13)	40%	(46)	114
Educ: Post-grad	18%	(13)	27%	(19)	19%	(13)	3%	(2)	33%	(23)	71
Income: Under 50k	5%	(8)	10%	(15)	14%	(21)	6%	(9)	64%	(96)	149
Income: 50k-100k	15%	(32)	13%	(27)	14%	(31)	10%	(22)	48%	(103)	215
Income: 100k+	16%	(19)	21%	(25)	21%	(25)	5%	(6)	37%	(44)	118
Ethnicity: White	12%	(39)	16%	(53)	17%	(56)	6%	(19)	50%	(168)	335
Ethnicity: Hispanic	13%	(20)	10%	(15)	17%	(25)	6%	(9)	54%	(83)	152
Ethnicity: Black	16%	(15)	14%	(13)	18%	(17)	13%	(12)	38%	(36)	94
Ethnicity: Other	8%	(5)	2%	(1)	7%	(4)	10%	(5)	73%	(39)	54

Table MCSP9_4: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Trevor May (iamtrevormay)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(59)	14%	(67)	16%	(77)	8%	(37)	50%	(243)	483
All Christian	10%	(17)	17%	(28)	21%	(35)	7%	(11)	46%	(77)	168
All Non-Christian	29%	(20)	28%	(20)	9%	(6)	11%	(8)	23%	(16)	70
Agnostic/Nothing in particular	9%	(12)	7%	(11)	15%	(21)	3%	(5)	66%	(93)	142
Something Else	8%	(6)	8%	(6)	15%	(12)	13%	(10)	56%	(43)	77
Religious Non-Protestant/Catholic	25%	(20)	26%	(20)	15%	(12)	10%	(8)	24%	(19)	80
Evangelical	13%	(18)	15%	(20)	16%	(21)	9%	(11)	47%	(63)	133
Non-Evangelical	2%	(2)	12%	(12)	17%	(18)	8%	(9)	60%	(63)	104
Community: Urban	19%	(38)	21%	(42)	20%	(39)	5%	(9)	35%	(69)	197
Community: Suburban	6%	(12)	8%	(16)	11%	(23)	7%	(14)	68%	(139)	204
Community: Rural	11%	(9)	11%	(9)	18%	(15)	16%	(13)	43%	(36)	82
Employ: Private Sector	11%	(29)	16%	(41)	20%	(51)	7%	(18)	46%	(119)	258
Employ: Self-Employed	20%	(12)	11%	(7)	16%	(10)	17%	(11)	35%	(22)	62
Military HH: Yes	23%	(16)	15%	(10)	17%	(12)	10%	(7)	36%	(25)	70
Military HH: No	10%	(43)	14%	(57)	16%	(65)	7%	(30)	53%	(218)	413
2018 House Vote: Democrat	20%	(42)	24%	(50)	16%	(32)	9%	(18)	31%	(64)	206
2018 House Vote: Republican	8%	(9)	9%	(10)	24%	(27)	6%	(7)	53%	(61)	115
2018 House Vote: Didnt Vote	5%	(8)	4%	(7)	11%	(18)	6%	(10)	73%	(115)	158
4-Region: Northeast	12%	(10)	25%	(21)	13%	(11)	6%	(5)	44%	(37)	85
4-Region: Midwest	8%	(6)	15%	(12)	13%	(10)	15%	(11)	49%	(37)	76
4-Region: South	10%	(20)	11%	(22)	15%	(28)	7%	(13)	57%	(111)	194
4-Region: West	18%	(23)	10%	(13)	22%	(28)	6%	(7)	45%	(58)	129
Used Twitch in the Past Month	12%	(59)	14%	(67)	16%	(77)	8%	(37)	50%	(243)	483
Sports Fan	15%	(57)	16%	(61)	19%	(75)	8%	(33)	41%	(160)	385
Sports Fan and Twitch User	15%	(57)	16%	(61)	19%	(75)	8%	(33)	41%	(160)	385

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

Table MCSP9_5: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Demetrious Johnson (MightyGaming)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(57)	18%	(86)	15%	(74)	9%	(42)	46%	(224)	483
Gender: Male	14%	(45)	20%	(64)	18%	(58)	10%	(31)	37%	(117)	315
Gender: Female	7%	(11)	14%	(22)	10%	(17)	7%	(11)	62%	(102)	163
Age: 18-34	9%	(25)	20%	(57)	16%	(44)	8%	(23)	47%	(132)	280
Age: 35-44	22%	(23)	19%	(20)	22%	(23)	8%	(8)	30%	(31)	105
Age: 45-64	10%	(9)	10%	(9)	8%	(7)	13%	(11)	58%	(50)	87
GenZers: 1997-2012	4%	(6)	15%	(22)	14%	(21)	8%	(12)	59%	(87)	148
Millennials: 1981-1996	18%	(40)	24%	(55)	19%	(43)	8%	(18)	32%	(74)	230
GenXers: 1965-1980	14%	(9)	14%	(9)	13%	(8)	17%	(11)	43%	(28)	66
PID: Dem (no lean)	14%	(31)	27%	(60)	19%	(42)	8%	(18)	33%	(74)	225
PID: Ind (no lean)	5%	(5)	6%	(7)	11%	(12)	10%	(11)	68%	(75)	109
PID: Rep (no lean)	14%	(21)	13%	(19)	14%	(20)	9%	(13)	51%	(75)	148
PID/Gender: Dem Men	17%	(25)	30%	(43)	23%	(33)	9%	(13)	22%	(31)	145
PID/Gender: Dem Women	7%	(6)	22%	(18)	11%	(9)	7%	(5)	53%	(42)	80
PID/Gender: Ind Men	5%	(3)	13%	(7)	17%	(9)	15%	(8)	50%	(26)	52
PID/Gender: Ind Women	5%	(3)	1%	(0)	5%	(3)	5%	(3)	84%	(45)	53
PID/Gender: Rep Men	15%	(17)	12%	(15)	13%	(16)	9%	(10)	51%	(60)	118
Ideo: Liberal (1-3)	17%	(36)	22%	(48)	15%	(32)	9%	(20)	37%	(79)	216
Ideo: Moderate (4)	5%	(7)	11%	(13)	20%	(24)	11%	(13)	53%	(65)	121
Ideo: Conservative (5-7)	9%	(10)	22%	(25)	16%	(18)	6%	(7)	47%	(53)	111
Educ: < College	6%	(18)	17%	(51)	13%	(40)	10%	(30)	54%	(160)	298
Educ: Bachelors degree	19%	(22)	17%	(19)	19%	(22)	8%	(9)	37%	(42)	114
Educ: Post-grad	24%	(17)	22%	(16)	18%	(13)	5%	(3)	31%	(22)	71
Income: Under 50k	3%	(4)	12%	(18)	14%	(21)	9%	(14)	62%	(92)	149
Income: 50k-100k	18%	(38)	18%	(38)	13%	(29)	9%	(19)	42%	(91)	215
Income: 100k+	12%	(15)	26%	(30)	20%	(24)	7%	(9)	34%	(40)	118
Ethnicity: White	11%	(38)	20%	(68)	14%	(46)	7%	(25)	47%	(158)	335
Ethnicity: Hispanic	10%	(15)	23%	(34)	11%	(16)	7%	(10)	50%	(76)	152
Ethnicity: Black	15%	(14)	17%	(16)	22%	(20)	9%	(9)	37%	(35)	94
Ethnicity: Other	8%	(4)	4%	(2)	15%	(8)	16%	(9)	57%	(31)	54

Table MCSP9_5: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Demetrious Johnson (MightyGaming)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	12%	(57)	18%	(86)	15%	(74)	9%	(42)	46%	(224)	483
All Christian	10%	(17)	23%	(39)	14%	(23)	10%	(16)	43%	(73)	168
All Non-Christian	24%	(17)	37%	(26)	18%	(13)	8%	(6)	12%	(9)	70
Agnostic/Nothing in particular	9%	(13)	9%	(13)	12%	(17)	7%	(10)	63%	(89)	142
Something Else	9%	(7)	8%	(7)	20%	(15)	12%	(9)	51%	(39)	77
Religious Non-Protestant/Catholic	22%	(18)	40%	(32)	16%	(13)	7%	(6)	15%	(12)	80
Evangelical	15%	(20)	16%	(22)	14%	(19)	8%	(10)	47%	(62)	133
Non-Evangelical	3%	(3)	15%	(15)	17%	(18)	14%	(14)	52%	(54)	104
Community: Urban	16%	(32)	23%	(46)	20%	(39)	8%	(15)	33%	(65)	197
Community: Suburban	8%	(17)	9%	(19)	12%	(24)	11%	(23)	59%	(121)	204
Community: Rural	10%	(8)	26%	(21)	13%	(10)	5%	(4)	46%	(38)	82
Employ: Private Sector	13%	(33)	19%	(49)	18%	(47)	11%	(27)	39%	(102)	258
Employ: Self-Employed	13%	(8)	27%	(17)	17%	(10)	7%	(4)	36%	(22)	62
Military HH: Yes	22%	(15)	26%	(18)	12%	(8)	8%	(6)	33%	(23)	70
Military HH: No	10%	(41)	17%	(68)	16%	(66)	9%	(36)	49%	(200)	413
2018 House Vote: Democrat	21%	(43)	25%	(52)	14%	(29)	11%	(22)	29%	(60)	206
2018 House Vote: Republican	6%	(6)	19%	(22)	15%	(18)	5%	(6)	55%	(64)	115
2018 House Vote: Didnt Vote	5%	(7)	8%	(12)	17%	(27)	8%	(13)	62%	(99)	158
4-Region: Northeast	16%	(14)	17%	(15)	17%	(14)	6%	(5)	44%	(37)	85
4-Region: Midwest	5%	(4)	14%	(11)	17%	(13)	16%	(12)	47%	(36)	76
4-Region: South	8%	(16)	14%	(26)	16%	(31)	11%	(21)	51%	(99)	194
4-Region: West	18%	(23)	27%	(34)	12%	(16)	3%	(4)	40%	(51)	129
Used Twitch in the Past Month	12%	(57)	18%	(86)	15%	(74)	9%	(42)	46%	(224)	483
Sports Fan	14%	(54)	21%	(80)	17%	(65)	10%	(39)	38%	(147)	385
Sports Fan and Twitch User	14%	(54)	21%	(80)	17%	(65)	10%	(39)	38%	(147)	385

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

Table MCSP9_6: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Sean O'Malley (seanomalleyufc)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	16%	(75)	17%	(84)	15%	(73)	7%	(34)	45%	(217)	483
Gender: Male	18%	(57)	21%	(66)	17%	(55)	6%	(20)	37%	(117)	315
Gender: Female	11%	(18)	11%	(17)	11%	(18)	8%	(13)	59%	(97)	163
Age: 18-34	13%	(37)	20%	(57)	14%	(38)	8%	(22)	45%	(126)	280
Age: 35-44	29%	(31)	14%	(14)	22%	(23)	6%	(7)	29%	(31)	105
Age: 45-64	8%	(7)	14%	(12)	14%	(12)	7%	(6)	58%	(50)	87
GenZers: 1997-2012	7%	(10)	17%	(25)	11%	(17)	10%	(14)	56%	(83)	148
Millennials: 1981-1996	25%	(57)	20%	(46)	18%	(41)	6%	(14)	31%	(72)	230
GenXers: 1965-1980	13%	(8)	14%	(9)	22%	(15)	9%	(6)	42%	(28)	66
PID: Dem (no lean)	21%	(47)	22%	(50)	17%	(38)	5%	(11)	35%	(78)	225
PID: Ind (no lean)	4%	(4)	10%	(11)	16%	(17)	13%	(14)	58%	(63)	109
PID: Rep (no lean)	16%	(24)	16%	(23)	12%	(17)	6%	(9)	51%	(75)	148
PID/Gender: Dem Men	25%	(37)	27%	(40)	19%	(28)	4%	(6)	23%	(34)	145
PID/Gender: Dem Women	12%	(10)	13%	(11)	13%	(10)	6%	(5)	55%	(44)	80
PID/Gender: Ind Men	6%	(3)	16%	(8)	24%	(13)	14%	(7)	41%	(21)	52
PID/Gender: Ind Women	2%	(1)	4%	(2)	9%	(5)	11%	(6)	74%	(39)	53
PID/Gender: Rep Men	15%	(17)	16%	(19)	12%	(14)	6%	(7)	52%	(62)	118
Ideo: Liberal (1-3)	21%	(46)	22%	(48)	16%	(35)	4%	(8)	36%	(78)	216
Ideo: Moderate (4)	9%	(11)	10%	(12)	18%	(22)	15%	(18)	49%	(60)	121
Ideo: Conservative (5-7)	12%	(14)	21%	(24)	14%	(15)	7%	(7)	46%	(51)	111
Educ: < College	12%	(35)	15%	(44)	14%	(42)	8%	(23)	52%	(155)	298
Educ: Bachelors degree	20%	(22)	22%	(25)	17%	(19)	8%	(9)	34%	(39)	114
Educ: Post-grad	26%	(18)	21%	(15)	17%	(12)	4%	(3)	33%	(23)	71
Income: Under 50k	7%	(11)	12%	(19)	13%	(20)	6%	(9)	61%	(91)	149
Income: 50k-100k	22%	(48)	15%	(33)	14%	(31)	9%	(19)	39%	(84)	215
Income: 100k+	14%	(17)	27%	(32)	19%	(22)	5%	(6)	35%	(41)	118
Ethnicity: White	15%	(51)	18%	(62)	16%	(53)	6%	(21)	44%	(149)	335
Ethnicity: Hispanic	19%	(29)	16%	(24)	13%	(19)	7%	(11)	46%	(70)	152
Ethnicity: Black	22%	(21)	22%	(20)	15%	(14)	9%	(9)	32%	(30)	94
Ethnicity: Other	6%	(3)	4%	(2)	11%	(6)	9%	(5)	71%	(38)	54

Table MCSP9_6: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Sean O'Malley (seanomalleyufc)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	16%	(75)	17%	(84)	15%	(73)	7%	(34)	45%	(217)	483
All Christian	14%	(23)	21%	(36)	18%	(31)	6%	(10)	41%	(69)	168
All Non-Christian	41%	(29)	23%	(16)	13%	(9)	6%	(4)	17%	(12)	70
Agnostic/Nothing in particular	10%	(14)	13%	(18)	10%	(14)	9%	(12)	58%	(82)	142
Something Else	10%	(8)	12%	(9)	16%	(13)	10%	(8)	52%	(40)	77
Religious Non-Protestant/Catholic	36%	(29)	27%	(21)	12%	(10)	6%	(5)	19%	(15)	80
Evangelical	18%	(24)	18%	(25)	17%	(23)	5%	(7)	41%	(54)	133
Non-Evangelical	4%	(4)	13%	(13)	17%	(18)	9%	(10)	57%	(59)	104
Community: Urban	23%	(45)	23%	(45)	18%	(36)	5%	(11)	31%	(60)	197
Community: Suburban	6%	(13)	12%	(25)	12%	(25)	9%	(18)	60%	(123)	204
Community: Rural	21%	(17)	17%	(14)	14%	(11)	7%	(6)	41%	(34)	82
Employ: Private Sector	15%	(38)	20%	(52)	18%	(47)	7%	(19)	40%	(103)	258
Employ: Self-Employed	24%	(15)	21%	(13)	16%	(10)	5%	(3)	34%	(21)	62
Military HH: Yes	31%	(22)	21%	(15)	13%	(9)	4%	(3)	31%	(22)	70
Military HH: No	13%	(53)	17%	(69)	15%	(63)	8%	(32)	47%	(195)	413
2018 House Vote: Democrat	28%	(57)	20%	(41)	19%	(39)	6%	(11)	28%	(58)	206
2018 House Vote: Republican	7%	(9)	22%	(25)	15%	(17)	5%	(6)	51%	(59)	115
2018 House Vote: Didnt Vote	6%	(9)	11%	(17)	10%	(16)	11%	(17)	63%	(99)	158
4-Region: Northeast	17%	(14)	18%	(15)	14%	(12)	7%	(6)	44%	(38)	85
4-Region: Midwest	12%	(9)	17%	(13)	16%	(12)	16%	(12)	39%	(29)	76
4-Region: South	8%	(16)	16%	(31)	18%	(35)	7%	(13)	51%	(98)	194
4-Region: West	27%	(35)	19%	(24)	11%	(14)	3%	(3)	40%	(52)	129
Used Twitch in the Past Month	16%	(75)	17%	(84)	15%	(73)	7%	(34)	45%	(217)	483
Sports Fan	19%	(73)	20%	(77)	18%	(67)	8%	(32)	35%	(136)	385
Sports Fan and Twitch User	19%	(73)	20%	(77)	18%	(67)	8%	(32)	35%	(136)	385

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

Table MCSP9_7: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Blake Snell (Snellzilla4)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	13%	(64)	16%	(79)	12%	(58)	10%	(50)	48%	(232)	483
Gender: Male	15%	(46)	20%	(62)	14%	(43)	9%	(29)	43%	(135)	315
Gender: Female	11%	(18)	11%	(18)	9%	(14)	13%	(21)	57%	(93)	163
Age: 18-34	12%	(33)	16%	(44)	11%	(31)	12%	(35)	49%	(137)	280
Age: 35-44	25%	(26)	21%	(22)	15%	(16)	7%	(7)	32%	(34)	105
Age: 45-64	5%	(4)	15%	(13)	13%	(12)	8%	(7)	59%	(51)	87
GenZers: 1997-2012	3%	(5)	11%	(16)	8%	(12)	19%	(28)	58%	(87)	148
Millennials: 1981-1996	23%	(54)	21%	(49)	14%	(31)	6%	(14)	35%	(82)	230
GenXers: 1965-1980	8%	(5)	17%	(11)	20%	(13)	8%	(5)	46%	(31)	66
PID: Dem (no lean)	17%	(38)	23%	(51)	12%	(26)	10%	(23)	39%	(87)	225
PID: Ind (no lean)	2%	(2)	8%	(9)	12%	(13)	11%	(13)	67%	(73)	109
PID: Rep (no lean)	16%	(24)	13%	(20)	13%	(19)	10%	(14)	48%	(71)	148
PID/Gender: Dem Men	17%	(24)	28%	(40)	13%	(19)	13%	(19)	29%	(42)	145
PID/Gender: Dem Women	16%	(13)	14%	(11)	9%	(8)	5%	(4)	55%	(44)	80
PID/Gender: Ind Men	5%	(2)	12%	(6)	17%	(9)	7%	(4)	60%	(31)	52
PID/Gender: Ind Women	—	(0)	5%	(2)	5%	(3)	16%	(9)	74%	(39)	53
PID/Gender: Rep Men	16%	(19)	13%	(15)	13%	(16)	5%	(6)	52%	(62)	118
Ideo: Liberal (1-3)	20%	(42)	19%	(41)	10%	(22)	14%	(30)	38%	(81)	216
Ideo: Moderate (4)	5%	(6)	12%	(15)	18%	(22)	9%	(11)	55%	(67)	121
Ideo: Conservative (5-7)	9%	(10)	21%	(23)	12%	(14)	7%	(8)	50%	(56)	111
Educ: < College	9%	(28)	13%	(40)	11%	(34)	12%	(35)	54%	(162)	298
Educ: Bachelors degree	19%	(22)	17%	(19)	14%	(16)	10%	(12)	40%	(45)	114
Educ: Post-grad	20%	(14)	29%	(21)	11%	(8)	5%	(4)	34%	(24)	71
Income: Under 50k	8%	(12)	7%	(10)	12%	(19)	12%	(18)	60%	(90)	149
Income: 50k-100k	17%	(38)	20%	(42)	9%	(19)	10%	(21)	44%	(95)	215
Income: 100k+	12%	(14)	23%	(27)	17%	(20)	9%	(11)	39%	(47)	118
Ethnicity: White	12%	(41)	18%	(61)	12%	(39)	11%	(36)	47%	(158)	335
Ethnicity: Hispanic	16%	(24)	14%	(22)	9%	(14)	14%	(22)	46%	(71)	152
Ethnicity: Black	20%	(19)	17%	(16)	15%	(14)	8%	(8)	40%	(38)	94
Ethnicity: Other	7%	(4)	4%	(2)	9%	(5)	12%	(6)	68%	(36)	54

Continued on next page

Table MCSP9_7: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Blake Snell (Snellzilla4)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	13%	(64)	16%	(79)	12%	(58)	10%	(50)	48%	(232)	483
All Christian	16%	(27)	15%	(25)	14%	(24)	8%	(14)	46%	(78)	168
All Non-Christian	23%	(16)	37%	(26)	11%	(8)	4%	(3)	24%	(17)	70
Agnostic/Nothing in particular	11%	(15)	7%	(9)	7%	(10)	17%	(23)	59%	(83)	142
Something Else	5%	(4)	17%	(13)	17%	(13)	10%	(7)	51%	(39)	77
Religious Non-Protestant/Catholic	28%	(22)	33%	(27)	10%	(8)	3%	(3)	25%	(20)	80
Evangelical	13%	(18)	18%	(24)	16%	(22)	5%	(6)	47%	(63)	133
Non-Evangelical	4%	(4)	12%	(12)	15%	(16)	12%	(13)	57%	(60)	104
Community: Urban	20%	(39)	23%	(46)	16%	(31)	9%	(17)	32%	(64)	197
Community: Suburban	5%	(10)	8%	(17)	9%	(18)	13%	(27)	65%	(131)	204
Community: Rural	18%	(15)	20%	(16)	11%	(9)	7%	(5)	45%	(37)	82
Employ: Private Sector	11%	(30)	18%	(47)	15%	(38)	12%	(30)	44%	(113)	258
Employ: Self-Employed	23%	(14)	19%	(12)	16%	(10)	7%	(4)	35%	(22)	62
Military HH: Yes	31%	(21)	21%	(15)	9%	(7)	3%	(2)	36%	(25)	70
Military HH: No	10%	(42)	16%	(65)	12%	(52)	12%	(48)	50%	(206)	413
2018 House Vote: Democrat	21%	(42)	24%	(49)	12%	(24)	10%	(21)	34%	(69)	206
2018 House Vote: Republican	9%	(10)	15%	(17)	18%	(21)	4%	(4)	54%	(63)	115
2018 House Vote: Didnt Vote	7%	(11)	8%	(12)	8%	(13)	15%	(24)	62%	(98)	158
4-Region: Northeast	12%	(10)	22%	(19)	13%	(11)	8%	(6)	46%	(39)	85
4-Region: Midwest	10%	(8)	12%	(9)	13%	(10)	15%	(11)	50%	(38)	76
4-Region: South	8%	(16)	15%	(29)	12%	(24)	12%	(23)	52%	(101)	194
4-Region: West	23%	(30)	17%	(22)	10%	(13)	7%	(9)	42%	(54)	129
Used Twitch in the Past Month	13%	(64)	16%	(79)	12%	(58)	10%	(50)	48%	(232)	483
Sports Fan	15%	(59)	20%	(77)	14%	(55)	10%	(39)	40%	(155)	385
Sports Fan and Twitch User	15%	(59)	20%	(77)	14%	(55)	10%	(39)	40%	(155)	385

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

Table MCSP9_8: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Devin Booker (Dbook)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	14%	(69)	16%	(75)	14%	(66)	11%	(52)	46%	(220)	483
Gender: Male	18%	(57)	16%	(52)	16%	(50)	11%	(34)	39%	(122)	315
Gender: Female	7%	(12)	14%	(23)	10%	(16)	11%	(18)	57%	(93)	163
Age: 18-34	14%	(38)	15%	(43)	15%	(42)	10%	(28)	46%	(130)	280
Age: 35-44	24%	(25)	20%	(22)	16%	(17)	10%	(11)	30%	(31)	105
Age: 45-64	8%	(7)	12%	(11)	8%	(7)	15%	(13)	57%	(49)	87
GenZers: 1997-2012	7%	(11)	10%	(16)	12%	(18)	15%	(22)	56%	(83)	148
Millennials: 1981-1996	22%	(51)	21%	(48)	17%	(39)	7%	(17)	33%	(75)	230
GenXers: 1965-1980	12%	(8)	15%	(10)	12%	(8)	19%	(12)	42%	(28)	66
PID: Dem (no lean)	17%	(39)	21%	(46)	16%	(36)	12%	(27)	34%	(77)	225
PID: Ind (no lean)	4%	(4)	9%	(10)	11%	(12)	12%	(13)	64%	(70)	109
PID: Rep (no lean)	18%	(26)	13%	(19)	12%	(18)	8%	(12)	49%	(73)	148
PID/Gender: Dem Men	22%	(33)	23%	(33)	16%	(23)	15%	(21)	24%	(35)	145
PID/Gender: Dem Women	8%	(6)	17%	(14)	15%	(12)	7%	(6)	53%	(42)	80
PID/Gender: Ind Men	8%	(4)	13%	(7)	18%	(9)	15%	(8)	46%	(24)	52
PID/Gender: Ind Women	—	(0)	6%	(3)	6%	(3)	10%	(6)	78%	(42)	53
PID/Gender: Rep Men	17%	(20)	10%	(12)	14%	(17)	4%	(5)	54%	(63)	118
Ideo: Liberal (1-3)	17%	(38)	19%	(41)	17%	(37)	13%	(27)	34%	(73)	216
Ideo: Moderate (4)	5%	(6)	15%	(19)	10%	(12)	12%	(15)	57%	(70)	121
Ideo: Conservative (5-7)	19%	(21)	14%	(16)	15%	(16)	6%	(7)	47%	(52)	111
Educ: < College	11%	(33)	11%	(34)	12%	(36)	13%	(37)	53%	(158)	298
Educ: Bachelors degree	20%	(22)	17%	(19)	19%	(21)	10%	(11)	35%	(40)	114
Educ: Post-grad	19%	(14)	32%	(22)	12%	(9)	5%	(4)	32%	(22)	71
Income: Under 50k	10%	(15)	10%	(15)	10%	(14)	12%	(17)	59%	(89)	149
Income: 50k-100k	18%	(38)	13%	(29)	17%	(36)	11%	(23)	41%	(89)	215
Income: 100k+	14%	(17)	27%	(32)	13%	(16)	10%	(11)	36%	(42)	118
Ethnicity: White	12%	(41)	17%	(58)	13%	(44)	11%	(37)	46%	(155)	335
Ethnicity: Hispanic	15%	(23)	10%	(16)	15%	(22)	15%	(23)	44%	(68)	152
Ethnicity: Black	26%	(25)	14%	(13)	19%	(17)	9%	(8)	33%	(31)	94
Ethnicity: Other	7%	(4)	8%	(4)	9%	(5)	13%	(7)	63%	(34)	54

Table MCSP9_8: *Generally speaking, how often do you watch the following streamers' livestreams on Twitch?*
Devin Booker (Dbook)

Demographic	Everytime they stream		Most times they stream		Some of the times they stream		Rarely		Never		Total N
Adults	14%	(69)	16%	(75)	14%	(66)	11%	(52)	46%	(220)	483
All Christian	14%	(24)	19%	(32)	16%	(28)	8%	(14)	42%	(70)	168
All Non-Christian	27%	(19)	27%	(19)	23%	(16)	2%	(2)	20%	(14)	70
Agnostic/Nothing in particular	13%	(18)	7%	(9)	7%	(10)	16%	(23)	57%	(81)	142
Something Else	9%	(7)	13%	(10)	13%	(10)	12%	(9)	53%	(41)	77
Religious Non-Protestant/Catholic	25%	(20)	31%	(25)	20%	(16)	2%	(2)	22%	(17)	80
Evangelical	18%	(23)	18%	(24)	14%	(18)	6%	(7)	45%	(60)	133
Non-Evangelical	4%	(4)	8%	(9)	18%	(18)	15%	(16)	54%	(57)	104
Community: Urban	23%	(45)	25%	(49)	14%	(27)	10%	(20)	28%	(55)	197
Community: Suburban	7%	(14)	6%	(12)	12%	(25)	13%	(26)	63%	(128)	204
Community: Rural	13%	(10)	17%	(14)	17%	(14)	7%	(6)	45%	(37)	82
Employ: Private Sector	15%	(39)	16%	(42)	16%	(42)	14%	(37)	38%	(98)	258
Employ: Self-Employed	12%	(8)	26%	(16)	18%	(11)	6%	(3)	38%	(23)	62
Military HH: Yes	31%	(21)	18%	(13)	12%	(9)	4%	(3)	34%	(24)	70
Military HH: No	12%	(48)	15%	(63)	14%	(57)	12%	(49)	47%	(196)	413
2018 House Vote: Democrat	25%	(52)	20%	(41)	17%	(35)	10%	(20)	28%	(58)	206
2018 House Vote: Republican	10%	(11)	18%	(20)	15%	(18)	5%	(6)	52%	(59)	115
2018 House Vote: Didnt Vote	4%	(7)	8%	(13)	8%	(12)	16%	(25)	64%	(101)	158
4-Region: Northeast	16%	(14)	16%	(14)	18%	(16)	5%	(5)	44%	(37)	85
4-Region: Midwest	10%	(8)	22%	(17)	8%	(6)	13%	(10)	47%	(35)	76
4-Region: South	10%	(20)	13%	(25)	16%	(32)	12%	(22)	49%	(95)	194
4-Region: West	22%	(28)	16%	(20)	10%	(13)	11%	(15)	41%	(53)	129
Used Twitch in the Past Month	14%	(69)	16%	(75)	14%	(66)	11%	(52)	46%	(220)	483
Sports Fan	17%	(66)	19%	(74)	16%	(62)	11%	(41)	37%	(143)	385
Sports Fan and Twitch User	17%	(66)	19%	(74)	16%	(62)	11%	(41)	37%	(143)	385

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

Table MCSP10: *Generally speaking, how often do you watch 'co-streams' of sporting events on Twitch, where a streamer watches a live sporting event on their stream with their own commentary?*

Demographic	Very often		Somewhat often		Not too often		Never		Don't know / No opinion		Total N
Adults	21%	(101)	24%	(118)	25%	(121)	23%	(113)	6%	(30)	483
Gender: Male	22%	(68)	32%	(100)	25%	(79)	17%	(55)	4%	(12)	315
Gender: Female	20%	(33)	11%	(18)	25%	(40)	34%	(56)	10%	(16)	163
Age: 18-34	25%	(70)	26%	(73)	22%	(63)	22%	(62)	5%	(13)	280
Age: 35-44	21%	(23)	29%	(30)	20%	(21)	18%	(19)	12%	(12)	105
Age: 45-64	10%	(9)	18%	(15)	42%	(37)	27%	(23)	4%	(3)	87
GenZers: 1997-2012	11%	(17)	25%	(36)	31%	(46)	26%	(38)	7%	(11)	148
Millennials: 1981-1996	32%	(74)	28%	(65)	16%	(36)	18%	(42)	6%	(14)	230
GenXers: 1965-1980	15%	(10)	24%	(16)	33%	(22)	22%	(14)	6%	(4)	66
PID: Dem (no lean)	30%	(68)	27%	(60)	21%	(48)	19%	(42)	3%	(6)	225
PID: Ind (no lean)	8%	(8)	21%	(23)	27%	(29)	30%	(33)	14%	(15)	109
PID: Rep (no lean)	17%	(25)	23%	(35)	30%	(44)	25%	(37)	5%	(8)	148
PID/Gender: Dem Men	32%	(46)	36%	(52)	21%	(31)	9%	(13)	2%	(3)	145
PID/Gender: Dem Women	28%	(22)	10%	(8)	22%	(17)	36%	(29)	4%	(3)	80
PID/Gender: Ind Men	13%	(7)	34%	(18)	23%	(12)	25%	(13)	5%	(3)	52
PID/Gender: Ind Women	3%	(2)	10%	(5)	30%	(16)	35%	(19)	22%	(12)	53
PID/Gender: Rep Men	13%	(15)	26%	(31)	31%	(37)	24%	(28)	6%	(7)	118
Ideo: Liberal (1-3)	25%	(55)	33%	(71)	18%	(39)	20%	(42)	4%	(9)	216
Ideo: Moderate (4)	13%	(15)	19%	(23)	31%	(38)	30%	(36)	8%	(9)	121
Ideo: Conservative (5-7)	27%	(30)	21%	(23)	23%	(25)	26%	(29)	2%	(3)	111
Educ: < College	17%	(51)	22%	(65)	31%	(93)	25%	(74)	6%	(16)	298
Educ: Bachelors degree	23%	(26)	29%	(33)	21%	(24)	20%	(23)	7%	(8)	114
Educ: Post-grad	34%	(24)	28%	(20)	6%	(4)	23%	(16)	8%	(6)	71
Income: Under 50k	15%	(22)	18%	(26)	31%	(46)	28%	(41)	9%	(14)	149
Income: 50k-100k	21%	(46)	25%	(53)	25%	(54)	22%	(48)	7%	(15)	215
Income: 100k+	28%	(33)	33%	(39)	18%	(21)	20%	(23)	1%	(1)	118
Ethnicity: White	22%	(74)	24%	(79)	24%	(79)	25%	(84)	6%	(19)	335
Ethnicity: Hispanic	22%	(34)	24%	(36)	31%	(47)	17%	(26)	6%	(9)	152
Ethnicity: Black	25%	(23)	27%	(25)	25%	(23)	14%	(13)	9%	(9)	94
Ethnicity: Other	7%	(4)	25%	(13)	35%	(18)	28%	(15)	5%	(3)	54

Table MCSP10: *Generally speaking, how often do you watch 'co-streams' of sporting events on Twitch, where a streamer watches a live sporting event on their stream with their own commentary?*

Demographic	Very often		Somewhat often		Not too often		Never		Don't know / No opinion		Total N
Adults	21%	(101)	24%	(118)	25%	(121)	23%	(113)	6%	(30)	483
All Christian	24%	(41)	24%	(41)	30%	(51)	19%	(32)	2%	(3)	168
All Non-Christian	49%	(35)	31%	(22)	10%	(7)	6%	(4)	4%	(3)	70
Agnostic/Nothing in particular	10%	(14)	20%	(29)	25%	(36)	32%	(46)	12%	(18)	142
Something Else	10%	(8)	29%	(23)	26%	(20)	27%	(21)	7%	(5)	77
Religious Non-Protestant/Catholic	50%	(40)	28%	(23)	9%	(7)	8%	(6)	5%	(4)	80
Evangelical	26%	(35)	25%	(33)	26%	(35)	22%	(29)	1%	(1)	133
Non-Evangelical	6%	(6)	24%	(25)	34%	(36)	30%	(31)	6%	(6)	104
Community: Urban	30%	(59)	33%	(65)	18%	(35)	13%	(25)	7%	(13)	197
Community: Suburban	9%	(18)	20%	(40)	33%	(68)	32%	(66)	6%	(12)	204
Community: Rural	31%	(25)	16%	(13)	21%	(17)	27%	(22)	5%	(4)	82
Employ: Private Sector	22%	(57)	28%	(73)	26%	(68)	19%	(48)	5%	(12)	258
Employ: Self-Employed	30%	(19)	32%	(20)	17%	(10)	19%	(12)	3%	(2)	62
Military HH: Yes	40%	(28)	25%	(17)	11%	(8)	19%	(13)	5%	(4)	70
Military HH: No	18%	(73)	24%	(101)	27%	(113)	24%	(99)	6%	(26)	413
2018 House Vote: Democrat	31%	(64)	32%	(65)	15%	(30)	16%	(33)	7%	(14)	206
2018 House Vote: Republican	21%	(24)	24%	(27)	25%	(29)	29%	(34)	1%	(1)	115
2018 House Vote: Didnt Vote	8%	(12)	16%	(25)	38%	(61)	28%	(44)	10%	(16)	158
4-Region: Northeast	35%	(30)	15%	(13)	15%	(13)	29%	(25)	6%	(5)	85
4-Region: Midwest	17%	(13)	27%	(20)	21%	(16)	27%	(20)	9%	(6)	76
4-Region: South	14%	(27)	27%	(52)	31%	(61)	24%	(46)	4%	(8)	194
4-Region: West	25%	(32)	26%	(33)	25%	(32)	17%	(21)	8%	(11)	129
Used Twitch in the Past Month	21%	(101)	24%	(118)	25%	(121)	23%	(113)	6%	(30)	483
Sports Fan	25%	(95)	29%	(113)	24%	(93)	16%	(60)	6%	(24)	385
Sports Fan and Twitch User	25%	(95)	29%	(113)	24%	(93)	16%	(60)	6%	(24)	385

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

Table MCSPdem1_1: *How often did you use the following social media platforms in the past month?*
TikTok

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	19% (422)	7% (149)	7% (156)	3% (75)	6% (123)	4% (78)	54% (1196)	2200
Gender: Male	18% (195)	8% (90)	7% (76)	3% (28)	5% (54)	4% (38)	55% (585)	1065
Gender: Female	20% (225)	5% (56)	7% (80)	4% (47)	6% (69)	4% (40)	54% (604)	1121
Age: 18-34	37% (234)	9% (59)	10% (63)	6% (37)	5% (33)	4% (24)	29% (180)	631
Age: 35-44	23% (87)	9% (32)	10% (37)	3% (11)	7% (25)	6% (21)	43% (159)	371
Age: 45-64	12% (89)	7% (52)	6% (43)	3% (23)	7% (49)	3% (21)	61% (434)	711
Age: 65+	3% (14)	1% (6)	3% (13)	1% (3)	3% (16)	2% (12)	87% (423)	487
GenZers: 1997-2012	44% (124)	9% (24)	10% (27)	5% (15)	3% (10)	4% (10)	25% (70)	280
Millennials: 1981-1996	28% (183)	10% (66)	10% (66)	5% (33)	7% (48)	5% (34)	35% (236)	666
GenXers: 1965-1980	16% (90)	8% (42)	6% (34)	3% (19)	7% (37)	3% (15)	57% (312)	549
Baby Boomers: 1946-1964	4% (25)	3% (17)	4% (29)	1% (7)	4% (28)	3% (19)	81% (526)	650
PID: Dem (no lean)	22% (188)	9% (76)	7% (63)	4% (31)	7% (56)	4% (34)	47% (397)	846
PID: Ind (no lean)	17% (110)	4% (26)	7% (47)	4% (26)	5% (33)	3% (21)	61% (403)	665
PID: Rep (no lean)	18% (124)	7% (46)	7% (47)	2% (17)	5% (35)	3% (23)	58% (397)	689
PID/Gender: Dem Men	22% (91)	13% (51)	8% (34)	3% (14)	6% (25)	5% (19)	42% (173)	408
PID/Gender: Dem Women	22% (97)	6% (25)	7% (29)	4% (17)	7% (31)	3% (15)	51% (220)	435
PID/Gender: Ind Men	13% (36)	2% (7)	9% (25)	1% (3)	3% (8)	3% (7)	70% (196)	282
PID/Gender: Ind Women	19% (71)	5% (17)	6% (22)	6% (24)	6% (24)	4% (14)	54% (204)	375
PID/Gender: Rep Men	18% (67)	9% (33)	5% (18)	3% (11)	5% (21)	3% (11)	57% (215)	376
PID/Gender: Rep Women	18% (57)	4% (14)	9% (29)	2% (6)	4% (14)	4% (12)	58% (180)	311
Ideo: Liberal (1-3)	26% (178)	7% (45)	8% (53)	4% (24)	6% (40)	4% (27)	46% (312)	678
Ideo: Moderate (4)	15% (94)	8% (49)	8% (49)	5% (30)	5% (30)	3% (20)	57% (362)	634
Ideo: Conservative (5-7)	13% (89)	6% (43)	6% (42)	2% (15)	5% (36)	2% (17)	64% (431)	672
Educ: < College	20% (285)	7% (96)	7% (97)	4% (54)	6% (84)	4% (57)	53% (764)	1438
Educ: Bachelors degree	17% (80)	6% (30)	8% (41)	3% (14)	6% (28)	3% (15)	57% (276)	484
Educ: Post-grad	20% (57)	9% (24)	6% (18)	2% (6)	4% (11)	2% (6)	56% (156)	278
Income: Under 50k	17% (174)	6% (60)	5% (56)	4% (38)	6% (58)	4% (42)	59% (620)	1048
Income: 50k-100k	21% (160)	7% (52)	9% (69)	3% (24)	6% (45)	3% (20)	50% (374)	744
Income: 100k+	22% (88)	9% (37)	8% (31)	3% (12)	5% (20)	4% (16)	50% (202)	408
Ethnicity: White	17% (287)	6% (108)	7% (127)	3% (52)	5% (84)	4% (62)	58% (978)	1698
Ethnicity: Hispanic	28% (107)	8% (30)	12% (45)	5% (18)	5% (18)	5% (18)	38% (144)	379

Continued on next page

Table MCSPdem1_1: *How often did you use the following social media platforms in the past month?*
TikTok

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	19% (422)	7% (149)	7% (156)	3% (75)	6% (123)	4% (78)	54% (1196)	2200
Ethnicity: Black	35% (100)	7% (19)	7% (21)	3% (8)	9% (25)	3% (9)	36% (101)	283
Ethnicity: Other	16% (35)	10% (22)	4% (9)	6% (14)	6% (14)	3% (7)	54% (118)	220
All Christian	15% (142)	6% (58)	6% (56)	2% (22)	6% (56)	3% (28)	61% (569)	931
All Non-Christian	19% (35)	13% (25)	11% (20)	6% (11)	3% (6)	7% (13)	42% (79)	188
Atheist	21% (20)	9% (8)	9% (9)	2% (2)	3% (3)	2% (2)	54% (53)	97
Agnostic/Nothing in particular	22% (132)	5% (28)	7% (41)	5% (30)	5% (31)	3% (17)	54% (332)	611
Something Else	25% (93)	8% (30)	8% (30)	3% (10)	7% (27)	5% (19)	44% (163)	372
Religious Non-Protestant/Catholic	20% (42)	12% (25)	11% (23)	5% (11)	4% (8)	6% (13)	43% (94)	216
Evangelical	23% (123)	6% (32)	6% (35)	2% (12)	8% (42)	5% (26)	50% (271)	540
Non-Evangelical	14% (109)	7% (55)	6% (48)	3% (23)	6% (44)	3% (20)	61% (459)	758
Community: Urban	28% (187)	11% (72)	6% (39)	3% (20)	4% (25)	3% (22)	45% (293)	658
Community: Suburban	14% (136)	5% (54)	7% (71)	5% (45)	6% (59)	4% (40)	60% (598)	1002
Community: Rural	18% (100)	4% (23)	9% (46)	2% (10)	7% (39)	3% (16)	57% (306)	540
Employ: Private Sector	23% (181)	10% (78)	9% (70)	3% (24)	6% (49)	3% (26)	46% (368)	796
Employ: Government	27% (43)	6% (9)	8% (13)	8% (13)	4% (7)	5% (8)	42% (68)	159
Employ: Self-Employed	31% (59)	6% (12)	9% (18)	3% (5)	8% (15)	6% (11)	38% (72)	191
Employ: Homemaker	18% (21)	6% (6)	12% (14)	2% (2)	9% (10)	2% (2)	51% (59)	115
Employ: Student	63% (37)	10% (6)	6% (4)	6% (3)	2% (1)	4% (2)	9% (5)	58
Employ: Retired	4% (20)	2% (9)	3% (17)	1% (7)	4% (24)	3% (15)	83% (453)	545
Employ: Unemployed	19% (40)	8% (17)	6% (13)	4% (9)	5% (10)	4% (8)	54% (117)	215
Employ: Other	18% (21)	10% (12)	6% (7)	9% (11)	6% (7)	5% (6)	46% (55)	120
Military HH: Yes	23% (73)	3% (9)	7% (23)	4% (12)	3% (9)	2% (7)	57% (180)	313
Military HH: No	19% (350)	7% (140)	7% (133)	3% (63)	6% (114)	4% (71)	54% (1016)	1887
2018 House Vote: Democrat	19% (157)	8% (64)	8% (63)	4% (32)	6% (48)	4% (32)	51% (415)	811
2018 House Vote: Republican	13% (84)	6% (38)	6% (39)	2% (13)	5% (29)	3% (20)	65% (411)	633
2018 House Vote: Didnt Vote	25% (176)	6% (46)	7% (52)	4% (30)	6% (44)	4% (26)	48% (340)	714
4-Region: Northeast	19% (73)	5% (18)	8% (29)	4% (16)	6% (25)	3% (13)	55% (211)	385
4-Region: Midwest	16% (71)	8% (35)	7% (32)	4% (19)	6% (29)	2% (10)	57% (259)	455
4-Region: South	21% (179)	8% (64)	7% (58)	2% (19)	7% (57)	3% (23)	52% (439)	839
4-Region: West	19% (99)	6% (32)	7% (37)	4% (21)	2% (13)	6% (32)	55% (288)	521

Table MCSPdem1_1: *How often did you use the following social media platforms in the past month?*
TikTok

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	19% (422)	7% (149)	7% (156)	3% (75)	6% (123)	4% (78)	54% (1196)	2200
Used Twitch in the Past Month	37% (178)	13% (65)	12% (57)	5% (26)	6% (30)	4% (21)	22% (106)	483
Sports Fan	20% (292)	8% (121)	7% (106)	4% (63)	6% (94)	4% (56)	51% (755)	1487
Sports Fan and Twitch User	35% (136)	15% (56)	12% (47)	6% (22)	7% (27)	3% (13)	22% (84)	385

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

Table MCSPdem1_2: *How often did you use the following social media platforms in the past month?*

Instagram

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	24% (538)	11% (244)	7% (161)	4% (96)	7% (148)	4% (89)	42% (923)	2200
Gender: Male	26% (274)	11% (120)	7% (79)	4% (46)	7% (70)	4% (43)	41% (434)	1065
Gender: Female	23% (262)	11% (124)	7% (82)	4% (49)	7% (76)	4% (47)	43% (481)	1121
Age: 18-34	40% (250)	15% (96)	11% (72)	6% (35)	7% (45)	3% (21)	18% (113)	631
Age: 35-44	36% (133)	12% (43)	8% (30)	5% (17)	6% (22)	6% (21)	28% (106)	371
Age: 45-64	16% (116)	11% (78)	6% (40)	5% (33)	7% (49)	5% (34)	51% (360)	711
Age: 65+	8% (40)	6% (27)	4% (20)	2% (12)	6% (31)	3% (13)	71% (344)	487
GenZers: 1997-2012	44% (124)	16% (44)	8% (21)	5% (13)	8% (23)	4% (10)	16% (44)	280
Millennials: 1981-1996	37% (244)	14% (94)	11% (77)	6% (37)	6% (41)	4% (26)	22% (148)	666
GenXers: 1965-1980	19% (102)	12% (66)	6% (35)	4% (20)	7% (36)	5% (26)	48% (263)	549
Baby Boomers: 1946-1964	10% (67)	6% (38)	4% (26)	4% (25)	7% (47)	4% (24)	65% (423)	650
PID: Dem (no lean)	31% (261)	12% (102)	8% (68)	5% (41)	6% (51)	3% (27)	35% (296)	846
PID: Ind (no lean)	23% (153)	7% (49)	6% (43)	4% (30)	9% (59)	5% (33)	45% (298)	665
PID: Rep (no lean)	18% (124)	14% (93)	7% (50)	4% (26)	5% (37)	4% (29)	48% (329)	689
PID/Gender: Dem Men	33% (133)	13% (51)	9% (37)	4% (18)	5% (22)	4% (15)	32% (132)	408
PID/Gender: Dem Women	29% (128)	12% (51)	7% (32)	5% (23)	6% (27)	3% (13)	37% (162)	435
PID/Gender: Ind Men	22% (63)	7% (21)	5% (14)	4% (12)	10% (28)	5% (15)	46% (128)	282
PID/Gender: Ind Women	23% (88)	7% (28)	8% (28)	4% (16)	8% (31)	5% (18)	44% (166)	375
PID/Gender: Rep Men	21% (78)	13% (48)	8% (28)	4% (16)	5% (19)	3% (13)	46% (173)	376
PID/Gender: Rep Women	15% (46)	15% (45)	7% (22)	3% (10)	6% (18)	5% (16)	49% (154)	311
Ideo: Liberal (1-3)	32% (219)	13% (88)	10% (67)	3% (22)	6% (40)	3% (23)	32% (219)	678
Ideo: Moderate (4)	23% (143)	11% (69)	7% (45)	5% (32)	9% (54)	3% (18)	43% (272)	634
Ideo: Conservative (5-7)	16% (108)	11% (75)	5% (35)	5% (31)	6% (40)	5% (35)	52% (348)	672
Educ: < College	22% (310)	12% (168)	8% (113)	4% (62)	7% (99)	4% (56)	44% (629)	1438
Educ: Bachelors degree	28% (136)	9% (45)	7% (35)	4% (19)	7% (32)	5% (26)	40% (192)	484
Educ: Post-grad	33% (93)	11% (31)	5% (13)	5% (15)	6% (16)	3% (8)	37% (102)	278
Income: Under 50k	20% (212)	9% (93)	6% (65)	4% (44)	6% (65)	5% (52)	49% (518)	1048
Income: 50k-100k	25% (184)	13% (96)	10% (73)	5% (34)	7% (55)	4% (27)	37% (275)	744
Income: 100k+	35% (142)	14% (55)	6% (24)	5% (18)	7% (28)	3% (10)	32% (130)	408
Ethnicity: White	22% (374)	11% (187)	7% (121)	4% (65)	7% (115)	4% (64)	45% (771)	1698
Ethnicity: Hispanic	34% (129)	16% (61)	7% (28)	4% (14)	8% (29)	3% (13)	28% (105)	379

Continued on next page

Table MCSPdem1_2: *How often did you use the following social media platforms in the past month?*

Instagram

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	24% (538)	11% (244)	7% (161)	4% (96)	7% (148)	4% (89)	42% (923)	2200
Ethnicity: Black	37% (105)	9% (24)	10% (28)	7% (19)	8% (22)	4% (11)	26% (74)	283
Ethnicity: Other	27% (59)	15% (33)	5% (12)	5% (12)	5% (11)	7% (15)	35% (78)	220
All Christian	21% (199)	12% (108)	6% (57)	4% (37)	7% (63)	4% (36)	46% (432)	931
All Non-Christian	35% (66)	17% (33)	7% (14)	9% (17)	2% (4)	4% (7)	25% (47)	188
Atheist	22% (21)	16% (16)	3% (3)	3% (3)	4% (4)	6% (6)	46% (45)	97
Agnostic/Nothing in particular	26% (157)	10% (61)	8% (48)	4% (26)	9% (53)	3% (18)	41% (248)	611
Something Else	25% (94)	7% (27)	11% (40)	4% (14)	6% (24)	6% (22)	41% (151)	372
Religious Non-Protestant/Catholic	32% (70)	18% (39)	7% (14)	8% (18)	3% (5)	5% (11)	27% (59)	216
Evangelical	29% (154)	10% (52)	8% (45)	3% (15)	8% (41)	4% (23)	39% (210)	540
Non-Evangelical	19% (145)	10% (73)	8% (59)	4% (33)	6% (46)	4% (33)	49% (369)	758
Community: Urban	33% (214)	12% (77)	7% (49)	4% (27)	6% (42)	4% (26)	34% (224)	658
Community: Suburban	23% (231)	11% (113)	8% (84)	5% (47)	6% (58)	4% (41)	43% (428)	1002
Community: Rural	17% (93)	10% (55)	5% (29)	4% (22)	9% (47)	4% (23)	50% (271)	540
Employ: Private Sector	32% (256)	16% (126)	10% (79)	4% (30)	6% (47)	4% (33)	28% (226)	796
Employ: Government	35% (56)	8% (13)	5% (8)	9% (14)	5% (8)	2% (3)	36% (58)	159
Employ: Self-Employed	26% (50)	14% (27)	13% (24)	5% (10)	8% (15)	5% (10)	29% (55)	191
Employ: Homemaker	20% (23)	11% (12)	6% (7)	3% (3)	7% (8)	5% (6)	49% (56)	115
Employ: Student	51% (30)	16% (10)	5% (3)	2% (1)	13% (8)	— (0)	13% (8)	58
Employ: Retired	7% (41)	6% (34)	4% (24)	4% (22)	8% (45)	3% (14)	67% (365)	545
Employ: Unemployed	22% (47)	7% (15)	5% (11)	4% (9)	5% (12)	7% (14)	50% (107)	215
Employ: Other	30% (36)	6% (7)	4% (5)	7% (8)	5% (6)	8% (9)	41% (49)	120
Military HH: Yes	22% (68)	9% (29)	5% (17)	5% (15)	7% (21)	4% (13)	48% (149)	313
Military HH: No	25% (470)	11% (215)	8% (144)	4% (82)	7% (126)	4% (76)	41% (773)	1887
2018 House Vote: Democrat	28% (226)	12% (98)	8% (65)	5% (41)	6% (47)	4% (29)	38% (305)	811
2018 House Vote: Republican	17% (105)	12% (78)	7% (47)	3% (21)	6% (36)	4% (24)	51% (322)	633
2018 House Vote: Didnt Vote	28% (198)	9% (66)	7% (47)	5% (33)	9% (62)	5% (36)	38% (272)	714
4-Region: Northeast	24% (94)	9% (36)	10% (37)	5% (18)	5% (20)	4% (16)	42% (163)	385
4-Region: Midwest	22% (101)	9% (41)	6% (26)	4% (20)	7% (31)	5% (21)	47% (215)	455
4-Region: South	23% (193)	11% (94)	8% (66)	4% (34)	8% (66)	4% (33)	42% (353)	839
4-Region: West	29% (150)	14% (73)	6% (32)	5% (24)	6% (30)	4% (19)	37% (192)	521

Table MCSPdem1_2: *How often did you use the following social media platforms in the past month?*

Instagram

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	24% (538)	11% (244)	7% (161)	4% (96)	7% (148)	4% (89)	42% (923)	2200
Used Twitch in the Past Month	40% (194)	19% (94)	13% (61)	6% (30)	9% (42)	5% (22)	8% (41)	483
Sports Fan	27% (402)	12% (171)	8% (124)	5% (71)	6% (95)	4% (62)	38% (562)	1487
Sports Fan and Twitch User	41% (158)	20% (75)	13% (52)	6% (25)	7% (28)	5% (20)	7% (27)	385

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

Table MCSPdem1_3: *How often did you use the following social media platforms in the past month?*

Facebook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	47% (1035)	16% (360)	8% (179)	4% (93)	7% (145)	3% (63)	15% (324)	2200
Gender: Male	45% (481)	16% (169)	8% (86)	5% (57)	6% (68)	3% (30)	16% (174)	1065
Gender: Female	49% (550)	17% (188)	8% (92)	3% (36)	7% (76)	3% (31)	13% (148)	1121
Age: 18-34	44% (279)	12% (79)	10% (62)	4% (27)	7% (47)	5% (32)	17% (106)	631
Age: 35-44	57% (211)	12% (45)	8% (31)	4% (17)	5% (19)	2% (7)	11% (42)	371
Age: 45-64	47% (331)	22% (157)	7% (49)	3% (24)	7% (47)	2% (11)	13% (92)	711
Age: 65+	44% (215)	16% (79)	8% (37)	5% (26)	7% (33)	3% (14)	17% (84)	487
GenZers: 1997-2012	33% (91)	9% (25)	13% (35)	4% (10)	7% (21)	7% (21)	27% (77)	280
Millennials: 1981-1996	55% (369)	14% (92)	7% (49)	5% (31)	6% (42)	3% (17)	10% (66)	666
GenXers: 1965-1980	46% (252)	23% (127)	8% (41)	4% (19)	6% (34)	1% (7)	12% (68)	549
Baby Boomers: 1946-1964	46% (302)	17% (111)	7% (49)	5% (30)	6% (40)	3% (16)	16% (102)	650
PID: Dem (no lean)	49% (413)	16% (136)	9% (75)	4% (37)	5% (45)	3% (27)	13% (112)	846
PID: Ind (no lean)	45% (300)	15% (97)	9% (57)	3% (19)	9% (59)	3% (19)	17% (115)	665
PID: Rep (no lean)	47% (322)	18% (127)	7% (47)	5% (38)	6% (41)	2% (17)	14% (97)	689
PID/Gender: Dem Men	47% (190)	16% (66)	10% (41)	5% (20)	6% (26)	2% (9)	14% (56)	408
PID/Gender: Dem Women	51% (221)	16% (69)	8% (33)	4% (17)	4% (19)	4% (18)	13% (57)	435
PID/Gender: Ind Men	43% (122)	13% (38)	7% (19)	4% (10)	8% (22)	3% (10)	22% (62)	282
PID/Gender: Ind Women	47% (175)	15% (58)	10% (38)	2% (8)	9% (35)	3% (10)	14% (51)	375
PID/Gender: Rep Men	45% (169)	17% (66)	7% (26)	7% (27)	5% (19)	3% (11)	15% (57)	376
PID/Gender: Rep Women	49% (153)	20% (61)	7% (21)	3% (10)	7% (22)	1% (4)	13% (40)	311
Ideo: Liberal (1-3)	49% (331)	15% (101)	9% (61)	3% (23)	6% (40)	4% (29)	14% (94)	678
Ideo: Moderate (4)	47% (297)	18% (117)	7% (43)	4% (28)	6% (39)	3% (21)	14% (88)	634
Ideo: Conservative (5-7)	46% (308)	18% (118)	8% (53)	6% (38)	7% (48)	2% (11)	14% (96)	672
Educ: < College	47% (680)	17% (240)	9% (126)	4% (55)	7% (97)	3% (42)	14% (198)	1438
Educ: Bachelors degree	42% (204)	18% (89)	8% (40)	6% (28)	6% (30)	3% (15)	16% (79)	484
Educ: Post-grad	55% (152)	11% (31)	5% (13)	4% (11)	6% (18)	2% (5)	17% (48)	278
Income: Under 50k	45% (471)	16% (171)	10% (108)	4% (44)	8% (80)	3% (34)	13% (141)	1048
Income: 50k-100k	46% (345)	17% (128)	7% (51)	5% (36)	5% (41)	2% (15)	17% (128)	744
Income: 100k+	54% (219)	15% (62)	5% (20)	3% (14)	6% (24)	4% (14)	13% (54)	408
Ethnicity: White	48% (812)	17% (288)	8% (139)	4% (67)	6% (105)	2% (38)	15% (248)	1698
Ethnicity: Hispanic	47% (179)	19% (70)	8% (31)	3% (10)	7% (26)	2% (8)	14% (55)	379

Continued on next page

Table MCSPdem1_3: *How often did you use the following social media platforms in the past month?*

Facebook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	47% (1035)	16% (360)	8% (179)	4% (93)	7% (145)	3% (63)	15% (324)	2200
Ethnicity: Black	50% (140)	13% (36)	7% (21)	4% (12)	8% (24)	4% (12)	13% (38)	283
Ethnicity: Other	38% (83)	17% (37)	9% (20)	6% (14)	7% (16)	6% (13)	17% (38)	220
All Christian	49% (460)	17% (158)	7% (66)	5% (44)	7% (63)	1% (13)	14% (127)	931
All Non-Christian	51% (97)	18% (33)	7% (14)	8% (15)	5% (9)	2% (3)	9% (17)	188
Atheist	39% (38)	16% (16)	9% (8)	4% (4)	2% (2)	8% (8)	23% (22)	97
Agnostic/Nothing in particular	43% (264)	15% (91)	9% (54)	3% (21)	7% (44)	5% (29)	18% (109)	611
Something Else	47% (177)	17% (62)	10% (37)	3% (9)	7% (27)	3% (10)	13% (49)	372
Religious Non-Protestant/Catholic	53% (114)	17% (38)	6% (14)	7% (15)	6% (13)	2% (3)	9% (19)	216
Evangelical	51% (277)	17% (90)	8% (45)	4% (22)	7% (40)	2% (9)	11% (58)	540
Non-Evangelical	47% (353)	17% (131)	8% (64)	4% (29)	6% (48)	2% (15)	16% (118)	758
Community: Urban	49% (321)	16% (103)	10% (64)	3% (23)	6% (39)	2% (14)	14% (94)	658
Community: Suburban	42% (423)	17% (173)	8% (83)	5% (52)	7% (71)	4% (40)	16% (160)	1002
Community: Rural	54% (292)	16% (85)	6% (32)	3% (18)	7% (35)	2% (9)	13% (70)	540
Employ: Private Sector	48% (380)	19% (148)	7% (52)	4% (34)	6% (50)	2% (15)	15% (116)	796
Employ: Government	57% (91)	16% (25)	5% (8)	6% (10)	7% (11)	— (0)	9% (14)	159
Employ: Self-Employed	45% (86)	13% (25)	13% (25)	4% (8)	6% (12)	5% (9)	14% (26)	191
Employ: Homemaker	55% (63)	20% (23)	5% (6)	4% (4)	5% (6)	— (0)	11% (13)	115
Employ: Student	25% (15)	6% (4)	11% (7)	1% (1)	8% (5)	20% (11)	28% (16)	58
Employ: Retired	45% (248)	16% (87)	9% (50)	4% (22)	6% (33)	3% (15)	17% (90)	545
Employ: Unemployed	38% (82)	16% (34)	12% (25)	5% (10)	10% (22)	2% (5)	17% (38)	215
Employ: Other	59% (71)	12% (15)	6% (7)	4% (4)	4% (5)	6% (7)	10% (12)	120
Military HH: Yes	55% (171)	13% (40)	8% (24)	3% (10)	5% (16)	2% (7)	15% (46)	313
Military HH: No	46% (865)	17% (320)	8% (155)	4% (84)	7% (129)	3% (56)	15% (278)	1887
2018 House Vote: Democrat	51% (415)	15% (120)	8% (67)	4% (33)	5% (43)	3% (23)	13% (108)	811
2018 House Vote: Republican	47% (296)	17% (111)	7% (44)	5% (32)	7% (46)	2% (13)	14% (91)	633
2018 House Vote: Didnt Vote	43% (309)	17% (123)	9% (66)	4% (26)	7% (52)	4% (25)	16% (114)	714
4-Region: Northeast	47% (180)	16% (61)	7% (28)	6% (22)	6% (25)	2% (8)	16% (62)	385
4-Region: Midwest	47% (213)	20% (91)	8% (36)	3% (14)	8% (35)	1% (6)	13% (59)	455
4-Region: South	48% (404)	15% (126)	9% (78)	4% (36)	6% (49)	3% (27)	14% (119)	839
4-Region: West	46% (238)	16% (82)	7% (37)	4% (22)	7% (37)	4% (22)	16% (84)	521

Table MCSPdem1_3: *How often did you use the following social media platforms in the past month?*

Facebook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	47% (1035)	16% (360)	8% (179)	4% (93)	7% (145)	3% (63)	15% (324)	2200
Used Twitch in the Past Month	47% (226)	18% (87)	8% (37)	5% (25)	8% (37)	3% (16)	11% (54)	483
Sports Fan	49% (731)	16% (238)	8% (117)	5% (70)	7% (102)	3% (42)	12% (186)	1487
Sports Fan and Twitch User	50% (192)	20% (77)	7% (25)	6% (24)	8% (30)	2% (9)	7% (28)	385

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

Table MCSPdem1_4: *How often did you use the following social media platforms in the past month?*

Snapchat

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	14% (310)	6% (122)	6% (135)	4% (81)	5% (104)	3% (66)	63% (1382)	2200
Gender: Male	14% (146)	5% (58)	7% (72)	4% (46)	4% (44)	3% (31)	63% (668)	1065
Gender: Female	14% (161)	5% (60)	6% (62)	3% (35)	5% (60)	3% (35)	63% (708)	1121
Age: 18-34	28% (178)	11% (71)	10% (66)	7% (42)	6% (37)	5% (33)	32% (204)	631
Age: 35-44	21% (77)	7% (27)	9% (35)	4% (13)	7% (25)	2% (8)	50% (185)	371
Age: 45-64	7% (49)	3% (24)	4% (29)	3% (24)	4% (31)	2% (14)	76% (539)	711
Age: 65+	1% (5)	— (0)	1% (5)	— (2)	2% (11)	2% (10)	93% (454)	487
GenZers: 1997-2012	37% (103)	11% (30)	9% (25)	7% (19)	5% (15)	8% (22)	24% (66)	280
Millennials: 1981-1996	22% (146)	10% (63)	11% (71)	5% (36)	7% (44)	3% (19)	43% (286)	666
GenXers: 1965-1980	8% (46)	5% (27)	4% (22)	4% (22)	5% (25)	2% (12)	72% (395)	549
Baby Boomers: 1946-1964	2% (14)	— (1)	3% (16)	1% (5)	3% (20)	2% (12)	89% (581)	650
PID: Dem (no lean)	16% (136)	6% (53)	8% (69)	3% (24)	5% (39)	2% (14)	60% (511)	846
PID: Ind (no lean)	13% (89)	5% (35)	5% (30)	4% (26)	6% (43)	4% (26)	63% (416)	665
PID: Rep (no lean)	12% (84)	5% (35)	5% (35)	5% (32)	3% (22)	4% (25)	66% (456)	689
PID/Gender: Dem Men	16% (67)	7% (30)	10% (40)	4% (15)	5% (19)	1% (6)	57% (232)	408
PID/Gender: Dem Women	16% (69)	5% (23)	6% (28)	2% (9)	5% (20)	2% (9)	64% (277)	435
PID/Gender: Ind Men	11% (32)	4% (11)	4% (12)	3% (8)	5% (15)	3% (8)	69% (195)	282
PID/Gender: Ind Women	15% (55)	5% (20)	5% (18)	5% (18)	7% (27)	5% (18)	58% (218)	375
PID/Gender: Rep Men	13% (48)	5% (18)	5% (20)	6% (24)	2% (9)	5% (17)	64% (241)	376
PID/Gender: Rep Women	12% (36)	5% (17)	5% (16)	3% (8)	4% (14)	3% (8)	68% (213)	311
Ideo: Liberal (1-3)	18% (119)	7% (50)	8% (53)	3% (22)	6% (38)	3% (21)	55% (376)	678
Ideo: Moderate (4)	12% (75)	4% (25)	6% (38)	5% (29)	6% (41)	4% (23)	64% (404)	634
Ideo: Conservative (5-7)	10% (65)	5% (33)	5% (31)	3% (23)	3% (17)	3% (18)	72% (485)	672
Educ: < College	14% (200)	5% (79)	6% (93)	4% (51)	5% (71)	3% (45)	63% (899)	1438
Educ: Bachelors degree	13% (61)	5% (23)	6% (29)	5% (23)	5% (25)	3% (14)	64% (308)	484
Educ: Post-grad	17% (48)	7% (20)	5% (13)	2% (7)	3% (8)	2% (6)	63% (176)	278
Income: Under 50k	12% (126)	5% (48)	4% (42)	4% (40)	4% (46)	3% (34)	68% (713)	1048
Income: 50k-100k	15% (113)	6% (46)	8% (62)	4% (29)	5% (40)	2% (17)	59% (438)	744
Income: 100k+	17% (71)	7% (27)	8% (32)	3% (13)	4% (18)	4% (14)	57% (232)	408
Ethnicity: White	13% (219)	6% (94)	6% (101)	4% (68)	4% (73)	3% (45)	65% (1097)	1698
Ethnicity: Hispanic	23% (86)	5% (18)	11% (44)	7% (25)	6% (22)	3% (11)	46% (174)	379

Continued on next page

Table MCSPdem1_4: *How often did you use the following social media platforms in the past month?*
Snapchat

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	14% (310)	6% (122)	6% (135)	4% (81)	5% (104)	3% (66)	63% (1382)	2200
Ethnicity: Black	21% (59)	8% (23)	6% (18)	3% (8)	6% (16)	3% (10)	52% (148)	283
Ethnicity: Other	15% (32)	2% (5)	7% (15)	2% (5)	6% (14)	5% (11)	62% (137)	220
All Christian	12% (109)	4% (39)	4% (35)	4% (33)	5% (46)	2% (19)	70% (648)	931
All Non-Christian	25% (47)	10% (19)	15% (27)	3% (6)	1% (1)	3% (6)	44% (82)	188
Atheist	13% (12)	6% (6)	8% (8)	2% (2)	2% (2)	6% (5)	63% (61)	97
Agnostic/Nothing in particular	14% (85)	5% (30)	7% (40)	5% (31)	5% (30)	4% (22)	61% (373)	611
Something Else	15% (56)	7% (28)	7% (24)	3% (9)	7% (24)	4% (13)	58% (218)	372
Religious Non-Protestant/Catholic	23% (49)	11% (25)	13% (28)	3% (6)	1% (2)	3% (6)	46% (100)	216
Evangelical	17% (90)	5% (29)	6% (31)	3% (19)	5% (26)	2% (12)	62% (333)	540
Non-Evangelical	10% (74)	4% (31)	4% (33)	3% (21)	6% (46)	3% (21)	70% (531)	758
Community: Urban	20% (134)	7% (45)	6% (42)	3% (20)	5% (33)	3% (21)	55% (363)	658
Community: Suburban	11% (108)	4% (40)	7% (71)	4% (42)	4% (44)	3% (29)	67% (667)	1002
Community: Rural	12% (67)	7% (37)	4% (22)	4% (20)	5% (27)	3% (15)	65% (352)	540
Employ: Private Sector	18% (144)	8% (61)	8% (64)	5% (40)	6% (44)	3% (22)	53% (420)	796
Employ: Government	24% (38)	8% (13)	7% (11)	5% (8)	7% (11)	3% (5)	46% (73)	159
Employ: Self-Employed	14% (27)	9% (18)	10% (20)	4% (8)	8% (15)	5% (10)	49% (94)	191
Employ: Homemaker	15% (17)	7% (8)	10% (11)	4% (4)	3% (4)	2% (2)	60% (69)	115
Employ: Student	52% (31)	6% (4)	8% (5)	1% (1)	4% (3)	5% (3)	24% (14)	58
Employ: Retired	2% (9)	1% (5)	1% (7)	1% (4)	3% (15)	3% (14)	90% (491)	545
Employ: Unemployed	15% (32)	2% (4)	5% (11)	6% (13)	3% (7)	2% (4)	68% (146)	215
Employ: Other	11% (13)	8% (10)	5% (6)	3% (3)	4% (5)	5% (6)	64% (76)	120
Military HH: Yes	14% (45)	7% (23)	7% (22)	3% (9)	4% (14)	3% (10)	61% (190)	313
Military HH: No	14% (264)	5% (99)	6% (113)	4% (72)	5% (90)	3% (56)	63% (1193)	1887
2018 House Vote: Democrat	15% (126)	7% (53)	8% (61)	3% (25)	5% (37)	2% (19)	61% (491)	811
2018 House Vote: Republican	8% (50)	5% (29)	5% (29)	3% (21)	3% (19)	3% (18)	74% (468)	633
2018 House Vote: Didnt Vote	18% (127)	5% (37)	6% (43)	5% (35)	6% (46)	4% (29)	56% (397)	714
4-Region: Northeast	11% (42)	6% (22)	8% (32)	4% (16)	4% (16)	3% (12)	64% (245)	385
4-Region: Midwest	14% (63)	5% (24)	5% (25)	3% (13)	3% (11)	3% (14)	67% (304)	455
4-Region: South	15% (122)	6% (52)	3% (27)	5% (43)	6% (50)	3% (28)	62% (517)	839
4-Region: West	16% (82)	4% (23)	10% (50)	2% (10)	5% (26)	2% (13)	61% (316)	521

Continued on next page

Table MCSPdem1_4: *How often did you use the following social media platforms in the past month?*

Snapchat

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	14% (310)	6% (122)	6% (135)	4% (81)	5% (104)	3% (66)	63% (1382)	2200
Used Twitch in the Past Month	30% (145)	12% (57)	14% (66)	10% (46)	8% (37)	6% (27)	22% (104)	483
Sports Fan	15% (217)	6% (92)	7% (105)	4% (61)	6% (86)	3% (43)	59% (883)	1487
Sports Fan and Twitch User	30% (116)	13% (50)	16% (61)	10% (38)	8% (31)	4% (15)	19% (74)	385

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

Table MCSPdem1_5: *How often did you use the following social media platforms in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	38% (844)	13% (296)	15% (339)	8% (165)	11% (238)	3% (73)	11% (246)	2200
Gender: Male	45% (480)	14% (153)	14% (151)	6% (60)	9% (96)	2% (25)	9% (99)	1065
Gender: Female	32% (358)	13% (141)	16% (185)	9% (103)	13% (141)	4% (48)	13% (144)	1121
Age: 18-34	55% (344)	16% (101)	13% (84)	6% (38)	5% (31)	1% (8)	4% (25)	631
Age: 35-44	48% (177)	14% (51)	14% (51)	6% (21)	7% (26)	3% (12)	9% (34)	371
Age: 45-64	36% (256)	12% (87)	16% (115)	8% (60)	13% (95)	3% (24)	11% (75)	711
Age: 65+	14% (67)	12% (57)	18% (89)	9% (46)	18% (86)	6% (29)	23% (112)	487
GenZers: 1997-2012	56% (157)	13% (36)	13% (36)	10% (27)	4% (12)	1% (4)	3% (9)	280
Millennials: 1981-1996	52% (349)	16% (110)	12% (83)	4% (30)	6% (41)	2% (14)	6% (40)	666
GenXers: 1965-1980	37% (202)	12% (67)	16% (90)	9% (49)	13% (73)	3% (17)	9% (51)	549
Baby Boomers: 1946-1964	21% (134)	12% (77)	19% (123)	8% (52)	15% (100)	5% (33)	20% (131)	650
PID: Dem (no lean)	40% (341)	16% (139)	15% (123)	6% (47)	12% (99)	3% (28)	8% (68)	846
PID: Ind (no lean)	40% (267)	10% (69)	15% (101)	10% (69)	10% (68)	3% (23)	10% (69)	665
PID: Rep (no lean)	34% (237)	13% (87)	17% (115)	7% (50)	10% (71)	3% (21)	16% (108)	689
PID/Gender: Dem Men	50% (205)	17% (70)	13% (52)	4% (16)	10% (41)	1% (3)	5% (22)	408
PID/Gender: Dem Women	31% (133)	16% (68)	16% (71)	7% (31)	14% (59)	6% (25)	11% (46)	435
PID/Gender: Ind Men	44% (124)	11% (31)	12% (34)	9% (26)	11% (31)	4% (12)	9% (24)	282
PID/Gender: Ind Women	37% (140)	10% (38)	17% (65)	11% (42)	10% (37)	3% (11)	11% (43)	375
PID/Gender: Rep Men	40% (151)	14% (53)	17% (64)	5% (19)	7% (25)	3% (10)	14% (54)	376
PID/Gender: Rep Women	27% (86)	11% (35)	16% (49)	10% (30)	15% (46)	4% (12)	18% (55)	311
Ideo: Liberal (1-3)	42% (283)	15% (102)	13% (90)	7% (45)	13% (85)	3% (18)	8% (55)	678
Ideo: Moderate (4)	38% (240)	13% (82)	19% (120)	9% (57)	8% (52)	3% (22)	9% (60)	634
Ideo: Conservative (5-7)	31% (207)	15% (98)	15% (103)	8% (55)	12% (81)	4% (24)	16% (105)	672
Educ: < College	39% (558)	13% (184)	16% (224)	8% (113)	10% (147)	3% (50)	11% (163)	1438
Educ: Bachelors degree	37% (178)	14% (68)	14% (69)	8% (41)	12% (60)	3% (14)	11% (54)	484
Educ: Post-grad	39% (109)	16% (44)	17% (46)	4% (12)	11% (30)	3% (9)	10% (29)	278
Income: Under 50k	39% (404)	12% (123)	16% (165)	7% (75)	12% (121)	4% (43)	11% (117)	1048
Income: 50k-100k	37% (276)	15% (110)	16% (117)	8% (63)	9% (70)	3% (21)	12% (87)	744
Income: 100k+	40% (163)	16% (63)	14% (58)	7% (27)	11% (47)	2% (8)	10% (41)	408
Ethnicity: White	34% (583)	14% (237)	16% (271)	8% (136)	12% (196)	4% (63)	12% (212)	1698
Ethnicity: Hispanic	49% (185)	16% (59)	9% (36)	9% (33)	7% (27)	2% (6)	9% (34)	379

Table MCSPdem1_5: *How often did you use the following social media platforms in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	38% (844)	13% (296)	15% (339)	8% (165)	11% (238)	3% (73)	11% (246)	2200
Ethnicity: Black	57% (162)	10% (29)	14% (39)	5% (14)	6% (16)	2% (7)	6% (16)	283
Ethnicity: Other	45% (99)	13% (29)	13% (30)	7% (15)	12% (26)	1% (3)	8% (18)	220
All Christian	30% (279)	14% (133)	17% (162)	8% (75)	13% (119)	4% (38)	13% (124)	931
All Non-Christian	46% (87)	16% (30)	12% (22)	6% (11)	11% (20)	1% (2)	8% (15)	188
Atheist	54% (53)	12% (12)	12% (11)	2% (2)	7% (7)	1% (1)	12% (12)	97
Agnostic/Nothing in particular	41% (251)	12% (73)	14% (83)	9% (58)	10% (58)	3% (18)	12% (71)	611
Something Else	47% (174)	13% (48)	16% (60)	5% (19)	9% (33)	4% (13)	7% (24)	372
Religious Non-Protestant/Catholic	43% (94)	16% (36)	15% (32)	5% (11)	11% (23)	2% (5)	7% (15)	216
Evangelical	42% (226)	17% (92)	14% (78)	7% (36)	10% (52)	4% (20)	7% (37)	540
Non-Evangelical	29% (221)	12% (90)	20% (149)	8% (58)	13% (99)	4% (29)	15% (113)	758
Community: Urban	45% (293)	14% (95)	15% (95)	6% (37)	8% (55)	3% (18)	10% (64)	658
Community: Suburban	38% (380)	13% (130)	16% (165)	8% (80)	11% (115)	4% (35)	10% (96)	1002
Community: Rural	32% (171)	13% (70)	15% (79)	9% (48)	13% (68)	4% (19)	16% (85)	540
Employ: Private Sector	44% (352)	16% (128)	13% (105)	9% (68)	7% (59)	3% (22)	8% (62)	796
Employ: Government	45% (71)	12% (19)	13% (21)	7% (11)	12% (19)	2% (3)	10% (15)	159
Employ: Self-Employed	45% (86)	13% (24)	17% (32)	5% (9)	11% (21)	3% (7)	6% (12)	191
Employ: Homemaker	43% (50)	10% (11)	18% (21)	2% (2)	10% (12)	4% (5)	13% (15)	115
Employ: Student	62% (36)	15% (9)	9% (5)	4% (2)	5% (3)	— (0)	6% (4)	58
Employ: Retired	18% (98)	11% (58)	20% (108)	9% (50)	17% (94)	5% (25)	21% (113)	545
Employ: Unemployed	44% (94)	11% (24)	16% (34)	9% (20)	11% (23)	3% (6)	7% (14)	215
Employ: Other	48% (57)	18% (22)	11% (13)	3% (4)	6% (7)	4% (5)	10% (12)	120
Military HH: Yes	32% (99)	12% (37)	17% (52)	7% (23)	12% (36)	5% (15)	16% (51)	313
Military HH: No	40% (746)	14% (259)	15% (287)	8% (142)	11% (201)	3% (58)	10% (195)	1887
2018 House Vote: Democrat	39% (314)	16% (127)	13% (105)	8% (64)	11% (93)	3% (27)	10% (81)	811
2018 House Vote: Republican	32% (200)	14% (85)	18% (113)	8% (52)	12% (73)	2% (13)	15% (97)	633
2018 House Vote: Didnt Vote	45% (320)	11% (81)	16% (112)	7% (48)	10% (68)	4% (27)	8% (58)	714
4-Region: Northeast	29% (112)	14% (52)	17% (65)	8% (32)	12% (46)	3% (11)	18% (69)	385
4-Region: Midwest	35% (158)	13% (60)	16% (73)	11% (49)	11% (52)	4% (17)	10% (46)	455
4-Region: South	41% (345)	13% (110)	16% (134)	6% (51)	10% (86)	3% (29)	10% (83)	839
4-Region: West	44% (229)	14% (74)	13% (67)	6% (33)	10% (54)	3% (16)	9% (48)	521

Table MCSPdem1_5: *How often did you use the following social media platforms in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	38% (844)	13% (296)	15% (339)	8% (165)	11% (238)	3% (73)	11% (246)	2200
Used Twitch in the Past Month	59% (287)	17% (83)	12% (57)	6% (28)	3% (14)	1% (7)	1% (7)	483
Sports Fan	38% (568)	16% (231)	16% (233)	8% (114)	11% (167)	3% (41)	9% (132)	1487
Sports Fan and Twitch User	57% (221)	19% (73)	12% (45)	7% (25)	4% (14)	1% (2)	1% (4)	385

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

Table MCSPdem1_6: *How often did you use the following social media platforms in the past month?*
Twitter

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	9% (192)	8% (175)	4% (83)	6% (139)	4% (81)	54% (1184)	2200
Gender: Male	23% (241)	12% (131)	10% (103)	5% (53)	6% (64)	3% (33)	41% (440)	1065
Gender: Female	9% (104)	5% (60)	6% (71)	3% (31)	7% (74)	4% (48)	65% (734)	1121
Age: 18-34	25% (158)	13% (84)	13% (80)	4% (28)	7% (44)	5% (32)	32% (204)	631
Age: 35-44	25% (92)	7% (25)	8% (31)	4% (14)	6% (23)	5% (18)	46% (169)	371
Age: 45-64	11% (76)	9% (63)	6% (45)	4% (31)	6% (44)	4% (25)	60% (427)	711
Age: 65+	4% (20)	4% (20)	4% (19)	2% (11)	6% (28)	1% (6)	79% (383)	487
GenZers: 1997-2012	27% (75)	10% (28)	16% (44)	4% (10)	9% (24)	6% (18)	29% (81)	280
Millennials: 1981-1996	25% (168)	12% (79)	10% (63)	5% (31)	6% (37)	4% (27)	39% (261)	666
GenXers: 1965-1980	12% (67)	9% (49)	6% (32)	5% (26)	6% (35)	5% (25)	58% (316)	549
Baby Boomers: 1946-1964	5% (34)	6% (36)	6% (36)	3% (16)	6% (42)	2% (10)	73% (475)	650
PID: Dem (no lean)	20% (173)	12% (99)	8% (70)	4% (35)	6% (54)	3% (23)	46% (391)	846
PID: Ind (no lean)	13% (85)	7% (45)	7% (48)	4% (28)	8% (53)	5% (36)	56% (371)	665
PID: Rep (no lean)	13% (88)	7% (47)	8% (57)	3% (21)	5% (32)	3% (22)	61% (422)	689
PID/Gender: Dem Men	28% (115)	17% (67)	10% (39)	5% (22)	7% (30)	2% (10)	30% (123)	408
PID/Gender: Dem Women	13% (58)	7% (32)	7% (31)	3% (13)	5% (23)	3% (13)	61% (265)	435
PID/Gender: Ind Men	18% (51)	9% (26)	8% (22)	5% (15)	6% (18)	5% (14)	48% (135)	282
PID/Gender: Ind Women	9% (32)	5% (18)	7% (26)	3% (12)	9% (35)	6% (21)	61% (231)	375
PID/Gender: Rep Men	20% (75)	10% (37)	11% (42)	4% (15)	4% (16)	2% (8)	48% (182)	376
PID/Gender: Rep Women	4% (13)	3% (10)	5% (15)	2% (6)	5% (16)	4% (13)	76% (238)	311
Ideo: Liberal (1-3)	24% (163)	11% (75)	11% (78)	4% (25)	7% (49)	3% (18)	40% (269)	678
Ideo: Moderate (4)	13% (84)	8% (52)	6% (40)	5% (30)	6% (40)	5% (29)	57% (359)	634
Ideo: Conservative (5-7)	11% (76)	8% (55)	6% (42)	4% (25)	5% (36)	3% (21)	62% (417)	672
Educ: < College	12% (177)	8% (117)	8% (118)	3% (45)	6% (88)	4% (56)	58% (837)	1438
Educ: Bachelors degree	21% (104)	11% (52)	8% (39)	5% (26)	7% (32)	4% (20)	44% (212)	484
Educ: Post-grad	24% (66)	8% (23)	7% (18)	5% (13)	7% (19)	2% (5)	49% (135)	278
Income: Under 50k	12% (121)	6% (65)	8% (80)	3% (30)	6% (64)	4% (38)	62% (650)	1048
Income: 50k-100k	17% (129)	10% (77)	8% (63)	5% (37)	7% (49)	4% (28)	49% (362)	744
Income: 100k+	24% (97)	12% (50)	8% (33)	4% (17)	6% (26)	3% (14)	42% (171)	408
Ethnicity: White	13% (218)	9% (148)	8% (134)	4% (64)	6% (94)	3% (50)	58% (989)	1698
Ethnicity: Hispanic	17% (64)	15% (59)	13% (50)	4% (14)	4% (15)	4% (13)	43% (164)	379

Continued on next page

Table MCSPdem1_6: *How often did you use the following social media platforms in the past month?*
Twitter

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	9% (192)	8% (175)	4% (83)	6% (139)	4% (81)	54% (1184)	2200
Ethnicity: Black	30% (85)	8% (23)	8% (23)	3% (8)	9% (26)	4% (12)	38% (106)	283
Ethnicity: Other	20% (43)	9% (21)	8% (18)	5% (11)	9% (19)	8% (19)	41% (89)	220
All Christian	13% (125)	9% (83)	8% (72)	4% (37)	6% (55)	4% (38)	56% (521)	931
All Non-Christian	29% (55)	17% (31)	13% (24)	6% (11)	3% (6)	2% (4)	30% (57)	188
Atheist	26% (25)	8% (8)	7% (7)	5% (4)	8% (8)	4% (4)	42% (41)	97
Agnostic/Nothing in particular	16% (99)	8% (50)	8% (48)	3% (19)	6% (37)	4% (24)	55% (333)	611
Something Else	11% (42)	5% (19)	7% (24)	3% (12)	9% (33)	3% (10)	62% (232)	372
Religious Non-Protestant/Catholic	28% (60)	17% (37)	11% (24)	5% (11)	3% (7)	2% (4)	34% (73)	216
Evangelical	17% (94)	7% (38)	9% (47)	3% (17)	6% (33)	4% (22)	53% (289)	540
Non-Evangelical	10% (72)	8% (62)	6% (48)	4% (30)	7% (55)	3% (25)	61% (465)	758
Community: Urban	25% (162)	12% (78)	9% (58)	3% (22)	6% (40)	3% (21)	42% (278)	658
Community: Suburban	14% (137)	7% (74)	7% (72)	4% (42)	7% (73)	4% (43)	56% (560)	1002
Community: Rural	9% (47)	7% (40)	8% (46)	4% (20)	5% (25)	3% (17)	64% (346)	540
Employ: Private Sector	22% (179)	11% (90)	10% (82)	4% (33)	6% (48)	4% (31)	42% (332)	796
Employ: Government	21% (34)	8% (13)	8% (13)	10% (15)	6% (9)	3% (5)	44% (70)	159
Employ: Self-Employed	19% (36)	10% (20)	11% (20)	6% (11)	9% (17)	4% (8)	42% (80)	191
Employ: Homemaker	6% (7)	3% (3)	5% (6)	2% (3)	2% (3)	5% (6)	76% (87)	115
Employ: Student	33% (20)	8% (4)	7% (4)	1% (0)	2% (1)	13% (8)	36% (21)	58
Employ: Retired	5% (27)	4% (24)	5% (29)	2% (12)	7% (37)	2% (13)	74% (404)	545
Employ: Unemployed	16% (34)	12% (25)	4% (8)	3% (7)	9% (19)	4% (8)	54% (116)	215
Employ: Other	9% (11)	10% (12)	11% (13)	2% (2)	5% (6)	2% (2)	63% (75)	120
Military HH: Yes	16% (49)	9% (30)	6% (20)	3% (8)	5% (16)	5% (15)	56% (175)	313
Military HH: No	16% (298)	9% (162)	8% (155)	4% (75)	6% (122)	3% (66)	53% (1009)	1887
2018 House Vote: Democrat	21% (172)	10% (83)	8% (68)	4% (33)	6% (50)	3% (24)	47% (381)	811
2018 House Vote: Republican	10% (66)	9% (58)	6% (39)	3% (21)	6% (38)	3% (21)	62% (391)	633
2018 House Vote: Didnt Vote	15% (104)	7% (48)	10% (68)	4% (29)	7% (50)	5% (32)	54% (384)	714
4-Region: Northeast	17% (65)	9% (36)	8% (32)	4% (15)	7% (25)	2% (8)	53% (204)	385
4-Region: Midwest	13% (59)	9% (42)	5% (23)	3% (16)	6% (29)	5% (23)	58% (263)	455
4-Region: South	16% (133)	8% (63)	9% (76)	3% (29)	7% (57)	4% (37)	53% (444)	839
4-Region: West	17% (90)	10% (51)	8% (43)	4% (23)	5% (27)	3% (13)	52% (273)	521

Table MCSPdem1_6: *How often did you use the following social media platforms in the past month?*

Twitter

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	9% (192)	8% (175)	4% (83)	6% (139)	4% (81)	54% (1184)	2200
Used Twitch in the Past Month	37% (176)	17% (81)	17% (81)	7% (32)	8% (38)	5% (23)	11% (52)	483
Sports Fan	18% (272)	11% (159)	9% (133)	5% (68)	7% (100)	3% (47)	48% (707)	1487
Sports Fan and Twitch User	40% (152)	18% (69)	16% (63)	7% (26)	8% (32)	3% (12)	8% (31)	385

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

Table MCSPdem1_7: *How often did you use the following social media platforms in the past month?*

Pinterest

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (179)	7% (145)	10% (227)	6% (133)	11% (233)	7% (160)	51% (1123)	2200
Gender: Male	6% (63)	6% (61)	8% (82)	4% (45)	8% (83)	6% (61)	63% (670)	1065
Gender: Female	10% (114)	7% (82)	13% (142)	8% (87)	13% (149)	9% (98)	40% (450)	1121
Age: 18-34	12% (76)	10% (66)	12% (75)	7% (45)	11% (69)	8% (50)	40% (249)	631
Age: 35-44	11% (42)	6% (21)	12% (44)	6% (22)	11% (40)	9% (32)	46% (170)	371
Age: 45-64	5% (36)	6% (39)	11% (75)	6% (42)	10% (72)	7% (50)	56% (396)	711
Age: 65+	5% (24)	4% (19)	7% (32)	5% (24)	11% (52)	6% (28)	63% (308)	487
GenZers: 1997-2012	14% (40)	12% (33)	11% (30)	9% (25)	10% (29)	8% (23)	36% (102)	280
Millennials: 1981-1996	12% (77)	8% (54)	12% (81)	6% (41)	11% (72)	8% (56)	43% (283)	666
GenXers: 1965-1980	5% (26)	5% (30)	12% (63)	6% (35)	10% (56)	6% (31)	56% (307)	549
Baby Boomers: 1946-1964	5% (33)	4% (25)	8% (52)	4% (28)	11% (74)	8% (49)	60% (391)	650
PID: Dem (no lean)	9% (73)	7% (63)	12% (99)	6% (50)	11% (91)	8% (70)	47% (401)	846
PID: Ind (no lean)	7% (49)	4% (29)	10% (67)	7% (44)	11% (71)	7% (45)	54% (360)	665
PID: Rep (no lean)	8% (57)	8% (53)	9% (61)	6% (39)	10% (71)	7% (45)	53% (363)	689
PID/Gender: Dem Men	6% (25)	8% (33)	9% (38)	4% (18)	8% (34)	6% (23)	58% (237)	408
PID/Gender: Dem Women	11% (47)	7% (30)	13% (58)	7% (32)	13% (56)	11% (47)	38% (164)	435
PID/Gender: Ind Men	3% (8)	3% (9)	6% (16)	3% (7)	7% (21)	7% (19)	72% (202)	282
PID/Gender: Ind Women	11% (40)	5% (17)	13% (50)	10% (37)	14% (51)	7% (25)	42% (156)	375
PID/Gender: Rep Men	8% (30)	5% (19)	7% (28)	5% (20)	8% (29)	5% (19)	62% (231)	376
PID/Gender: Rep Women	9% (27)	11% (34)	11% (34)	6% (18)	14% (42)	8% (26)	42% (129)	311
Ideo: Liberal (1-3)	10% (66)	7% (46)	11% (75)	8% (51)	11% (78)	8% (54)	46% (309)	678
Ideo: Moderate (4)	6% (35)	6% (37)	12% (78)	7% (42)	10% (65)	6% (40)	53% (337)	634
Ideo: Conservative (5-7)	7% (46)	8% (51)	9% (59)	4% (29)	11% (73)	7% (50)	54% (364)	672
Educ: < College	8% (115)	6% (89)	10% (150)	6% (89)	9% (135)	7% (107)	52% (753)	1438
Educ: Bachelors degree	7% (36)	7% (32)	10% (46)	6% (30)	12% (59)	8% (39)	50% (243)	484
Educ: Post-grad	10% (28)	9% (24)	11% (31)	5% (13)	14% (40)	5% (15)	46% (127)	278
Income: Under 50k	6% (58)	6% (66)	9% (91)	5% (57)	10% (108)	8% (85)	56% (583)	1048
Income: 50k-100k	10% (74)	6% (47)	12% (87)	7% (55)	12% (87)	7% (49)	46% (345)	744
Income: 100k+	12% (47)	8% (32)	12% (49)	5% (21)	9% (38)	6% (25)	48% (195)	408
Ethnicity: White	8% (136)	7% (122)	11% (183)	6% (109)	10% (178)	7% (112)	51% (858)	1698
Ethnicity: Hispanic	17% (64)	11% (41)	11% (43)	8% (31)	6% (24)	8% (32)	38% (144)	379

Continued on next page

Table MCSPdem1_7: *How often did you use the following social media platforms in the past month?*
Pinterest

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (179)	7% (145)	10% (227)	6% (133)	11% (233)	7% (160)	51% (1123)	2200
Ethnicity: Black	12% (33)	6% (17)	9% (26)	5% (13)	11% (30)	7% (19)	51% (145)	283
Ethnicity: Other	5% (10)	3% (6)	8% (18)	5% (11)	12% (25)	13% (29)	55% (120)	220
All Christian	8% (72)	6% (55)	11% (98)	6% (55)	12% (108)	7% (66)	51% (476)	931
All Non-Christian	9% (16)	14% (26)	6% (12)	8% (15)	8% (15)	12% (23)	43% (81)	188
Atheist	6% (6)	7% (6)	13% (12)	6% (6)	12% (12)	3% (3)	53% (52)	97
Agnostic/Nothing in particular	7% (43)	5% (33)	10% (60)	7% (40)	9% (55)	5% (32)	57% (349)	611
Something Else	11% (41)	7% (25)	12% (44)	4% (16)	12% (44)	10% (36)	45% (166)	372
Religious Non-Protestant/Catholic	8% (18)	14% (29)	8% (18)	7% (16)	9% (19)	12% (27)	41% (89)	216
Evangelical	10% (56)	7% (39)	9% (49)	6% (31)	11% (61)	8% (42)	49% (264)	540
Non-Evangelical	8% (61)	5% (39)	11% (86)	5% (36)	11% (85)	8% (57)	52% (393)	758
Community: Urban	11% (72)	10% (65)	9% (62)	4% (28)	9% (62)	5% (34)	51% (336)	658
Community: Suburban	6% (62)	5% (48)	10% (101)	7% (75)	11% (110)	10% (97)	51% (509)	1002
Community: Rural	8% (46)	6% (32)	12% (65)	5% (29)	11% (62)	5% (29)	51% (278)	540
Employ: Private Sector	8% (65)	7% (57)	13% (102)	6% (47)	10% (81)	7% (57)	49% (387)	796
Employ: Government	15% (24)	8% (13)	7% (11)	6% (9)	16% (25)	10% (16)	38% (60)	159
Employ: Self-Employed	12% (22)	4% (9)	14% (26)	8% (15)	15% (28)	7% (14)	40% (77)	191
Employ: Homemaker	11% (12)	7% (8)	10% (11)	6% (7)	9% (11)	10% (11)	48% (55)	115
Employ: Student	28% (16)	17% (10)	15% (8)	8% (5)	7% (4)	9% (5)	17% (10)	58
Employ: Retired	4% (24)	5% (25)	7% (40)	5% (28)	11% (62)	6% (35)	61% (332)	545
Employ: Unemployed	5% (11)	7% (16)	10% (21)	7% (16)	6% (12)	5% (11)	60% (129)	215
Employ: Other	4% (5)	6% (7)	6% (7)	5% (6)	8% (10)	9% (10)	61% (74)	120
Military HH: Yes	10% (30)	8% (26)	7% (23)	6% (20)	9% (28)	7% (21)	53% (165)	313
Military HH: No	8% (149)	6% (119)	11% (204)	6% (113)	11% (205)	7% (139)	51% (958)	1887
2018 House Vote: Democrat	9% (71)	7% (58)	11% (93)	7% (53)	9% (75)	8% (65)	49% (396)	811
2018 House Vote: Republican	7% (43)	6% (39)	9% (59)	4% (28)	11% (68)	5% (34)	57% (361)	633
2018 House Vote: Didnt Vote	9% (61)	7% (47)	10% (71)	7% (49)	11% (81)	8% (60)	48% (345)	714
4-Region: Northeast	8% (30)	5% (18)	11% (44)	4% (17)	11% (41)	9% (34)	52% (202)	385
4-Region: Midwest	5% (22)	9% (41)	10% (46)	5% (25)	10% (47)	6% (27)	54% (247)	455
4-Region: South	7% (62)	8% (64)	10% (87)	6% (53)	12% (105)	7% (61)	49% (408)	839
4-Region: West	12% (64)	4% (23)	10% (50)	7% (38)	8% (40)	7% (38)	51% (267)	521

Table MCSPdem1_7: *How often did you use the following social media platforms in the past month?*
Pinterest

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (179)	7% (145)	10% (227)	6% (133)	11% (233)	7% (160)	51% (1123)	2200
Used Twitch in the Past Month	16% (76)	14% (68)	13% (64)	11% (52)	11% (53)	8% (38)	27% (132)	483
Sports Fan	8% (113)	7% (101)	11% (162)	7% (98)	12% (173)	8% (112)	49% (728)	1487
Sports Fan and Twitch User	15% (58)	12% (47)	15% (56)	12% (45)	11% (41)	9% (33)	27% (104)	385

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

Table MCSPdem1_8: *How often did you use the following social media platforms in the past month?*

LinkedIn

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (116)	5% (106)	6% (132)	6% (125)	9% (204)	6% (135)	63% (1381)	2200
Gender: Male	7% (75)	7% (79)	7% (80)	6% (67)	10% (104)	5% (58)	57% (603)	1065
Gender: Female	4% (40)	2% (28)	5% (53)	5% (57)	9% (98)	7% (78)	68% (768)	1121
Age: 18-34	7% (47)	6% (35)	6% (41)	6% (39)	10% (62)	7% (45)	57% (362)	631
Age: 35-44	10% (38)	6% (22)	8% (29)	4% (16)	11% (41)	6% (24)	54% (202)	371
Age: 45-64	3% (23)	5% (39)	6% (43)	7% (47)	9% (65)	6% (41)	64% (452)	711
Age: 65+	2% (8)	2% (10)	4% (20)	4% (22)	7% (36)	5% (25)	75% (365)	487
GenZers: 1997-2012	7% (19)	4% (12)	5% (14)	4% (10)	9% (24)	7% (21)	64% (181)	280
Millennials: 1981-1996	9% (63)	7% (43)	8% (51)	7% (45)	11% (71)	6% (43)	53% (350)	666
GenXers: 1965-1980	4% (23)	6% (35)	7% (39)	6% (35)	9% (49)	7% (37)	60% (331)	549
Baby Boomers: 1946-1964	2% (10)	2% (16)	4% (25)	4% (29)	9% (57)	5% (32)	74% (481)	650
PID: Dem (no lean)	7% (63)	6% (53)	7% (60)	8% (65)	10% (82)	6% (49)	56% (473)	846
PID: Ind (no lean)	2% (15)	4% (25)	5% (33)	4% (29)	10% (68)	7% (46)	68% (449)	665
PID: Rep (no lean)	5% (37)	4% (28)	6% (40)	4% (31)	8% (54)	6% (40)	67% (459)	689
PID/Gender: Dem Men	10% (41)	10% (39)	9% (35)	8% (32)	11% (46)	5% (20)	48% (195)	408
PID/Gender: Dem Women	5% (22)	3% (14)	6% (25)	8% (33)	8% (35)	7% (29)	63% (276)	435
PID/Gender: Ind Men	3% (8)	8% (22)	6% (18)	4% (11)	9% (25)	6% (18)	64% (179)	282
PID/Gender: Ind Women	2% (7)	1% (3)	4% (15)	5% (18)	11% (41)	8% (28)	70% (264)	375
PID/Gender: Rep Men	7% (26)	5% (18)	7% (27)	6% (24)	9% (33)	5% (20)	61% (228)	376
PID/Gender: Rep Women	3% (11)	3% (10)	4% (13)	2% (7)	7% (22)	7% (20)	73% (229)	311
Ideo: Liberal (1-3)	8% (57)	7% (45)	7% (47)	7% (46)	10% (71)	6% (41)	55% (371)	678
Ideo: Moderate (4)	4% (28)	3% (22)	7% (42)	7% (43)	11% (67)	7% (43)	61% (390)	634
Ideo: Conservative (5-7)	3% (23)	6% (38)	6% (40)	5% (33)	8% (52)	6% (39)	66% (446)	672
Educ: < College	3% (48)	3% (46)	3% (50)	4% (59)	8% (111)	6% (89)	72% (1035)	1438
Educ: Bachelors degree	9% (42)	6% (31)	12% (56)	9% (42)	12% (60)	6% (29)	46% (223)	484
Educ: Post-grad	9% (25)	11% (30)	9% (26)	8% (24)	12% (33)	6% (17)	44% (122)	278
Income: Under 50k	3% (30)	1% (13)	3% (35)	4% (43)	9% (92)	6% (66)	73% (769)	1048
Income: 50k-100k	6% (48)	6% (48)	7% (55)	7% (49)	10% (73)	6% (46)	57% (424)	744
Income: 100k+	9% (37)	11% (45)	10% (42)	8% (33)	10% (39)	6% (23)	46% (188)	408
Ethnicity: White	5% (77)	5% (79)	6% (95)	5% (92)	9% (155)	6% (95)	65% (1106)	1698
Ethnicity: Hispanic	9% (34)	5% (18)	4% (16)	4% (17)	9% (34)	4% (16)	65% (245)	379

Table MCSPdem1_8: *How often did you use the following social media platforms in the past month?*
LinkedIn

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (116)	5% (106)	6% (132)	6% (125)	9% (204)	6% (135)	63% (1381)	2200
Ethnicity: Black	11% (30)	7% (21)	7% (20)	7% (19)	10% (29)	9% (26)	49% (138)	283
Ethnicity: Other	4% (9)	3% (7)	8% (18)	6% (14)	9% (20)	7% (15)	63% (137)	220
All Christian	4% (42)	5% (50)	6% (58)	7% (64)	10% (93)	5% (48)	62% (576)	931
All Non-Christian	10% (18)	13% (24)	8% (15)	11% (21)	9% (18)	6% (11)	43% (81)	188
Atheist	5% (5)	7% (7)	7% (7)	4% (3)	12% (12)	8% (8)	57% (55)	97
Agnostic/Nothing in particular	5% (32)	2% (11)	6% (36)	4% (24)	8% (47)	7% (43)	69% (419)	611
Something Else	5% (19)	4% (14)	4% (16)	3% (13)	9% (35)	7% (25)	67% (250)	372
Religious Non-Protestant/Catholic	9% (20)	14% (30)	8% (16)	10% (21)	9% (20)	5% (11)	45% (97)	216
Evangelical	8% (41)	5% (29)	6% (32)	5% (26)	8% (43)	5% (25)	64% (344)	540
Non-Evangelical	2% (17)	4% (29)	6% (44)	6% (47)	11% (85)	6% (48)	64% (488)	758
Community: Urban	9% (62)	9% (59)	8% (53)	5% (34)	8% (51)	6% (36)	55% (363)	658
Community: Suburban	3% (34)	3% (32)	6% (55)	7% (66)	11% (110)	7% (72)	63% (633)	1002
Community: Rural	4% (20)	3% (15)	4% (24)	5% (26)	8% (43)	5% (27)	71% (385)	540
Employ: Private Sector	8% (60)	9% (69)	9% (72)	7% (58)	11% (89)	6% (47)	50% (400)	796
Employ: Government	14% (23)	3% (5)	8% (12)	8% (13)	11% (17)	7% (10)	49% (79)	159
Employ: Self-Employed	7% (13)	9% (18)	10% (20)	7% (14)	11% (22)	8% (16)	47% (89)	191
Employ: Homemaker	1% (1)	1% (1)	2% (3)	2% (2)	2% (2)	7% (8)	85% (97)	115
Employ: Student	14% (8)	— (0)	4% (3)	2% (1)	13% (8)	8% (5)	59% (35)	58
Employ: Retired	1% (3)	1% (8)	3% (16)	5% (25)	8% (42)	5% (25)	78% (425)	545
Employ: Unemployed	2% (4)	1% (3)	2% (3)	3% (7)	8% (18)	9% (19)	75% (161)	215
Employ: Other	3% (3)	2% (3)	3% (4)	4% (5)	5% (6)	4% (5)	79% (94)	120
Military HH: Yes	8% (26)	7% (21)	8% (25)	6% (18)	9% (27)	5% (17)	58% (180)	313
Military HH: No	5% (90)	5% (86)	6% (108)	6% (107)	9% (178)	6% (119)	64% (1201)	1887
2018 House Vote: Democrat	8% (66)	6% (49)	7% (56)	8% (64)	10% (81)	7% (54)	54% (439)	811
2018 House Vote: Republican	3% (18)	6% (37)	7% (46)	5% (30)	9% (55)	6% (37)	65% (409)	633
2018 House Vote: Didnt Vote	4% (29)	3% (19)	4% (28)	4% (29)	8% (60)	5% (39)	72% (511)	714
4-Region: Northeast	8% (32)	5% (18)	7% (27)	7% (26)	11% (41)	7% (26)	56% (215)	385
4-Region: Midwest	4% (16)	4% (17)	7% (30)	5% (25)	11% (48)	8% (36)	62% (282)	455
4-Region: South	4% (37)	5% (44)	5% (43)	5% (39)	9% (79)	6% (50)	65% (547)	839
4-Region: West	6% (31)	5% (28)	6% (32)	7% (35)	7% (36)	4% (23)	65% (336)	521

Table MCSPdem1_8: *How often did you use the following social media platforms in the past month?*

LinkedIn

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (116)	5% (106)	6% (132)	6% (125)	9% (204)	6% (135)	63% (1381)	2200
Used Twitch in the Past Month	15% (74)	12% (60)	11% (55)	9% (43)	10% (47)	7% (35)	35% (168)	483
Sports Fan	6% (92)	6% (92)	8% (112)	7% (108)	11% (161)	6% (92)	56% (830)	1487
Sports Fan and Twitch User	16% (63)	14% (54)	13% (50)	10% (40)	10% (39)	6% (24)	30% (115)	385

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

Table MCSPdem1_9: *How often did you use the following social media platforms in the past month?*
Reddit

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (175)	4% (89)	7% (152)	3% (76)	9% (197)	6% (125)	63% (1386)	2200
Gender: Male	11% (122)	6% (66)	9% (92)	4% (45)	9% (99)	5% (52)	55% (590)	1065
Gender: Female	5% (53)	2% (23)	5% (59)	3% (31)	9% (97)	6% (71)	70% (788)	1121
Age: 18-34	15% (97)	9% (54)	11% (71)	5% (32)	13% (83)	9% (56)	38% (238)	631
Age: 35-44	12% (43)	4% (16)	10% (39)	4% (14)	11% (41)	7% (26)	52% (192)	371
Age: 45-64	4% (30)	2% (15)	5% (38)	4% (26)	8% (57)	5% (38)	71% (508)	711
Age: 65+	1% (5)	1% (4)	1% (5)	1% (4)	3% (16)	1% (5)	92% (448)	487
GenZers: 1997-2012	17% (48)	7% (18)	8% (22)	3% (7)	18% (49)	9% (26)	39% (109)	280
Millennials: 1981-1996	13% (89)	8% (51)	12% (82)	6% (38)	10% (70)	8% (53)	42% (283)	666
GenXers: 1965-1980	5% (29)	2% (11)	7% (39)	4% (24)	8% (47)	5% (30)	67% (369)	549
Baby Boomers: 1946-1964	1% (8)	1% (8)	2% (10)	1% (6)	5% (30)	2% (16)	88% (573)	650
PID: Dem (no lean)	11% (95)	4% (37)	10% (84)	4% (33)	9% (80)	4% (37)	57% (480)	846
PID: Ind (no lean)	6% (38)	4% (26)	5% (35)	4% (25)	9% (62)	9% (58)	63% (421)	665
PID: Rep (no lean)	6% (43)	4% (26)	5% (33)	3% (18)	8% (54)	4% (30)	70% (485)	689
PID/Gender: Dem Men	15% (63)	7% (27)	12% (47)	4% (17)	10% (39)	5% (21)	47% (194)	408
PID/Gender: Dem Women	7% (32)	2% (10)	8% (36)	4% (15)	9% (41)	4% (15)	66% (285)	435
PID/Gender: Ind Men	9% (25)	7% (20)	6% (18)	4% (12)	10% (27)	7% (19)	57% (161)	282
PID/Gender: Ind Women	3% (12)	2% (6)	5% (18)	4% (13)	9% (35)	10% (36)	68% (255)	375
PID/Gender: Rep Men	9% (34)	5% (19)	7% (27)	4% (15)	9% (34)	3% (12)	63% (235)	376
PID/Gender: Rep Women	3% (9)	2% (7)	2% (6)	1% (3)	7% (21)	6% (19)	80% (248)	311
Ideo: Liberal (1-3)	15% (105)	5% (34)	10% (69)	4% (29)	13% (85)	6% (39)	47% (317)	678
Ideo: Moderate (4)	5% (32)	5% (30)	8% (49)	3% (21)	7% (47)	6% (38)	66% (417)	634
Ideo: Conservative (5-7)	4% (27)	4% (24)	4% (28)	3% (18)	7% (48)	4% (24)	75% (504)	672
Educ: < College	7% (98)	3% (45)	6% (90)	2% (34)	9% (127)	7% (102)	65% (942)	1438
Educ: Bachelors degree	10% (47)	5% (25)	8% (40)	6% (28)	10% (49)	3% (15)	58% (281)	484
Educ: Post-grad	11% (30)	7% (19)	8% (22)	5% (15)	7% (21)	3% (8)	59% (163)	278
Income: Under 50k	5% (48)	3% (28)	5% (50)	3% (33)	7% (76)	7% (73)	71% (741)	1048
Income: 50k-100k	11% (83)	5% (34)	9% (66)	4% (27)	13% (93)	5% (39)	54% (402)	744
Income: 100k+	11% (44)	7% (27)	9% (36)	4% (16)	7% (28)	3% (14)	60% (243)	408
Ethnicity: White	7% (126)	4% (68)	7% (119)	4% (63)	8% (144)	5% (87)	64% (1091)	1698
Ethnicity: Hispanic	14% (53)	7% (28)	9% (36)	4% (15)	13% (48)	10% (36)	43% (162)	379

Table MCSPdem1_9: *How often did you use the following social media platforms in the past month?*
Reddit

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	8%	(175)	4%	(89)	7%	(152)	3%	(76)	9%	(197)	6%	(125)	63%	(1386)	2200
Ethnicity: Black	11%	(32)	5%	(15)	7%	(19)	2%	(6)	9%	(25)	7%	(19)	59%	(168)	283
Ethnicity: Other	8%	(17)	3%	(6)	7%	(14)	3%	(7)	12%	(27)	9%	(19)	58%	(127)	220
All Christian	5%	(44)	3%	(30)	6%	(51)	4%	(37)	8%	(72)	5%	(42)	70%	(654)	931
All Non-Christian	10%	(18)	11%	(21)	9%	(17)	4%	(8)	12%	(23)	8%	(15)	46%	(86)	188
Atheist	26%	(25)	5%	(5)	11%	(11)	6%	(6)	10%	(9)	6%	(6)	36%	(35)	97
Agnostic/Nothing in particular	11%	(66)	4%	(26)	8%	(48)	3%	(19)	10%	(59)	5%	(31)	59%	(362)	611
Something Else	6%	(22)	2%	(6)	7%	(26)	2%	(6)	9%	(34)	8%	(31)	67%	(249)	372
Religious Non-Protestant/Catholic	11%	(24)	10%	(21)	8%	(18)	4%	(9)	12%	(25)	8%	(18)	46%	(100)	216
Evangelical	6%	(34)	3%	(16)	7%	(35)	2%	(9)	6%	(34)	7%	(37)	69%	(374)	540
Non-Evangelical	3%	(23)	3%	(19)	5%	(40)	5%	(36)	10%	(73)	4%	(31)	71%	(537)	758
Community: Urban	9%	(58)	6%	(39)	8%	(52)	3%	(20)	9%	(59)	6%	(42)	59%	(387)	658
Community: Suburban	8%	(75)	3%	(28)	7%	(68)	5%	(47)	10%	(100)	6%	(61)	62%	(622)	1002
Community: Rural	8%	(41)	4%	(21)	6%	(32)	2%	(9)	7%	(38)	4%	(22)	70%	(377)	540
Employ: Private Sector	13%	(106)	7%	(52)	9%	(69)	5%	(40)	10%	(80)	6%	(51)	50%	(398)	796
Employ: Government	10%	(16)	6%	(9)	10%	(15)	4%	(6)	13%	(21)	8%	(13)	50%	(79)	159
Employ: Self-Employed	10%	(19)	4%	(8)	14%	(28)	5%	(10)	11%	(20)	8%	(16)	48%	(91)	191
Employ: Homemaker	3%	(3)	—	(0)	9%	(10)	4%	(4)	3%	(3)	5%	(6)	77%	(88)	115
Employ: Student	14%	(8)	4%	(2)	10%	(6)	1%	(1)	25%	(15)	8%	(5)	38%	(22)	58
Employ: Retired	1%	(6)	1%	(7)	2%	(10)	1%	(3)	5%	(28)	2%	(9)	89%	(482)	545
Employ: Unemployed	7%	(15)	4%	(9)	6%	(13)	2%	(3)	9%	(19)	5%	(11)	68%	(146)	215
Employ: Other	3%	(3)	1%	(1)	1%	(2)	7%	(8)	10%	(12)	12%	(14)	66%	(79)	120
Military HH: Yes	8%	(26)	3%	(9)	9%	(27)	3%	(11)	8%	(25)	3%	(9)	66%	(205)	313
Military HH: No	8%	(149)	4%	(79)	7%	(126)	3%	(66)	9%	(172)	6%	(115)	63%	(1180)	1887
2018 House Vote: Democrat	13%	(106)	5%	(40)	7%	(60)	4%	(29)	9%	(71)	4%	(30)	59%	(474)	811
2018 House Vote: Republican	5%	(35)	4%	(24)	5%	(31)	3%	(18)	8%	(48)	4%	(23)	72%	(455)	633
2018 House Vote: Didnt Vote	5%	(33)	3%	(25)	8%	(58)	4%	(28)	10%	(73)	10%	(70)	60%	(427)	714
4-Region: Northeast	7%	(25)	4%	(14)	11%	(43)	4%	(15)	10%	(38)	4%	(15)	61%	(235)	385
4-Region: Midwest	7%	(32)	2%	(10)	5%	(24)	4%	(16)	7%	(33)	5%	(22)	70%	(316)	455
4-Region: South	5%	(44)	5%	(42)	7%	(56)	3%	(27)	10%	(83)	8%	(64)	62%	(524)	839
4-Region: West	14%	(74)	4%	(23)	6%	(29)	3%	(18)	8%	(43)	5%	(23)	59%	(310)	521

Table MCSPdem1_9: *How often did you use the following social media platforms in the past month?*
Reddit

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (175)	4% (89)	7% (152)	3% (76)	9% (197)	6% (125)	63% (1386)	2200
Used Twitch in the Past Month	22% (107)	11% (51)	18% (86)	6% (28)	13% (64)	10% (48)	20% (98)	483
Sports Fan	9% (133)	4% (66)	8% (125)	4% (64)	10% (144)	5% (81)	59% (875)	1487
Sports Fan and Twitch User	24% (92)	11% (41)	20% (75)	7% (26)	12% (46)	9% (35)	18% (71)	385

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

Table MCSPdem1_10: *How often did you use the following social media platforms in the past month?*

Clubhouse

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(44)	1%	(26)	2%	(35)	1%	(29)	1%	(30)	2%	(47)	90%	(1988)	2200
Gender: Male	3%	(32)	1%	(15)	2%	(24)	2%	(23)	2%	(21)	3%	(32)	86%	(919)	1065
Gender: Female	1%	(13)	1%	(11)	1%	(12)	—	(6)	1%	(8)	1%	(16)	94%	(1056)	1121
Age: 18-34	2%	(15)	2%	(15)	4%	(23)	3%	(18)	2%	(15)	4%	(26)	82%	(518)	631
Age: 35-44	5%	(20)	2%	(7)	2%	(7)	2%	(6)	3%	(12)	1%	(4)	85%	(316)	371
Age: 45-64	1%	(4)	1%	(5)	1%	(4)	1%	(5)	—	(1)	2%	(14)	95%	(677)	711
Age: 65+	1%	(5)	—	(0)	—	(0)	—	(0)	—	(1)	1%	(3)	98%	(478)	487
GenZers: 1997-2012	2%	(7)	2%	(4)	2%	(5)	1%	(2)	3%	(7)	6%	(16)	85%	(238)	280
Millennials: 1981-1996	4%	(27)	3%	(17)	4%	(26)	3%	(21)	3%	(20)	2%	(13)	81%	(542)	666
GenXers: 1965-1980	1%	(5)	1%	(4)	1%	(4)	1%	(4)	—	(1)	2%	(9)	95%	(521)	549
Baby Boomers: 1946-1964	1%	(5)	—	(1)	—	(0)	—	(1)	—	(1)	1%	(8)	98%	(635)	650
PID: Dem (no lean)	2%	(15)	2%	(18)	3%	(28)	2%	(19)	1%	(10)	2%	(20)	87%	(737)	846
PID: Ind (no lean)	1%	(7)	—	(3)	—	(3)	1%	(5)	1%	(8)	2%	(12)	94%	(628)	665
PID: Rep (no lean)	3%	(23)	1%	(6)	1%	(4)	1%	(5)	2%	(12)	2%	(16)	90%	(623)	689
PID/Gender: Dem Men	2%	(9)	3%	(11)	4%	(18)	4%	(16)	1%	(6)	3%	(13)	82%	(335)	408
PID/Gender: Dem Women	1%	(5)	2%	(7)	2%	(10)	1%	(3)	1%	(4)	2%	(7)	92%	(398)	435
PID/Gender: Ind Men	2%	(4)	—	(1)	1%	(2)	1%	(3)	1%	(4)	2%	(6)	93%	(261)	282
PID/Gender: Ind Women	1%	(2)	—	(2)	—	(1)	—	(2)	1%	(4)	1%	(6)	96%	(359)	375
PID/Gender: Rep Men	5%	(18)	1%	(4)	1%	(3)	1%	(4)	3%	(12)	3%	(13)	86%	(322)	376
PID/Gender: Rep Women	2%	(5)	1%	(2)	—	(1)	—	(1)	—	(0)	1%	(3)	96%	(299)	311
Ideo: Liberal (1-3)	4%	(24)	2%	(13)	4%	(24)	1%	(9)	2%	(12)	2%	(16)	85%	(579)	678
Ideo: Moderate (4)	1%	(6)	—	(3)	1%	(5)	—	(3)	2%	(10)	2%	(15)	93%	(593)	634
Ideo: Conservative (5-7)	1%	(9)	1%	(9)	1%	(6)	2%	(14)	1%	(5)	2%	(14)	92%	(615)	672
Educ: < College	1%	(15)	1%	(14)	2%	(22)	1%	(20)	1%	(15)	2%	(29)	92%	(1324)	1438
Educ: Bachelors degree	3%	(16)	1%	(6)	2%	(8)	1%	(5)	2%	(10)	2%	(12)	88%	(428)	484
Educ: Post-grad	5%	(14)	2%	(6)	2%	(5)	1%	(4)	2%	(5)	3%	(7)	85%	(236)	278
Income: Under 50k	—	(4)	—	(4)	1%	(10)	1%	(12)	1%	(11)	2%	(20)	94%	(987)	1048
Income: 50k-100k	4%	(29)	2%	(13)	2%	(15)	2%	(12)	2%	(14)	3%	(20)	86%	(640)	744
Income: 100k+	3%	(11)	2%	(9)	2%	(10)	1%	(4)	1%	(5)	2%	(7)	89%	(361)	408
Ethnicity: White	2%	(29)	1%	(22)	1%	(22)	1%	(24)	1%	(20)	1%	(25)	92%	(1555)	1698
Ethnicity: Hispanic	4%	(17)	3%	(10)	3%	(12)	3%	(10)	2%	(6)	1%	(3)	85%	(321)	379

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Table MCSPdem1_10: *How often did you use the following social media platforms in the past month?*
Clubhouse

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(44)	1%	(26)	2%	(35)	1%	(29)	1%	(30)	2%	(47)	90%	(1988)	2200
Ethnicity: Black	5%	(14)	1%	(4)	3%	(10)	1%	(3)	3%	(9)	7%	(21)	78%	(222)	283
Ethnicity: Other	1%	(1)	—	(0)	2%	(4)	1%	(1)	—	(0)	1%	(2)	96%	(211)	220
All Christian	1%	(14)	2%	(14)	2%	(16)	1%	(9)	1%	(12)	2%	(16)	91%	(850)	931
All Non-Christian	5%	(9)	3%	(6)	6%	(11)	6%	(12)	3%	(6)	4%	(7)	73%	(137)	188
Atheist	4%	(4)	1%	(1)	2%	(2)	—	(0)	—	(0)	2%	(2)	91%	(89)	97
Agnostic/Nothing in particular	2%	(12)	1%	(3)	1%	(5)	1%	(4)	2%	(9)	1%	(9)	93%	(569)	611
Something Else	2%	(6)	1%	(2)	1%	(2)	1%	(4)	1%	(2)	4%	(13)	92%	(343)	372
Religious Non-Protestant/Catholic	5%	(11)	5%	(11)	5%	(11)	6%	(12)	3%	(6)	3%	(7)	73%	(157)	216
Evangelical	3%	(14)	1%	(7)	2%	(10)	1%	(5)	1%	(7)	3%	(17)	89%	(480)	540
Non-Evangelical	—	(3)	1%	(4)	1%	(7)	1%	(8)	1%	(5)	1%	(11)	95%	(720)	758
Community: Urban	3%	(21)	2%	(16)	3%	(21)	2%	(16)	2%	(16)	4%	(24)	83%	(544)	658
Community: Suburban	2%	(16)	—	(3)	1%	(6)	—	(4)	1%	(11)	1%	(15)	95%	(948)	1002
Community: Rural	1%	(8)	1%	(7)	2%	(9)	2%	(8)	—	(2)	2%	(9)	92%	(497)	540
Employ: Private Sector	2%	(17)	2%	(14)	2%	(17)	1%	(12)	2%	(15)	3%	(20)	88%	(700)	796
Employ: Government	8%	(12)	3%	(4)	2%	(3)	5%	(9)	4%	(6)	4%	(6)	75%	(120)	159
Employ: Self-Employed	4%	(7)	4%	(8)	6%	(11)	2%	(3)	2%	(4)	4%	(7)	79%	(151)	191
Employ: Homemaker	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	1%	(1)	99%	(114)	115
Employ: Student	3%	(2)	1%	(1)	3%	(2)	1%	(1)	1%	(1)	3%	(2)	88%	(51)	58
Employ: Retired	1%	(5)	—	(0)	—	(0)	1%	(4)	—	(1)	1%	(4)	97%	(531)	545
Employ: Unemployed	—	(1)	—	(0)	—	(0)	—	(0)	1%	(3)	3%	(6)	96%	(206)	215
Employ: Other	—	(0)	—	(0)	1%	(2)	—	(0)	—	(0)	1%	(2)	97%	(116)	120
Military HH: Yes	5%	(15)	2%	(7)	4%	(11)	—	(1)	1%	(2)	3%	(9)	85%	(267)	313
Military HH: No	2%	(30)	1%	(19)	1%	(24)	1%	(27)	1%	(27)	2%	(38)	91%	(1722)	1887
2018 House Vote: Democrat	4%	(32)	2%	(13)	3%	(25)	2%	(15)	2%	(13)	2%	(17)	86%	(696)	811
2018 House Vote: Republican	1%	(7)	2%	(10)	1%	(4)	1%	(6)	1%	(3)	2%	(16)	93%	(588)	633
2018 House Vote: Didnt Vote	1%	(5)	—	(2)	1%	(7)	1%	(7)	2%	(11)	2%	(13)	94%	(669)	714
4-Region: Northeast	2%	(8)	1%	(2)	1%	(5)	2%	(9)	2%	(8)	2%	(8)	90%	(346)	385
4-Region: Midwest	1%	(3)	2%	(8)	—	(1)	—	(2)	—	(2)	2%	(8)	95%	(432)	455
4-Region: South	1%	(9)	1%	(8)	1%	(10)	2%	(15)	1%	(10)	3%	(27)	91%	(760)	839
4-Region: West	5%	(25)	2%	(9)	4%	(20)	1%	(3)	2%	(10)	1%	(4)	86%	(450)	521

Table MCSPdem1_10: *How often did you use the following social media platforms in the past month?*

Clubhouse

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (44)	1% (26)	2% (35)	1% (29)	1% (30)	2% (47)	90% (1988)	2200
Used Twitch in the Past Month	8% (37)	5% (23)	7% (35)	5% (24)	5% (22)	6% (28)	65% (314)	483
Sports Fan	2% (35)	2% (25)	2% (33)	1% (21)	2% (26)	3% (39)	88% (1307)	1487
Sports Fan and Twitch User	9% (34)	6% (21)	9% (33)	5% (18)	5% (20)	6% (25)	61% (234)	385

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

Table MCSPdem1_11: *How often did you use the following social media platforms in the past month?*
Twitch

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(78)	3%	(73)	6%	(122)	2%	(51)	4%	(89)	3%	(68)	78%	(1717)	2200
Gender: Male	6%	(61)	4%	(45)	7%	(80)	3%	(37)	5%	(50)	4%	(42)	70%	(750)	1065
Gender: Female	2%	(17)	2%	(28)	4%	(43)	1%	(14)	3%	(38)	2%	(23)	85%	(958)	1121
Age: 18-34	6%	(39)	7%	(46)	12%	(77)	5%	(31)	8%	(49)	6%	(39)	56%	(350)	631
Age: 35-44	8%	(31)	4%	(16)	6%	(22)	2%	(6)	5%	(18)	4%	(13)	72%	(266)	371
Age: 45-64	1%	(4)	2%	(11)	3%	(23)	2%	(14)	3%	(21)	2%	(14)	88%	(624)	711
Age: 65+	1%	(5)	—	(1)	—	(1)	—	(0)	—	(1)	1%	(3)	98%	(477)	487
GenZers: 1997-2012	7%	(20)	5%	(14)	19%	(53)	5%	(14)	9%	(25)	8%	(22)	47%	(132)	280
Millennials: 1981-1996	7%	(47)	7%	(47)	7%	(44)	3%	(23)	6%	(41)	4%	(29)	65%	(435)	666
GenXers: 1965-1980	1%	(5)	2%	(9)	3%	(14)	3%	(14)	2%	(10)	2%	(13)	88%	(482)	549
Baby Boomers: 1946-1964	1%	(5)	—	(3)	2%	(11)	—	(1)	2%	(12)	1%	(3)	95%	(615)	650
PID: Dem (no lean)	5%	(41)	6%	(49)	6%	(48)	3%	(23)	5%	(40)	3%	(24)	73%	(621)	846
PID: Ind (no lean)	1%	(10)	1%	(8)	5%	(33)	2%	(13)	4%	(27)	3%	(19)	84%	(556)	665
PID: Rep (no lean)	4%	(27)	2%	(17)	6%	(42)	2%	(15)	3%	(22)	4%	(25)	78%	(540)	689
PID/Gender: Dem Men	8%	(32)	7%	(27)	8%	(33)	3%	(14)	6%	(24)	3%	(14)	65%	(263)	408
PID/Gender: Dem Women	2%	(9)	5%	(22)	3%	(15)	2%	(9)	4%	(16)	2%	(10)	82%	(355)	435
PID/Gender: Ind Men	3%	(8)	2%	(6)	5%	(15)	3%	(9)	3%	(8)	3%	(8)	81%	(229)	282
PID/Gender: Ind Women	1%	(2)	—	(1)	5%	(18)	1%	(4)	5%	(18)	3%	(10)	86%	(322)	375
PID/Gender: Rep Men	6%	(21)	3%	(12)	8%	(31)	4%	(15)	5%	(17)	6%	(21)	69%	(258)	376
PID/Gender: Rep Women	2%	(6)	2%	(5)	3%	(10)	—	(1)	1%	(4)	1%	(4)	90%	(281)	311
Ideo: Liberal (1-3)	7%	(45)	6%	(41)	8%	(53)	3%	(20)	6%	(41)	2%	(17)	68%	(463)	678
Ideo: Moderate (4)	3%	(16)	2%	(13)	5%	(29)	2%	(15)	3%	(22)	4%	(27)	81%	(513)	634
Ideo: Conservative (5-7)	2%	(11)	3%	(19)	5%	(34)	2%	(15)	2%	(14)	3%	(18)	83%	(561)	672
Educ: < College	2%	(35)	3%	(41)	6%	(88)	2%	(29)	4%	(61)	3%	(44)	79%	(1139)	1438
Educ: Bachelors degree	5%	(23)	3%	(16)	5%	(25)	3%	(14)	4%	(20)	3%	(15)	77%	(371)	484
Educ: Post-grad	7%	(20)	6%	(16)	3%	(9)	3%	(8)	3%	(8)	3%	(9)	75%	(207)	278
Income: Under 50k	1%	(14)	1%	(15)	3%	(35)	2%	(20)	4%	(41)	2%	(23)	86%	(899)	1048
Income: 50k-100k	6%	(45)	5%	(37)	6%	(42)	3%	(23)	5%	(36)	4%	(32)	71%	(529)	744
Income: 100k+	5%	(20)	5%	(21)	11%	(45)	2%	(8)	3%	(11)	3%	(13)	71%	(289)	408
Ethnicity: White	3%	(48)	3%	(54)	5%	(91)	2%	(39)	3%	(57)	3%	(45)	80%	(1362)	1698
Ethnicity: Hispanic	6%	(23)	6%	(22)	14%	(54)	4%	(16)	5%	(21)	4%	(16)	60%	(227)	379

Continued on next page

Table MCSPdem1_11: *How often did you use the following social media platforms in the past month?*

Twitch

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(78)	3%	(73)	6%	(122)	2%	(51)	4%	(89)	3%	(68)	78%	(1717)	2200
Ethnicity: Black	8%	(22)	6%	(16)	6%	(16)	3%	(8)	6%	(17)	5%	(16)	67%	(189)	283
Ethnicity: Other	4%	(9)	2%	(3)	7%	(15)	2%	(4)	7%	(15)	3%	(7)	76%	(166)	220
All Christian	2%	(22)	3%	(32)	4%	(39)	2%	(21)	3%	(31)	2%	(23)	82%	(763)	931
All Non-Christian	11%	(20)	11%	(20)	5%	(10)	5%	(9)	4%	(7)	2%	(4)	63%	(118)	188
Atheist	2%	(2)	3%	(3)	9%	(9)	2%	(2)	2%	(2)	8%	(8)	74%	(72)	97
Agnostic/Nothing in particular	4%	(22)	2%	(9)	8%	(48)	2%	(12)	5%	(28)	4%	(22)	77%	(470)	611
Something Else	3%	(12)	2%	(8)	5%	(18)	2%	(7)	6%	(21)	3%	(11)	79%	(295)	372
Religious Non-Protestant/Catholic	10%	(21)	12%	(26)	5%	(11)	4%	(9)	3%	(7)	3%	(6)	63%	(136)	216
Evangelical	5%	(25)	3%	(19)	6%	(30)	2%	(13)	5%	(26)	4%	(20)	75%	(407)	540
Non-Evangelical	1%	(7)	2%	(16)	3%	(25)	2%	(13)	3%	(26)	2%	(16)	86%	(654)	758
Community: Urban	6%	(38)	6%	(42)	7%	(45)	3%	(23)	5%	(33)	3%	(17)	70%	(461)	658
Community: Suburban	3%	(26)	1%	(12)	6%	(60)	2%	(22)	4%	(43)	4%	(40)	80%	(798)	1002
Community: Rural	3%	(14)	4%	(19)	3%	(18)	1%	(6)	2%	(13)	2%	(11)	85%	(458)	540
Employ: Private Sector	5%	(43)	5%	(41)	9%	(74)	3%	(26)	6%	(45)	4%	(30)	68%	(538)	796
Employ: Government	7%	(12)	6%	(9)	5%	(8)	4%	(6)	4%	(6)	3%	(4)	72%	(115)	159
Employ: Self-Employed	4%	(8)	9%	(17)	5%	(9)	4%	(7)	5%	(10)	6%	(11)	68%	(129)	191
Employ: Homemaker	—	(0)	—	(0)	6%	(7)	1%	(2)	4%	(5)	—	(0)	88%	(101)	115
Employ: Student	9%	(5)	4%	(2)	20%	(12)	2%	(1)	11%	(6)	5%	(3)	49%	(29)	58
Employ: Retired	1%	(5)	—	(1)	1%	(3)	1%	(6)	1%	(4)	1%	(3)	96%	(523)	545
Employ: Unemployed	2%	(4)	1%	(3)	3%	(7)	1%	(2)	1%	(3)	4%	(9)	87%	(188)	215
Employ: Other	1%	(1)	—	(0)	3%	(4)	1%	(1)	9%	(10)	7%	(8)	79%	(95)	120
Military HH: Yes	4%	(13)	6%	(20)	5%	(16)	2%	(6)	3%	(8)	2%	(6)	78%	(243)	313
Military HH: No	3%	(65)	3%	(53)	6%	(106)	2%	(45)	4%	(81)	3%	(62)	78%	(1474)	1887
2018 House Vote: Democrat	6%	(48)	5%	(42)	6%	(46)	2%	(17)	4%	(30)	3%	(23)	75%	(605)	811
2018 House Vote: Republican	2%	(12)	3%	(21)	4%	(25)	2%	(16)	3%	(20)	3%	(22)	82%	(518)	633
2018 House Vote: Didnt Vote	2%	(17)	1%	(10)	7%	(50)	3%	(19)	5%	(39)	3%	(23)	78%	(556)	714
4-Region: Northeast	4%	(15)	4%	(17)	4%	(15)	1%	(5)	4%	(16)	4%	(16)	78%	(301)	385
4-Region: Midwest	1%	(7)	2%	(9)	4%	(17)	2%	(10)	3%	(16)	4%	(18)	83%	(379)	455
4-Region: South	3%	(22)	3%	(26)	6%	(52)	3%	(25)	5%	(41)	3%	(28)	77%	(645)	839
4-Region: West	7%	(35)	4%	(21)	7%	(38)	2%	(12)	3%	(17)	1%	(6)	75%	(392)	521

Table MCSPdem1_11: *How often did you use the following social media platforms in the past month?*

Twitch

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(78)	3%	(73)	6%	(122)	2%	(51)	4%	(89)	3%	(68)	78%	(1717)	2200
Used Twitch in the Past Month	16%	(78)	15%	(73)	25%	(122)	11%	(51)	18%	(89)	14%	(68)	—	(0)	483
Sports Fan	5%	(67)	4%	(66)	5%	(81)	3%	(45)	5%	(70)	4%	(56)	74%	(1102)	1487
Sports Fan and Twitch User	17%	(67)	17%	(66)	21%	(81)	12%	(45)	18%	(70)	15%	(56)	—	(0)	385

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

Table MCSPdem1_12: *How often did you use the following social media platforms in the past month?*

Discord

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (165)	3% (57)	5% (99)	3% (57)	4% (88)	4% (82)	75% (1652)	2200
Gender: Male	10% (106)	4% (42)	5% (57)	3% (30)	5% (56)	4% (46)	68% (729)	1065
Gender: Female	5% (55)	1% (15)	4% (42)	2% (27)	3% (33)	3% (35)	81% (913)	1121
Age: 18-34	17% (105)	5% (30)	9% (56)	6% (39)	8% (48)	6% (39)	50% (314)	631
Age: 35-44	11% (39)	4% (15)	7% (27)	2% (8)	5% (19)	4% (16)	67% (247)	371
Age: 45-64	2% (16)	1% (10)	2% (15)	1% (9)	3% (20)	3% (22)	87% (618)	711
Age: 65+	1% (5)	— (2)	— (1)	— (1)	— (1)	1% (5)	97% (473)	487
GenZers: 1997-2012	23% (66)	7% (19)	9% (25)	6% (16)	10% (29)	6% (18)	39% (109)	280
Millennials: 1981-1996	12% (77)	4% (26)	8% (55)	5% (32)	5% (36)	6% (37)	61% (403)	666
GenXers: 1965-1980	2% (14)	2% (8)	3% (17)	1% (7)	3% (15)	3% (15)	86% (472)	549
Baby Boomers: 1946-1964	1% (8)	1% (4)	— (2)	— (2)	1% (9)	2% (11)	94% (613)	650
PID: Dem (no lean)	9% (79)	3% (27)	6% (47)	3% (27)	4% (35)	4% (37)	70% (594)	846
PID: Ind (no lean)	7% (47)	2% (14)	5% (31)	2% (16)	5% (32)	4% (29)	75% (496)	665
PID: Rep (no lean)	6% (39)	2% (16)	3% (22)	2% (14)	3% (21)	2% (15)	82% (562)	689
PID/Gender: Dem Men	12% (47)	5% (21)	8% (31)	3% (11)	6% (24)	5% (22)	61% (250)	408
PID/Gender: Dem Women	7% (32)	1% (6)	4% (16)	4% (15)	2% (11)	3% (15)	78% (340)	435
PID/Gender: Ind Men	8% (24)	3% (10)	6% (16)	2% (5)	4% (12)	5% (14)	71% (201)	282
PID/Gender: Ind Women	5% (20)	1% (4)	4% (14)	3% (11)	5% (20)	4% (15)	77% (291)	375
PID/Gender: Rep Men	9% (35)	3% (11)	2% (9)	4% (14)	5% (19)	3% (10)	74% (278)	376
PID/Gender: Rep Women	1% (4)	2% (5)	4% (12)	— (0)	1% (2)	2% (5)	91% (282)	311
Ideo: Liberal (1-3)	13% (89)	3% (19)	7% (46)	3% (23)	5% (36)	4% (28)	64% (437)	678
Ideo: Moderate (4)	4% (25)	2% (15)	5% (30)	2% (13)	4% (23)	4% (27)	79% (502)	634
Ideo: Conservative (5-7)	3% (20)	3% (23)	3% (21)	3% (19)	3% (19)	3% (20)	82% (551)	672
Educ: < College	7% (105)	2% (29)	4% (57)	3% (42)	5% (65)	4% (56)	75% (1084)	1438
Educ: Bachelors degree	7% (33)	3% (17)	6% (27)	1% (6)	3% (17)	4% (21)	75% (363)	484
Educ: Post-grad	9% (26)	4% (12)	5% (15)	3% (10)	2% (7)	2% (4)	74% (205)	278
Income: Under 50k	5% (48)	1% (9)	3% (31)	2% (25)	4% (41)	4% (38)	82% (856)	1048
Income: 50k-100k	10% (74)	3% (26)	6% (46)	3% (21)	5% (34)	4% (31)	69% (512)	744
Income: 100k+	10% (43)	5% (22)	5% (22)	3% (11)	3% (13)	3% (13)	70% (283)	408
Ethnicity: White	7% (117)	2% (41)	4% (73)	2% (42)	3% (59)	3% (44)	78% (1321)	1698
Ethnicity: Hispanic	18% (67)	3% (13)	8% (31)	5% (20)	7% (27)	3% (12)	55% (208)	379

Table MCSPdem1_12: *How often did you use the following social media platforms in the past month?*
Discord

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	7%	(165)	3%	(57)	5%	(99)	3%	(57)	4%	(88)	4%	(82)	75%	(1652)	2200
Ethnicity: Black	11%	(31)	2%	(6)	4%	(13)	2%	(6)	6%	(16)	10%	(27)	65%	(184)	283
Ethnicity: Other	8%	(17)	4%	(10)	6%	(14)	4%	(10)	6%	(13)	5%	(11)	67%	(146)	220
All Christian	5%	(49)	2%	(18)	3%	(31)	2%	(20)	4%	(33)	3%	(27)	81%	(753)	931
All Non-Christian	10%	(19)	8%	(15)	8%	(14)	7%	(14)	3%	(5)	6%	(11)	58%	(110)	188
Atheist	12%	(12)	7%	(7)	1%	(1)	4%	(4)	6%	(6)	6%	(6)	64%	(63)	97
Agnostic/Nothing in particular	9%	(53)	2%	(13)	7%	(46)	2%	(10)	4%	(25)	5%	(28)	71%	(436)	611
Something Else	9%	(32)	1%	(4)	2%	(8)	2%	(9)	5%	(19)	3%	(11)	78%	(290)	372
Religious Non-Protestant/Catholic	12%	(25)	7%	(15)	7%	(15)	6%	(14)	2%	(5)	6%	(13)	60%	(129)	216
Evangelical	7%	(40)	2%	(9)	3%	(15)	2%	(12)	5%	(26)	2%	(13)	79%	(424)	540
Non-Evangelical	4%	(33)	2%	(12)	3%	(25)	2%	(17)	3%	(23)	3%	(23)	83%	(625)	758
Community: Urban	10%	(63)	5%	(31)	6%	(42)	3%	(23)	3%	(23)	5%	(31)	68%	(446)	658
Community: Suburban	7%	(74)	2%	(23)	4%	(39)	2%	(21)	5%	(46)	3%	(34)	76%	(766)	1002
Community: Rural	5%	(28)	1%	(4)	3%	(18)	3%	(14)	4%	(19)	3%	(17)	81%	(440)	540
Employ: Private Sector	9%	(75)	4%	(33)	8%	(67)	3%	(22)	5%	(36)	4%	(31)	67%	(532)	796
Employ: Government	10%	(15)	3%	(4)	4%	(6)	5%	(8)	5%	(9)	3%	(6)	71%	(113)	159
Employ: Self-Employed	9%	(18)	4%	(8)	5%	(9)	6%	(12)	6%	(12)	7%	(13)	63%	(120)	191
Employ: Homemaker	6%	(7)	1%	(1)	4%	(5)	2%	(2)	4%	(5)	3%	(4)	80%	(92)	115
Employ: Student	34%	(20)	3%	(2)	7%	(4)	2%	(1)	7%	(4)	8%	(5)	38%	(22)	58
Employ: Retired	1%	(5)	1%	(4)	—	(1)	1%	(6)	1%	(3)	1%	(6)	95%	(519)	545
Employ: Unemployed	9%	(18)	1%	(2)	3%	(6)	1%	(2)	4%	(9)	7%	(14)	76%	(164)	215
Employ: Other	6%	(7)	2%	(2)	2%	(2)	4%	(4)	9%	(11)	3%	(3)	75%	(90)	120
Military HH: Yes	10%	(33)	2%	(7)	3%	(8)	4%	(13)	2%	(5)	3%	(9)	76%	(238)	313
Military HH: No	7%	(132)	3%	(50)	5%	(91)	2%	(45)	4%	(83)	4%	(72)	75%	(1413)	1887
2018 House Vote: Democrat	9%	(75)	3%	(28)	5%	(38)	3%	(27)	4%	(29)	4%	(30)	72%	(585)	811
2018 House Vote: Republican	5%	(30)	2%	(13)	3%	(17)	2%	(10)	3%	(20)	3%	(18)	83%	(526)	633
2018 House Vote: Didnt Vote	8%	(59)	2%	(14)	6%	(43)	3%	(20)	5%	(38)	5%	(33)	71%	(506)	714
4-Region: Northeast	7%	(26)	3%	(12)	5%	(20)	2%	(9)	3%	(13)	4%	(16)	75%	(290)	385
4-Region: Midwest	5%	(23)	1%	(7)	5%	(21)	1%	(4)	4%	(17)	3%	(15)	81%	(367)	455
4-Region: South	6%	(48)	3%	(24)	4%	(31)	3%	(23)	6%	(46)	4%	(32)	76%	(634)	839
4-Region: West	13%	(68)	3%	(14)	5%	(27)	4%	(21)	2%	(13)	3%	(18)	69%	(361)	521

Continued on next page

Table MCSPdem1_12: *How often did you use the following social media platforms in the past month?*

Discord

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (165)	3% (57)	5% (99)	3% (57)	4% (88)	4% (82)	75% (1652)	2200
Used Twitch in the Past Month	26% (127)	9% (45)	13% (61)	9% (42)	11% (55)	9% (41)	23% (112)	483
Sports Fan	7% (110)	3% (48)	5% (74)	3% (46)	5% (68)	4% (58)	73% (1083)	1487
Sports Fan and Twitch User	24% (91)	10% (39)	12% (47)	9% (35)	13% (49)	9% (33)	24% (91)	385

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

Table MCSPdem2: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour		1-2 hours		2-3 hours		3-4 hours		More than 4 hours		I do not use social media		Total N
Adults	20%	(438)	24%	(521)	17%	(372)	14%	(304)	19%	(425)	6%	(140)	2200
Gender: Male	19%	(207)	23%	(248)	18%	(188)	15%	(164)	16%	(175)	8%	(85)	1065
Gender: Female	20%	(229)	24%	(271)	16%	(183)	13%	(140)	22%	(244)	5%	(53)	1121
Age: 18-34	7%	(45)	18%	(116)	19%	(121)	21%	(130)	33%	(209)	1%	(9)	631
Age: 35-44	15%	(56)	19%	(69)	19%	(70)	19%	(70)	22%	(82)	7%	(24)	371
Age: 45-64	23%	(162)	29%	(207)	18%	(129)	11%	(76)	13%	(93)	6%	(44)	711
Age: 65+	36%	(175)	26%	(129)	11%	(52)	6%	(28)	8%	(41)	13%	(62)	487
GenZers: 1997-2012	7%	(20)	11%	(31)	18%	(51)	21%	(59)	42%	(117)	1%	(2)	280
Millennials: 1981-1996	9%	(59)	22%	(149)	20%	(133)	20%	(131)	25%	(165)	4%	(29)	666
GenXers: 1965-1980	25%	(137)	25%	(136)	18%	(98)	12%	(67)	14%	(79)	6%	(31)	549
Baby Boomers: 1946-1964	30%	(196)	30%	(195)	13%	(86)	7%	(43)	10%	(63)	10%	(67)	650
PID: Dem (no lean)	20%	(167)	22%	(186)	18%	(156)	18%	(149)	19%	(160)	3%	(28)	846
PID: Ind (no lean)	21%	(138)	24%	(160)	14%	(93)	10%	(69)	23%	(151)	8%	(54)	665
PID: Rep (no lean)	19%	(133)	25%	(175)	18%	(123)	12%	(86)	16%	(113)	8%	(58)	689
PID/Gender: Dem Men	20%	(82)	20%	(80)	18%	(75)	21%	(87)	17%	(69)	3%	(13)	408
PID/Gender: Dem Women	19%	(85)	24%	(104)	19%	(81)	14%	(62)	20%	(89)	3%	(14)	435
PID/Gender: Ind Men	19%	(55)	25%	(71)	17%	(47)	11%	(31)	17%	(47)	11%	(32)	282
PID/Gender: Ind Women	22%	(81)	23%	(88)	12%	(46)	10%	(38)	27%	(101)	6%	(22)	375
PID/Gender: Rep Men	19%	(70)	26%	(97)	18%	(66)	12%	(46)	16%	(59)	10%	(39)	376
PID/Gender: Rep Women	20%	(64)	25%	(79)	18%	(57)	13%	(40)	18%	(55)	6%	(17)	311
Ideo: Liberal (1-3)	18%	(120)	21%	(145)	20%	(137)	16%	(111)	21%	(141)	3%	(23)	678
Ideo: Moderate (4)	22%	(140)	25%	(158)	15%	(94)	13%	(84)	19%	(122)	6%	(37)	634
Ideo: Conservative (5-7)	23%	(157)	28%	(187)	16%	(107)	13%	(84)	13%	(88)	7%	(48)	672
Educ: < College	19%	(273)	25%	(360)	15%	(221)	14%	(195)	21%	(306)	6%	(82)	1438
Educ: Bachelors degree	22%	(109)	21%	(103)	21%	(104)	14%	(67)	15%	(72)	6%	(30)	484
Educ: Post-grad	20%	(56)	21%	(59)	17%	(47)	15%	(42)	17%	(46)	10%	(28)	278
Income: Under 50k	23%	(237)	24%	(246)	13%	(136)	12%	(131)	22%	(235)	6%	(63)	1048
Income: 50k-100k	17%	(123)	24%	(179)	22%	(163)	15%	(112)	15%	(111)	8%	(56)	744
Income: 100k+	19%	(77)	24%	(96)	18%	(73)	15%	(62)	19%	(79)	5%	(20)	408
Ethnicity: White	21%	(353)	25%	(420)	17%	(290)	13%	(225)	17%	(295)	7%	(114)	1698
Ethnicity: Hispanic	9%	(34)	19%	(71)	22%	(82)	18%	(67)	27%	(103)	6%	(23)	379
Ethnicity: Black	14%	(38)	18%	(50)	17%	(49)	14%	(40)	30%	(84)	8%	(22)	283

Table MCSPdem2: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour		1-2 hours		2-3 hours		3-4 hours		More than 4 hours		I do not use social media		Total N
Adults	20%	(438)	24%	(521)	17%	(372)	14%	(304)	19%	(425)	6%	(140)	2200
Ethnicity: Other	21%	(46)	23%	(51)	15%	(33)	18%	(39)	21%	(46)	2%	(4)	220
All Christian	24%	(221)	26%	(242)	15%	(138)	13%	(122)	15%	(144)	7%	(63)	931
All Non-Christian	11%	(21)	14%	(27)	27%	(50)	18%	(34)	26%	(48)	4%	(8)	188
Atheist	15%	(15)	17%	(17)	19%	(18)	22%	(21)	23%	(22)	4%	(4)	97
Agnostic/Nothing in particular	19%	(117)	24%	(144)	16%	(100)	14%	(85)	20%	(120)	8%	(46)	611
Something Else	17%	(64)	24%	(91)	18%	(66)	12%	(43)	24%	(90)	5%	(18)	372
Religious Non-Protestant/Catholic	11%	(24)	16%	(35)	27%	(59)	17%	(37)	24%	(53)	4%	(8)	216
Evangelical	18%	(95)	27%	(147)	16%	(84)	13%	(72)	20%	(110)	6%	(32)	540
Non-Evangelical	25%	(189)	25%	(187)	14%	(109)	13%	(95)	17%	(126)	7%	(51)	758
Community: Urban	15%	(100)	21%	(138)	16%	(102)	15%	(101)	26%	(168)	7%	(49)	658
Community: Suburban	23%	(226)	27%	(269)	17%	(174)	11%	(113)	17%	(166)	5%	(55)	1002
Community: Rural	21%	(113)	21%	(114)	18%	(96)	17%	(90)	17%	(91)	7%	(36)	540
Employ: Private Sector	16%	(126)	25%	(200)	18%	(141)	20%	(157)	17%	(137)	4%	(35)	796
Employ: Government	13%	(21)	18%	(29)	24%	(39)	17%	(26)	23%	(37)	5%	(7)	159
Employ: Self-Employed	17%	(33)	19%	(36)	29%	(55)	13%	(25)	19%	(37)	3%	(5)	191
Employ: Homemaker	21%	(24)	18%	(21)	16%	(18)	14%	(16)	26%	(30)	5%	(6)	115
Employ: Student	11%	(7)	5%	(3)	15%	(8)	15%	(9)	54%	(32)	—	(0)	58
Employ: Retired	29%	(157)	30%	(162)	13%	(70)	7%	(40)	10%	(52)	12%	(63)	545
Employ: Unemployed	26%	(56)	22%	(46)	8%	(17)	5%	(11)	30%	(65)	9%	(20)	215
Employ: Other	11%	(14)	21%	(25)	19%	(23)	17%	(20)	29%	(34)	3%	(4)	120
Military HH: Yes	20%	(64)	21%	(65)	21%	(66)	12%	(37)	16%	(50)	10%	(30)	313
Military HH: No	20%	(374)	24%	(456)	16%	(305)	14%	(267)	20%	(375)	6%	(110)	1887
2018 House Vote: Democrat	18%	(148)	21%	(170)	19%	(158)	19%	(151)	16%	(134)	6%	(50)	811
2018 House Vote: Republican	22%	(138)	28%	(174)	16%	(104)	11%	(69)	16%	(102)	7%	(46)	633
2018 House Vote: Didnt Vote	19%	(136)	23%	(167)	15%	(104)	11%	(81)	26%	(184)	6%	(42)	714
4-Region: Northeast	22%	(86)	24%	(92)	16%	(63)	12%	(48)	18%	(68)	7%	(28)	385
4-Region: Midwest	21%	(96)	27%	(122)	16%	(74)	13%	(58)	17%	(76)	6%	(29)	455
4-Region: South	20%	(165)	23%	(190)	17%	(140)	14%	(114)	22%	(186)	5%	(45)	839
4-Region: West	18%	(92)	23%	(118)	18%	(94)	16%	(85)	18%	(95)	7%	(38)	521
Used Twitch in the Past Month	4%	(20)	15%	(73)	24%	(117)	24%	(114)	31%	(148)	2%	(11)	483
Sports Fan	18%	(275)	25%	(367)	18%	(264)	16%	(231)	19%	(279)	5%	(70)	1487

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Table MCSPdem2: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour		1-2 hours		2-3 hours		3-4 hours		More than 4 hours		I do not use social media		Total N
Adults	20%	(438)	24%	(521)	17%	(372)	14%	(304)	19%	(425)	6%	(140)	2200
Sports Fan and Twitch User	3%	(12)	16%	(62)	26%	(98)	26%	(101)	27%	(104)	2%	(8)	385

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	2200	100%
xdemGender	Gender: Male	1065	48%
	Gender: Female	1121	51%
	N	2186	
age	Age: 18-34	631	29%
	Age: 35-44	371	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	280	13%
	Millennials: 1981-1996	666	30%
	GenXers: 1965-1980	549	25%
	Baby Boomers: 1946-1964	650	30%
	N	2145	
xpid3	PID: Dem (no lean)	846	38%
	PID: Ind (no lean)	665	30%
	PID: Rep (no lean)	689	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	408	19%
	PID/Gender: Dem Women	435	20%
	PID/Gender: Ind Men	282	13%
	PID/Gender: Ind Women	375	17%
	PID/Gender: Rep Men	376	17%
	PID/Gender: Rep Women	311	14%
	N	2186	
xdemIdeo3	Ideo: Liberal (1-3)	678	31%
	Ideo: Moderate (4)	634	29%
	Ideo: Conservative (5-7)	672	31%
	N	1985	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1048	48%
	Income: 50k-100k	744	34%
	Income: 100k+	408	19%
	N	2200	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	931	42%
	All Non-Christian	188	9%
	Atheist	97	4%
	Agnostic/Nothing in particular	611	28%
	Something Else	372	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	216	10%
xdemEvang	Evangelical	540	25%
	Non-Evangelical	758	34%
	N	1298	
xdemUsr	Community: Urban	658	30%
	Community: Suburban	1002	46%
	Community: Rural	540	25%
	N	2200	
xdemEmploy	Employ: Private Sector	796	36%
	Employ: Government	159	7%
	Employ: Self-Employed	191	9%
	Employ: Homemaker	115	5%
	Employ: Student	58	3%
	Employ: Retired	545	25%
	Employ: Unemployed	215	10%
	Employ: Other	120	5%
	N	2200	
xdemMilHH1	Military HH: Yes	313	14%
	Military HH: No	1887	86%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	811	37%
	2018 House Vote: Republican	633	29%
	2018 House Vote: Someone else	42	2%
	2018 House Vote: Didnt Vote	714	32%
	N	2200	
xreg4	4-Region: Northeast	385	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2200	
MCSPxdem1	Used Twitch in the Past Month	483	22%
MCSPxdem2	Sports Fan	1487	68%
MCSPxdem3	Sports Fan and Twitch User	385	18%

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