



National Tracking Poll #2305095
May 16-18, 2023

Crosstabulation Results

Methodology:

This poll was conducted between May 16-May 18, 2023 among a sample of 2204 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table 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%	(577)	39%	(855)	35%	(772)	2204
Gender: Male	40%	(424)	40%	(424)	21%	(222)	1071
Gender: Female	14%	(153)	38%	(427)	48%	(546)	1126
Age: 18-34	32%	(201)	33%	(207)	35%	(224)	632
Age: 35-44	33%	(122)	34%	(125)	33%	(125)	372
Age: 45-64	26%	(185)	42%	(300)	32%	(227)	712
Age: 65+	14%	(69)	46%	(222)	40%	(196)	488
GenZers: 1997-2012	19%	(46)	31%	(75)	49%	(118)	240
Millennials: 1981-1996	36%	(254)	34%	(238)	29%	(206)	697
GenXers: 1965-1980	27%	(146)	39%	(210)	34%	(186)	542
Baby Boomers: 1946-1964	18%	(116)	46%	(299)	37%	(240)	655
PID: Dem (no lean)	31%	(290)	37%	(347)	32%	(296)	934
PID: Ind (no lean)	20%	(118)	38%	(228)	42%	(255)	602
PID: Rep (no lean)	25%	(168)	42%	(280)	33%	(220)	669
PID/Gender: Dem Men	45%	(216)	35%	(170)	20%	(98)	483
PID/Gender: Dem Women	17%	(74)	39%	(175)	44%	(197)	446
PID/Gender: Ind Men	31%	(88)	44%	(124)	25%	(70)	282
PID/Gender: Ind Women	10%	(30)	32%	(102)	58%	(183)	316
PID/Gender: Rep Men	40%	(121)	43%	(130)	18%	(55)	305
PID/Gender: Rep Women	13%	(48)	41%	(150)	46%	(166)	364
Ideo: Liberal (1-3)	32%	(210)	34%	(218)	34%	(221)	649
Ideo: Moderate (4)	24%	(163)	42%	(287)	34%	(232)	682
Ideo: Conservative (5-7)	26%	(189)	42%	(309)	32%	(239)	737
Educ: < College	24%	(347)	36%	(523)	40%	(571)	1440
Educ: Bachelors degree	27%	(131)	46%	(224)	27%	(131)	485
Educ: Post-grad	36%	(100)	39%	(108)	25%	(71)	279
Income: Under 50k	20%	(234)	37%	(434)	43%	(501)	1168
Income: 50k-100k	27%	(179)	42%	(279)	30%	(200)	658
Income: 100k+	43%	(164)	38%	(142)	19%	(72)	378

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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%	(577)	39%	(855)	35%	(772)	2204
Ethnicity: White	24%	(412)	39%	(671)	36%	(618)	1701
Ethnicity: Hispanic	28%	(105)	33%	(125)	39%	(149)	380
Ethnicity: Black	41%	(115)	34%	(96)	25%	(72)	283
Ethnicity: Other	23%	(50)	40%	(88)	38%	(83)	220
All Christian	26%	(246)	42%	(397)	31%	(293)	936
All Non-Christian	41%	(99)	32%	(76)	27%	(66)	241
Atheist	20%	(18)	35%	(31)	45%	(40)	88
Agnostic/Nothing in particular	20%	(113)	36%	(207)	44%	(250)	569
Something Else	27%	(101)	39%	(144)	34%	(124)	369
Religious Non-Protestant/Catholic	40%	(101)	34%	(86)	27%	(68)	255
Evangelical	28%	(168)	40%	(238)	32%	(189)	595
Non-Evangelical	26%	(174)	42%	(283)	32%	(216)	673
Community: Urban	33%	(242)	38%	(282)	30%	(220)	744
Community: Suburban	24%	(223)	41%	(386)	35%	(334)	944
Community: Rural	22%	(111)	36%	(187)	42%	(218)	516
Employ: Private Sector	39%	(280)	37%	(261)	24%	(173)	714
Employ: Government	36%	(63)	42%	(74)	22%	(38)	176
Employ: Self-Employed	23%	(48)	38%	(78)	39%	(80)	206
Employ: Homemaker	16%	(22)	33%	(45)	50%	(68)	135
Employ: Student	15%	(9)	33%	(20)	52%	(31)	60
Employ: Retired	15%	(80)	47%	(253)	38%	(204)	537
Employ: Unemployed	17%	(42)	30%	(75)	53%	(131)	248
Employ: Other	26%	(33)	37%	(48)	37%	(47)	128
Military HH: Yes	22%	(66)	49%	(145)	29%	(86)	297
Military HH: No	27%	(511)	37%	(710)	36%	(686)	1907
2022 House Vote: Democrat	32%	(286)	40%	(362)	27%	(246)	895
2022 House Vote: Republican	25%	(166)	43%	(291)	32%	(213)	670
2022 House Vote: Someone else	15%	(8)	34%	(18)	51%	(28)	54
2022 House Vote: Didnt Vote	20%	(117)	31%	(184)	49%	(285)	586

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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%	(577)	39%	(855)	35%	(772)	2204
2020 Vote: Joe Biden	31%	(290)	40%	(383)	29%	(273)	946
2020 Vote: Donald Trump	24%	(165)	42%	(285)	34%	(233)	683
2020 Vote: Other	19%	(10)	44%	(22)	37%	(19)	51
2020 Vote: Didn't Vote	22%	(113)	31%	(164)	47%	(247)	524
2018 House Vote: Democrat	32%	(253)	41%	(325)	26%	(207)	785
2018 House Vote: Republican	26%	(153)	42%	(250)	32%	(194)	597
2018 House Vote: Didnt Vote	21%	(163)	33%	(260)	46%	(357)	779
4-Region: Northeast	29%	(113)	35%	(137)	35%	(136)	386
4-Region: Midwest	30%	(135)	36%	(162)	35%	(158)	455
4-Region: South	23%	(196)	39%	(327)	38%	(318)	841
4-Region: West	26%	(133)	44%	(229)	31%	(160)	522
Sports Fans	30%	(577)	44%	(855)	26%	(497)	1929
NFL Fans	36%	(542)	47%	(718)	17%	(258)	1518
NBA Fans	43%	(508)	46%	(535)	11%	(126)	1170
MLB Fans	40%	(491)	48%	(591)	13%	(157)	1239
NHL Fans	45%	(408)	43%	(385)	12%	(112)	905

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

**Table MCSPI_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	37%	(825)	31%	(693)	31%	(686)	2204
Gender: Male	49%	(526)	32%	(337)	19%	(207)	1071
Gender: Female	26%	(298)	32%	(356)	42%	(472)	1126
Age: 18-34	36%	(226)	28%	(180)	36%	(226)	632
Age: 35-44	39%	(145)	37%	(137)	24%	(90)	372
Age: 45-64	42%	(301)	31%	(222)	26%	(189)	712
Age: 65+	31%	(153)	32%	(154)	37%	(181)	488
GenZers: 1997-2012	27%	(64)	29%	(69)	44%	(106)	240
Millennials: 1981-1996	39%	(274)	33%	(227)	28%	(197)	697
GenXers: 1965-1980	42%	(229)	32%	(174)	26%	(140)	542
Baby Boomers: 1946-1964	35%	(230)	31%	(203)	34%	(221)	655
PID: Dem (no lean)	42%	(396)	31%	(287)	27%	(252)	934
PID: Ind (no lean)	29%	(176)	31%	(186)	40%	(240)	602
PID: Rep (no lean)	38%	(253)	33%	(221)	29%	(195)	669
PID/Gender: Dem Men	55%	(264)	30%	(145)	15%	(74)	483
PID/Gender: Dem Women	29%	(131)	32%	(142)	39%	(173)	446
PID/Gender: Ind Men	41%	(116)	31%	(86)	29%	(81)	282
PID/Gender: Ind Women	19%	(60)	32%	(100)	49%	(156)	316
PID/Gender: Rep Men	48%	(146)	35%	(106)	17%	(52)	305
PID/Gender: Rep Women	29%	(107)	31%	(114)	39%	(143)	364
Ideo: Liberal (1-3)	43%	(277)	29%	(188)	28%	(183)	649
Ideo: Moderate (4)	38%	(261)	34%	(230)	28%	(191)	682
Ideo: Conservative (5-7)	36%	(262)	33%	(244)	31%	(231)	737
Educ: < College	36%	(516)	29%	(423)	35%	(501)	1440
Educ: Bachelors degree	40%	(193)	33%	(162)	27%	(130)	485
Educ: Post-grad	41%	(115)	39%	(109)	20%	(55)	279
Income: Under 50k	33%	(383)	29%	(342)	38%	(443)	1168
Income: 50k-100k	38%	(253)	35%	(228)	27%	(177)	658
Income: 100k+	50%	(188)	33%	(123)	18%	(67)	378
Ethnicity: White	36%	(619)	32%	(544)	32%	(538)	1701
Ethnicity: Hispanic	43%	(164)	25%	(96)	31%	(119)	380
Ethnicity: Black	49%	(139)	27%	(78)	23%	(66)	283

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**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	37%	(825)	31%	(693)	31%	(686)	2204
Ethnicity: Other	30%	(66)	32%	(71)	37%	(82)	220
All Christian	42%	(395)	32%	(300)	26%	(241)	936
All Non-Christian	41%	(98)	37%	(89)	23%	(55)	241
Atheist	36%	(32)	21%	(19)	42%	(37)	88
Agnostic/Nothing in particular	29%	(167)	27%	(156)	43%	(246)	569
Something Else	36%	(133)	35%	(129)	29%	(107)	369
Religious Non-Protestant/Catholic	40%	(102)	37%	(94)	23%	(59)	255
Evangelical	39%	(231)	32%	(189)	29%	(174)	595
Non-Evangelical	43%	(288)	33%	(224)	24%	(162)	673
Community: Urban	42%	(310)	31%	(231)	27%	(203)	744
Community: Suburban	36%	(343)	31%	(296)	32%	(304)	944
Community: Rural	33%	(171)	32%	(166)	35%	(179)	516
Employ: Private Sector	45%	(324)	35%	(248)	20%	(142)	714
Employ: Government	41%	(71)	37%	(64)	23%	(40)	176
Employ: Self-Employed	35%	(72)	30%	(62)	35%	(72)	206
Employ: Homemaker	25%	(33)	26%	(35)	50%	(67)	135
Employ: Student	30%	(18)	38%	(22)	32%	(19)	60
Employ: Retired	35%	(186)	31%	(168)	34%	(183)	537
Employ: Unemployed	28%	(69)	26%	(65)	46%	(115)	248
Employ: Other	40%	(51)	22%	(29)	38%	(48)	128
Military HH: Yes	37%	(110)	33%	(97)	30%	(90)	297
Military HH: No	37%	(714)	31%	(597)	31%	(596)	1907
2022 House Vote: Democrat	46%	(413)	30%	(266)	24%	(216)	895
2022 House Vote: Republican	37%	(248)	34%	(225)	29%	(197)	670
2022 House Vote: Someone else	11%	(6)	47%	(25)	42%	(23)	54
2022 House Vote: Didnt Vote	27%	(158)	30%	(177)	43%	(251)	586
2020 Vote: Joe Biden	44%	(417)	31%	(289)	25%	(240)	946
2020 Vote: Donald Trump	37%	(253)	31%	(214)	32%	(216)	683
2020 Vote: Other	26%	(13)	49%	(25)	25%	(13)	51
2020 Vote: Didn't Vote	27%	(141)	31%	(165)	42%	(218)	524

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**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	37%	(825)	31%	(693)	31%	(686)	2204
2018 House Vote: Democrat	45%	(354)	32%	(251)	23%	(179)	785
2018 House Vote: Republican	39%	(233)	31%	(185)	30%	(179)	597
2018 House Vote: Didnt Vote	29%	(228)	30%	(238)	40%	(314)	779
4-Region: Northeast	40%	(156)	31%	(119)	29%	(111)	386
4-Region: Midwest	41%	(187)	28%	(129)	31%	(139)	455
4-Region: South	35%	(296)	32%	(272)	32%	(273)	841
4-Region: West	36%	(186)	33%	(173)	31%	(163)	522
Sports Fans	43%	(825)	36%	(693)	21%	(411)	1929
NFL Fans	54%	(825)	46%	(693)	—	(0)	1518
NBA Fans	55%	(646)	34%	(403)	10%	(121)	1170
MLB Fans	52%	(644)	36%	(451)	12%	(145)	1239
NHL Fans	55%	(499)	34%	(312)	10%	(94)	905

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	23%	(503)	30%	(667)	47%	(1034)	2204
Gender: Male	34%	(362)	33%	(349)	34%	(359)	1071
Gender: Female	12%	(140)	28%	(317)	59%	(669)	1126
Age: 18-34	32%	(204)	28%	(175)	40%	(253)	632
Age: 35-44	32%	(121)	31%	(114)	37%	(138)	372
Age: 45-64	19%	(135)	32%	(229)	49%	(348)	712
Age: 65+	9%	(43)	31%	(149)	61%	(295)	488
GenZers: 1997-2012	22%	(53)	26%	(61)	52%	(126)	240
Millennials: 1981-1996	36%	(254)	29%	(202)	35%	(241)	697
GenXers: 1965-1980	21%	(112)	34%	(182)	46%	(249)	542
Baby Boomers: 1946-1964	12%	(82)	29%	(193)	58%	(380)	655
PID: Dem (no lean)	33%	(311)	32%	(296)	35%	(328)	934
PID: Ind (no lean)	16%	(96)	30%	(178)	54%	(328)	602
PID: Rep (no lean)	14%	(96)	29%	(193)	57%	(379)	669
PID/Gender: Dem Men	45%	(220)	30%	(147)	24%	(117)	483
PID/Gender: Dem Women	20%	(91)	33%	(149)	46%	(207)	446
PID/Gender: Ind Men	25%	(71)	32%	(91)	42%	(120)	282
PID/Gender: Ind Women	8%	(25)	27%	(86)	65%	(206)	316
PID/Gender: Rep Men	23%	(71)	36%	(111)	40%	(122)	305
PID/Gender: Rep Women	7%	(25)	23%	(82)	71%	(257)	364
Ideo: Liberal (1-3)	32%	(208)	30%	(194)	38%	(247)	649
Ideo: Moderate (4)	21%	(145)	35%	(241)	43%	(296)	682
Ideo: Conservative (5-7)	19%	(139)	27%	(201)	54%	(397)	737
Educ: < College	20%	(289)	28%	(403)	52%	(749)	1440
Educ: Bachelors degree	25%	(120)	35%	(171)	40%	(194)	485
Educ: Post-grad	34%	(94)	34%	(94)	33%	(91)	279
Income: Under 50k	17%	(204)	28%	(328)	54%	(637)	1168
Income: 50k-100k	24%	(158)	33%	(214)	43%	(285)	658
Income: 100k+	37%	(140)	33%	(125)	30%	(113)	378
Ethnicity: White	18%	(307)	30%	(514)	52%	(879)	1701
Ethnicity: Hispanic	28%	(105)	32%	(121)	41%	(154)	380
Ethnicity: Black	47%	(134)	33%	(93)	20%	(56)	283

Continued on next page

**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	23%	(503)	30%	(667)	47%	(1034)	2204
Ethnicity: Other	28%	(62)	27%	(60)	45%	(99)	220
All Christian	22%	(208)	30%	(285)	47%	(443)	936
All Non-Christian	42%	(101)	32%	(78)	26%	(62)	241
Atheist	19%	(16)	19%	(17)	63%	(55)	88
Agnostic/Nothing in particular	17%	(100)	29%	(167)	53%	(303)	569
Something Else	21%	(78)	33%	(121)	46%	(170)	369
Religious Non-Protestant/Catholic	41%	(103)	33%	(84)	27%	(68)	255
Evangelical	23%	(139)	29%	(171)	48%	(285)	595
Non-Evangelical	21%	(140)	33%	(222)	46%	(311)	673
Community: Urban	31%	(229)	34%	(253)	35%	(262)	744
Community: Suburban	20%	(188)	30%	(286)	50%	(470)	944
Community: Rural	17%	(85)	25%	(128)	59%	(303)	516
Employ: Private Sector	34%	(242)	35%	(247)	32%	(225)	714
Employ: Government	37%	(65)	32%	(56)	31%	(55)	176
Employ: Self-Employed	17%	(35)	30%	(62)	53%	(109)	206
Employ: Homemaker	14%	(18)	26%	(35)	60%	(81)	135
Employ: Student	18%	(11)	26%	(15)	57%	(34)	60
Employ: Retired	11%	(58)	31%	(167)	58%	(313)	537
Employ: Unemployed	19%	(48)	22%	(55)	59%	(146)	248
Employ: Other	20%	(26)	24%	(31)	56%	(72)	128
Military HH: Yes	15%	(46)	33%	(97)	52%	(155)	297
Military HH: No	24%	(457)	30%	(570)	46%	(880)	1907
2022 House Vote: Democrat	33%	(299)	33%	(291)	34%	(305)	895
2022 House Vote: Republican	15%	(101)	30%	(201)	55%	(368)	670
2022 House Vote: Someone else	9%	(5)	29%	(16)	62%	(33)	54
2022 House Vote: Didnt Vote	17%	(98)	27%	(160)	56%	(328)	586
2020 Vote: Joe Biden	33%	(308)	32%	(303)	35%	(335)	946
2020 Vote: Donald Trump	14%	(94)	28%	(194)	58%	(394)	683
2020 Vote: Other	8%	(4)	31%	(16)	61%	(31)	51
2020 Vote: Didn't Vote	18%	(96)	29%	(154)	52%	(273)	524

Continued on next page

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	23%	(503)	30%	(667)	47%	(1034)	2204
2018 House Vote: Democrat	33%	(258)	34%	(264)	34%	(263)	785
2018 House Vote: Republican	14%	(86)	31%	(185)	55%	(326)	597
2018 House Vote: Didnt Vote	20%	(154)	27%	(210)	53%	(415)	779
4-Region: Northeast	27%	(105)	29%	(112)	44%	(168)	386
4-Region: Midwest	25%	(112)	25%	(114)	50%	(229)	455
4-Region: South	19%	(157)	30%	(253)	51%	(431)	841
4-Region: West	25%	(128)	36%	(188)	39%	(206)	522
Sports Fans	26%	(503)	35%	(667)	39%	(760)	1929
NFL Fans	30%	(457)	39%	(591)	31%	(469)	1518
NBA Fans	43%	(503)	57%	(667)	—	(0)	1170
MLB Fans	33%	(405)	40%	(491)	28%	(343)	1239
NHL Fans	37%	(337)	39%	(350)	24%	(219)	905

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

**Table MCSPI_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	23%	(511)	33%	(728)	44%	(965)	2204
Gender: Male	34%	(365)	36%	(386)	30%	(320)	1071
Gender: Female	13%	(146)	30%	(339)	57%	(641)	1126
Age: 18-34	22%	(137)	28%	(177)	50%	(317)	632
Age: 35-44	23%	(87)	35%	(129)	42%	(156)	372
Age: 45-64	26%	(182)	34%	(244)	40%	(286)	712
Age: 65+	21%	(104)	37%	(179)	42%	(206)	488
GenZers: 1997-2012	13%	(32)	25%	(59)	62%	(149)	240
Millennials: 1981-1996	25%	(177)	32%	(223)	43%	(298)	697
GenXers: 1965-1980	25%	(133)	33%	(177)	43%	(232)	542
Baby Boomers: 1946-1964	23%	(149)	38%	(247)	40%	(259)	655
PID: Dem (no lean)	26%	(242)	34%	(321)	40%	(371)	934
PID: Ind (no lean)	18%	(106)	30%	(182)	52%	(314)	602
PID: Rep (no lean)	24%	(163)	34%	(226)	42%	(280)	669
PID/Gender: Dem Men	38%	(184)	34%	(165)	28%	(134)	483
PID/Gender: Dem Women	13%	(58)	34%	(154)	53%	(235)	446
PID/Gender: Ind Men	27%	(78)	38%	(108)	34%	(97)	282
PID/Gender: Ind Women	9%	(28)	23%	(73)	68%	(215)	316
PID/Gender: Rep Men	34%	(103)	37%	(113)	29%	(89)	305
PID/Gender: Rep Women	17%	(60)	31%	(112)	53%	(191)	364
Ideo: Liberal (1-3)	27%	(172)	32%	(211)	41%	(266)	649
Ideo: Moderate (4)	18%	(123)	37%	(251)	45%	(307)	682
Ideo: Conservative (5-7)	27%	(201)	34%	(249)	39%	(288)	737
Educ: < College	21%	(298)	30%	(429)	50%	(713)	1440
Educ: Bachelors degree	26%	(124)	38%	(184)	36%	(177)	485
Educ: Post-grad	32%	(89)	41%	(115)	27%	(75)	279
Income: Under 50k	17%	(197)	30%	(350)	53%	(622)	1168
Income: 50k-100k	28%	(183)	35%	(227)	38%	(247)	658
Income: 100k+	35%	(131)	40%	(151)	25%	(96)	378
Ethnicity: White	24%	(409)	33%	(565)	43%	(727)	1701
Ethnicity: Hispanic	28%	(107)	28%	(105)	44%	(168)	380
Ethnicity: Black	22%	(61)	30%	(86)	48%	(137)	283

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(511)	33%	(728)	44%	(965)	2204
Ethnicity: Other	19%	(41)	35%	(77)	46%	(102)	220
All Christian	29%	(268)	36%	(335)	36%	(332)	936
All Non-Christian	36%	(88)	32%	(78)	31%	(76)	241
Atheist	24%	(21)	19%	(17)	57%	(50)	88
Agnostic/Nothing in particular	13%	(74)	31%	(174)	56%	(322)	569
Something Else	16%	(60)	34%	(124)	50%	(185)	369
Religious Non-Protestant/Catholic	35%	(90)	33%	(84)	32%	(81)	255
Evangelical	24%	(145)	35%	(210)	40%	(241)	595
Non-Evangelical	26%	(177)	35%	(235)	39%	(261)	673
Community: Urban	28%	(212)	28%	(212)	43%	(321)	744
Community: Suburban	22%	(208)	36%	(342)	42%	(394)	944
Community: Rural	18%	(91)	34%	(175)	48%	(250)	516
Employ: Private Sector	31%	(224)	35%	(253)	33%	(237)	714
Employ: Government	33%	(57)	34%	(60)	33%	(58)	176
Employ: Self-Employed	13%	(26)	43%	(89)	44%	(91)	206
Employ: Homemaker	12%	(16)	28%	(37)	60%	(81)	135
Employ: Student	15%	(9)	20%	(12)	65%	(39)	60
Employ: Retired	21%	(111)	35%	(187)	45%	(240)	537
Employ: Unemployed	12%	(31)	22%	(56)	65%	(162)	248
Employ: Other	28%	(36)	27%	(34)	45%	(57)	128
Military HH: Yes	24%	(70)	40%	(118)	37%	(109)	297
Military HH: No	23%	(440)	32%	(611)	45%	(856)	1907
2022 House Vote: Democrat	28%	(253)	35%	(317)	36%	(325)	895
2022 House Vote: Republican	25%	(164)	36%	(243)	39%	(263)	670
2022 House Vote: Someone else	12%	(6)	34%	(18)	54%	(29)	54
2022 House Vote: Didnt Vote	15%	(87)	26%	(150)	60%	(348)	586
2020 Vote: Joe Biden	27%	(251)	36%	(337)	38%	(358)	946
2020 Vote: Donald Trump	23%	(160)	35%	(237)	42%	(286)	683
2020 Vote: Other	19%	(10)	42%	(21)	39%	(20)	51
2020 Vote: Didn't Vote	17%	(90)	25%	(132)	57%	(301)	524

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	23%	(511)	33%	(728)	44%	(965)	2204
2018 House Vote: Democrat	27%	(208)	37%	(294)	36%	(282)	785
2018 House Vote: Republican	26%	(158)	34%	(206)	39%	(234)	597
2018 House Vote: Didnt Vote	18%	(137)	27%	(209)	56%	(433)	779
4-Region: Northeast	29%	(112)	30%	(117)	41%	(156)	386
4-Region: Midwest	22%	(99)	37%	(168)	41%	(189)	455
4-Region: South	20%	(168)	34%	(283)	46%	(390)	841
4-Region: West	25%	(132)	31%	(160)	44%	(230)	522
Sports Fans	26%	(511)	38%	(728)	36%	(690)	1929
NFL Fans	30%	(461)	42%	(633)	28%	(424)	1518
NBA Fans	35%	(413)	41%	(482)	23%	(274)	1170
MLB Fans	41%	(511)	59%	(728)	—	(0)	1239
NHL Fans	39%	(352)	43%	(389)	18%	(165)	905

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%	(297)	28%	(609)	59%	(1299)	2204
Gender: Male	22%	(235)	33%	(353)	45%	(483)	1071
Gender: Female	6%	(62)	22%	(253)	72%	(811)	1126
Age: 18-34	17%	(110)	27%	(168)	56%	(354)	632
Age: 35-44	19%	(71)	29%	(107)	52%	(194)	372
Age: 45-64	12%	(86)	30%	(214)	58%	(411)	712
Age: 65+	6%	(29)	24%	(119)	70%	(340)	488
GenZers: 1997-2012	9%	(21)	22%	(53)	69%	(166)	240
Millennials: 1981-1996	21%	(148)	30%	(208)	49%	(341)	697
GenXers: 1965-1980	14%	(76)	30%	(164)	56%	(302)	542
Baby Boomers: 1946-1964	6%	(42)	26%	(171)	67%	(442)	655
PID: Dem (no lean)	18%	(164)	28%	(266)	54%	(504)	934
PID: Ind (no lean)	9%	(52)	25%	(152)	66%	(398)	602
PID: Rep (no lean)	12%	(81)	29%	(191)	59%	(396)	669
PID/Gender: Dem Men	29%	(140)	33%	(160)	38%	(184)	483
PID/Gender: Dem Women	5%	(24)	23%	(104)	71%	(319)	446
PID/Gender: Ind Men	14%	(38)	34%	(95)	53%	(149)	282
PID/Gender: Ind Women	4%	(14)	18%	(56)	78%	(246)	316
PID/Gender: Rep Men	19%	(56)	32%	(99)	49%	(150)	305
PID/Gender: Rep Women	7%	(25)	25%	(92)	68%	(247)	364
Ideo: Liberal (1-3)	19%	(122)	29%	(191)	52%	(335)	649
Ideo: Moderate (4)	10%	(68)	28%	(190)	62%	(424)	682
Ideo: Conservative (5-7)	14%	(103)	28%	(208)	58%	(426)	737
Educ: < College	11%	(161)	24%	(343)	65%	(936)	1440
Educ: Bachelors degree	12%	(58)	34%	(164)	54%	(262)	485
Educ: Post-grad	28%	(77)	36%	(101)	36%	(100)	279
Income: Under 50k	9%	(102)	22%	(260)	69%	(807)	1168
Income: 50k-100k	15%	(99)	31%	(207)	54%	(352)	658
Income: 100k+	26%	(96)	38%	(142)	37%	(140)	378
Ethnicity: White	14%	(243)	28%	(484)	57%	(974)	1701
Ethnicity: Hispanic	15%	(56)	26%	(97)	60%	(226)	380
Ethnicity: Black	11%	(30)	24%	(69)	65%	(184)	283

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**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%	(297)	28%	(609)	59%	(1299)	2204
Ethnicity: Other	11%	(24)	25%	(56)	64%	(140)	220
All Christian	15%	(139)	30%	(277)	56%	(521)	936
All Non-Christian	32%	(76)	36%	(86)	33%	(79)	241
Atheist	14%	(13)	22%	(20)	63%	(56)	88
Agnostic/Nothing in particular	8%	(46)	25%	(142)	67%	(381)	569
Something Else	6%	(23)	23%	(84)	71%	(263)	369
Religious Non-Protestant/Catholic	31%	(79)	36%	(91)	34%	(86)	255
Evangelical	12%	(71)	26%	(152)	62%	(371)	595
Non-Evangelical	13%	(85)	29%	(198)	58%	(390)	673
Community: Urban	19%	(138)	29%	(215)	53%	(391)	744
Community: Suburban	12%	(116)	30%	(287)	57%	(541)	944
Community: Rural	8%	(43)	21%	(106)	71%	(367)	516
Employ: Private Sector	22%	(159)	34%	(240)	44%	(316)	714
Employ: Government	28%	(48)	27%	(47)	46%	(80)	176
Employ: Self-Employed	12%	(24)	34%	(70)	55%	(112)	206
Employ: Homemaker	5%	(7)	14%	(19)	81%	(109)	135
Employ: Student	8%	(5)	27%	(16)	65%	(39)	60
Employ: Retired	6%	(34)	25%	(134)	69%	(369)	537
Employ: Unemployed	4%	(9)	20%	(48)	77%	(191)	248
Employ: Other	8%	(11)	27%	(35)	64%	(82)	128
Military HH: Yes	13%	(40)	30%	(90)	56%	(168)	297
Military HH: No	13%	(257)	27%	(519)	59%	(1131)	1907
2022 House Vote: Democrat	17%	(154)	31%	(281)	51%	(459)	895
2022 House Vote: Republican	13%	(85)	28%	(189)	59%	(397)	670
2022 House Vote: Someone else	4%	(2)	24%	(13)	72%	(39)	54
2022 House Vote: Didnt Vote	10%	(56)	22%	(126)	69%	(404)	586
2020 Vote: Joe Biden	17%	(161)	30%	(283)	53%	(502)	946
2020 Vote: Donald Trump	11%	(78)	28%	(194)	60%	(411)	683
2020 Vote: Other	9%	(5)	18%	(9)	72%	(37)	51
2020 Vote: Didn't Vote	10%	(52)	23%	(122)	67%	(349)	524

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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%	(297)	28%	(609)	59%	(1299)	2204
2018 House Vote: Democrat	18%	(142)	30%	(239)	52%	(404)	785
2018 House Vote: Republican	12%	(73)	30%	(178)	58%	(346)	597
2018 House Vote: Didnt Vote	10%	(79)	22%	(175)	67%	(525)	779
4-Region: Northeast	21%	(82)	29%	(112)	50%	(191)	386
4-Region: Midwest	15%	(68)	27%	(121)	58%	(266)	455
4-Region: South	9%	(72)	25%	(207)	67%	(562)	841
4-Region: West	14%	(74)	32%	(169)	53%	(279)	522
Sports Fans	15%	(297)	32%	(609)	53%	(1024)	1929
NFL Fans	18%	(275)	35%	(536)	47%	(707)	1518
NBA Fans	22%	(253)	37%	(434)	41%	(483)	1170
MLB Fans	21%	(266)	38%	(474)	40%	(499)	1239
NHL Fans	33%	(297)	67%	(609)	—	(0)	905

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

Table MCSPI_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	23%	(511)	30%	(653)	47%	(1040)	2204
Gender: Male	35%	(377)	33%	(349)	32%	(345)	1071
Gender: Female	12%	(135)	27%	(303)	61%	(688)	1126
Age: 18-34	24%	(153)	26%	(165)	50%	(314)	632
Age: 35-44	28%	(103)	31%	(115)	42%	(155)	372
Age: 45-64	22%	(157)	33%	(237)	45%	(318)	712
Age: 65+	20%	(99)	28%	(136)	52%	(253)	488
GenZers: 1997-2012	15%	(36)	23%	(55)	62%	(149)	240
Millennials: 1981-1996	29%	(202)	29%	(205)	42%	(291)	697
GenXers: 1965-1980	23%	(123)	33%	(181)	44%	(239)	542
Baby Boomers: 1946-1964	20%	(130)	30%	(194)	50%	(330)	655
PID: Dem (no lean)	25%	(231)	32%	(296)	44%	(407)	934
PID: Ind (no lean)	18%	(108)	25%	(148)	57%	(346)	602
PID: Rep (no lean)	26%	(172)	31%	(209)	43%	(287)	669
PID/Gender: Dem Men	37%	(180)	33%	(158)	30%	(145)	483
PID/Gender: Dem Women	11%	(51)	31%	(137)	58%	(258)	446
PID/Gender: Ind Men	28%	(78)	30%	(84)	43%	(121)	282
PID/Gender: Ind Women	10%	(31)	20%	(64)	70%	(222)	316
PID/Gender: Rep Men	39%	(119)	35%	(107)	26%	(79)	305
PID/Gender: Rep Women	15%	(53)	28%	(102)	57%	(208)	364
Ideo: Liberal (1-3)	28%	(179)	27%	(173)	46%	(297)	649
Ideo: Moderate (4)	19%	(132)	32%	(218)	49%	(331)	682
Ideo: Conservative (5-7)	26%	(192)	31%	(232)	42%	(312)	737
Educ: < College	20%	(285)	27%	(383)	54%	(773)	1440
Educ: Bachelors degree	29%	(141)	34%	(163)	37%	(182)	485
Educ: Post-grad	31%	(86)	39%	(107)	31%	(85)	279
Income: Under 50k	18%	(207)	27%	(311)	56%	(650)	1168
Income: 50k-100k	27%	(179)	32%	(207)	41%	(272)	658
Income: 100k+	33%	(125)	36%	(135)	31%	(118)	378
Ethnicity: White	24%	(401)	30%	(506)	47%	(794)	1701
Ethnicity: Hispanic	20%	(77)	25%	(96)	54%	(207)	380
Ethnicity: Black	27%	(76)	31%	(89)	42%	(118)	283

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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	23%	(511)	30%	(653)	47%	(1040)	2204
Ethnicity: Other	16%	(34)	26%	(58)	58%	(128)	220
All Christian	26%	(243)	32%	(301)	42%	(391)	936
All Non-Christian	34%	(81)	36%	(87)	30%	(73)	241
Atheist	18%	(16)	25%	(22)	57%	(50)	88
Agnostic/Nothing in particular	17%	(98)	22%	(126)	61%	(345)	569
Something Else	20%	(72)	32%	(117)	49%	(180)	369
Religious Non-Protestant/Catholic	33%	(84)	36%	(91)	31%	(80)	255
Evangelical	26%	(156)	32%	(188)	42%	(251)	595
Non-Evangelical	22%	(151)	33%	(221)	45%	(301)	673
Community: Urban	26%	(195)	30%	(221)	44%	(328)	744
Community: Suburban	21%	(203)	30%	(284)	48%	(457)	944
Community: Rural	22%	(114)	29%	(148)	49%	(255)	516
Employ: Private Sector	29%	(208)	33%	(235)	38%	(271)	714
Employ: Government	29%	(51)	39%	(68)	32%	(56)	176
Employ: Self-Employed	24%	(49)	30%	(61)	47%	(96)	206
Employ: Homemaker	16%	(22)	27%	(36)	57%	(77)	135
Employ: Student	15%	(9)	19%	(11)	67%	(40)	60
Employ: Retired	21%	(114)	29%	(154)	50%	(269)	537
Employ: Unemployed	13%	(32)	22%	(56)	65%	(161)	248
Employ: Other	21%	(27)	25%	(31)	55%	(70)	128
Military HH: Yes	25%	(73)	36%	(106)	40%	(118)	297
Military HH: No	23%	(438)	29%	(547)	48%	(922)	1907
2022 House Vote: Democrat	27%	(243)	33%	(297)	40%	(355)	895
2022 House Vote: Republican	25%	(171)	33%	(219)	42%	(280)	670
2022 House Vote: Someone else	18%	(10)	13%	(7)	69%	(37)	54
2022 House Vote: Didn't Vote	15%	(88)	22%	(130)	63%	(368)	586
2020 Vote: Joe Biden	26%	(245)	33%	(309)	42%	(393)	946
2020 Vote: Donald Trump	26%	(177)	30%	(202)	45%	(304)	683
2020 Vote: Other	27%	(14)	8%	(4)	65%	(33)	51
2020 Vote: Didn't Vote	15%	(76)	26%	(138)	59%	(309)	524

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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	23%	(511)	30%	(653)	47%	(1040)	2204
2018 House Vote: Democrat	28%	(220)	35%	(275)	37%	(290)	785
2018 House Vote: Republican	26%	(153)	32%	(192)	42%	(252)	597
2018 House Vote: Didnt Vote	17%	(129)	23%	(178)	61%	(472)	779
4-Region: Northeast	23%	(89)	26%	(101)	51%	(197)	386
4-Region: Midwest	27%	(122)	31%	(140)	42%	(193)	455
4-Region: South	23%	(192)	30%	(252)	47%	(396)	841
4-Region: West	21%	(109)	31%	(160)	48%	(253)	522
Sports Fans	27%	(511)	34%	(653)	40%	(765)	1929
NFL Fans	32%	(482)	40%	(612)	28%	(424)	1518
NBA Fans	34%	(403)	40%	(472)	25%	(295)	1170
MLB Fans	34%	(420)	39%	(483)	27%	(335)	1239
NHL Fans	38%	(341)	41%	(373)	21%	(191)	905

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	17%	(386)	28%	(625)	54%	(1193)	2204
Gender: Male	28%	(300)	33%	(353)	39%	(417)	1071
Gender: Female	8%	(85)	24%	(269)	69%	(772)	1126
Age: 18-34	21%	(134)	28%	(177)	51%	(321)	632
Age: 35-44	22%	(82)	29%	(107)	49%	(184)	372
Age: 45-64	17%	(123)	30%	(212)	53%	(377)	712
Age: 65+	10%	(46)	27%	(130)	64%	(311)	488
GenZers: 1997-2012	14%	(35)	24%	(57)	62%	(148)	240
Millennials: 1981-1996	24%	(169)	30%	(209)	46%	(320)	697
GenXers: 1965-1980	18%	(100)	30%	(161)	52%	(281)	542
Baby Boomers: 1946-1964	11%	(75)	27%	(174)	62%	(406)	655
PID: Dem (no lean)	22%	(209)	32%	(301)	45%	(424)	934
PID: Ind (no lean)	11%	(68)	23%	(141)	65%	(393)	602
PID: Rep (no lean)	16%	(108)	28%	(184)	56%	(376)	669
PID/Gender: Dem Men	34%	(165)	35%	(167)	31%	(152)	483
PID/Gender: Dem Women	10%	(44)	29%	(132)	61%	(271)	446
PID/Gender: Ind Men	19%	(54)	30%	(85)	51%	(143)	282
PID/Gender: Ind Women	4%	(14)	17%	(55)	78%	(247)	316
PID/Gender: Rep Men	27%	(81)	33%	(101)	40%	(122)	305
PID/Gender: Rep Women	7%	(27)	23%	(83)	70%	(254)	364
Ideo: Liberal (1-3)	25%	(164)	27%	(173)	48%	(311)	649
Ideo: Moderate (4)	13%	(89)	32%	(219)	55%	(374)	682
Ideo: Conservative (5-7)	17%	(127)	29%	(214)	54%	(396)	737
Educ: < College	14%	(206)	23%	(338)	62%	(896)	1440
Educ: Bachelors degree	22%	(107)	35%	(171)	43%	(207)	485
Educ: Post-grad	26%	(73)	42%	(116)	32%	(90)	279
Income: Under 50k	12%	(137)	25%	(291)	63%	(740)	1168
Income: 50k-100k	22%	(145)	29%	(192)	49%	(320)	658
Income: 100k+	27%	(103)	38%	(142)	35%	(133)	378
Ethnicity: White	16%	(277)	27%	(463)	57%	(961)	1701
Ethnicity: Hispanic	20%	(75)	22%	(83)	58%	(221)	380
Ethnicity: Black	27%	(77)	36%	(103)	36%	(103)	283

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**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	17%	(386)	28%	(625)	54%	(1193)	2204
Ethnicity: Other	14%	(32)	27%	(60)	59%	(129)	220
All Christian	20%	(187)	31%	(286)	49%	(462)	936
All Non-Christian	32%	(78)	37%	(89)	31%	(74)	241
Atheist	7%	(7)	24%	(21)	69%	(61)	88
Agnostic/Nothing in particular	11%	(65)	22%	(127)	66%	(378)	569
Something Else	13%	(50)	28%	(102)	59%	(218)	369
Religious Non-Protestant/Catholic	31%	(79)	37%	(93)	32%	(82)	255
Evangelical	19%	(111)	29%	(172)	52%	(312)	595
Non-Evangelical	18%	(122)	30%	(205)	51%	(346)	673
Community: Urban	23%	(169)	32%	(236)	46%	(339)	744
Community: Suburban	16%	(150)	28%	(268)	56%	(526)	944
Community: Rural	13%	(67)	24%	(121)	64%	(328)	516
Employ: Private Sector	26%	(186)	31%	(222)	43%	(306)	714
Employ: Government	31%	(55)	33%	(58)	36%	(63)	176
Employ: Self-Employed	13%	(27)	31%	(64)	56%	(114)	206
Employ: Homemaker	9%	(12)	27%	(36)	64%	(86)	135
Employ: Student	13%	(8)	17%	(10)	70%	(42)	60
Employ: Retired	11%	(57)	28%	(151)	61%	(330)	537
Employ: Unemployed	9%	(21)	22%	(56)	69%	(172)	248
Employ: Other	15%	(19)	23%	(29)	62%	(80)	128
Military HH: Yes	17%	(49)	31%	(91)	53%	(157)	297
Military HH: No	18%	(336)	28%	(534)	54%	(1036)	1907
2022 House Vote: Democrat	25%	(224)	32%	(285)	43%	(386)	895
2022 House Vote: Republican	15%	(98)	29%	(197)	56%	(374)	670
2022 House Vote: Someone else	12%	(7)	14%	(8)	74%	(40)	54
2022 House Vote: Didnt Vote	10%	(57)	23%	(135)	67%	(393)	586
2020 Vote: Joe Biden	23%	(216)	31%	(296)	46%	(434)	946
2020 Vote: Donald Trump	14%	(97)	27%	(184)	59%	(403)	683
2020 Vote: Other	16%	(8)	17%	(9)	66%	(34)	51
2020 Vote: Didn't Vote	12%	(64)	26%	(137)	62%	(322)	524

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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	17%	(386)	28%	(625)	54%	(1193)	2204
2018 House Vote: Democrat	24%	(192)	33%	(261)	42%	(332)	785
2018 House Vote: Republican	14%	(86)	28%	(166)	58%	(345)	597
2018 House Vote: Didnt Vote	13%	(102)	24%	(188)	63%	(490)	779
4-Region: Northeast	20%	(76)	23%	(91)	57%	(220)	386
4-Region: Midwest	21%	(96)	28%	(128)	51%	(231)	455
4-Region: South	15%	(123)	29%	(243)	57%	(475)	841
4-Region: West	17%	(91)	32%	(165)	51%	(267)	522
Sports Fans	20%	(386)	32%	(625)	48%	(918)	1929
NFL Fans	24%	(362)	36%	(550)	40%	(606)	1518
NBA Fans	30%	(347)	46%	(533)	25%	(289)	1170
MLB Fans	27%	(332)	39%	(487)	34%	(420)	1239
NHL Fans	32%	(294)	40%	(364)	27%	(247)	905

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

Table MCSPI_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	8%	(177)	26%	(573)	66%	(1454)	2204
Gender: Male	11%	(120)	32%	(343)	57%	(608)	1071
Gender: Female	5%	(57)	20%	(228)	75%	(841)	1126
Age: 18-34	11%	(71)	22%	(138)	67%	(423)	632
Age: 35-44	12%	(43)	31%	(115)	57%	(214)	372
Age: 45-64	6%	(41)	29%	(205)	66%	(467)	712
Age: 65+	4%	(21)	24%	(116)	72%	(351)	488
GenZers: 1997-2012	6%	(14)	18%	(44)	76%	(182)	240
Millennials: 1981-1996	14%	(95)	27%	(187)	60%	(416)	697
GenXers: 1965-1980	7%	(36)	29%	(158)	64%	(348)	542
Baby Boomers: 1946-1964	4%	(27)	26%	(169)	70%	(458)	655
PID: Dem (no lean)	12%	(113)	26%	(238)	62%	(582)	934
PID: Ind (no lean)	3%	(20)	21%	(128)	75%	(453)	602
PID: Rep (no lean)	7%	(44)	31%	(206)	63%	(418)	669
PID/Gender: Dem Men	18%	(87)	31%	(152)	51%	(245)	483
PID/Gender: Dem Women	6%	(26)	19%	(84)	75%	(336)	446
PID/Gender: Ind Men	3%	(9)	26%	(72)	71%	(201)	282
PID/Gender: Ind Women	4%	(11)	18%	(56)	79%	(249)	316
PID/Gender: Rep Men	8%	(24)	39%	(119)	53%	(162)	305
PID/Gender: Rep Women	5%	(20)	24%	(88)	71%	(257)	364
Ideo: Liberal (1-3)	12%	(76)	25%	(160)	64%	(413)	649
Ideo: Moderate (4)	5%	(31)	26%	(175)	70%	(476)	682
Ideo: Conservative (5-7)	9%	(65)	29%	(216)	62%	(456)	737
Educ: < College	7%	(98)	23%	(334)	70%	(1008)	1440
Educ: Bachelors degree	8%	(37)	28%	(134)	65%	(314)	485
Educ: Post-grad	15%	(42)	38%	(105)	47%	(132)	279
Income: Under 50k	5%	(53)	22%	(262)	73%	(854)	1168
Income: 50k-100k	11%	(69)	29%	(188)	61%	(400)	658
Income: 100k+	15%	(55)	33%	(123)	53%	(200)	378
Ethnicity: White	9%	(148)	28%	(469)	64%	(1084)	1701
Ethnicity: Hispanic	10%	(39)	24%	(92)	66%	(249)	380
Ethnicity: Black	8%	(23)	21%	(60)	71%	(200)	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	8%	(177)	26%	(573)	66%	(1454)	2204
Ethnicity: Other	3%	(6)	20%	(44)	77%	(170)	220
All Christian	9%	(80)	29%	(273)	62%	(583)	936
All Non-Christian	25%	(59)	28%	(68)	47%	(114)	241
Atheist	8%	(7)	10%	(9)	82%	(73)	88
Agnostic/Nothing in particular	3%	(17)	24%	(138)	73%	(415)	569
Something Else	4%	(14)	23%	(85)	73%	(270)	369
Religious Non-Protestant/Catholic	23%	(60)	28%	(73)	48%	(123)	255
Evangelical	9%	(51)	28%	(165)	64%	(378)	595
Non-Evangelical	6%	(39)	27%	(181)	67%	(453)	673
Community: Urban	13%	(98)	27%	(202)	60%	(444)	744
Community: Suburban	5%	(46)	25%	(240)	70%	(657)	944
Community: Rural	6%	(32)	25%	(131)	68%	(353)	516
Employ: Private Sector	10%	(70)	32%	(228)	58%	(416)	714
Employ: Government	24%	(41)	25%	(44)	51%	(90)	176
Employ: Self-Employed	10%	(20)	29%	(59)	61%	(126)	206
Employ: Homemaker	8%	(11)	18%	(24)	74%	(99)	135
Employ: Student	3%	(2)	25%	(15)	73%	(43)	60
Employ: Retired	3%	(17)	25%	(137)	71%	(384)	537
Employ: Unemployed	4%	(11)	15%	(38)	80%	(200)	248
Employ: Other	4%	(5)	21%	(27)	75%	(95)	128
Military HH: Yes	7%	(21)	28%	(84)	65%	(192)	297
Military HH: No	8%	(156)	26%	(489)	66%	(1262)	1907
2022 House Vote: Democrat	11%	(102)	28%	(247)	61%	(546)	895
2022 House Vote: Republican	7%	(45)	31%	(207)	63%	(419)	670
2022 House Vote: Someone else	4%	(2)	26%	(14)	70%	(37)	54
2022 House Vote: Didn't Vote	5%	(28)	18%	(105)	77%	(452)	586
2020 Vote: Joe Biden	11%	(104)	26%	(249)	63%	(593)	946
2020 Vote: Donald Trump	6%	(43)	30%	(203)	64%	(438)	683
2020 Vote: Other	1%	(1)	16%	(8)	83%	(42)	51
2020 Vote: Didn't Vote	6%	(30)	22%	(113)	73%	(381)	524

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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	8% (177)	26% (573)	66% (1454)	2204
2018 House Vote: Democrat	13% (99)	28% (217)	60% (468)	785
2018 House Vote: Republican	6% (35)	31% (186)	63% (377)	597
2018 House Vote: Didnt Vote	5% (42)	20% (159)	74% (578)	779
4-Region: Northeast	15% (59)	26% (100)	59% (227)	386
4-Region: Midwest	8% (34)	28% (126)	65% (295)	455
4-Region: South	5% (46)	24% (202)	71% (593)	841
4-Region: West	7% (38)	28% (145)	65% (339)	522
Sports Fans	9% (177)	30% (573)	61% (1179)	1929
NFL Fans	11% (164)	32% (490)	57% (864)	1518
NBA Fans	13% (154)	37% (427)	50% (589)	1170
MLB Fans	13% (159)	37% (458)	50% (622)	1239
NHL Fans	15% (138)	42% (380)	43% (388)	905

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	26%	(562)	64%	(1410)	2204
Gender: Male	16%	(176)	34%	(366)	49%	(529)	1071
Gender: Female	5%	(56)	17%	(197)	78%	(873)	1126
Age: 18-34	14%	(87)	25%	(160)	61%	(385)	632
Age: 35-44	16%	(61)	30%	(111)	54%	(201)	372
Age: 45-64	9%	(66)	27%	(193)	64%	(453)	712
Age: 65+	4%	(19)	20%	(98)	76%	(370)	488
GenZers: 1997-2012	7%	(17)	24%	(57)	69%	(166)	240
Millennials: 1981-1996	17%	(121)	28%	(196)	55%	(380)	697
GenXers: 1965-1980	11%	(62)	27%	(146)	62%	(334)	542
Baby Boomers: 1946-1964	5%	(30)	23%	(151)	72%	(473)	655
PID: Dem (no lean)	14%	(133)	26%	(240)	60%	(560)	934
PID: Ind (no lean)	5%	(30)	22%	(130)	73%	(442)	602
PID: Rep (no lean)	10%	(69)	29%	(192)	61%	(407)	669
PID/Gender: Dem Men	24%	(116)	32%	(156)	44%	(212)	483
PID/Gender: Dem Women	4%	(17)	19%	(85)	77%	(345)	446
PID/Gender: Ind Men	7%	(18)	29%	(82)	65%	(182)	282
PID/Gender: Ind Women	4%	(11)	15%	(48)	81%	(256)	316
PID/Gender: Rep Men	14%	(41)	42%	(128)	44%	(135)	305
PID/Gender: Rep Women	8%	(28)	18%	(64)	75%	(272)	364
Ideo: Liberal (1-3)	14%	(88)	26%	(169)	60%	(392)	649
Ideo: Moderate (4)	6%	(44)	26%	(177)	68%	(461)	682
Ideo: Conservative (5-7)	13%	(98)	27%	(199)	60%	(440)	737
Educ: < College	9%	(128)	24%	(349)	67%	(963)	1440
Educ: Bachelors degree	9%	(44)	26%	(126)	65%	(315)	485
Educ: Post-grad	22%	(60)	31%	(87)	47%	(132)	279
Income: Under 50k	8%	(90)	21%	(248)	71%	(830)	1168
Income: 50k-100k	12%	(77)	28%	(187)	60%	(394)	658
Income: 100k+	17%	(66)	34%	(127)	49%	(186)	378
Ethnicity: White	11%	(189)	26%	(449)	62%	(1062)	1701
Ethnicity: Hispanic	13%	(51)	26%	(98)	61%	(231)	380
Ethnicity: Black	12%	(34)	24%	(69)	64%	(181)	283

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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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	26%	(562)	64%	(1410)	2204
Ethnicity: Other	4%	(9)	20%	(44)	76%	(166)	220
All Christian	9%	(88)	26%	(247)	64%	(601)	936
All Non-Christian	31%	(75)	28%	(67)	41%	(99)	241
Atheist	7%	(6)	19%	(16)	74%	(66)	88
Agnostic/Nothing in particular	6%	(37)	23%	(133)	70%	(400)	569
Something Else	7%	(26)	27%	(99)	66%	(244)	369
Religious Non-Protestant/Catholic	30%	(77)	28%	(73)	42%	(106)	255
Evangelical	11%	(64)	27%	(162)	62%	(369)	595
Non-Evangelical	7%	(46)	26%	(174)	67%	(453)	673
Community: Urban	15%	(111)	28%	(211)	57%	(422)	744
Community: Suburban	7%	(69)	24%	(225)	69%	(649)	944
Community: Rural	10%	(52)	24%	(126)	66%	(339)	516
Employ: Private Sector	15%	(106)	32%	(226)	53%	(382)	714
Employ: Government	25%	(44)	25%	(43)	50%	(88)	176
Employ: Self-Employed	13%	(27)	26%	(53)	61%	(126)	206
Employ: Homemaker	7%	(9)	17%	(23)	76%	(102)	135
Employ: Student	5%	(3)	28%	(17)	67%	(40)	60
Employ: Retired	5%	(28)	22%	(118)	73%	(391)	537
Employ: Unemployed	3%	(7)	18%	(46)	79%	(195)	248
Employ: Other	7%	(8)	28%	(35)	66%	(84)	128
Military HH: Yes	14%	(41)	23%	(70)	63%	(187)	297
Military HH: No	10%	(192)	26%	(492)	64%	(1223)	1907
2022 House Vote: Democrat	14%	(123)	27%	(244)	59%	(528)	895
2022 House Vote: Republican	10%	(67)	28%	(188)	62%	(415)	670
2022 House Vote: Someone else	6%	(3)	21%	(11)	73%	(39)	54
2022 House Vote: Didnt Vote	7%	(40)	20%	(118)	73%	(428)	586
2020 Vote: Joe Biden	12%	(116)	26%	(244)	62%	(587)	946
2020 Vote: Donald Trump	9%	(63)	29%	(196)	62%	(424)	683
2020 Vote: Other	6%	(3)	20%	(10)	74%	(38)	51
2020 Vote: Didn't Vote	10%	(51)	21%	(112)	69%	(361)	524

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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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(232)	26%	(562)	64%	(1410)	2204
2018 House Vote: Democrat	13%	(104)	27%	(216)	59%	(465)	785
2018 House Vote: Republican	10%	(61)	28%	(168)	62%	(369)	597
2018 House Vote: Didnt Vote	8%	(64)	22%	(173)	70%	(543)	779
4-Region: Northeast	17%	(65)	23%	(90)	60%	(231)	386
4-Region: Midwest	8%	(36)	28%	(128)	64%	(292)	455
4-Region: South	8%	(70)	24%	(200)	68%	(570)	841
4-Region: West	12%	(61)	28%	(144)	61%	(317)	522
Sports Fans	12%	(232)	29%	(562)	59%	(1135)	1929
NFL Fans	14%	(211)	32%	(481)	54%	(826)	1518
NBA Fans	17%	(196)	34%	(402)	49%	(572)	1170
MLB Fans	16%	(199)	34%	(417)	50%	(622)	1239
NHL Fans	21%	(188)	39%	(357)	40%	(360)	905

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?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	12%	(258)	30%	(669)	58%	(1277)	2204
Gender: Male	16%	(174)	36%	(384)	48%	(513)	1071
Gender: Female	7%	(84)	25%	(283)	67%	(759)	1126
Age: 18-34	13%	(82)	28%	(180)	59%	(371)	632
Age: 35-44	14%	(53)	34%	(128)	51%	(191)	372
Age: 45-64	13%	(90)	32%	(224)	56%	(397)	712
Age: 65+	7%	(33)	28%	(137)	65%	(318)	488
GenZers: 1997-2012	7%	(16)	29%	(70)	64%	(154)	240
Millennials: 1981-1996	16%	(111)	30%	(212)	54%	(374)	697
GenXers: 1965-1980	13%	(72)	33%	(179)	54%	(291)	542
Baby Boomers: 1946-1964	9%	(56)	30%	(194)	62%	(404)	655
PID: Dem (no lean)	14%	(129)	28%	(266)	58%	(539)	934
PID: Ind (no lean)	7%	(40)	26%	(158)	67%	(404)	602
PID: Rep (no lean)	13%	(90)	37%	(245)	50%	(334)	669
PID/Gender: Dem Men	21%	(100)	32%	(153)	48%	(230)	483
PID/Gender: Dem Women	6%	(29)	25%	(110)	69%	(307)	446
PID/Gender: Ind Men	8%	(24)	31%	(88)	60%	(171)	282
PID/Gender: Ind Women	5%	(16)	22%	(70)	73%	(230)	316
PID/Gender: Rep Men	17%	(51)	47%	(143)	37%	(112)	305
PID/Gender: Rep Women	11%	(39)	28%	(102)	61%	(222)	364
Ideo: Liberal (1-3)	13%	(87)	28%	(179)	59%	(384)	649
Ideo: Moderate (4)	8%	(57)	33%	(226)	58%	(399)	682
Ideo: Conservative (5-7)	15%	(109)	33%	(242)	52%	(386)	737
Educ: < College	11%	(161)	30%	(428)	59%	(851)	1440
Educ: Bachelors degree	9%	(42)	30%	(146)	61%	(297)	485
Educ: Post-grad	20%	(56)	34%	(94)	46%	(129)	279
Income: Under 50k	10%	(113)	29%	(338)	61%	(718)	1168
Income: 50k-100k	11%	(72)	32%	(213)	57%	(373)	658
Income: 100k+	19%	(73)	31%	(118)	49%	(186)	378
Ethnicity: White	12%	(212)	32%	(540)	56%	(949)	1701
Ethnicity: Hispanic	12%	(46)	29%	(108)	59%	(225)	380
Ethnicity: Black	13%	(36)	26%	(74)	61%	(173)	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?*
 NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	12%	(258)	30%	(669)	58%	(1277)	2204
Ethnicity: Other	5%	(10)	25%	(55)	70%	(155)	220
All Christian	12%	(110)	33%	(310)	55%	(516)	936
All Non-Christian	29%	(69)	30%	(73)	41%	(100)	241
Atheist	6%	(5)	22%	(19)	73%	(64)	88
Agnostic/Nothing in particular	7%	(41)	27%	(155)	66%	(374)	569
Something Else	9%	(34)	30%	(112)	61%	(224)	369
Religious Non-Protestant/Catholic	27%	(70)	31%	(80)	41%	(105)	255
Evangelical	13%	(74)	32%	(188)	56%	(332)	595
Non-Evangelical	9%	(63)	33%	(221)	58%	(389)	673
Community: Urban	15%	(113)	31%	(227)	54%	(404)	744
Community: Suburban	9%	(82)	32%	(298)	60%	(563)	944
Community: Rural	12%	(63)	28%	(143)	60%	(311)	516
Employ: Private Sector	15%	(105)	36%	(256)	49%	(354)	714
Employ: Government	25%	(43)	32%	(56)	44%	(76)	176
Employ: Self-Employed	13%	(28)	26%	(53)	61%	(126)	206
Employ: Homemaker	6%	(8)	25%	(34)	69%	(93)	135
Employ: Student	8%	(5)	25%	(15)	67%	(40)	60
Employ: Retired	7%	(38)	30%	(162)	63%	(337)	537
Employ: Unemployed	8%	(20)	22%	(54)	70%	(174)	248
Employ: Other	8%	(10)	31%	(40)	61%	(77)	128
Military HH: Yes	13%	(38)	31%	(92)	56%	(167)	297
Military HH: No	12%	(220)	30%	(577)	58%	(1110)	1907
2022 House Vote: Democrat	13%	(120)	30%	(270)	57%	(506)	895
2022 House Vote: Republican	12%	(80)	36%	(238)	52%	(352)	670
2022 House Vote: Someone else	9%	(5)	25%	(13)	67%	(36)	54
2022 House Vote: Didnt Vote	9%	(54)	25%	(148)	66%	(384)	586
2020 Vote: Joe Biden	13%	(125)	29%	(271)	58%	(551)	946
2020 Vote: Donald Trump	12%	(81)	36%	(246)	52%	(357)	683
2020 Vote: Other	11%	(5)	21%	(11)	69%	(35)	51
2020 Vote: Didn't Vote	9%	(47)	27%	(142)	64%	(335)	524

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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?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	12%	(258)	30%	(669)	58%	(1277)	2204
2018 House Vote: Democrat	15%	(115)	30%	(235)	55%	(435)	785
2018 House Vote: Republican	12%	(71)	35%	(211)	53%	(315)	597
2018 House Vote: Didnt Vote	9%	(70)	27%	(207)	65%	(503)	779
4-Region: Northeast	19%	(72)	23%	(90)	58%	(225)	386
4-Region: Midwest	10%	(48)	33%	(151)	56%	(257)	455
4-Region: South	10%	(84)	30%	(249)	60%	(507)	841
4-Region: West	10%	(55)	34%	(179)	55%	(288)	522
Sports Fans	13%	(258)	35%	(669)	52%	(1002)	1929
NFL Fans	15%	(226)	38%	(576)	47%	(716)	1518
NBA Fans	16%	(192)	39%	(458)	44%	(519)	1170
MLB Fans	16%	(200)	40%	(496)	44%	(543)	1239
NHL Fans	21%	(186)	44%	(396)	36%	(324)	905

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?**IndyCar**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(526)	68%	(1499)	2204
Gender: Male	12%	(125)	33%	(351)	56%	(595)	1071
Gender: Female	5%	(54)	16%	(175)	80%	(898)	1126
Age: 18-34	11%	(70)	16%	(103)	73%	(459)	632
Age: 35-44	11%	(42)	28%	(104)	61%	(226)	372
Age: 45-64	7%	(49)	28%	(199)	65%	(464)	712
Age: 65+	3%	(17)	25%	(121)	72%	(350)	488
GenZers: 1997-2012	7%	(16)	11%	(26)	83%	(198)	240
Millennials: 1981-1996	13%	(89)	23%	(160)	64%	(449)	697
GenXers: 1965-1980	9%	(46)	26%	(142)	65%	(354)	542
Baby Boomers: 1946-1964	4%	(25)	28%	(181)	69%	(449)	655
PID: Dem (no lean)	11%	(105)	23%	(219)	65%	(610)	934
PID: Ind (no lean)	3%	(21)	20%	(119)	77%	(461)	602
PID: Rep (no lean)	8%	(53)	28%	(188)	64%	(428)	669
PID/Gender: Dem Men	17%	(83)	31%	(149)	52%	(252)	483
PID/Gender: Dem Women	5%	(21)	16%	(70)	79%	(355)	446
PID/Gender: Ind Men	5%	(13)	27%	(76)	68%	(193)	282
PID/Gender: Ind Women	2%	(8)	13%	(42)	84%	(266)	316
PID/Gender: Rep Men	9%	(28)	41%	(126)	49%	(151)	305
PID/Gender: Rep Women	7%	(25)	17%	(62)	76%	(277)	364
Ideo: Liberal (1-3)	12%	(76)	21%	(135)	67%	(438)	649
Ideo: Moderate (4)	5%	(37)	25%	(173)	69%	(472)	682
Ideo: Conservative (5-7)	9%	(64)	28%	(208)	63%	(465)	737
Educ: < College	7%	(103)	21%	(307)	72%	(1030)	1440
Educ: Bachelors degree	6%	(29)	27%	(130)	67%	(326)	485
Educ: Post-grad	17%	(46)	32%	(89)	51%	(143)	279
Income: Under 50k	6%	(68)	20%	(235)	74%	(866)	1168
Income: 50k-100k	9%	(62)	25%	(167)	65%	(429)	658
Income: 100k+	13%	(49)	33%	(125)	54%	(204)	378
Ethnicity: White	9%	(148)	25%	(420)	67%	(1132)	1701
Ethnicity: Hispanic	12%	(44)	19%	(71)	70%	(265)	380
Ethnicity: Black	9%	(26)	22%	(62)	69%	(195)	283

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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?
IndyCar**

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(526)	68%	(1499)	2204
Ethnicity: Other	2%	(5)	20%	(43)	78%	(172)	220
All Christian	7%	(64)	28%	(262)	65%	(609)	936
All Non-Christian	25%	(61)	27%	(65)	48%	(116)	241
Atheist	4%	(3)	17%	(15)	79%	(70)	88
Agnostic/Nothing in particular	5%	(29)	19%	(109)	76%	(431)	569
Something Else	6%	(21)	20%	(75)	74%	(273)	369
Religious Non-Protestant/Catholic	24%	(61)	27%	(69)	49%	(124)	255
Evangelical	8%	(46)	25%	(148)	67%	(401)	595
Non-Evangelical	5%	(36)	26%	(178)	68%	(459)	673
Community: Urban	13%	(96)	23%	(171)	64%	(477)	744
Community: Suburban	5%	(47)	25%	(239)	70%	(658)	944
Community: Rural	7%	(36)	22%	(115)	71%	(365)	516
Employ: Private Sector	10%	(71)	30%	(214)	60%	(429)	714
Employ: Government	21%	(37)	23%	(40)	56%	(98)	176
Employ: Self-Employed	9%	(18)	27%	(55)	64%	(133)	206
Employ: Homemaker	4%	(5)	11%	(15)	85%	(115)	135
Employ: Student	6%	(4)	9%	(5)	85%	(51)	60
Employ: Retired	4%	(21)	26%	(141)	70%	(376)	537
Employ: Unemployed	6%	(14)	13%	(32)	82%	(203)	248
Employ: Other	7%	(8)	19%	(24)	74%	(95)	128
Military HH: Yes	8%	(24)	30%	(89)	62%	(184)	297
Military HH: No	8%	(155)	23%	(437)	69%	(1315)	1907
2022 House Vote: Democrat	10%	(93)	25%	(222)	65%	(580)	895
2022 House Vote: Republican	7%	(48)	28%	(190)	64%	(432)	670
2022 House Vote: Someone else	8%	(4)	9%	(5)	83%	(45)	54
2022 House Vote: Didnt Vote	6%	(34)	18%	(108)	76%	(443)	586
2020 Vote: Joe Biden	9%	(89)	24%	(231)	66%	(626)	946
2020 Vote: Donald Trump	7%	(48)	27%	(183)	66%	(452)	683
2020 Vote: Other	3%	(2)	20%	(10)	77%	(39)	51
2020 Vote: Didn't Vote	8%	(40)	19%	(101)	73%	(382)	524

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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?*
 IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(179)	24%	(526)	68%	(1499)	2204
2018 House Vote: Democrat	11%	(88)	26%	(202)	63%	(494)	785
2018 House Vote: Republican	6%	(37)	29%	(175)	65%	(386)	597
2018 House Vote: Didnt Vote	7%	(51)	19%	(145)	75%	(584)	779
4-Region: Northeast	13%	(51)	19%	(72)	68%	(263)	386
4-Region: Midwest	6%	(28)	30%	(138)	64%	(290)	455
4-Region: South	7%	(56)	22%	(185)	71%	(600)	841
4-Region: West	9%	(44)	25%	(131)	66%	(347)	522
Sports Fans	9%	(179)	27%	(526)	63%	(1225)	1929
NFL Fans	10%	(155)	31%	(470)	59%	(893)	1518
NBA Fans	12%	(146)	33%	(388)	54%	(636)	1170
MLB Fans	12%	(150)	34%	(425)	54%	(664)	1239
NHL Fans	16%	(149)	38%	(341)	46%	(416)	905

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?*

Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	23%	(499)	69%	(1512)	2204
Gender: Male	14%	(151)	32%	(340)	54%	(580)	1071
Gender: Female	4%	(42)	14%	(159)	82%	(925)	1126
Age: 18-34	12%	(73)	23%	(142)	66%	(417)	632
Age: 35-44	16%	(60)	24%	(91)	59%	(221)	372
Age: 45-64	6%	(44)	26%	(186)	68%	(482)	712
Age: 65+	3%	(16)	16%	(79)	80%	(393)	488
GenZers: 1997-2012	5%	(12)	16%	(37)	79%	(190)	240
Millennials: 1981-1996	16%	(111)	26%	(182)	58%	(404)	697
GenXers: 1965-1980	8%	(45)	27%	(144)	65%	(353)	542
Baby Boomers: 1946-1964	3%	(23)	19%	(123)	78%	(509)	655
PID: Dem (no lean)	12%	(116)	24%	(226)	63%	(592)	934
PID: Ind (no lean)	4%	(27)	17%	(102)	79%	(473)	602
PID: Rep (no lean)	7%	(50)	26%	(171)	67%	(448)	669
PID/Gender: Dem Men	21%	(100)	33%	(160)	46%	(224)	483
PID/Gender: Dem Women	4%	(16)	15%	(66)	82%	(364)	446
PID/Gender: Ind Men	7%	(19)	23%	(66)	70%	(197)	282
PID/Gender: Ind Women	3%	(8)	11%	(36)	86%	(272)	316
PID/Gender: Rep Men	10%	(32)	37%	(114)	52%	(159)	305
PID/Gender: Rep Women	5%	(18)	16%	(57)	79%	(289)	364
Ideo: Liberal (1-3)	12%	(75)	24%	(154)	65%	(420)	649
Ideo: Moderate (4)	6%	(42)	22%	(152)	72%	(488)	682
Ideo: Conservative (5-7)	10%	(75)	25%	(186)	65%	(477)	737
Educ: < College	6%	(89)	20%	(294)	73%	(1057)	1440
Educ: Bachelors degree	10%	(50)	24%	(118)	65%	(318)	485
Educ: Post-grad	19%	(54)	31%	(87)	49%	(138)	279
Income: Under 50k	5%	(59)	18%	(216)	76%	(893)	1168
Income: 50k-100k	11%	(69)	24%	(155)	66%	(433)	658
Income: 100k+	17%	(64)	34%	(128)	49%	(186)	378
Ethnicity: White	9%	(153)	23%	(391)	68%	(1158)	1701
Ethnicity: Hispanic	11%	(41)	23%	(86)	67%	(252)	380
Ethnicity: Black	11%	(30)	20%	(56)	70%	(198)	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?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	23%	(499)	69%	(1512)	2204
Ethnicity: Other	5%	(10)	24%	(52)	72%	(157)	220
All Christian	8%	(78)	25%	(233)	67%	(625)	936
All Non-Christian	26%	(63)	27%	(65)	47%	(114)	241
Atheist	4%	(3)	18%	(16)	78%	(69)	88
Agnostic/Nothing in particular	5%	(30)	19%	(107)	76%	(433)	569
Something Else	5%	(19)	21%	(78)	74%	(272)	369
Religious Non-Protestant/Catholic	25%	(64)	27%	(69)	48%	(122)	255
Evangelical	8%	(50)	26%	(153)	66%	(392)	595
Non-Evangelical	6%	(43)	22%	(147)	72%	(483)	673
Community: Urban	15%	(112)	25%	(185)	60%	(447)	744
Community: Suburban	6%	(53)	22%	(211)	72%	(679)	944
Community: Rural	5%	(28)	20%	(102)	75%	(386)	516
Employ: Private Sector	13%	(93)	32%	(228)	55%	(393)	714
Employ: Government	19%	(34)	29%	(52)	51%	(90)	176
Employ: Self-Employed	11%	(22)	26%	(53)	63%	(131)	206
Employ: Homemaker	5%	(6)	9%	(12)	87%	(117)	135
Employ: Student	9%	(5)	9%	(5)	83%	(49)	60
Employ: Retired	4%	(20)	18%	(98)	78%	(420)	537
Employ: Unemployed	4%	(9)	10%	(24)	87%	(215)	248
Employ: Other	3%	(3)	22%	(28)	76%	(97)	128
Military HH: Yes	11%	(32)	24%	(70)	66%	(195)	297
Military HH: No	8%	(160)	22%	(429)	69%	(1318)	1907
2022 House Vote: Democrat	12%	(105)	25%	(221)	64%	(570)	895
2022 House Vote: Republican	7%	(48)	26%	(173)	67%	(448)	670
2022 House Vote: Someone else	9%	(5)	12%	(7)	79%	(42)	54
2022 House Vote: Didnt Vote	6%	(35)	17%	(98)	77%	(452)	586
2020 Vote: Joe Biden	12%	(112)	23%	(213)	66%	(621)	946
2020 Vote: Donald Trump	6%	(42)	25%	(172)	69%	(469)	683
2020 Vote: Other	4%	(2)	13%	(7)	83%	(42)	51
2020 Vote: Didn't Vote	7%	(37)	21%	(107)	72%	(379)	524

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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?

Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	23%	(499)	69%	(1512)	2204
2018 House Vote: Democrat	12%	(97)	24%	(192)	63%	(496)	785
2018 House Vote: Republican	6%	(38)	26%	(156)	68%	(403)	597
2018 House Vote: Didnt Vote	7%	(55)	19%	(146)	74%	(578)	779
4-Region: Northeast	16%	(60)	21%	(80)	64%	(246)	386
4-Region: Midwest	7%	(30)	21%	(95)	72%	(330)	455
4-Region: South	6%	(51)	21%	(179)	73%	(610)	841
4-Region: West	10%	(51)	28%	(144)	63%	(327)	522
Sports Fans	10%	(193)	26%	(499)	64%	(1238)	1929
NFL Fans	11%	(174)	28%	(432)	60%	(912)	1518
NBA Fans	15%	(172)	30%	(355)	55%	(642)	1170
MLB Fans	14%	(169)	31%	(381)	56%	(689)	1239
NHL Fans	18%	(160)	37%	(334)	45%	(411)	905

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?*
 Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(250)	25%	(556)	63%	(1397)	2204
Gender: Male	18%	(193)	31%	(328)	51%	(549)	1071
Gender: Female	5%	(57)	20%	(224)	75%	(844)	1126
Age: 18-34	17%	(106)	32%	(201)	51%	(325)	632
Age: 35-44	18%	(66)	27%	(102)	55%	(204)	372
Age: 45-64	9%	(62)	23%	(164)	68%	(486)	712
Age: 65+	3%	(17)	18%	(89)	78%	(382)	488
GenZers: 1997-2012	9%	(22)	31%	(74)	60%	(144)	240
Millennials: 1981-1996	20%	(141)	30%	(209)	50%	(347)	697
GenXers: 1965-1980	12%	(64)	24%	(128)	65%	(351)	542
Baby Boomers: 1946-1964	4%	(23)	20%	(133)	76%	(499)	655
PID: Dem (no lean)	18%	(169)	29%	(271)	53%	(494)	934
PID: Ind (no lean)	6%	(36)	22%	(135)	72%	(430)	602
PID: Rep (no lean)	7%	(45)	23%	(151)	71%	(473)	669
PID/Gender: Dem Men	28%	(136)	35%	(171)	37%	(177)	483
PID/Gender: Dem Women	7%	(33)	22%	(97)	71%	(316)	446
PID/Gender: Ind Men	10%	(29)	26%	(72)	64%	(181)	282
PID/Gender: Ind Women	2%	(7)	19%	(61)	78%	(247)	316
PID/Gender: Rep Men	9%	(28)	28%	(85)	63%	(192)	305
PID/Gender: Rep Women	5%	(17)	18%	(66)	77%	(281)	364
Ideo: Liberal (1-3)	17%	(109)	29%	(187)	54%	(353)	649
Ideo: Moderate (4)	10%	(66)	24%	(167)	66%	(450)	682
Ideo: Conservative (5-7)	10%	(74)	24%	(180)	66%	(483)	737
Educ: < College	8%	(116)	22%	(313)	70%	(1012)	1440
Educ: Bachelors degree	13%	(64)	31%	(150)	56%	(271)	485
Educ: Post-grad	25%	(70)	34%	(93)	41%	(115)	279
Income: Under 50k	7%	(80)	20%	(236)	73%	(853)	1168
Income: 50k-100k	12%	(82)	29%	(188)	59%	(388)	658
Income: 100k+	24%	(89)	35%	(133)	41%	(156)	378
Ethnicity: White	12%	(200)	25%	(417)	64%	(1084)	1701
Ethnicity: Hispanic	19%	(72)	32%	(121)	49%	(186)	380
Ethnicity: Black	12%	(33)	27%	(78)	61%	(173)	283

Continued on next page

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

Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(250)	25%	(556)	63%	(1397)	2204
Ethnicity: Other	8%	(18)	28%	(62)	64%	(140)	220
All Christian	13%	(119)	25%	(234)	62%	(582)	936
All Non-Christian	31%	(74)	35%	(84)	35%	(83)	241
Atheist	8%	(7)	18%	(16)	75%	(66)	88
Agnostic/Nothing in particular	6%	(36)	24%	(136)	70%	(397)	569
Something Else	4%	(14)	23%	(86)	73%	(269)	369
Religious Non-Protestant/Catholic	30%	(76)	35%	(90)	35%	(89)	255
Evangelical	12%	(69)	22%	(128)	67%	(397)	595
Non-Evangelical	9%	(59)	27%	(181)	64%	(432)	673
Community: Urban	19%	(141)	29%	(215)	52%	(388)	744
Community: Suburban	8%	(78)	25%	(232)	67%	(633)	944
Community: Rural	6%	(31)	21%	(109)	73%	(377)	516
Employ: Private Sector	20%	(141)	29%	(210)	51%	(363)	714
Employ: Government	24%	(42)	28%	(49)	48%	(85)	176
Employ: Self-Employed	11%	(22)	29%	(60)	60%	(124)	206
Employ: Homemaker	3%	(4)	19%	(25)	79%	(106)	135
Employ: Student	6%	(4)	43%	(26)	51%	(31)	60
Employ: Retired	3%	(18)	20%	(105)	77%	(414)	537
Employ: Unemployed	6%	(15)	21%	(51)	73%	(182)	248
Employ: Other	4%	(5)	24%	(31)	72%	(92)	128
Military HH: Yes	9%	(27)	28%	(82)	63%	(188)	297
Military HH: No	12%	(223)	25%	(474)	63%	(1209)	1907
2022 House Vote: Democrat	18%	(161)	29%	(260)	53%	(474)	895
2022 House Vote: Republican	6%	(43)	22%	(145)	72%	(482)	670
2022 House Vote: Someone else	1%	(1)	25%	(13)	74%	(40)	54
2022 House Vote: Didn't Vote	8%	(46)	24%	(138)	69%	(401)	586
2020 Vote: Joe Biden	18%	(166)	28%	(267)	54%	(513)	946
2020 Vote: Donald Trump	6%	(39)	21%	(142)	74%	(502)	683
2020 Vote: Other	3%	(1)	13%	(7)	85%	(43)	51
2020 Vote: Didn't Vote	8%	(44)	27%	(141)	65%	(339)	524

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(250)	25%	(556)	63%	(1397)	2204
2018 House Vote: Democrat	18%	(142)	29%	(230)	53%	(413)	785
2018 House Vote: Republican	6%	(38)	23%	(137)	71%	(422)	597
2018 House Vote: Didnt Vote	9%	(69)	23%	(179)	68%	(531)	779
4-Region: Northeast	17%	(66)	26%	(99)	57%	(221)	386
4-Region: Midwest	8%	(36)	21%	(94)	72%	(326)	455
4-Region: South	9%	(72)	27%	(225)	65%	(544)	841
4-Region: West	15%	(76)	27%	(139)	59%	(307)	522
Sports Fans	13%	(250)	29%	(556)	58%	(1123)	1929
NFL Fans	15%	(222)	30%	(461)	55%	(835)	1518
NBA Fans	18%	(216)	35%	(405)	47%	(549)	1170
MLB Fans	17%	(216)	33%	(410)	49%	(612)	1239
NHL Fans	23%	(207)	39%	(356)	38%	(343)	905

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?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	22%	(484)	69%	(1520)	2204
Gender: Male	15%	(156)	27%	(286)	59%	(628)	1071
Gender: Female	4%	(44)	17%	(196)	79%	(886)	1126
Age: 18-34	13%	(84)	24%	(154)	62%	(394)	632
Age: 35-44	15%	(55)	27%	(99)	59%	(218)	372
Age: 45-64	7%	(52)	22%	(154)	71%	(507)	712
Age: 65+	2%	(9)	16%	(77)	82%	(401)	488
GenZers: 1997-2012	6%	(15)	18%	(44)	76%	(181)	240
Millennials: 1981-1996	17%	(116)	28%	(195)	55%	(387)	697
GenXers: 1965-1980	10%	(53)	23%	(123)	68%	(367)	542
Baby Boomers: 1946-1964	3%	(17)	17%	(112)	80%	(526)	655
PID: Dem (no lean)	14%	(132)	27%	(250)	59%	(552)	934
PID: Ind (no lean)	4%	(23)	18%	(110)	78%	(468)	602
PID: Rep (no lean)	7%	(46)	18%	(123)	75%	(500)	669
PID/Gender: Dem Men	23%	(111)	32%	(155)	45%	(217)	483
PID/Gender: Dem Women	5%	(20)	21%	(95)	74%	(331)	446
PID/Gender: Ind Men	5%	(15)	23%	(64)	72%	(204)	282
PID/Gender: Ind Women	3%	(9)	14%	(46)	83%	(262)	316
PID/Gender: Rep Men	10%	(30)	22%	(68)	68%	(207)	305
PID/Gender: Rep Women	4%	(15)	15%	(56)	81%	(293)	364
Ideo: Liberal (1-3)	14%	(90)	25%	(162)	61%	(397)	649
Ideo: Moderate (4)	5%	(37)	22%	(153)	72%	(492)	682
Ideo: Conservative (5-7)	10%	(71)	21%	(156)	69%	(510)	737
Educ: < College	6%	(93)	18%	(254)	76%	(1094)	1440
Educ: Bachelors degree	9%	(45)	29%	(141)	62%	(300)	485
Educ: Post-grad	23%	(63)	32%	(89)	46%	(127)	279
Income: Under 50k	5%	(58)	17%	(204)	78%	(906)	1168
Income: 50k-100k	10%	(68)	25%	(164)	65%	(426)	658
Income: 100k+	20%	(75)	31%	(116)	50%	(188)	378
Ethnicity: White	10%	(166)	21%	(354)	69%	(1181)	1701
Ethnicity: Hispanic	14%	(52)	25%	(95)	61%	(232)	380
Ethnicity: Black	9%	(24)	28%	(78)	64%	(181)	283

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Table MCSP1_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	22%	(484)	69%	(1520)	2204
Ethnicity: Other	5%	(10)	24%	(52)	72%	(158)	220
All Christian	8%	(79)	23%	(219)	68%	(638)	936
All Non-Christian	30%	(72)	31%	(75)	39%	(94)	241
Atheist	9%	(8)	7%	(6)	83%	(74)	88
Agnostic/Nothing in particular	4%	(25)	20%	(113)	76%	(432)	569
Something Else	5%	(17)	19%	(70)	77%	(283)	369
Religious Non-Protestant/Catholic	29%	(73)	30%	(76)	41%	(106)	255
Evangelical	8%	(50)	21%	(126)	70%	(419)	595
Non-Evangelical	6%	(41)	23%	(157)	71%	(475)	673
Community: Urban	16%	(120)	26%	(195)	58%	(429)	744
Community: Suburban	6%	(59)	21%	(197)	73%	(688)	944
Community: Rural	4%	(21)	18%	(92)	78%	(403)	516
Employ: Private Sector	15%	(106)	30%	(212)	55%	(396)	714
Employ: Government	25%	(44)	25%	(43)	50%	(89)	176
Employ: Self-Employed	9%	(18)	24%	(50)	67%	(138)	206
Employ: Homemaker	2%	(2)	17%	(23)	81%	(109)	135
Employ: Student	7%	(4)	13%	(8)	80%	(48)	60
Employ: Retired	2%	(11)	16%	(86)	82%	(440)	537
Employ: Unemployed	4%	(10)	18%	(46)	78%	(193)	248
Employ: Other	4%	(5)	13%	(16)	84%	(107)	128
Military HH: Yes	7%	(22)	22%	(65)	71%	(210)	297
Military HH: No	9%	(179)	22%	(419)	69%	(1310)	1907
2022 House Vote: Democrat	14%	(126)	26%	(237)	59%	(532)	895
2022 House Vote: Republican	6%	(38)	19%	(130)	75%	(501)	670
2022 House Vote: Someone else	3%	(2)	21%	(11)	76%	(41)	54
2022 House Vote: Didnt Vote	6%	(35)	18%	(105)	76%	(446)	586
2020 Vote: Joe Biden	13%	(126)	27%	(255)	60%	(565)	946
2020 Vote: Donald Trump	5%	(35)	18%	(124)	77%	(524)	683
2020 Vote: Other	6%	(3)	14%	(7)	80%	(41)	51
2020 Vote: Didn't Vote	7%	(36)	19%	(98)	75%	(390)	524

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Table MCSP1_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	22%	(484)	69%	(1520)	2204
2018 House Vote: Democrat	15%	(117)	28%	(217)	58%	(451)	785
2018 House Vote: Republican	6%	(35)	20%	(119)	74%	(444)	597
2018 House Vote: Didnt Vote	6%	(48)	18%	(139)	76%	(593)	779
4-Region: Northeast	16%	(61)	23%	(88)	61%	(237)	386
4-Region: Midwest	8%	(34)	19%	(84)	74%	(336)	455
4-Region: South	7%	(55)	22%	(187)	71%	(599)	841
4-Region: West	10%	(50)	24%	(125)	67%	(347)	522
Sports Fans	10%	(200)	25%	(484)	65%	(1245)	1929
NFL Fans	12%	(184)	28%	(418)	60%	(916)	1518
NBA Fans	15%	(179)	33%	(385)	52%	(605)	1170
MLB Fans	15%	(181)	32%	(395)	54%	(663)	1239
NHL Fans	19%	(171)	38%	(348)	43%	(387)	905

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

Table MCSP1_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(197)	15%	(326)	76%	(1681)	2204
Gender: Male	15%	(164)	21%	(229)	63%	(678)	1071
Gender: Female	3%	(34)	9%	(97)	88%	(996)	1126
Age: 18-34	14%	(91)	17%	(110)	68%	(430)	632
Age: 35-44	14%	(51)	22%	(83)	64%	(238)	372
Age: 45-64	6%	(46)	12%	(87)	81%	(579)	712
Age: 65+	2%	(9)	9%	(45)	89%	(434)	488
GenZers: 1997-2012	6%	(14)	12%	(29)	82%	(196)	240
Millennials: 1981-1996	17%	(121)	22%	(151)	61%	(425)	697
GenXers: 1965-1980	9%	(50)	13%	(72)	78%	(420)	542
Baby Boomers: 1946-1964	2%	(12)	11%	(69)	88%	(573)	655
PID: Dem (no lean)	16%	(149)	18%	(171)	66%	(614)	934
PID: Ind (no lean)	2%	(14)	13%	(78)	85%	(510)	602
PID: Rep (no lean)	5%	(35)	12%	(77)	83%	(557)	669
PID/Gender: Dem Men	26%	(125)	25%	(122)	49%	(237)	483
PID/Gender: Dem Women	5%	(23)	11%	(49)	84%	(374)	446
PID/Gender: Ind Men	4%	(11)	19%	(54)	77%	(217)	282
PID/Gender: Ind Women	1%	(2)	8%	(24)	92%	(290)	316
PID/Gender: Rep Men	9%	(27)	17%	(53)	74%	(225)	305
PID/Gender: Rep Women	2%	(8)	6%	(24)	91%	(332)	364
Ideo: Liberal (1-3)	16%	(103)	16%	(106)	68%	(440)	649
Ideo: Moderate (4)	4%	(28)	17%	(115)	79%	(539)	682
Ideo: Conservative (5-7)	9%	(64)	14%	(101)	78%	(572)	737
Educ: < College	5%	(72)	12%	(172)	83%	(1196)	1440
Educ: Bachelors degree	11%	(54)	18%	(89)	70%	(342)	485
Educ: Post-grad	26%	(71)	23%	(64)	51%	(143)	279
Income: Under 50k	4%	(48)	12%	(136)	84%	(985)	1168
Income: 50k-100k	10%	(68)	15%	(99)	75%	(491)	658
Income: 100k+	22%	(81)	24%	(91)	54%	(206)	378
Ethnicity: White	9%	(154)	14%	(246)	76%	(1301)	1701
Ethnicity: Hispanic	11%	(42)	20%	(75)	69%	(262)	380
Ethnicity: Black	10%	(29)	16%	(45)	74%	(210)	283

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Table MCSP1_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(197)	15%	(326)	76%	(1681)	2204
Ethnicity: Other	6%	(14)	16%	(35)	78%	(171)	220
All Christian	7%	(69)	15%	(145)	77%	(722)	936
All Non-Christian	34%	(83)	24%	(57)	42%	(102)	241
Atheist	4%	(4)	13%	(12)	83%	(73)	88
Agnostic/Nothing in particular	5%	(27)	14%	(77)	82%	(465)	569
Something Else	4%	(15)	9%	(35)	87%	(319)	369
Religious Non-Protestant/Catholic	33%	(83)	23%	(58)	45%	(114)	255
Evangelical	8%	(50)	14%	(82)	78%	(463)	595
Non-Evangelical	5%	(32)	14%	(93)	81%	(548)	673
Community: Urban	18%	(132)	19%	(140)	63%	(472)	744
Community: Suburban	5%	(48)	14%	(128)	81%	(768)	944
Community: Rural	3%	(18)	11%	(58)	85%	(441)	516
Employ: Private Sector	16%	(111)	19%	(136)	65%	(467)	714
Employ: Government	26%	(46)	22%	(38)	52%	(91)	176
Employ: Self-Employed	9%	(18)	18%	(37)	73%	(151)	206
Employ: Homemaker	3%	(4)	6%	(8)	91%	(123)	135
Employ: Student	3%	(2)	7%	(4)	90%	(54)	60
Employ: Retired	2%	(9)	10%	(56)	88%	(473)	537
Employ: Unemployed	3%	(6)	12%	(30)	85%	(212)	248
Employ: Other	1%	(1)	13%	(16)	86%	(110)	128
Military HH: Yes	7%	(20)	15%	(45)	78%	(233)	297
Military HH: No	9%	(178)	15%	(281)	76%	(1448)	1907
2022 House Vote: Democrat	15%	(138)	19%	(171)	66%	(587)	895
2022 House Vote: Republican	5%	(36)	12%	(78)	83%	(556)	670
2022 House Vote: Someone else	—	(0)	11%	(6)	89%	(48)	54
2022 House Vote: Didn't Vote	4%	(24)	12%	(72)	84%	(490)	586
2020 Vote: Joe Biden	15%	(139)	19%	(178)	66%	(629)	946
2020 Vote: Donald Trump	4%	(29)	10%	(70)	85%	(584)	683
2020 Vote: Other	—	(0)	8%	(4)	92%	(47)	51
2020 Vote: Didn't Vote	5%	(29)	14%	(74)	80%	(421)	524

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Table MCSP1_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 English Premier League*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(197)	15%	(326)	76%	(1681)	2204
2018 House Vote: Democrat	16%	(128)	20%	(156)	64%	(501)	785
2018 House Vote: Republican	5%	(30)	11%	(66)	84%	(502)	597
2018 House Vote: Didnt Vote	5%	(39)	13%	(101)	82%	(639)	779
4-Region: Northeast	15%	(60)	16%	(60)	69%	(266)	386
4-Region: Midwest	6%	(26)	12%	(57)	82%	(373)	455
4-Region: South	6%	(49)	14%	(114)	81%	(677)	841
4-Region: West	12%	(63)	18%	(95)	70%	(364)	522
Sports Fans	10%	(197)	17%	(326)	73%	(1406)	1929
NFL Fans	12%	(186)	19%	(282)	69%	(1049)	1518
NBA Fans	16%	(181)	22%	(260)	62%	(729)	1170
MLB Fans	14%	(173)	22%	(272)	64%	(794)	1239
NHL Fans	19%	(169)	27%	(248)	54%	(488)	905

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

Table MCSP1_16: *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%	(314)	24%	(519)	62%	(1371)	2204
Gender: Male	23%	(251)	30%	(318)	47%	(502)	1071
Gender: Female	6%	(63)	18%	(201)	77%	(862)	1126
Age: 18-34	21%	(133)	30%	(190)	49%	(309)	632
Age: 35-44	22%	(80)	30%	(111)	49%	(181)	372
Age: 45-64	13%	(91)	24%	(168)	64%	(453)	712
Age: 65+	2%	(10)	10%	(50)	88%	(428)	488
GenZers: 1997-2012	14%	(34)	28%	(67)	58%	(138)	240
Millennials: 1981-1996	24%	(170)	30%	(206)	46%	(321)	697
GenXers: 1965-1980	15%	(82)	27%	(146)	58%	(314)	542
Baby Boomers: 1946-1964	4%	(28)	13%	(87)	82%	(540)	655
PID: Dem (no lean)	18%	(166)	26%	(243)	56%	(525)	934
PID: Ind (no lean)	10%	(60)	22%	(134)	68%	(408)	602
PID: Rep (no lean)	13%	(88)	21%	(143)	65%	(438)	669
PID/Gender: Dem Men	28%	(136)	32%	(155)	40%	(193)	483
PID/Gender: Dem Women	7%	(30)	20%	(88)	74%	(328)	446
PID/Gender: Ind Men	18%	(50)	30%	(84)	53%	(149)	282
PID/Gender: Ind Women	3%	(10)	16%	(50)	81%	(256)	316
PID/Gender: Rep Men	21%	(65)	26%	(80)	52%	(160)	305
PID/Gender: Rep Women	6%	(23)	17%	(63)	76%	(278)	364
Ideo: Liberal (1-3)	21%	(136)	25%	(161)	54%	(352)	649
Ideo: Moderate (4)	12%	(80)	25%	(168)	64%	(434)	682
Ideo: Conservative (5-7)	12%	(92)	22%	(162)	66%	(483)	737
Educ: < College	14%	(204)	23%	(328)	63%	(908)	1440
Educ: Bachelors degree	12%	(59)	20%	(99)	67%	(327)	485
Educ: Post-grad	18%	(51)	33%	(92)	49%	(136)	279
Income: Under 50k	12%	(140)	20%	(236)	68%	(793)	1168
Income: 50k-100k	14%	(95)	27%	(180)	58%	(383)	658
Income: 100k+	21%	(80)	27%	(103)	52%	(195)	378
Ethnicity: White	14%	(230)	22%	(372)	65%	(1098)	1701
Ethnicity: Hispanic	23%	(89)	27%	(102)	50%	(188)	380
Ethnicity: Black	20%	(57)	32%	(91)	48%	(135)	283

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Table MCSP1_16: *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%	(314)	24%	(519)	62%	(1371)	2204
Ethnicity: Other	12%	(26)	25%	(56)	63%	(138)	220
All Christian	13%	(119)	23%	(211)	65%	(605)	936
All Non-Christian	33%	(80)	28%	(66)	39%	(95)	241
Atheist	10%	(9)	16%	(14)	74%	(65)	88
Agnostic/Nothing in particular	12%	(68)	23%	(129)	65%	(372)	569
Something Else	10%	(38)	27%	(98)	63%	(233)	369
Religious Non-Protestant/Catholic	31%	(80)	28%	(72)	40%	(103)	255
Evangelical	14%	(82)	26%	(155)	60%	(358)	595
Non-Evangelical	11%	(71)	22%	(146)	68%	(456)	673
Community: Urban	22%	(162)	27%	(200)	51%	(382)	744
Community: Suburban	10%	(97)	19%	(182)	71%	(665)	944
Community: Rural	11%	(56)	27%	(137)	63%	(323)	516
Employ: Private Sector	21%	(148)	30%	(214)	49%	(352)	714
Employ: Government	28%	(49)	30%	(52)	42%	(75)	176
Employ: Self-Employed	19%	(40)	21%	(44)	59%	(123)	206
Employ: Homemaker	6%	(9)	25%	(33)	69%	(93)	135
Employ: Student	14%	(9)	16%	(10)	69%	(41)	60
Employ: Retired	4%	(23)	12%	(65)	84%	(449)	537
Employ: Unemployed	10%	(26)	25%	(61)	65%	(162)	248
Employ: Other	9%	(11)	32%	(40)	60%	(76)	128
Military HH: Yes	12%	(36)	26%	(79)	61%	(182)	297
Military HH: No	15%	(278)	23%	(441)	62%	(1189)	1907
2022 House Vote: Democrat	17%	(154)	26%	(237)	56%	(505)	895
2022 House Vote: Republican	11%	(76)	20%	(135)	69%	(459)	670
2022 House Vote: Someone else	6%	(3)	19%	(10)	75%	(40)	54
2022 House Vote: Didnt Vote	14%	(81)	23%	(137)	63%	(367)	586
2020 Vote: Joe Biden	15%	(147)	25%	(239)	59%	(561)	946
2020 Vote: Donald Trump	12%	(80)	20%	(139)	68%	(464)	683
2020 Vote: Other	7%	(3)	16%	(8)	77%	(39)	51
2020 Vote: Didn't Vote	16%	(84)	25%	(133)	59%	(306)	524

Continued on next page

Table MCSP1_16: *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%	(314)	24%	(519)	62%	(1371)	2204
2018 House Vote: Democrat	17%	(132)	27%	(208)	57%	(445)	785
2018 House Vote: Republican	11%	(66)	19%	(116)	70%	(415)	597
2018 House Vote: Didnt Vote	15%	(113)	23%	(183)	62%	(484)	779
4-Region: Northeast	19%	(73)	19%	(73)	62%	(240)	386
4-Region: Midwest	13%	(60)	19%	(88)	68%	(308)	455
4-Region: South	12%	(104)	26%	(216)	62%	(521)	841
4-Region: West	15%	(77)	27%	(142)	58%	(302)	522
Sports Fans	16%	(314)	27%	(519)	57%	(1096)	1929
NFL Fans	19%	(291)	29%	(442)	52%	(785)	1518
NBA Fans	23%	(274)	33%	(386)	44%	(510)	1170
MLB Fans	20%	(249)	31%	(382)	49%	(608)	1239
NHL Fans	25%	(231)	33%	(299)	42%	(376)	905

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

Table MCSP1_17: 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	10%	(213)	26%	(583)	64%	(1407)	2204
Gender: Male	15%	(161)	33%	(351)	52%	(559)	1071
Gender: Female	5%	(52)	20%	(230)	75%	(844)	1126
Age: 18-34	13%	(84)	26%	(166)	61%	(382)	632
Age: 35-44	15%	(56)	27%	(100)	58%	(216)	372
Age: 45-64	7%	(53)	28%	(199)	65%	(460)	712
Age: 65+	4%	(20)	24%	(118)	72%	(349)	488
GenZers: 1997-2012	7%	(18)	24%	(57)	69%	(165)	240
Millennials: 1981-1996	16%	(111)	28%	(193)	57%	(394)	697
GenXers: 1965-1980	10%	(56)	26%	(142)	64%	(345)	542
Baby Boomers: 1946-1964	4%	(26)	26%	(170)	70%	(458)	655
PID: Dem (no lean)	16%	(150)	32%	(296)	52%	(488)	934
PID: Ind (no lean)	3%	(16)	24%	(144)	73%	(441)	602
PID: Rep (no lean)	7%	(47)	21%	(143)	72%	(478)	669
PID/Gender: Dem Men	24%	(116)	39%	(189)	37%	(178)	483
PID/Gender: Dem Women	8%	(33)	23%	(105)	69%	(308)	446
PID/Gender: Ind Men	4%	(10)	29%	(81)	68%	(191)	282
PID/Gender: Ind Women	2%	(6)	20%	(63)	78%	(247)	316
PID/Gender: Rep Men	11%	(34)	27%	(81)	62%	(190)	305
PID/Gender: Rep Women	4%	(13)	17%	(62)	79%	(289)	364
Ideo: Liberal (1-3)	15%	(100)	31%	(199)	54%	(350)	649
Ideo: Moderate (4)	6%	(43)	29%	(195)	65%	(444)	682
Ideo: Conservative (5-7)	9%	(69)	24%	(178)	66%	(490)	737
Educ: < College	7%	(98)	21%	(306)	72%	(1036)	1440
Educ: Bachelors degree	12%	(56)	36%	(176)	52%	(253)	485
Educ: Post-grad	21%	(59)	37%	(102)	42%	(118)	279
Income: Under 50k	4%	(51)	22%	(263)	73%	(854)	1168
Income: 50k-100k	13%	(87)	26%	(173)	61%	(398)	658
Income: 100k+	20%	(75)	39%	(148)	41%	(155)	378
Ethnicity: White	9%	(157)	25%	(422)	66%	(1122)	1701
Ethnicity: Hispanic	14%	(51)	25%	(96)	61%	(232)	380
Ethnicity: Black	15%	(42)	28%	(79)	57%	(163)	283

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Table MCSP1_17: 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	10%	(213)	26%	(583)	64%	(1407)	2204
Ethnicity: Other	7%	(15)	37%	(82)	56%	(123)	220
All Christian	11%	(100)	29%	(271)	60%	(564)	936
All Non-Christian	29%	(71)	37%	(90)	34%	(81)	241
Atheist	6%	(5)	22%	(20)	72%	(64)	88
Agnostic/Nothing in particular	4%	(24)	21%	(122)	74%	(424)	569
Something Else	4%	(14)	22%	(81)	74%	(275)	369
Religious Non-Protestant/Catholic	28%	(71)	37%	(94)	35%	(90)	255
Evangelical	9%	(53)	25%	(146)	67%	(396)	595
Non-Evangelical	9%	(60)	28%	(190)	63%	(423)	673
Community: Urban	18%	(135)	31%	(230)	51%	(379)	744
Community: Suburban	6%	(58)	27%	(256)	67%	(630)	944
Community: Rural	4%	(21)	19%	(97)	77%	(398)	516
Employ: Private Sector	15%	(107)	34%	(243)	51%	(365)	714
Employ: Government	22%	(38)	28%	(50)	50%	(87)	176
Employ: Self-Employed	7%	(14)	27%	(56)	66%	(136)	206
Employ: Homemaker	3%	(4)	13%	(17)	84%	(113)	135
Employ: Student	5%	(3)	16%	(9)	79%	(47)	60
Employ: Retired	4%	(22)	26%	(138)	70%	(377)	537
Employ: Unemployed	6%	(14)	18%	(45)	76%	(189)	248
Employ: Other	8%	(10)	20%	(25)	73%	(93)	128
Military HH: Yes	9%	(26)	30%	(90)	61%	(181)	297
Military HH: No	10%	(188)	26%	(493)	64%	(1226)	1907
2022 House Vote: Democrat	16%	(144)	33%	(297)	51%	(454)	895
2022 House Vote: Republican	6%	(43)	22%	(149)	71%	(477)	670
2022 House Vote: Someone else	—	(0)	16%	(8)	84%	(45)	54
2022 House Vote: Didnt Vote	4%	(26)	22%	(129)	74%	(431)	586
2020 Vote: Joe Biden	15%	(142)	33%	(313)	52%	(491)	946
2020 Vote: Donald Trump	5%	(32)	21%	(142)	74%	(509)	683
2020 Vote: Other	6%	(3)	8%	(4)	86%	(44)	51
2020 Vote: Didn't Vote	7%	(35)	24%	(124)	70%	(364)	524

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Table MCSP1_17: *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	10%	(213)	26%	(583)	64%	(1407)	2204
2018 House Vote: Democrat	17%	(130)	34%	(267)	49%	(388)	785
2018 House Vote: Republican	5%	(31)	22%	(129)	73%	(437)	597
2018 House Vote: Didnt Vote	7%	(52)	23%	(181)	70%	(546)	779
4-Region: Northeast	19%	(74)	23%	(88)	58%	(224)	386
4-Region: Midwest	7%	(34)	27%	(124)	65%	(298)	455
4-Region: South	6%	(51)	24%	(199)	70%	(591)	841
4-Region: West	10%	(54)	33%	(173)	56%	(295)	522
Sports Fans	11%	(213)	30%	(583)	59%	(1133)	1929
NFL Fans	13%	(197)	32%	(488)	55%	(833)	1518
NBA Fans	16%	(190)	39%	(456)	45%	(524)	1170
MLB Fans	15%	(186)	37%	(461)	48%	(592)	1239
NHL Fans	19%	(171)	41%	(374)	40%	(360)	905

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

Table MCSP1_18: *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%	(217)	26%	(568)	64%	(1419)	2204
Gender: Male	16%	(175)	34%	(365)	50%	(530)	1071
Gender: Female	4%	(41)	18%	(200)	79%	(884)	1126
Age: 18-34	12%	(75)	23%	(146)	65%	(411)	632
Age: 35-44	13%	(50)	29%	(107)	58%	(216)	372
Age: 45-64	7%	(49)	27%	(189)	66%	(473)	712
Age: 65+	9%	(42)	26%	(126)	65%	(319)	488
GenZers: 1997-2012	5%	(11)	20%	(47)	76%	(181)	240
Millennials: 1981-1996	15%	(107)	26%	(181)	59%	(409)	697
GenXers: 1965-1980	8%	(43)	29%	(158)	63%	(342)	542
Baby Boomers: 1946-1964	6%	(38)	25%	(167)	69%	(450)	655
PID: Dem (no lean)	14%	(133)	26%	(247)	59%	(554)	934
PID: Ind (no lean)	5%	(31)	20%	(117)	75%	(454)	602
PID: Rep (no lean)	8%	(53)	31%	(204)	61%	(411)	669
PID/Gender: Dem Men	24%	(115)	35%	(170)	41%	(199)	483
PID/Gender: Dem Women	4%	(18)	17%	(75)	79%	(354)	446
PID/Gender: Ind Men	7%	(21)	26%	(74)	66%	(187)	282
PID/Gender: Ind Women	3%	(10)	14%	(43)	83%	(263)	316
PID/Gender: Rep Men	13%	(39)	40%	(122)	47%	(144)	305
PID/Gender: Rep Women	4%	(14)	23%	(83)	73%	(267)	364
Ideo: Liberal (1-3)	13%	(84)	27%	(178)	60%	(387)	649
Ideo: Moderate (4)	8%	(52)	23%	(158)	69%	(472)	682
Ideo: Conservative (5-7)	11%	(80)	30%	(219)	59%	(438)	737
Educ: < College	7%	(96)	23%	(327)	71%	(1018)	1440
Educ: Bachelors degree	11%	(53)	30%	(145)	59%	(287)	485
Educ: Post-grad	24%	(68)	34%	(96)	41%	(115)	279
Income: Under 50k	4%	(52)	21%	(249)	74%	(867)	1168
Income: 50k-100k	12%	(77)	28%	(186)	60%	(395)	658
Income: 100k+	23%	(88)	35%	(133)	42%	(157)	378
Ethnicity: White	10%	(176)	26%	(444)	64%	(1081)	1701
Ethnicity: Hispanic	11%	(42)	25%	(94)	64%	(244)	380
Ethnicity: Black	8%	(24)	26%	(73)	66%	(187)	283

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Table MCSP1_18: *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%	(217)	26%	(568)	64%	(1419)	2204
Ethnicity: Other	8%	(17)	23%	(51)	69%	(152)	220
All Christian	10%	(93)	30%	(283)	60%	(560)	936
All Non-Christian	32%	(77)	29%	(70)	39%	(94)	241
Atheist	5%	(4)	19%	(16)	77%	(68)	88
Agnostic/Nothing in particular	4%	(26)	20%	(113)	76%	(430)	569
Something Else	5%	(17)	23%	(85)	72%	(267)	369
Religious Non-Protestant/Catholic	30%	(78)	29%	(74)	41%	(104)	255
Evangelical	8%	(49)	27%	(162)	64%	(383)	595
Non-Evangelical	9%	(58)	29%	(197)	62%	(418)	673
Community: Urban	15%	(114)	28%	(208)	57%	(422)	744
Community: Suburban	7%	(67)	26%	(249)	66%	(627)	944
Community: Rural	7%	(36)	21%	(111)	72%	(370)	516
Employ: Private Sector	15%	(106)	33%	(235)	52%	(374)	714
Employ: Government	21%	(37)	29%	(51)	49%	(87)	176
Employ: Self-Employed	6%	(13)	27%	(56)	66%	(137)	206
Employ: Homemaker	6%	(8)	9%	(13)	84%	(114)	135
Employ: Student	3%	(2)	22%	(13)	75%	(45)	60
Employ: Retired	7%	(38)	25%	(137)	67%	(362)	537
Employ: Unemployed	3%	(7)	12%	(31)	85%	(211)	248
Employ: Other	4%	(5)	25%	(32)	71%	(90)	128
Military HH: Yes	13%	(40)	26%	(77)	61%	(180)	297
Military HH: No	9%	(177)	26%	(491)	65%	(1239)	1907
2022 House Vote: Democrat	15%	(131)	28%	(253)	57%	(511)	895
2022 House Vote: Republican	9%	(59)	30%	(203)	61%	(408)	670
2022 House Vote: Someone else	1%	(1)	18%	(10)	81%	(43)	54
2022 House Vote: Didnt Vote	4%	(26)	18%	(103)	78%	(457)	586
2020 Vote: Joe Biden	15%	(138)	27%	(257)	58%	(551)	946
2020 Vote: Donald Trump	7%	(50)	28%	(194)	64%	(438)	683
2020 Vote: Other	5%	(2)	18%	(9)	77%	(39)	51
2020 Vote: Didn't Vote	5%	(26)	20%	(107)	75%	(390)	524

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Table MCSP1_18: *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%	(217)	26%	(568)	64%	(1419)	2204
2018 House Vote: Democrat	15%	(119)	29%	(230)	55%	(435)	785
2018 House Vote: Republican	9%	(56)	31%	(183)	60%	(358)	597
2018 House Vote: Didnt Vote	5%	(41)	18%	(141)	77%	(597)	779
4-Region: Northeast	16%	(61)	25%	(95)	60%	(230)	386
4-Region: Midwest	10%	(43)	24%	(112)	66%	(300)	455
4-Region: South	7%	(60)	23%	(193)	70%	(588)	841
4-Region: West	10%	(52)	32%	(169)	58%	(301)	522
Sports Fans	11%	(217)	29%	(568)	59%	(1144)	1929
NFL Fans	13%	(198)	33%	(504)	54%	(816)	1518
NBA Fans	16%	(183)	36%	(418)	49%	(569)	1170
MLB Fans	15%	(186)	36%	(447)	49%	(606)	1239
NHL Fans	19%	(171)	40%	(364)	41%	(370)	905

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

Table MCSP2_1: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Netflix

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	41%	(908)	17%	(381)	10%	(218)	32%	(697)	2204
Gender: Male	40%	(430)	18%	(191)	10%	(104)	32%	(346)	1071
Gender: Female	42%	(477)	17%	(187)	10%	(114)	31%	(348)	1126
Age: 18-34	43%	(271)	27%	(170)	14%	(91)	16%	(100)	632
Age: 35-44	49%	(183)	24%	(88)	10%	(37)	17%	(64)	372
Age: 45-64	44%	(314)	11%	(81)	8%	(54)	37%	(263)	712
Age: 65+	29%	(140)	9%	(43)	7%	(36)	55%	(269)	488
GenZers: 1997-2012	33%	(79)	34%	(81)	21%	(51)	12%	(28)	240
Millennials: 1981-1996	49%	(341)	23%	(160)	10%	(71)	18%	(126)	697
GenXers: 1965-1980	49%	(265)	13%	(69)	7%	(39)	31%	(169)	542
Baby Boomers: 1946-1964	32%	(208)	10%	(68)	8%	(52)	50%	(328)	655
PID: Dem (no lean)	45%	(423)	20%	(186)	9%	(88)	25%	(237)	934
PID: Ind (no lean)	35%	(211)	18%	(106)	11%	(64)	37%	(221)	602
PID: Rep (no lean)	41%	(274)	13%	(90)	10%	(66)	36%	(240)	669
PID/Gender: Dem Men	46%	(220)	22%	(104)	10%	(49)	23%	(111)	483
PID/Gender: Dem Women	45%	(202)	18%	(82)	9%	(39)	28%	(123)	446
PID/Gender: Ind Men	33%	(93)	18%	(52)	6%	(18)	43%	(120)	282
PID/Gender: Ind Women	37%	(118)	16%	(51)	15%	(46)	32%	(100)	316
PID/Gender: Rep Men	38%	(117)	12%	(35)	12%	(38)	38%	(115)	305
PID/Gender: Rep Women	43%	(157)	15%	(55)	8%	(28)	34%	(125)	364
Ideo: Liberal (1-3)	43%	(276)	22%	(143)	12%	(80)	23%	(150)	649
Ideo: Moderate (4)	44%	(297)	17%	(115)	9%	(58)	31%	(212)	682
Ideo: Conservative (5-7)	39%	(285)	13%	(97)	9%	(63)	40%	(292)	737
Educ: < College	41%	(591)	16%	(228)	11%	(154)	32%	(467)	1440
Educ: Bachelors degree	42%	(205)	19%	(90)	8%	(39)	31%	(150)	485
Educ: Post-grad	40%	(112)	23%	(63)	9%	(24)	29%	(79)	279
Income: Under 50k	37%	(435)	15%	(180)	9%	(108)	38%	(445)	1168
Income: 50k-100k	44%	(289)	19%	(123)	11%	(72)	27%	(175)	658
Income: 100k+	49%	(183)	21%	(78)	10%	(38)	21%	(78)	378

Continued on next page

Table MCSP2_1: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Netflix

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	41%	(908)	17%	(381)	10%	(218)	32%	(697)	2204
Ethnicity: White	40%	(686)	17%	(281)	11%	(182)	32%	(552)	1701
Ethnicity: Hispanic	44%	(169)	21%	(80)	14%	(51)	21%	(80)	380
Ethnicity: Black	54%	(153)	19%	(54)	7%	(20)	20%	(56)	283
Ethnicity: Other	31%	(69)	21%	(46)	7%	(16)	41%	(89)	220
All Christian	40%	(377)	15%	(145)	8%	(73)	36%	(341)	936
All Non-Christian	40%	(97)	23%	(55)	10%	(25)	27%	(65)	241
Atheist	41%	(36)	14%	(13)	14%	(12)	31%	(28)	88
Agnostic/Nothing in particular	40%	(230)	19%	(107)	12%	(68)	29%	(163)	569
Something Else	45%	(167)	17%	(62)	11%	(39)	27%	(101)	369
Religious Non-Protestant/Catholic	40%	(103)	22%	(56)	11%	(28)	27%	(69)	255
Evangelical	44%	(261)	16%	(92)	8%	(50)	32%	(191)	595
Non-Evangelical	40%	(271)	16%	(109)	8%	(56)	35%	(236)	673
Community: Urban	42%	(309)	23%	(170)	9%	(69)	26%	(195)	744
Community: Suburban	40%	(375)	15%	(145)	10%	(99)	34%	(325)	944
Community: Rural	43%	(223)	13%	(66)	10%	(49)	34%	(177)	516
Employ: Private Sector	53%	(378)	20%	(141)	8%	(56)	20%	(140)	714
Employ: Government	46%	(80)	24%	(42)	9%	(15)	22%	(38)	176
Employ: Self-Employed	40%	(82)	20%	(42)	9%	(19)	31%	(64)	206
Employ: Homemaker	47%	(63)	18%	(24)	7%	(9)	29%	(39)	135
Employ: Student	32%	(19)	31%	(19)	31%	(19)	5%	(3)	60
Employ: Retired	30%	(160)	10%	(53)	8%	(43)	52%	(281)	537
Employ: Unemployed	33%	(82)	15%	(36)	16%	(39)	36%	(91)	248
Employ: Other	34%	(43)	19%	(25)	14%	(18)	33%	(42)	128
Military HH: Yes	35%	(103)	14%	(41)	9%	(27)	42%	(126)	297
Military HH: No	42%	(804)	18%	(340)	10%	(191)	30%	(571)	1907

Continued on next page

**Table MCSP2_1: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Netflix**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	41%	(908)	17%	(381)	10%	(218)	32%	(697)	2204
2022 House Vote: Democrat	47%	(418)	19%	(166)	8%	(70)	27%	(241)	895
2022 House Vote: Republican	40%	(265)	12%	(82)	8%	(53)	40%	(269)	670
2022 House Vote: Someone else	43%	(23)	17%	(9)	6%	(3)	33%	(18)	54
2022 House Vote: Didnt Vote	34%	(202)	21%	(124)	15%	(91)	29%	(170)	586
2020 Vote: Joe Biden	46%	(436)	18%	(173)	7%	(70)	28%	(267)	946
2020 Vote: Donald Trump	40%	(270)	11%	(78)	8%	(57)	41%	(278)	683
2020 Vote: Other	40%	(20)	20%	(10)	8%	(4)	32%	(16)	51
2020 Vote: Didn't Vote	35%	(181)	23%	(120)	17%	(87)	26%	(135)	524
2018 House Vote: Democrat	48%	(376)	19%	(148)	7%	(58)	26%	(202)	785
2018 House Vote: Republican	40%	(240)	11%	(64)	8%	(48)	41%	(244)	597
2018 House Vote: Didnt Vote	36%	(277)	20%	(159)	14%	(111)	30%	(232)	779
4-Region: Northeast	45%	(172)	15%	(57)	9%	(36)	31%	(122)	386
4-Region: Midwest	40%	(183)	16%	(73)	8%	(37)	36%	(162)	455
4-Region: South	40%	(336)	18%	(148)	11%	(96)	31%	(261)	841
4-Region: West	42%	(217)	20%	(103)	10%	(50)	29%	(152)	522
Sports Fans	42%	(807)	18%	(343)	10%	(191)	31%	(589)	1929
NFL Fans	44%	(664)	17%	(263)	9%	(142)	30%	(449)	1518
NBA Fans	47%	(553)	19%	(225)	9%	(105)	25%	(287)	1170
MLB Fans	43%	(530)	18%	(227)	9%	(112)	30%	(370)	1239
NHL Fans	46%	(416)	18%	(159)	10%	(89)	27%	(241)	905

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

Table MCSP2_2: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	39%	(867)	13%	(283)	6%	(125)	42%	(929)	2204
Gender: Male	39%	(413)	15%	(161)	6%	(62)	41%	(435)	1071
Gender: Female	40%	(453)	11%	(120)	5%	(62)	44%	(491)	1126
Age: 18-34	37%	(232)	20%	(125)	9%	(57)	35%	(219)	632
Age: 35-44	39%	(147)	21%	(77)	6%	(21)	34%	(127)	372
Age: 45-64	44%	(313)	8%	(54)	4%	(31)	44%	(314)	712
Age: 65+	36%	(175)	6%	(27)	3%	(17)	55%	(269)	488
GenZers: 1997-2012	29%	(71)	20%	(49)	10%	(23)	41%	(97)	240
Millennials: 1981-1996	41%	(283)	20%	(137)	7%	(51)	32%	(226)	697
GenXers: 1965-1980	49%	(263)	9%	(50)	3%	(17)	39%	(212)	542
Baby Boomers: 1946-1964	36%	(233)	6%	(41)	5%	(32)	53%	(349)	655
PID: Dem (no lean)	42%	(393)	16%	(145)	7%	(62)	36%	(333)	934
PID: Ind (no lean)	36%	(216)	11%	(66)	5%	(31)	48%	(289)	602
PID: Rep (no lean)	39%	(258)	11%	(72)	5%	(32)	46%	(307)	669
PID/Gender: Dem Men	44%	(212)	19%	(91)	7%	(33)	30%	(147)	483
PID/Gender: Dem Women	41%	(181)	12%	(54)	6%	(28)	41%	(183)	446
PID/Gender: Ind Men	34%	(95)	12%	(35)	3%	(8)	51%	(145)	282
PID/Gender: Ind Women	38%	(121)	9%	(30)	7%	(21)	46%	(144)	316
PID/Gender: Rep Men	35%	(106)	12%	(35)	7%	(20)	47%	(143)	305
PID/Gender: Rep Women	42%	(152)	10%	(36)	3%	(12)	45%	(163)	364
Ideo: Liberal (1-3)	45%	(292)	17%	(109)	7%	(48)	31%	(200)	649
Ideo: Moderate (4)	37%	(254)	11%	(75)	6%	(41)	46%	(312)	682
Ideo: Conservative (5-7)	37%	(274)	11%	(84)	4%	(32)	47%	(347)	737
Educ: < College	36%	(525)	11%	(153)	6%	(80)	47%	(682)	1440
Educ: Bachelors degree	45%	(220)	14%	(68)	5%	(26)	35%	(172)	485
Educ: Post-grad	44%	(121)	22%	(62)	7%	(20)	27%	(75)	279
Income: Under 50k	33%	(382)	10%	(118)	5%	(59)	52%	(610)	1168
Income: 50k-100k	46%	(301)	13%	(87)	7%	(44)	34%	(227)	658
Income: 100k+	49%	(184)	21%	(78)	6%	(23)	25%	(93)	378

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Table MCSP2_2: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	39%	(867)	13%	(283)	6%	(125)	42%	(929)	2204
Ethnicity: White	41%	(694)	12%	(207)	6%	(101)	41%	(699)	1701
Ethnicity: Hispanic	41%	(156)	15%	(58)	5%	(20)	38%	(145)	380
Ethnicity: Black	41%	(115)	15%	(42)	6%	(18)	38%	(108)	283
Ethnicity: Other	26%	(58)	15%	(34)	3%	(6)	56%	(122)	220
All Christian	43%	(398)	11%	(107)	4%	(39)	42%	(392)	936
All Non-Christian	37%	(90)	23%	(54)	9%	(21)	31%	(76)	241
Atheist	40%	(35)	14%	(12)	3%	(3)	43%	(38)	88
Agnostic/Nothing in particular	37%	(212)	12%	(67)	7%	(40)	44%	(251)	569
Something Else	36%	(132)	11%	(42)	6%	(22)	47%	(173)	369
Religious Non-Protestant/Catholic	37%	(95)	22%	(56)	9%	(23)	32%	(81)	255
Evangelical	41%	(244)	13%	(75)	5%	(30)	41%	(247)	595
Non-Evangelical	41%	(275)	10%	(68)	4%	(30)	45%	(300)	673
Community: Urban	38%	(285)	16%	(121)	7%	(54)	38%	(285)	744
Community: Suburban	41%	(391)	11%	(108)	4%	(41)	43%	(404)	944
Community: Rural	37%	(191)	11%	(54)	6%	(30)	47%	(241)	516
Employ: Private Sector	48%	(345)	16%	(114)	4%	(30)	31%	(225)	714
Employ: Government	36%	(63)	22%	(38)	9%	(17)	33%	(58)	176
Employ: Self-Employed	42%	(87)	13%	(26)	7%	(14)	39%	(79)	206
Employ: Homemaker	43%	(58)	6%	(8)	3%	(4)	48%	(65)	135
Employ: Student	29%	(17)	22%	(13)	15%	(9)	35%	(21)	60
Employ: Retired	36%	(194)	7%	(40)	4%	(22)	52%	(281)	537
Employ: Unemployed	24%	(59)	12%	(29)	9%	(23)	55%	(138)	248
Employ: Other	34%	(44)	11%	(14)	5%	(7)	49%	(63)	128
Military HH: Yes	38%	(113)	11%	(33)	7%	(21)	44%	(130)	297
Military HH: No	40%	(754)	13%	(249)	5%	(104)	42%	(799)	1907

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Table MCSP2_2: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	39%	(867)	13%	(283)	6%	(125)	42%	(929)	2204
2022 House Vote: Democrat	45%	(404)	16%	(141)	5%	(48)	34%	(302)	895
2022 House Vote: Republican	39%	(261)	9%	(58)	4%	(27)	48%	(324)	670
2022 House Vote: Someone else	42%	(23)	18%	(10)	2%	(1)	38%	(20)	54
2022 House Vote: Didn't Vote	31%	(179)	13%	(74)	8%	(49)	48%	(283)	586
2020 Vote: Joe Biden	44%	(419)	15%	(146)	5%	(50)	35%	(332)	946
2020 Vote: Donald Trump	40%	(272)	8%	(53)	4%	(29)	48%	(329)	683
2020 Vote: Other	37%	(19)	18%	(9)	—	(0)	45%	(23)	51
2020 Vote: Didn't Vote	30%	(157)	14%	(75)	9%	(46)	47%	(246)	524
2018 House Vote: Democrat	46%	(359)	16%	(122)	5%	(41)	33%	(261)	785
2018 House Vote: Republican	40%	(238)	9%	(52)	4%	(23)	48%	(285)	597
2018 House Vote: Didn't Vote	33%	(256)	13%	(104)	8%	(61)	46%	(359)	779
4-Region: Northeast	47%	(181)	12%	(47)	7%	(26)	34%	(133)	386
4-Region: Midwest	33%	(151)	13%	(60)	5%	(23)	49%	(221)	455
4-Region: South	39%	(331)	11%	(88)	6%	(51)	44%	(370)	841
4-Region: West	39%	(204)	17%	(87)	5%	(25)	39%	(206)	522
Sports Fans	40%	(771)	14%	(271)	6%	(115)	40%	(772)	1929
NFL Fans	43%	(649)	14%	(216)	6%	(87)	37%	(566)	1518
NBA Fans	44%	(518)	16%	(188)	6%	(69)	34%	(395)	1170
MLB Fans	43%	(537)	15%	(185)	6%	(70)	36%	(447)	1239
NHL Fans	48%	(431)	16%	(146)	7%	(62)	29%	(266)	905

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

Table MCSP2_3: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Hulu

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	30%	(660)	13%	(289)	7%	(160)	50%	(1094)	2204
Gender: Male	31%	(332)	14%	(154)	7%	(70)	48%	(514)	1071
Gender: Female	29%	(328)	12%	(134)	8%	(88)	51%	(575)	1126
Age: 18-34	35%	(220)	22%	(138)	11%	(71)	32%	(204)	632
Age: 35-44	35%	(131)	19%	(72)	7%	(25)	38%	(143)	372
Age: 45-64	32%	(226)	9%	(62)	7%	(47)	53%	(376)	712
Age: 65+	17%	(83)	3%	(17)	3%	(17)	76%	(371)	488
GenZers: 1997-2012	26%	(61)	26%	(63)	12%	(28)	37%	(88)	240
Millennials: 1981-1996	39%	(269)	20%	(139)	9%	(64)	32%	(225)	697
GenXers: 1965-1980	36%	(193)	10%	(56)	6%	(30)	48%	(263)	542
Baby Boomers: 1946-1964	20%	(134)	4%	(28)	6%	(37)	70%	(456)	655
PID: Dem (no lean)	36%	(337)	16%	(148)	8%	(79)	40%	(370)	934
PID: Ind (no lean)	24%	(144)	12%	(74)	7%	(44)	57%	(340)	602
PID: Rep (no lean)	27%	(180)	10%	(67)	6%	(37)	58%	(385)	669
PID/Gender: Dem Men	40%	(191)	18%	(86)	10%	(46)	33%	(160)	483
PID/Gender: Dem Women	33%	(145)	14%	(63)	7%	(33)	46%	(206)	446
PID/Gender: Ind Men	21%	(58)	12%	(33)	3%	(8)	65%	(183)	282
PID/Gender: Ind Women	27%	(86)	12%	(39)	11%	(35)	49%	(156)	316
PID/Gender: Rep Men	27%	(82)	11%	(35)	5%	(17)	56%	(171)	305
PID/Gender: Rep Women	27%	(98)	9%	(32)	6%	(21)	59%	(213)	364
Ideo: Liberal (1-3)	34%	(223)	18%	(120)	11%	(73)	36%	(233)	649
Ideo: Moderate (4)	32%	(218)	12%	(83)	5%	(35)	51%	(345)	682
Ideo: Conservative (5-7)	26%	(188)	9%	(70)	5%	(38)	60%	(441)	737
Educ: < College	31%	(445)	13%	(181)	7%	(105)	49%	(710)	1440
Educ: Bachelors degree	26%	(126)	13%	(63)	6%	(30)	55%	(267)	485
Educ: Post-grad	32%	(90)	16%	(46)	9%	(25)	42%	(118)	279
Income: Under 50k	27%	(317)	11%	(133)	6%	(70)	56%	(649)	1168
Income: 50k-100k	31%	(201)	15%	(97)	9%	(57)	46%	(303)	658
Income: 100k+	38%	(143)	16%	(60)	9%	(32)	38%	(143)	378

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**Table MCSP2_3: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Hulu**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	30%	(660)	13%	(289)	7%	(160)	50%	(1094)	2204
Ethnicity: White	30%	(518)	12%	(208)	7%	(125)	50%	(849)	1701
Ethnicity: Hispanic	35%	(134)	19%	(73)	7%	(27)	38%	(146)	380
Ethnicity: Black	35%	(99)	17%	(48)	8%	(22)	41%	(115)	283
Ethnicity: Other	20%	(43)	15%	(33)	6%	(13)	59%	(131)	220
All Christian	30%	(278)	10%	(95)	5%	(50)	55%	(512)	936
All Non-Christian	35%	(84)	18%	(43)	11%	(28)	36%	(87)	241
Atheist	28%	(25)	22%	(20)	5%	(5)	44%	(39)	88
Agnostic/Nothing in particular	29%	(166)	14%	(79)	9%	(52)	48%	(272)	569
Something Else	29%	(107)	14%	(52)	7%	(25)	50%	(185)	369
Religious Non-Protestant/Catholic	35%	(90)	17%	(43)	12%	(30)	36%	(93)	255
Evangelical	33%	(196)	12%	(73)	6%	(33)	49%	(292)	595
Non-Evangelical	27%	(179)	10%	(70)	5%	(36)	58%	(388)	673
Community: Urban	32%	(234)	17%	(127)	8%	(59)	44%	(324)	744
Community: Suburban	29%	(273)	12%	(111)	6%	(55)	53%	(504)	944
Community: Rural	30%	(153)	10%	(51)	9%	(46)	52%	(266)	516
Employ: Private Sector	38%	(273)	19%	(137)	5%	(36)	38%	(269)	714
Employ: Government	34%	(60)	19%	(34)	16%	(28)	31%	(54)	176
Employ: Self-Employed	39%	(81)	10%	(20)	11%	(22)	41%	(84)	206
Employ: Homemaker	33%	(45)	10%	(13)	10%	(14)	46%	(62)	135
Employ: Student	23%	(14)	31%	(18)	18%	(11)	28%	(17)	60
Employ: Retired	19%	(100)	4%	(20)	3%	(19)	74%	(399)	537
Employ: Unemployed	23%	(58)	11%	(28)	10%	(24)	56%	(139)	248
Employ: Other	24%	(31)	15%	(19)	5%	(7)	56%	(71)	128
Military HH: Yes	22%	(65)	9%	(28)	10%	(28)	59%	(176)	297
Military HH: No	31%	(596)	14%	(261)	7%	(131)	48%	(918)	1907

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**Table MCSP2_3: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Hulu**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	30%	(660)	13%	(289)	7%	(160)	50%	(1094)	2204
2022 House Vote: Democrat	37%	(331)	15%	(135)	7%	(67)	40%	(362)	895
2022 House Vote: Republican	27%	(178)	7%	(46)	4%	(27)	63%	(419)	670
2022 House Vote: Someone else	22%	(12)	21%	(12)	4%	(2)	53%	(28)	54
2022 House Vote: Didnt Vote	24%	(139)	17%	(97)	11%	(63)	49%	(286)	586
2020 Vote: Joe Biden	36%	(341)	14%	(134)	8%	(74)	42%	(397)	946
2020 Vote: Donald Trump	27%	(188)	7%	(47)	4%	(26)	62%	(423)	683
2020 Vote: Other	26%	(13)	17%	(9)	4%	(2)	53%	(27)	51
2020 Vote: Didn't Vote	23%	(118)	19%	(99)	11%	(58)	47%	(248)	524
2018 House Vote: Democrat	38%	(294)	14%	(112)	8%	(61)	40%	(317)	785
2018 House Vote: Republican	26%	(155)	9%	(51)	3%	(21)	62%	(371)	597
2018 House Vote: Didnt Vote	26%	(202)	15%	(120)	10%	(77)	49%	(381)	779
4-Region: Northeast	33%	(128)	11%	(43)	8%	(32)	47%	(183)	386
4-Region: Midwest	31%	(143)	13%	(58)	5%	(25)	50%	(230)	455
4-Region: South	31%	(257)	12%	(105)	8%	(69)	49%	(409)	841
4-Region: West	25%	(132)	16%	(84)	6%	(33)	52%	(272)	522
Sports Fans	31%	(603)	13%	(260)	7%	(142)	48%	(925)	1929
NFL Fans	33%	(500)	14%	(211)	7%	(102)	46%	(705)	1518
NBA Fans	35%	(413)	17%	(202)	7%	(86)	40%	(468)	1170
MLB Fans	33%	(409)	14%	(175)	8%	(97)	45%	(557)	1239
NHL Fans	37%	(338)	16%	(149)	7%	(63)	39%	(356)	905

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

Table MCSP2_4: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?

Paramount+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	24%	(520)	9%	(208)	5%	(121)	61%	(1355)	2204
Gender: Male	23%	(251)	12%	(128)	6%	(66)	58%	(626)	1071
Gender: Female	24%	(269)	7%	(79)	5%	(55)	64%	(723)	1126
Age: 18-34	25%	(159)	15%	(94)	7%	(47)	53%	(332)	632
Age: 35-44	28%	(103)	14%	(54)	7%	(27)	51%	(188)	372
Age: 45-64	26%	(188)	6%	(45)	5%	(32)	63%	(447)	712
Age: 65+	15%	(71)	3%	(14)	3%	(14)	80%	(388)	488
GenZers: 1997-2012	21%	(50)	10%	(23)	8%	(20)	61%	(146)	240
Millennials: 1981-1996	28%	(193)	17%	(120)	7%	(48)	48%	(336)	697
GenXers: 1965-1980	30%	(161)	7%	(36)	4%	(24)	59%	(321)	542
Baby Boomers: 1946-1964	17%	(110)	4%	(27)	4%	(26)	75%	(492)	655
PID: Dem (no lean)	26%	(246)	13%	(117)	7%	(64)	54%	(507)	934
PID: Ind (no lean)	19%	(117)	7%	(40)	4%	(25)	70%	(419)	602
PID: Rep (no lean)	24%	(158)	7%	(50)	5%	(32)	64%	(429)	669
PID/Gender: Dem Men	29%	(142)	17%	(84)	8%	(40)	45%	(218)	483
PID/Gender: Dem Women	23%	(104)	8%	(34)	5%	(24)	64%	(285)	446
PID/Gender: Ind Men	14%	(38)	6%	(18)	3%	(7)	77%	(219)	282
PID/Gender: Ind Women	25%	(79)	7%	(21)	6%	(17)	63%	(198)	316
PID/Gender: Rep Men	23%	(71)	8%	(26)	6%	(18)	62%	(189)	305
PID/Gender: Rep Women	24%	(86)	7%	(24)	4%	(14)	66%	(240)	364
Ideo: Liberal (1-3)	26%	(170)	14%	(89)	8%	(54)	52%	(335)	649
Ideo: Moderate (4)	22%	(149)	7%	(48)	5%	(31)	67%	(454)	682
Ideo: Conservative (5-7)	23%	(166)	8%	(62)	4%	(27)	65%	(482)	737
Educ: < College	24%	(345)	8%	(117)	5%	(74)	63%	(904)	1440
Educ: Bachelors degree	21%	(102)	9%	(44)	5%	(26)	64%	(313)	485
Educ: Post-grad	26%	(74)	17%	(46)	7%	(20)	50%	(139)	279
Income: Under 50k	21%	(241)	7%	(79)	5%	(56)	68%	(792)	1168
Income: 50k-100k	26%	(171)	10%	(68)	5%	(36)	58%	(383)	658
Income: 100k+	28%	(108)	16%	(61)	8%	(29)	48%	(181)	378

Continued on next page

Table MCSP2_4: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Paramount+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	24%	(520)	9%	(208)	5%	(121)	61%	(1355)	2204
Ethnicity: White	24%	(409)	9%	(154)	6%	(98)	61%	(1039)	1701
Ethnicity: Hispanic	28%	(106)	10%	(36)	5%	(20)	57%	(217)	380
Ethnicity: Black	29%	(83)	12%	(35)	5%	(14)	53%	(151)	283
Ethnicity: Other	13%	(28)	9%	(19)	4%	(8)	75%	(165)	220
All Christian	23%	(216)	7%	(67)	4%	(39)	65%	(613)	936
All Non-Christian	27%	(65)	20%	(49)	8%	(19)	45%	(109)	241
Atheist	29%	(25)	3%	(3)	4%	(3)	64%	(57)	88
Agnostic/Nothing in particular	21%	(119)	9%	(52)	6%	(36)	64%	(362)	569
Something Else	26%	(94)	10%	(37)	6%	(23)	58%	(215)	369
Religious Non-Protestant/Catholic	28%	(71)	20%	(50)	8%	(21)	44%	(113)	255
Evangelical	28%	(164)	10%	(60)	5%	(30)	57%	(340)	595
Non-Evangelical	20%	(136)	6%	(41)	4%	(27)	70%	(469)	673
Community: Urban	22%	(166)	14%	(101)	7%	(51)	57%	(427)	744
Community: Suburban	25%	(235)	8%	(72)	4%	(37)	63%	(599)	944
Community: Rural	23%	(120)	7%	(35)	6%	(32)	64%	(329)	516
Employ: Private Sector	30%	(212)	13%	(95)	5%	(39)	52%	(368)	714
Employ: Government	26%	(45)	22%	(38)	11%	(20)	41%	(73)	176
Employ: Self-Employed	27%	(55)	10%	(21)	6%	(13)	57%	(117)	206
Employ: Homemaker	28%	(38)	5%	(7)	5%	(6)	62%	(83)	135
Employ: Student	15%	(9)	13%	(8)	14%	(8)	59%	(35)	60
Employ: Retired	15%	(81)	4%	(19)	3%	(17)	78%	(420)	537
Employ: Unemployed	20%	(50)	3%	(8)	6%	(14)	71%	(177)	248
Employ: Other	24%	(30)	9%	(11)	3%	(4)	64%	(82)	128
Military HH: Yes	22%	(65)	7%	(22)	8%	(25)	63%	(186)	297
Military HH: No	24%	(456)	10%	(186)	5%	(96)	61%	(1169)	1907

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Table MCSP2_4: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?

Paramount+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	24%	(520)	9%	(208)	5%	(121)	61%	(1355)	2204
2022 House Vote: Democrat	27%	(238)	13%	(112)	6%	(50)	55%	(495)	895
2022 House Vote: Republican	24%	(158)	5%	(34)	4%	(24)	68%	(453)	670
2022 House Vote: Someone else	24%	(13)	8%	(4)	4%	(2)	65%	(35)	54
2022 House Vote: Didn't Vote	19%	(112)	10%	(57)	8%	(44)	64%	(372)	586
2020 Vote: Joe Biden	27%	(253)	12%	(111)	6%	(52)	56%	(531)	946
2020 Vote: Donald Trump	24%	(163)	5%	(35)	3%	(23)	68%	(463)	683
2020 Vote: Other	22%	(11)	8%	(4)	2%	(1)	67%	(34)	51
2020 Vote: Didn't Vote	18%	(93)	11%	(58)	8%	(44)	63%	(328)	524
2018 House Vote: Democrat	27%	(216)	12%	(91)	6%	(49)	55%	(429)	785
2018 House Vote: Republican	25%	(149)	6%	(34)	2%	(14)	67%	(400)	597
2018 House Vote: Didn't Vote	19%	(150)	10%	(77)	7%	(58)	63%	(495)	779
4-Region: Northeast	24%	(94)	11%	(44)	7%	(26)	58%	(223)	386
4-Region: Midwest	22%	(98)	10%	(45)	5%	(23)	64%	(290)	455
4-Region: South	25%	(206)	8%	(69)	6%	(52)	61%	(513)	841
4-Region: West	23%	(122)	10%	(50)	4%	(20)	63%	(330)	522
Sports Fans	25%	(476)	10%	(193)	6%	(107)	60%	(1153)	1929
NFL Fans	26%	(397)	10%	(157)	5%	(81)	58%	(883)	1518
NBA Fans	29%	(338)	13%	(148)	6%	(72)	52%	(611)	1170
MLB Fans	26%	(321)	11%	(140)	6%	(80)	56%	(697)	1239
NHL Fans	29%	(265)	14%	(127)	6%	(56)	50%	(457)	905

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

**Table MCSP2_5: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Disney+**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(574)	12%	(264)	7%	(165)	54%	(1201)	2204
Gender: Male	27%	(293)	15%	(156)	7%	(71)	51%	(551)	1071
Gender: Female	25%	(281)	10%	(107)	8%	(92)	57%	(645)	1126
Age: 18-34	32%	(204)	21%	(135)	13%	(84)	33%	(209)	632
Age: 35-44	34%	(128)	16%	(58)	8%	(31)	42%	(155)	372
Age: 45-64	28%	(197)	8%	(54)	5%	(33)	60%	(428)	712
Age: 65+	9%	(45)	4%	(18)	4%	(17)	84%	(408)	488
GenZers: 1997-2012	21%	(51)	27%	(65)	17%	(41)	35%	(83)	240
Millennials: 1981-1996	38%	(262)	17%	(120)	10%	(69)	35%	(247)	697
GenXers: 1965-1980	32%	(174)	9%	(49)	4%	(23)	55%	(296)	542
Baby Boomers: 1946-1964	12%	(78)	5%	(30)	5%	(32)	79%	(515)	655
PID: Dem (no lean)	32%	(300)	15%	(143)	7%	(70)	45%	(421)	934
PID: Ind (no lean)	20%	(123)	10%	(60)	7%	(44)	62%	(374)	602
PID: Rep (no lean)	23%	(151)	9%	(61)	8%	(52)	61%	(405)	669
PID/Gender: Dem Men	37%	(177)	18%	(87)	8%	(41)	37%	(178)	483
PID/Gender: Dem Women	27%	(123)	12%	(55)	7%	(29)	54%	(239)	446
PID/Gender: Ind Men	18%	(50)	13%	(35)	3%	(9)	67%	(188)	282
PID/Gender: Ind Women	23%	(73)	8%	(24)	10%	(32)	59%	(186)	316
PID/Gender: Rep Men	22%	(66)	11%	(33)	7%	(21)	61%	(185)	305
PID/Gender: Rep Women	23%	(85)	8%	(28)	9%	(31)	61%	(220)	364
Ideo: Liberal (1-3)	29%	(187)	18%	(114)	10%	(67)	43%	(281)	649
Ideo: Moderate (4)	26%	(174)	11%	(74)	7%	(49)	56%	(385)	682
Ideo: Conservative (5-7)	24%	(174)	8%	(59)	5%	(35)	64%	(468)	737
Educ: < College	26%	(370)	10%	(146)	8%	(121)	56%	(803)	1440
Educ: Bachelors degree	26%	(125)	14%	(69)	5%	(23)	55%	(269)	485
Educ: Post-grad	28%	(79)	18%	(49)	8%	(22)	46%	(129)	279
Income: Under 50k	23%	(266)	10%	(112)	7%	(77)	61%	(715)	1168
Income: 50k-100k	28%	(181)	14%	(94)	9%	(56)	50%	(326)	658
Income: 100k+	34%	(127)	15%	(58)	9%	(32)	42%	(161)	378

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**Table MCSP2_5: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Disney+**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(574)	12%	(264)	7%	(165)	54%	(1201)	2204
Ethnicity: White	25%	(433)	11%	(192)	8%	(141)	55%	(935)	1701
Ethnicity: Hispanic	34%	(129)	18%	(69)	11%	(41)	37%	(142)	380
Ethnicity: Black	35%	(100)	14%	(41)	5%	(15)	45%	(128)	283
Ethnicity: Other	19%	(41)	14%	(32)	4%	(9)	63%	(138)	220
All Christian	26%	(244)	10%	(91)	5%	(44)	59%	(556)	936
All Non-Christian	29%	(71)	19%	(45)	10%	(24)	42%	(102)	241
Atheist	18%	(16)	13%	(12)	8%	(7)	61%	(54)	88
Agnostic/Nothing in particular	22%	(128)	14%	(78)	11%	(62)	53%	(302)	569
Something Else	31%	(116)	11%	(39)	8%	(28)	51%	(186)	369
Religious Non-Protestant/Catholic	30%	(76)	18%	(45)	10%	(26)	42%	(108)	255
Evangelical	33%	(196)	11%	(63)	5%	(33)	51%	(303)	595
Non-Evangelical	23%	(155)	9%	(62)	5%	(35)	63%	(421)	673
Community: Urban	27%	(201)	16%	(116)	7%	(52)	50%	(375)	744
Community: Suburban	25%	(232)	11%	(106)	8%	(74)	56%	(532)	944
Community: Rural	27%	(142)	8%	(42)	8%	(39)	57%	(294)	516
Employ: Private Sector	36%	(255)	15%	(105)	8%	(54)	42%	(300)	714
Employ: Government	30%	(53)	23%	(40)	12%	(21)	35%	(61)	176
Employ: Self-Employed	32%	(66)	13%	(26)	8%	(17)	47%	(97)	206
Employ: Homemaker	35%	(47)	8%	(10)	8%	(11)	49%	(66)	135
Employ: Student	16%	(10)	28%	(17)	29%	(17)	27%	(16)	60
Employ: Retired	13%	(68)	3%	(19)	3%	(17)	81%	(433)	537
Employ: Unemployed	20%	(50)	11%	(28)	9%	(23)	59%	(147)	248
Employ: Other	19%	(24)	15%	(19)	4%	(5)	63%	(80)	128
Military HH: Yes	22%	(66)	11%	(33)	7%	(22)	59%	(176)	297
Military HH: No	27%	(508)	12%	(232)	8%	(143)	54%	(1024)	1907

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**Table MCSP2_5: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Disney+**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(574)	12%	(264)	7%	(165)	54%	(1201)	2204
2022 House Vote: Democrat	31%	(282)	15%	(132)	6%	(54)	48%	(427)	895
2022 House Vote: Republican	21%	(143)	7%	(49)	5%	(30)	67%	(448)	670
2022 House Vote: Someone else	23%	(13)	13%	(7)	2%	(1)	62%	(33)	54
2022 House Vote: Didn't Vote	23%	(137)	13%	(76)	14%	(80)	50%	(293)	586
2020 Vote: Joe Biden	31%	(293)	14%	(131)	6%	(60)	49%	(463)	946
2020 Vote: Donald Trump	22%	(149)	7%	(46)	5%	(34)	66%	(454)	683
2020 Vote: Other	20%	(10)	15%	(8)	2%	(1)	63%	(32)	51
2020 Vote: Didn't Vote	23%	(122)	15%	(80)	13%	(70)	48%	(251)	524
2018 House Vote: Democrat	32%	(251)	14%	(112)	6%	(49)	48%	(373)	785
2018 House Vote: Republican	21%	(128)	8%	(47)	3%	(20)	67%	(403)	597
2018 House Vote: Didn't Vote	24%	(185)	13%	(102)	12%	(96)	51%	(396)	779
4-Region: Northeast	27%	(105)	11%	(41)	8%	(31)	54%	(209)	386
4-Region: Midwest	25%	(116)	12%	(54)	6%	(27)	57%	(258)	455
4-Region: South	26%	(220)	11%	(92)	8%	(68)	55%	(460)	841
4-Region: West	26%	(134)	15%	(76)	7%	(39)	52%	(273)	522
Sports Fans	27%	(525)	12%	(237)	8%	(153)	53%	(1014)	1929
NFL Fans	29%	(445)	13%	(192)	7%	(113)	51%	(769)	1518
NBA Fans	33%	(391)	15%	(173)	7%	(83)	45%	(523)	1170
MLB Fans	30%	(369)	15%	(181)	8%	(98)	48%	(592)	1239
NHL Fans	34%	(304)	16%	(144)	8%	(77)	42%	(380)	905

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

Table MCSP2_6: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	15%	(324)	7%	(145)	5%	(104)	74%	(1631)	2204
Gender: Male	17%	(185)	10%	(106)	6%	(61)	67%	(718)	1071
Gender: Female	12%	(138)	3%	(38)	4%	(43)	80%	(906)	1126
Age: 18-34	21%	(132)	10%	(66)	7%	(44)	62%	(390)	632
Age: 35-44	22%	(81)	12%	(46)	7%	(26)	59%	(219)	372
Age: 45-64	11%	(80)	4%	(31)	3%	(22)	81%	(579)	712
Age: 65+	6%	(30)	—	(2)	2%	(12)	91%	(443)	488
GenZers: 1997-2012	14%	(35)	6%	(14)	7%	(18)	72%	(174)	240
Millennials: 1981-1996	25%	(172)	13%	(90)	7%	(46)	56%	(389)	697
GenXers: 1965-1980	13%	(70)	6%	(33)	4%	(21)	77%	(418)	542
Baby Boomers: 1946-1964	7%	(46)	1%	(8)	3%	(18)	89%	(583)	655
PID: Dem (no lean)	19%	(175)	10%	(93)	6%	(53)	66%	(612)	934
PID: Ind (no lean)	11%	(69)	4%	(23)	4%	(23)	81%	(487)	602
PID: Rep (no lean)	12%	(81)	4%	(28)	4%	(28)	80%	(532)	669
PID/Gender: Dem Men	23%	(113)	16%	(76)	7%	(33)	54%	(262)	483
PID/Gender: Dem Women	14%	(62)	4%	(18)	5%	(20)	78%	(346)	446
PID/Gender: Ind Men	11%	(32)	4%	(11)	4%	(10)	81%	(229)	282
PID/Gender: Ind Women	11%	(36)	4%	(12)	4%	(13)	81%	(255)	316
PID/Gender: Rep Men	13%	(40)	6%	(20)	6%	(18)	75%	(228)	305
PID/Gender: Rep Women	11%	(41)	2%	(8)	3%	(10)	84%	(304)	364
Ideo: Liberal (1-3)	20%	(127)	11%	(70)	6%	(42)	63%	(410)	649
Ideo: Moderate (4)	11%	(78)	3%	(22)	5%	(36)	80%	(546)	682
Ideo: Conservative (5-7)	13%	(98)	6%	(47)	3%	(22)	77%	(571)	737
Educ: < College	13%	(183)	4%	(60)	4%	(57)	79%	(1140)	1440
Educ: Bachelors degree	17%	(83)	7%	(32)	4%	(22)	72%	(348)	485
Educ: Post-grad	21%	(57)	19%	(53)	9%	(26)	51%	(142)	279
Income: Under 50k	11%	(127)	4%	(44)	3%	(40)	82%	(957)	1168
Income: 50k-100k	17%	(115)	7%	(45)	5%	(33)	71%	(466)	658
Income: 100k+	22%	(82)	15%	(57)	8%	(31)	55%	(208)	378

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Table MCSP2_6: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Apple TV+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	15%	(324)	7%	(145)	5%	(104)	74%	(1631)	2204
Ethnicity: White	15%	(256)	7%	(112)	5%	(83)	73%	(1250)	1701
Ethnicity: Hispanic	24%	(93)	8%	(30)	5%	(20)	63%	(238)	380
Ethnicity: Black	17%	(49)	8%	(22)	5%	(15)	70%	(197)	283
Ethnicity: Other	9%	(19)	5%	(11)	3%	(6)	84%	(184)	220
All Christian	13%	(126)	5%	(49)	3%	(29)	78%	(732)	936
All Non-Christian	25%	(60)	20%	(49)	12%	(28)	44%	(105)	241
Atheist	12%	(10)	1%	(1)	4%	(3)	83%	(73)	88
Agnostic/Nothing in particular	15%	(85)	5%	(27)	5%	(28)	75%	(429)	569
Something Else	12%	(43)	5%	(19)	4%	(16)	79%	(291)	369
Religious Non-Protestant/Catholic	24%	(61)	19%	(49)	11%	(29)	45%	(116)	255
Evangelical	15%	(89)	8%	(47)	3%	(19)	74%	(440)	595
Non-Evangelical	11%	(74)	3%	(19)	4%	(24)	83%	(556)	673
Community: Urban	18%	(133)	12%	(89)	6%	(44)	64%	(479)	744
Community: Suburban	13%	(125)	4%	(38)	4%	(42)	78%	(738)	944
Community: Rural	13%	(67)	3%	(17)	3%	(18)	80%	(414)	516
Employ: Private Sector	19%	(135)	11%	(75)	5%	(32)	66%	(472)	714
Employ: Government	23%	(41)	18%	(32)	10%	(18)	49%	(85)	176
Employ: Self-Employed	19%	(40)	8%	(16)	8%	(16)	66%	(135)	206
Employ: Homemaker	12%	(16)	1%	(2)	1%	(1)	86%	(116)	135
Employ: Student	12%	(7)	6%	(4)	13%	(8)	69%	(41)	60
Employ: Retired	7%	(36)	1%	(3)	3%	(14)	90%	(485)	537
Employ: Unemployed	12%	(29)	3%	(7)	5%	(13)	81%	(200)	248
Employ: Other	16%	(21)	5%	(7)	3%	(3)	76%	(96)	128
Military HH: Yes	14%	(41)	5%	(14)	6%	(18)	76%	(224)	297
Military HH: No	15%	(283)	7%	(131)	5%	(86)	74%	(1407)	1907

Continued on next page

Table MCSP2_6: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	15%	(324)	7%	(145)	5%	(104)	74%	(1631)	2204
2022 House Vote: Democrat	21%	(184)	9%	(83)	5%	(48)	65%	(580)	895
2022 House Vote: Republican	12%	(78)	3%	(23)	2%	(14)	83%	(554)	670
2022 House Vote: Someone else	5%	(3)	9%	(5)	4%	(2)	83%	(44)	54
2022 House Vote: Didn't Vote	10%	(59)	6%	(34)	7%	(40)	77%	(453)	586
2020 Vote: Joe Biden	20%	(190)	9%	(81)	4%	(42)	67%	(633)	946
2020 Vote: Donald Trump	11%	(76)	3%	(24)	2%	(13)	83%	(570)	683
2020 Vote: Other	9%	(4)	6%	(3)	—	(0)	85%	(43)	51
2020 Vote: Didn't Vote	10%	(54)	7%	(36)	9%	(49)	73%	(384)	524
2018 House Vote: Democrat	21%	(164)	10%	(76)	4%	(33)	65%	(511)	785
2018 House Vote: Republican	11%	(67)	4%	(22)	3%	(15)	83%	(494)	597
2018 House Vote: Didn't Vote	12%	(92)	6%	(44)	7%	(55)	75%	(588)	779
4-Region: Northeast	18%	(71)	10%	(38)	5%	(19)	67%	(258)	386
4-Region: Midwest	10%	(44)	4%	(19)	5%	(22)	81%	(371)	455
4-Region: South	14%	(115)	5%	(45)	4%	(34)	77%	(647)	841
4-Region: West	18%	(95)	8%	(42)	6%	(29)	68%	(356)	522
Sports Fans	16%	(302)	7%	(139)	5%	(97)	72%	(1391)	1929
NFL Fans	16%	(244)	8%	(124)	5%	(72)	71%	(1078)	1518
NBA Fans	19%	(225)	10%	(117)	6%	(65)	65%	(762)	1170
MLB Fans	18%	(224)	9%	(114)	6%	(69)	67%	(831)	1239
NHL Fans	22%	(198)	12%	(111)	7%	(67)	58%	(529)	905

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

Table MCSP2_7: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Discovery+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	13%	(295)	7%	(161)	5%	(108)	74%	(1639)	2204
Gender: Male	16%	(170)	11%	(119)	5%	(54)	68%	(727)	1071
Gender: Female	11%	(125)	4%	(42)	5%	(53)	80%	(906)	1126
Age: 18-34	15%	(96)	11%	(68)	8%	(47)	67%	(421)	632
Age: 35-44	20%	(76)	13%	(50)	7%	(27)	59%	(219)	372
Age: 45-64	14%	(103)	5%	(34)	3%	(24)	77%	(551)	712
Age: 65+	4%	(20)	2%	(10)	2%	(9)	92%	(449)	488
GenZers: 1997-2012	9%	(22)	10%	(25)	6%	(15)	74%	(178)	240
Millennials: 1981-1996	20%	(138)	13%	(90)	8%	(54)	60%	(416)	697
GenXers: 1965-1980	18%	(96)	5%	(29)	4%	(22)	73%	(396)	542
Baby Boomers: 1946-1964	6%	(36)	2%	(15)	3%	(17)	90%	(587)	655
PID: Dem (no lean)	18%	(167)	11%	(101)	6%	(53)	66%	(613)	934
PID: Ind (no lean)	8%	(50)	3%	(17)	5%	(28)	84%	(506)	602
PID: Rep (no lean)	12%	(77)	6%	(43)	4%	(28)	78%	(520)	669
PID/Gender: Dem Men	22%	(107)	17%	(81)	7%	(34)	54%	(262)	483
PID/Gender: Dem Women	14%	(60)	5%	(20)	4%	(18)	78%	(347)	446
PID/Gender: Ind Men	7%	(20)	4%	(11)	4%	(10)	85%	(241)	282
PID/Gender: Ind Women	10%	(30)	2%	(6)	5%	(16)	83%	(264)	316
PID/Gender: Rep Men	14%	(43)	9%	(27)	3%	(10)	74%	(225)	305
PID/Gender: Rep Women	9%	(34)	5%	(16)	5%	(18)	81%	(295)	364
Ideo: Liberal (1-3)	18%	(114)	11%	(71)	7%	(44)	65%	(419)	649
Ideo: Moderate (4)	10%	(71)	6%	(41)	4%	(25)	80%	(545)	682
Ideo: Conservative (5-7)	12%	(92)	6%	(48)	5%	(36)	76%	(561)	737
Educ: < College	13%	(182)	5%	(77)	4%	(61)	78%	(1121)	1440
Educ: Bachelors degree	11%	(54)	8%	(36)	5%	(25)	76%	(370)	485
Educ: Post-grad	21%	(59)	17%	(48)	8%	(23)	53%	(149)	279
Income: Under 50k	11%	(133)	5%	(57)	3%	(36)	81%	(943)	1168
Income: 50k-100k	14%	(94)	7%	(48)	5%	(36)	73%	(480)	658
Income: 100k+	18%	(68)	15%	(57)	10%	(37)	57%	(216)	378

Continued on next page

Table MCSP2_7: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Discovery+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	13%	(295)	7%	(161)	5%	(108)	74%	(1639)	2204
Ethnicity: White	14%	(232)	8%	(132)	5%	(87)	74%	(1250)	1701
Ethnicity: Hispanic	17%	(65)	10%	(37)	5%	(20)	68%	(257)	380
Ethnicity: Black	18%	(51)	8%	(22)	5%	(13)	70%	(197)	283
Ethnicity: Other	5%	(12)	3%	(7)	4%	(9)	87%	(192)	220
All Christian	13%	(124)	6%	(59)	4%	(35)	77%	(718)	936
All Non-Christian	22%	(52)	19%	(46)	11%	(26)	48%	(117)	241
Atheist	9%	(8)	1%	(1)	3%	(3)	87%	(77)	88
Agnostic/Nothing in particular	10%	(55)	6%	(33)	5%	(28)	80%	(454)	569
Something Else	15%	(55)	6%	(23)	5%	(17)	74%	(274)	369
Religious Non-Protestant/Catholic	21%	(55)	18%	(46)	11%	(29)	49%	(126)	255
Evangelical	18%	(105)	9%	(54)	5%	(28)	69%	(408)	595
Non-Evangelical	10%	(69)	4%	(26)	3%	(19)	83%	(559)	673
Community: Urban	15%	(110)	14%	(101)	7%	(53)	65%	(480)	744
Community: Suburban	12%	(115)	4%	(39)	5%	(43)	79%	(748)	944
Community: Rural	14%	(70)	4%	(22)	3%	(13)	80%	(411)	516
Employ: Private Sector	19%	(133)	11%	(78)	5%	(34)	66%	(469)	714
Employ: Government	23%	(41)	13%	(23)	10%	(18)	53%	(93)	176
Employ: Self-Employed	16%	(32)	9%	(18)	9%	(18)	67%	(138)	206
Employ: Homemaker	14%	(18)	1%	(2)	5%	(7)	80%	(108)	135
Employ: Student	2%	(1)	9%	(5)	11%	(7)	78%	(47)	60
Employ: Retired	6%	(31)	3%	(16)	2%	(11)	89%	(479)	537
Employ: Unemployed	9%	(23)	4%	(9)	4%	(11)	83%	(206)	248
Employ: Other	12%	(15)	8%	(10)	2%	(3)	78%	(99)	128
Military HH: Yes	11%	(34)	8%	(22)	8%	(23)	73%	(217)	297
Military HH: No	14%	(261)	7%	(139)	4%	(85)	75%	(1422)	1907

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Table MCSP2_7: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 Discovery+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	13%	(295)	7%	(161)	5%	(108)	74%	(1639)	2204
2022 House Vote: Democrat	17%	(156)	10%	(89)	5%	(46)	67%	(604)	895
2022 House Vote: Republican	12%	(82)	4%	(27)	3%	(21)	81%	(541)	670
2022 House Vote: Someone else	17%	(9)	3%	(2)	11%	(6)	69%	(37)	54
2022 House Vote: Didnt Vote	8%	(49)	7%	(43)	6%	(36)	78%	(458)	586
2020 Vote: Joe Biden	18%	(167)	9%	(84)	5%	(47)	69%	(649)	946
2020 Vote: Donald Trump	12%	(85)	4%	(28)	3%	(20)	81%	(550)	683
2020 Vote: Other	11%	(6)	4%	(2)	1%	(0)	84%	(43)	51
2020 Vote: Didn't Vote	7%	(37)	9%	(48)	8%	(41)	76%	(397)	524
2018 House Vote: Democrat	18%	(139)	10%	(79)	5%	(37)	68%	(530)	785
2018 House Vote: Republican	13%	(76)	4%	(24)	3%	(19)	80%	(478)	597
2018 House Vote: Didnt Vote	9%	(71)	7%	(57)	6%	(50)	77%	(601)	779
4-Region: Northeast	19%	(73)	6%	(24)	6%	(22)	69%	(268)	386
4-Region: Midwest	12%	(55)	6%	(26)	4%	(18)	78%	(356)	455
4-Region: South	12%	(104)	7%	(62)	5%	(41)	75%	(634)	841
4-Region: West	12%	(63)	10%	(50)	5%	(28)	73%	(381)	522
Sports Fans	14%	(273)	8%	(159)	5%	(100)	72%	(1398)	1929
NFL Fans	16%	(240)	9%	(142)	5%	(72)	70%	(1064)	1518
NBA Fans	19%	(217)	11%	(134)	5%	(63)	65%	(756)	1170
MLB Fans	17%	(212)	10%	(125)	5%	(65)	68%	(837)	1239
NHL Fans	20%	(182)	13%	(114)	7%	(61)	61%	(548)	905

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

Table MCSP2_8: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?

HBO Max

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	22%	(492)	11%	(244)	7%	(145)	60%	(1323)	2204
Gender: Male	27%	(292)	14%	(150)	7%	(73)	52%	(556)	1071
Gender: Female	18%	(200)	8%	(92)	6%	(71)	68%	(763)	1126
Age: 18-34	27%	(169)	18%	(116)	12%	(75)	43%	(272)	632
Age: 35-44	26%	(95)	16%	(58)	8%	(29)	51%	(189)	372
Age: 45-64	24%	(169)	7%	(51)	5%	(35)	64%	(457)	712
Age: 65+	12%	(59)	4%	(18)	1%	(6)	83%	(405)	488
GenZers: 1997-2012	19%	(45)	20%	(49)	15%	(37)	45%	(108)	240
Millennials: 1981-1996	30%	(206)	17%	(116)	9%	(61)	45%	(314)	697
GenXers: 1965-1980	27%	(148)	8%	(45)	5%	(27)	59%	(322)	542
Baby Boomers: 1946-1964	13%	(87)	4%	(29)	3%	(18)	80%	(521)	655
PID: Dem (no lean)	28%	(259)	14%	(129)	7%	(70)	51%	(476)	934
PID: Ind (no lean)	16%	(95)	11%	(66)	7%	(42)	66%	(399)	602
PID: Rep (no lean)	21%	(138)	7%	(48)	5%	(34)	67%	(448)	669
PID/Gender: Dem Men	35%	(167)	17%	(81)	9%	(42)	40%	(194)	483
PID/Gender: Dem Women	20%	(91)	11%	(48)	6%	(28)	62%	(279)	446
PID/Gender: Ind Men	18%	(50)	15%	(43)	5%	(13)	63%	(177)	282
PID/Gender: Ind Women	14%	(45)	7%	(22)	9%	(28)	70%	(221)	316
PID/Gender: Rep Men	24%	(75)	8%	(26)	6%	(19)	61%	(186)	305
PID/Gender: Rep Women	17%	(63)	6%	(22)	4%	(15)	72%	(262)	364
Ideo: Liberal (1-3)	28%	(181)	14%	(93)	8%	(53)	50%	(323)	649
Ideo: Moderate (4)	21%	(144)	10%	(68)	7%	(45)	62%	(424)	682
Ideo: Conservative (5-7)	20%	(145)	10%	(70)	5%	(36)	66%	(487)	737
Educ: < College	21%	(305)	8%	(119)	7%	(104)	63%	(912)	1440
Educ: Bachelors degree	21%	(102)	15%	(73)	4%	(20)	60%	(291)	485
Educ: Post-grad	31%	(86)	19%	(52)	8%	(21)	43%	(120)	279
Income: Under 50k	17%	(202)	9%	(101)	6%	(69)	68%	(796)	1168
Income: 50k-100k	25%	(165)	11%	(71)	8%	(49)	57%	(373)	658
Income: 100k+	33%	(126)	19%	(71)	7%	(27)	41%	(154)	378

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Table MCSP2_8: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 HBO Max

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	22%	(492)	11%	(244)	7%	(145)	60%	(1323)	2204
Ethnicity: White	22%	(381)	10%	(174)	7%	(118)	60%	(1029)	1701
Ethnicity: Hispanic	26%	(98)	13%	(51)	11%	(40)	50%	(191)	380
Ethnicity: Black	30%	(85)	13%	(37)	6%	(16)	51%	(145)	283
Ethnicity: Other	12%	(27)	15%	(33)	5%	(11)	68%	(149)	220
All Christian	22%	(206)	10%	(94)	4%	(40)	64%	(595)	936
All Non-Christian	31%	(75)	20%	(49)	10%	(24)	39%	(94)	241
Atheist	22%	(19)	8%	(7)	14%	(12)	57%	(50)	88
Agnostic/Nothing in particular	21%	(117)	9%	(50)	9%	(51)	62%	(351)	569
Something Else	20%	(74)	12%	(43)	5%	(19)	63%	(233)	369
Religious Non-Protestant/Catholic	31%	(79)	19%	(49)	10%	(26)	40%	(102)	255
Evangelical	23%	(135)	10%	(62)	4%	(26)	63%	(372)	595
Non-Evangelical	20%	(137)	11%	(72)	4%	(28)	65%	(436)	673
Community: Urban	28%	(205)	17%	(126)	7%	(56)	48%	(358)	744
Community: Suburban	20%	(186)	9%	(81)	7%	(61)	65%	(616)	944
Community: Rural	20%	(102)	7%	(37)	5%	(28)	68%	(349)	516
Employ: Private Sector	30%	(215)	16%	(111)	8%	(58)	46%	(330)	714
Employ: Government	30%	(53)	20%	(35)	6%	(11)	44%	(77)	176
Employ: Self-Employed	23%	(47)	11%	(22)	12%	(25)	54%	(112)	206
Employ: Homemaker	18%	(24)	9%	(12)	4%	(6)	70%	(94)	135
Employ: Student	11%	(7)	21%	(13)	29%	(18)	38%	(23)	60
Employ: Retired	14%	(76)	4%	(23)	2%	(11)	80%	(428)	537
Employ: Unemployed	17%	(43)	7%	(18)	5%	(12)	70%	(175)	248
Employ: Other	22%	(28)	8%	(10)	4%	(5)	66%	(85)	128
Military HH: Yes	18%	(53)	9%	(28)	7%	(20)	66%	(197)	297
Military HH: No	23%	(439)	11%	(216)	7%	(126)	59%	(1126)	1907

Continued on next page

Table MCSP2_8: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
HBO Max

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	22%	(492)	11%	(244)	7%	(145)	60%	(1323)	2204
2022 House Vote: Democrat	29%	(260)	14%	(122)	6%	(52)	52%	(461)	895
2022 House Vote: Republican	20%	(132)	7%	(45)	4%	(26)	70%	(467)	670
2022 House Vote: Someone else	25%	(13)	11%	(6)	6%	(3)	58%	(31)	54
2022 House Vote: Didnt Vote	15%	(87)	12%	(70)	11%	(64)	62%	(364)	586
2020 Vote: Joe Biden	28%	(263)	12%	(117)	6%	(56)	54%	(510)	946
2020 Vote: Donald Trump	19%	(128)	6%	(43)	4%	(26)	71%	(486)	683
2020 Vote: Other	22%	(11)	14%	(7)	1%	(1)	63%	(32)	51
2020 Vote: Didn't Vote	17%	(90)	15%	(76)	12%	(63)	56%	(294)	524
2018 House Vote: Democrat	30%	(233)	13%	(105)	6%	(45)	51%	(401)	785
2018 House Vote: Republican	21%	(123)	6%	(36)	4%	(22)	70%	(416)	597
2018 House Vote: Didnt Vote	17%	(130)	13%	(98)	10%	(76)	61%	(476)	779
4-Region: Northeast	30%	(115)	10%	(40)	7%	(29)	52%	(202)	386
4-Region: Midwest	17%	(76)	12%	(53)	6%	(27)	66%	(299)	455
4-Region: South	21%	(173)	11%	(96)	5%	(43)	63%	(528)	841
4-Region: West	24%	(127)	10%	(54)	9%	(47)	56%	(294)	522
Sports Fans	24%	(460)	12%	(225)	7%	(133)	58%	(1111)	1929
NFL Fans	25%	(385)	12%	(187)	7%	(105)	55%	(840)	1518
NBA Fans	30%	(349)	14%	(169)	8%	(92)	48%	(559)	1170
MLB Fans	27%	(335)	13%	(158)	7%	(83)	53%	(662)	1239
NHL Fans	31%	(283)	14%	(130)	9%	(80)	46%	(412)	905

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

Table MCSP2_9: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Peacock

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(579)	9%	(209)	6%	(121)	59%	(1295)	2204
Gender: Male	26%	(278)	12%	(132)	6%	(67)	55%	(594)	1071
Gender: Female	27%	(301)	7%	(77)	5%	(54)	62%	(694)	1126
Age: 18-34	25%	(158)	15%	(97)	10%	(64)	49%	(312)	632
Age: 35-44	27%	(101)	16%	(58)	8%	(28)	50%	(185)	372
Age: 45-64	32%	(229)	5%	(38)	3%	(18)	60%	(427)	712
Age: 65+	18%	(89)	3%	(16)	2%	(12)	76%	(371)	488
GenZers: 1997-2012	20%	(48)	12%	(30)	10%	(23)	58%	(138)	240
Millennials: 1981-1996	29%	(199)	17%	(117)	9%	(62)	46%	(319)	697
GenXers: 1965-1980	34%	(184)	6%	(32)	3%	(18)	57%	(308)	542
Baby Boomers: 1946-1964	21%	(138)	4%	(27)	3%	(17)	72%	(473)	655
PID: Dem (no lean)	31%	(286)	12%	(108)	8%	(71)	50%	(469)	934
PID: Ind (no lean)	20%	(120)	7%	(45)	5%	(30)	68%	(408)	602
PID: Rep (no lean)	26%	(173)	8%	(56)	3%	(21)	63%	(418)	669
PID/Gender: Dem Men	30%	(147)	16%	(76)	9%	(46)	44%	(215)	483
PID/Gender: Dem Women	31%	(139)	7%	(33)	6%	(25)	56%	(250)	446
PID/Gender: Ind Men	21%	(60)	8%	(22)	4%	(11)	67%	(190)	282
PID/Gender: Ind Women	19%	(60)	7%	(23)	6%	(19)	68%	(214)	316
PID/Gender: Rep Men	23%	(71)	11%	(34)	3%	(11)	62%	(189)	305
PID/Gender: Rep Women	28%	(102)	6%	(22)	3%	(11)	63%	(229)	364
Ideo: Liberal (1-3)	29%	(191)	12%	(81)	7%	(44)	51%	(333)	649
Ideo: Moderate (4)	25%	(169)	9%	(59)	6%	(39)	61%	(414)	682
Ideo: Conservative (5-7)	25%	(186)	8%	(62)	4%	(28)	63%	(462)	737
Educ: < College	26%	(371)	8%	(121)	5%	(70)	61%	(878)	1440
Educ: Bachelors degree	27%	(132)	9%	(43)	5%	(26)	59%	(284)	485
Educ: Post-grad	27%	(76)	16%	(44)	9%	(25)	48%	(133)	279
Income: Under 50k	25%	(293)	8%	(91)	5%	(62)	62%	(723)	1168
Income: 50k-100k	28%	(187)	9%	(61)	4%	(30)	58%	(380)	658
Income: 100k+	26%	(99)	15%	(57)	8%	(30)	51%	(192)	378

Continued on next page

**Table MCSP2_9: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Peacock**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(579)	9%	(209)	6%	(121)	59%	(1295)	2204
Ethnicity: White	26%	(450)	9%	(155)	5%	(90)	59%	(1005)	1701
Ethnicity: Hispanic	30%	(115)	12%	(45)	5%	(19)	53%	(200)	380
Ethnicity: Black	35%	(99)	11%	(31)	7%	(21)	47%	(132)	283
Ethnicity: Other	14%	(30)	10%	(22)	5%	(10)	72%	(157)	220
All Christian	24%	(229)	6%	(59)	4%	(36)	65%	(613)	936
All Non-Christian	28%	(68)	20%	(47)	10%	(25)	42%	(101)	241
Atheist	25%	(22)	9%	(8)	4%	(4)	62%	(55)	88
Agnostic/Nothing in particular	26%	(148)	10%	(59)	6%	(32)	58%	(330)	569
Something Else	30%	(112)	10%	(36)	7%	(25)	53%	(196)	369
Religious Non-Protestant/Catholic	28%	(70)	19%	(48)	11%	(29)	43%	(108)	255
Evangelical	29%	(171)	9%	(54)	5%	(30)	57%	(340)	595
Non-Evangelical	24%	(164)	6%	(38)	4%	(24)	66%	(447)	673
Community: Urban	26%	(192)	13%	(95)	8%	(61)	53%	(396)	744
Community: Suburban	28%	(260)	8%	(77)	4%	(35)	61%	(572)	944
Community: Rural	25%	(127)	7%	(37)	5%	(26)	63%	(327)	516
Employ: Private Sector	32%	(230)	12%	(87)	6%	(42)	50%	(355)	714
Employ: Government	27%	(47)	22%	(38)	8%	(14)	44%	(77)	176
Employ: Self-Employed	25%	(52)	11%	(23)	8%	(17)	56%	(115)	206
Employ: Homemaker	36%	(48)	3%	(4)	4%	(6)	57%	(77)	135
Employ: Student	16%	(9)	11%	(7)	21%	(13)	52%	(31)	60
Employ: Retired	21%	(112)	4%	(21)	2%	(13)	73%	(392)	537
Employ: Unemployed	20%	(50)	6%	(15)	5%	(13)	68%	(170)	248
Employ: Other	24%	(31)	11%	(15)	3%	(4)	61%	(78)	128
Military HH: Yes	23%	(68)	10%	(31)	6%	(18)	61%	(181)	297
Military HH: No	27%	(511)	9%	(178)	5%	(104)	58%	(1113)	1907

Continued on next page

Table MCSP2_9: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Peacock

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	26%	(579)	9%	(209)	6%	(121)	59%	(1295)	2204
2022 House Vote: Democrat	32%	(290)	12%	(110)	5%	(47)	50%	(448)	895
2022 House Vote: Republican	26%	(176)	4%	(29)	3%	(21)	66%	(443)	670
2022 House Vote: Someone else	25%	(13)	2%	(1)	9%	(5)	64%	(34)	54
2022 House Vote: Didn't Vote	17%	(99)	12%	(69)	8%	(48)	63%	(370)	586
2020 Vote: Joe Biden	32%	(304)	11%	(100)	5%	(48)	52%	(495)	946
2020 Vote: Donald Trump	26%	(178)	5%	(33)	3%	(19)	66%	(452)	683
2020 Vote: Other	26%	(13)	5%	(2)	5%	(2)	65%	(33)	51
2020 Vote: Didn't Vote	16%	(83)	14%	(73)	10%	(53)	60%	(314)	524
2018 House Vote: Democrat	33%	(262)	11%	(89)	5%	(42)	50%	(391)	785
2018 House Vote: Republican	26%	(155)	6%	(34)	3%	(16)	66%	(392)	597
2018 House Vote: Didn't Vote	20%	(153)	11%	(83)	8%	(63)	62%	(480)	779
4-Region: Northeast	29%	(112)	11%	(44)	7%	(26)	53%	(204)	386
4-Region: Midwest	25%	(114)	10%	(47)	4%	(20)	60%	(274)	455
4-Region: South	26%	(222)	7%	(58)	5%	(46)	61%	(516)	841
4-Region: West	25%	(132)	12%	(60)	6%	(30)	58%	(300)	522
Sports Fans	28%	(534)	10%	(201)	6%	(115)	56%	(1079)	1929
NFL Fans	29%	(445)	11%	(167)	6%	(87)	54%	(819)	1518
NBA Fans	33%	(383)	13%	(151)	7%	(80)	48%	(557)	1170
MLB Fans	30%	(377)	12%	(146)	6%	(75)	52%	(641)	1239
NHL Fans	32%	(291)	14%	(126)	7%	(60)	47%	(428)	905

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

Table MCSP2_10: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Showtime

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	7%	(145)	5%	(101)	77%	(1690)	2204
Gender: Male	15%	(166)	10%	(102)	6%	(66)	69%	(737)	1071
Gender: Female	9%	(101)	4%	(44)	3%	(35)	84%	(946)	1126
Age: 18-34	12%	(78)	11%	(68)	8%	(51)	69%	(436)	632
Age: 35-44	18%	(68)	13%	(49)	5%	(20)	63%	(236)	372
Age: 45-64	11%	(81)	3%	(24)	3%	(24)	82%	(584)	712
Age: 65+	9%	(41)	1%	(5)	1%	(6)	89%	(435)	488
GenZers: 1997-2012	7%	(17)	8%	(20)	7%	(17)	77%	(186)	240
Millennials: 1981-1996	17%	(118)	13%	(90)	7%	(49)	63%	(441)	697
GenXers: 1965-1980	14%	(74)	4%	(23)	4%	(22)	78%	(423)	542
Baby Boomers: 1946-1964	8%	(54)	2%	(10)	2%	(12)	88%	(578)	655
PID: Dem (no lean)	16%	(146)	10%	(93)	7%	(66)	67%	(629)	934
PID: Ind (no lean)	8%	(51)	3%	(18)	1%	(9)	87%	(524)	602
PID: Rep (no lean)	11%	(70)	5%	(34)	4%	(26)	80%	(538)	669
PID/Gender: Dem Men	21%	(101)	14%	(67)	10%	(46)	56%	(269)	483
PID/Gender: Dem Women	10%	(45)	6%	(26)	4%	(20)	80%	(355)	446
PID/Gender: Ind Men	10%	(28)	4%	(11)	2%	(5)	84%	(238)	282
PID/Gender: Ind Women	7%	(23)	2%	(7)	1%	(4)	89%	(282)	316
PID/Gender: Rep Men	12%	(37)	8%	(23)	5%	(15)	75%	(230)	305
PID/Gender: Rep Women	9%	(34)	3%	(11)	3%	(11)	85%	(308)	364
Ideo: Liberal (1-3)	16%	(104)	9%	(60)	7%	(43)	68%	(442)	649
Ideo: Moderate (4)	10%	(65)	6%	(41)	3%	(22)	81%	(554)	682
Ideo: Conservative (5-7)	12%	(88)	6%	(42)	4%	(30)	78%	(578)	737
Educ: < College	11%	(155)	5%	(68)	4%	(59)	80%	(1158)	1440
Educ: Bachelors degree	11%	(54)	7%	(33)	4%	(21)	78%	(377)	485
Educ: Post-grad	21%	(58)	16%	(44)	7%	(21)	56%	(155)	279
Income: Under 50k	7%	(88)	4%	(44)	4%	(51)	84%	(986)	1168
Income: 50k-100k	15%	(96)	7%	(45)	4%	(25)	75%	(492)	658
Income: 100k+	22%	(84)	15%	(57)	7%	(25)	56%	(212)	378

Continued on next page

Table MCSP2_10: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Showtime

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	7%	(145)	5%	(101)	77%	(1690)	2204
Ethnicity: White	12%	(206)	6%	(107)	5%	(81)	77%	(1306)	1701
Ethnicity: Hispanic	16%	(62)	9%	(35)	4%	(15)	71%	(268)	380
Ethnicity: Black	18%	(51)	8%	(22)	6%	(17)	68%	(194)	283
Ethnicity: Other	5%	(10)	7%	(16)	1%	(3)	87%	(190)	220
All Christian	12%	(114)	5%	(47)	3%	(30)	80%	(746)	936
All Non-Christian	23%	(56)	20%	(48)	12%	(28)	46%	(110)	241
Atheist	9%	(8)	3%	(2)	5%	(4)	83%	(74)	88
Agnostic/Nothing in particular	10%	(57)	5%	(26)	4%	(22)	82%	(464)	569
Something Else	9%	(32)	6%	(23)	5%	(18)	80%	(297)	369
Religious Non-Protestant/Catholic	22%	(57)	19%	(48)	11%	(28)	48%	(122)	255
Evangelical	13%	(76)	7%	(41)	4%	(26)	76%	(452)	595
Non-Evangelical	10%	(66)	4%	(27)	3%	(17)	84%	(562)	673
Community: Urban	16%	(117)	12%	(86)	8%	(60)	65%	(481)	744
Community: Suburban	11%	(103)	4%	(39)	2%	(22)	83%	(780)	944
Community: Rural	9%	(46)	4%	(21)	4%	(19)	83%	(430)	516
Employ: Private Sector	17%	(118)	10%	(74)	5%	(38)	68%	(484)	714
Employ: Government	18%	(31)	18%	(32)	9%	(15)	55%	(97)	176
Employ: Self-Employed	18%	(36)	6%	(12)	8%	(16)	69%	(142)	206
Employ: Homemaker	7%	(10)	1%	(2)	3%	(4)	89%	(119)	135
Employ: Student	4%	(2)	12%	(7)	3%	(2)	80%	(48)	60
Employ: Retired	9%	(46)	1%	(6)	1%	(6)	89%	(480)	537
Employ: Unemployed	5%	(11)	3%	(7)	6%	(16)	86%	(215)	248
Employ: Other	10%	(12)	4%	(5)	4%	(5)	82%	(105)	128
Military HH: Yes	11%	(33)	5%	(14)	5%	(14)	79%	(236)	297
Military HH: No	12%	(235)	7%	(131)	5%	(87)	76%	(1454)	1907

Continued on next page

Table MCSP2_10: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Showtime

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	7%	(145)	5%	(101)	77%	(1690)	2204
2022 House Vote: Democrat	17%	(152)	9%	(78)	6%	(55)	68%	(610)	895
2022 House Vote: Republican	11%	(73)	4%	(24)	2%	(14)	83%	(559)	670
2022 House Vote: Someone else	9%	(5)	1%	(1)	6%	(3)	83%	(45)	54
2022 House Vote: Didnt Vote	6%	(37)	7%	(43)	5%	(29)	81%	(477)	586
2020 Vote: Joe Biden	15%	(143)	8%	(78)	6%	(57)	71%	(668)	946
2020 Vote: Donald Trump	11%	(74)	2%	(15)	2%	(14)	85%	(580)	683
2020 Vote: Other	11%	(6)	—	(0)	—	(0)	89%	(45)	51
2020 Vote: Didn't Vote	8%	(44)	10%	(52)	6%	(31)	76%	(397)	524
2018 House Vote: Democrat	17%	(135)	9%	(71)	7%	(51)	67%	(527)	785
2018 House Vote: Republican	11%	(67)	3%	(15)	2%	(14)	84%	(501)	597
2018 House Vote: Didnt Vote	7%	(58)	7%	(57)	5%	(36)	81%	(628)	779
4-Region: Northeast	20%	(76)	9%	(34)	7%	(26)	65%	(250)	386
4-Region: Midwest	10%	(44)	5%	(22)	3%	(14)	82%	(376)	455
4-Region: South	10%	(84)	5%	(42)	4%	(33)	81%	(682)	841
4-Region: West	12%	(63)	9%	(48)	5%	(29)	73%	(382)	522
Sports Fans	13%	(251)	7%	(143)	5%	(94)	75%	(1442)	1929
NFL Fans	14%	(220)	8%	(124)	5%	(73)	73%	(1101)	1518
NBA Fans	18%	(208)	10%	(115)	6%	(69)	66%	(777)	1170
MLB Fans	16%	(195)	9%	(114)	5%	(57)	70%	(873)	1239
NHL Fans	19%	(176)	12%	(105)	7%	(64)	62%	(561)	905

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

Table MCSP2_11: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Starz

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	6%	(131)	4%	(89)	78%	(1717)	2204
Gender: Male	14%	(151)	9%	(91)	5%	(58)	72%	(771)	1071
Gender: Female	10%	(116)	4%	(40)	3%	(31)	83%	(939)	1126
Age: 18-34	15%	(94)	9%	(59)	6%	(40)	69%	(439)	632
Age: 35-44	17%	(63)	13%	(48)	7%	(24)	64%	(236)	372
Age: 45-64	11%	(78)	3%	(23)	2%	(18)	83%	(594)	712
Age: 65+	7%	(32)	—	(1)	1%	(7)	92%	(448)	488
GenZers: 1997-2012	13%	(32)	6%	(14)	5%	(12)	76%	(181)	240
Millennials: 1981-1996	17%	(115)	13%	(88)	7%	(46)	64%	(449)	697
GenXers: 1965-1980	13%	(71)	4%	(24)	3%	(18)	79%	(430)	542
Baby Boomers: 1946-1964	7%	(46)	1%	(5)	2%	(11)	91%	(593)	655
PID: Dem (no lean)	17%	(161)	9%	(81)	5%	(48)	69%	(644)	934
PID: Ind (no lean)	6%	(36)	3%	(16)	4%	(22)	88%	(528)	602
PID: Rep (no lean)	11%	(70)	5%	(34)	3%	(19)	82%	(546)	669
PID/Gender: Dem Men	21%	(100)	13%	(64)	7%	(35)	59%	(284)	483
PID/Gender: Dem Women	14%	(61)	4%	(17)	3%	(13)	80%	(355)	446
PID/Gender: Ind Men	5%	(14)	2%	(6)	4%	(12)	89%	(251)	282
PID/Gender: Ind Women	7%	(22)	3%	(10)	3%	(10)	87%	(274)	316
PID/Gender: Rep Men	12%	(37)	7%	(21)	3%	(11)	78%	(236)	305
PID/Gender: Rep Women	9%	(34)	3%	(12)	2%	(9)	85%	(309)	364
Ideo: Liberal (1-3)	16%	(103)	9%	(56)	4%	(27)	71%	(463)	649
Ideo: Moderate (4)	10%	(69)	5%	(32)	4%	(30)	81%	(552)	682
Ideo: Conservative (5-7)	11%	(85)	5%	(39)	3%	(24)	80%	(589)	737
Educ: < College	11%	(166)	5%	(69)	4%	(53)	80%	(1153)	1440
Educ: Bachelors degree	10%	(48)	5%	(24)	4%	(17)	82%	(396)	485
Educ: Post-grad	19%	(53)	14%	(38)	7%	(19)	61%	(169)	279
Income: Under 50k	9%	(103)	4%	(47)	4%	(43)	83%	(975)	1168
Income: 50k-100k	14%	(94)	6%	(43)	4%	(27)	75%	(493)	658
Income: 100k+	18%	(69)	11%	(41)	5%	(19)	66%	(249)	378

Continued on next page

Table MCSP2_11: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	6%	(131)	4%	(89)	78%	(1717)	2204
Ethnicity: White	11%	(184)	6%	(100)	4%	(68)	79%	(1348)	1701
Ethnicity: Hispanic	16%	(60)	9%	(33)	4%	(16)	71%	(271)	380
Ethnicity: Black	25%	(70)	9%	(26)	7%	(19)	59%	(168)	283
Ethnicity: Other	6%	(13)	2%	(5)	1%	(2)	91%	(201)	220
All Christian	12%	(116)	5%	(48)	2%	(16)	81%	(755)	936
All Non-Christian	24%	(59)	18%	(43)	8%	(19)	50%	(121)	241
Atheist	3%	(3)	4%	(3)	2%	(2)	91%	(80)	88
Agnostic/Nothing in particular	9%	(51)	4%	(21)	5%	(28)	82%	(469)	569
Something Else	10%	(38)	4%	(15)	7%	(24)	79%	(292)	369
Religious Non-Protestant/Catholic	23%	(59)	17%	(44)	8%	(20)	52%	(132)	255
Evangelical	15%	(89)	7%	(39)	4%	(24)	75%	(443)	595
Non-Evangelical	9%	(61)	3%	(23)	2%	(15)	85%	(575)	673
Community: Urban	15%	(115)	10%	(78)	6%	(44)	68%	(508)	744
Community: Suburban	10%	(94)	4%	(35)	3%	(24)	84%	(791)	944
Community: Rural	11%	(58)	3%	(18)	4%	(21)	81%	(419)	516
Employ: Private Sector	17%	(120)	9%	(66)	4%	(28)	70%	(500)	714
Employ: Government	19%	(33)	18%	(31)	10%	(18)	53%	(93)	176
Employ: Self-Employed	14%	(30)	6%	(12)	6%	(12)	74%	(153)	206
Employ: Homemaker	11%	(15)	—	(0)	2%	(3)	86%	(116)	135
Employ: Student	4%	(3)	7%	(4)	9%	(5)	81%	(48)	60
Employ: Retired	6%	(35)	1%	(4)	1%	(8)	91%	(491)	537
Employ: Unemployed	7%	(19)	3%	(8)	6%	(14)	84%	(208)	248
Employ: Other	11%	(13)	4%	(5)	1%	(1)	85%	(108)	128
Military HH: Yes	11%	(33)	4%	(10)	4%	(13)	81%	(240)	297
Military HH: No	12%	(234)	6%	(120)	4%	(76)	77%	(1477)	1907

Continued on next page

Table MCSP2_11: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Starz

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	12%	(267)	6%	(131)	4%	(89)	78%	(1717)	2204
2022 House Vote: Democrat	17%	(156)	8%	(69)	5%	(44)	70%	(626)	895
2022 House Vote: Republican	10%	(68)	3%	(23)	2%	(15)	84%	(565)	670
2022 House Vote: Someone else	7%	(4)	2%	(1)	11%	(6)	80%	(43)	54
2022 House Vote: Didnt Vote	7%	(39)	7%	(38)	4%	(24)	83%	(484)	586
2020 Vote: Joe Biden	16%	(152)	7%	(65)	4%	(41)	73%	(688)	946
2020 Vote: Donald Trump	10%	(69)	4%	(24)	2%	(12)	84%	(577)	683
2020 Vote: Other	7%	(4)	2%	(1)	3%	(2)	88%	(45)	51
2020 Vote: Didn't Vote	8%	(41)	8%	(41)	7%	(34)	78%	(407)	524
2018 House Vote: Democrat	17%	(134)	8%	(62)	5%	(37)	70%	(553)	785
2018 House Vote: Republican	10%	(63)	3%	(18)	3%	(15)	84%	(501)	597
2018 House Vote: Didnt Vote	9%	(67)	6%	(50)	4%	(35)	80%	(627)	779
4-Region: Northeast	16%	(64)	8%	(30)	5%	(20)	71%	(273)	386
4-Region: Midwest	9%	(41)	4%	(19)	3%	(13)	84%	(382)	455
4-Region: South	11%	(92)	6%	(47)	4%	(33)	80%	(668)	841
4-Region: West	13%	(70)	7%	(35)	4%	(23)	76%	(394)	522
Sports Fans	13%	(248)	6%	(124)	4%	(87)	76%	(1471)	1929
NFL Fans	14%	(210)	8%	(116)	4%	(59)	75%	(1133)	1518
NBA Fans	18%	(207)	9%	(103)	5%	(64)	68%	(796)	1170
MLB Fans	15%	(186)	8%	(104)	4%	(55)	72%	(894)	1239
NHL Fans	18%	(166)	10%	(91)	6%	(52)	66%	(596)	905

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

**Table MCSP2_12: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
ESPN+**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	14%	(302)	8%	(171)	4%	(88)	75%	(1643)	2204
Gender: Male	18%	(195)	12%	(130)	5%	(53)	65%	(693)	1071
Gender: Female	10%	(108)	4%	(41)	3%	(35)	84%	(943)	1126
Age: 18-34	16%	(101)	12%	(75)	7%	(46)	65%	(409)	632
Age: 35-44	19%	(72)	16%	(58)	5%	(17)	60%	(224)	372
Age: 45-64	14%	(101)	5%	(32)	3%	(23)	78%	(556)	712
Age: 65+	6%	(28)	1%	(5)	—	(1)	93%	(454)	488
GenZers: 1997-2012	8%	(19)	8%	(20)	7%	(17)	77%	(184)	240
Millennials: 1981-1996	21%	(147)	15%	(106)	6%	(42)	58%	(402)	697
GenXers: 1965-1980	15%	(82)	6%	(30)	4%	(20)	76%	(410)	542
Baby Boomers: 1946-1964	8%	(51)	2%	(14)	1%	(9)	89%	(582)	655
PID: Dem (no lean)	18%	(171)	11%	(100)	5%	(48)	66%	(615)	934
PID: Ind (no lean)	9%	(53)	3%	(20)	3%	(17)	85%	(512)	602
PID: Rep (no lean)	12%	(79)	8%	(52)	3%	(22)	77%	(516)	669
PID/Gender: Dem Men	24%	(117)	16%	(78)	6%	(31)	53%	(257)	483
PID/Gender: Dem Women	12%	(53)	5%	(22)	4%	(17)	79%	(354)	446
PID/Gender: Ind Men	10%	(29)	5%	(15)	2%	(5)	83%	(233)	282
PID/Gender: Ind Women	8%	(24)	1%	(4)	4%	(12)	87%	(275)	316
PID/Gender: Rep Men	16%	(49)	12%	(37)	5%	(16)	66%	(202)	305
PID/Gender: Rep Women	8%	(30)	4%	(14)	2%	(6)	86%	(314)	364
Ideo: Liberal (1-3)	18%	(118)	10%	(65)	6%	(40)	66%	(426)	649
Ideo: Moderate (4)	11%	(72)	6%	(40)	4%	(24)	80%	(546)	682
Ideo: Conservative (5-7)	14%	(104)	9%	(63)	3%	(22)	74%	(548)	737
Educ: < College	12%	(172)	5%	(75)	3%	(49)	79%	(1144)	1440
Educ: Bachelors degree	14%	(70)	9%	(43)	4%	(19)	73%	(353)	485
Educ: Post-grad	22%	(61)	19%	(53)	7%	(19)	52%	(146)	279
Income: Under 50k	10%	(112)	4%	(44)	4%	(44)	83%	(968)	1168
Income: 50k-100k	17%	(109)	10%	(66)	3%	(17)	71%	(466)	658
Income: 100k+	21%	(81)	16%	(61)	7%	(27)	55%	(209)	378

Continued on next page

Table MCSP2_12: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	14%	(302)	8%	(171)	4%	(88)	75%	(1643)	2204
Ethnicity: White	13%	(224)	8%	(131)	4%	(62)	76%	(1285)	1701
Ethnicity: Hispanic	16%	(61)	10%	(39)	4%	(15)	70%	(264)	380
Ethnicity: Black	21%	(61)	8%	(24)	6%	(18)	64%	(181)	283
Ethnicity: Other	8%	(18)	7%	(16)	4%	(8)	81%	(177)	220
All Christian	15%	(139)	7%	(63)	3%	(24)	76%	(710)	936
All Non-Christian	23%	(55)	20%	(48)	9%	(22)	48%	(116)	241
Atheist	3%	(3)	2%	(2)	4%	(3)	91%	(81)	88
Agnostic/Nothing in particular	10%	(56)	6%	(35)	3%	(18)	81%	(461)	569
Something Else	14%	(50)	6%	(23)	5%	(20)	75%	(276)	369
Religious Non-Protestant/Catholic	23%	(58)	19%	(48)	9%	(24)	49%	(126)	255
Evangelical	18%	(109)	8%	(48)	4%	(22)	70%	(415)	595
Non-Evangelical	11%	(75)	5%	(33)	3%	(20)	81%	(545)	673
Community: Urban	15%	(110)	13%	(100)	6%	(44)	66%	(489)	744
Community: Suburban	14%	(137)	5%	(48)	3%	(27)	78%	(733)	944
Community: Rural	11%	(56)	4%	(23)	3%	(17)	82%	(421)	516
Employ: Private Sector	20%	(143)	13%	(91)	5%	(34)	62%	(446)	714
Employ: Government	26%	(45)	18%	(31)	10%	(17)	47%	(82)	176
Employ: Self-Employed	14%	(29)	8%	(17)	5%	(11)	72%	(149)	206
Employ: Homemaker	9%	(13)	2%	(2)	4%	(5)	85%	(115)	135
Employ: Student	8%	(5)	8%	(4)	7%	(4)	77%	(46)	60
Employ: Retired	8%	(41)	1%	(7)	—	(3)	91%	(486)	537
Employ: Unemployed	7%	(17)	3%	(7)	4%	(11)	86%	(213)	248
Employ: Other	8%	(10)	8%	(10)	2%	(2)	83%	(106)	128
Military HH: Yes	15%	(44)	7%	(21)	3%	(10)	75%	(223)	297
Military HH: No	14%	(259)	8%	(150)	4%	(78)	74%	(1420)	1907

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**Table MCSP2_12: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
ESPN+**

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	14%	(302)	8%	(171)	4%	(88)	75%	(1643)	2204
2022 House Vote: Democrat	18%	(165)	11%	(99)	4%	(40)	66%	(592)	895
2022 House Vote: Republican	13%	(86)	5%	(31)	2%	(16)	80%	(538)	670
2022 House Vote: Someone else	7%	(4)	7%	(4)	6%	(3)	80%	(43)	54
2022 House Vote: Didn't Vote	8%	(48)	6%	(37)	5%	(29)	80%	(471)	586
2020 Vote: Joe Biden	18%	(168)	9%	(90)	4%	(42)	68%	(647)	946
2020 Vote: Donald Trump	12%	(85)	4%	(27)	2%	(16)	81%	(555)	683
2020 Vote: Other	11%	(6)	3%	(2)	—	(0)	85%	(43)	51
2020 Vote: Didn't Vote	8%	(44)	10%	(52)	6%	(30)	76%	(398)	524
2018 House Vote: Democrat	20%	(154)	10%	(77)	5%	(37)	66%	(517)	785
2018 House Vote: Republican	13%	(77)	5%	(32)	3%	(16)	79%	(472)	597
2018 House Vote: Didn't Vote	9%	(68)	8%	(59)	4%	(33)	79%	(620)	779
4-Region: Northeast	19%	(74)	9%	(35)	5%	(20)	67%	(258)	386
4-Region: Midwest	12%	(56)	8%	(36)	2%	(7)	78%	(356)	455
4-Region: South	13%	(106)	6%	(51)	4%	(33)	77%	(651)	841
4-Region: West	13%	(66)	9%	(49)	5%	(28)	73%	(378)	522
Sports Fans	15%	(291)	9%	(170)	5%	(87)	72%	(1382)	1929
NFL Fans	17%	(263)	10%	(159)	5%	(72)	67%	(1024)	1518
NBA Fans	21%	(250)	12%	(144)	6%	(67)	61%	(710)	1170
MLB Fans	19%	(235)	12%	(145)	5%	(59)	65%	(800)	1239
NHL Fans	22%	(201)	15%	(138)	6%	(56)	56%	(510)	905

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

Table MCSP2_13: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	18%	(399)	8%	(168)	4%	(96)	70%	(1541)	2204
Gender: Male	20%	(213)	10%	(110)	6%	(59)	64%	(689)	1071
Gender: Female	16%	(186)	5%	(58)	3%	(37)	75%	(845)	1126
Age: 18-34	24%	(153)	10%	(66)	6%	(41)	59%	(372)	632
Age: 35-44	23%	(86)	16%	(58)	7%	(26)	54%	(202)	372
Age: 45-64	17%	(123)	4%	(30)	3%	(23)	75%	(537)	712
Age: 65+	8%	(38)	3%	(13)	1%	(7)	88%	(430)	488
GenZers: 1997-2012	19%	(46)	5%	(12)	5%	(13)	71%	(169)	240
Millennials: 1981-1996	25%	(173)	15%	(103)	7%	(49)	53%	(372)	697
GenXers: 1965-1980	20%	(107)	7%	(36)	3%	(18)	70%	(382)	542
Baby Boomers: 1946-1964	11%	(73)	3%	(17)	3%	(17)	84%	(548)	655
PID: Dem (no lean)	22%	(201)	12%	(108)	5%	(47)	62%	(578)	934
PID: Ind (no lean)	12%	(74)	5%	(29)	3%	(17)	80%	(482)	602
PID: Rep (no lean)	19%	(124)	5%	(30)	5%	(33)	72%	(481)	669
PID/Gender: Dem Men	25%	(120)	17%	(80)	7%	(33)	52%	(250)	483
PID/Gender: Dem Women	18%	(81)	6%	(28)	3%	(14)	72%	(323)	446
PID/Gender: Ind Men	12%	(33)	5%	(14)	2%	(5)	81%	(230)	282
PID/Gender: Ind Women	13%	(40)	4%	(14)	4%	(11)	79%	(250)	316
PID/Gender: Rep Men	20%	(60)	5%	(15)	7%	(21)	69%	(209)	305
PID/Gender: Rep Women	18%	(65)	4%	(16)	3%	(12)	75%	(272)	364
Ideo: Liberal (1-3)	21%	(135)	10%	(67)	6%	(38)	63%	(409)	649
Ideo: Moderate (4)	18%	(120)	4%	(28)	5%	(31)	74%	(503)	682
Ideo: Conservative (5-7)	17%	(124)	8%	(61)	3%	(24)	72%	(527)	737
Educ: < College	18%	(256)	6%	(89)	4%	(59)	72%	(1037)	1440
Educ: Bachelors degree	15%	(73)	6%	(31)	4%	(17)	75%	(363)	485
Educ: Post-grad	25%	(71)	17%	(47)	7%	(20)	50%	(141)	279
Income: Under 50k	15%	(176)	5%	(63)	3%	(38)	76%	(891)	1168
Income: 50k-100k	21%	(141)	8%	(52)	4%	(29)	66%	(435)	658
Income: 100k+	22%	(82)	14%	(52)	8%	(29)	57%	(215)	378

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Table MCSP2_13: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	18%	(399)	8%	(168)	4%	(96)	70%	(1541)	2204
Ethnicity: White	17%	(288)	8%	(132)	4%	(74)	71%	(1207)	1701
Ethnicity: Hispanic	19%	(71)	9%	(34)	5%	(19)	67%	(255)	380
Ethnicity: Black	30%	(84)	9%	(25)	6%	(17)	55%	(157)	283
Ethnicity: Other	12%	(27)	5%	(11)	2%	(5)	81%	(177)	220
All Christian	17%	(158)	6%	(53)	3%	(25)	75%	(699)	936
All Non-Christian	25%	(61)	22%	(53)	8%	(20)	45%	(108)	241
Atheist	14%	(12)	7%	(6)	4%	(3)	75%	(67)	88
Agnostic/Nothing in particular	15%	(84)	6%	(33)	5%	(30)	74%	(423)	569
Something Else	23%	(83)	6%	(23)	5%	(19)	66%	(244)	369
Religious Non-Protestant/Catholic	25%	(64)	21%	(53)	9%	(24)	45%	(115)	255
Evangelical	24%	(141)	9%	(55)	4%	(26)	63%	(372)	595
Non-Evangelical	14%	(93)	3%	(20)	2%	(13)	81%	(547)	673
Community: Urban	22%	(164)	13%	(95)	6%	(44)	59%	(441)	744
Community: Suburban	15%	(144)	4%	(38)	4%	(38)	77%	(723)	944
Community: Rural	18%	(91)	7%	(34)	3%	(15)	73%	(377)	516
Employ: Private Sector	24%	(172)	9%	(67)	5%	(33)	62%	(442)	714
Employ: Government	28%	(50)	18%	(32)	9%	(15)	45%	(79)	176
Employ: Self-Employed	22%	(46)	12%	(24)	6%	(13)	60%	(123)	206
Employ: Homemaker	17%	(22)	3%	(4)	1%	(1)	79%	(107)	135
Employ: Student	12%	(7)	12%	(7)	1%	(1)	75%	(45)	60
Employ: Retired	9%	(50)	3%	(14)	3%	(16)	85%	(457)	537
Employ: Unemployed	11%	(27)	5%	(13)	6%	(14)	78%	(194)	248
Employ: Other	20%	(26)	5%	(6)	2%	(3)	73%	(93)	128
Military HH: Yes	13%	(38)	9%	(27)	3%	(10)	75%	(222)	297
Military HH: No	19%	(361)	7%	(141)	5%	(87)	69%	(1318)	1907

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Table MCSP2_13: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
 YouTube TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	18%	(399)	8%	(168)	4%	(96)	70%	(1541)	2204
2022 House Vote: Democrat	22%	(193)	11%	(95)	5%	(41)	63%	(566)	895
2022 House Vote: Republican	18%	(122)	4%	(25)	3%	(19)	75%	(505)	670
2022 House Vote: Someone else	23%	(12)	7%	(4)	5%	(3)	64%	(35)	54
2022 House Vote: Didnt Vote	12%	(73)	7%	(44)	6%	(33)	74%	(436)	586
2020 Vote: Joe Biden	20%	(189)	10%	(95)	4%	(35)	66%	(628)	946
2020 Vote: Donald Trump	18%	(126)	4%	(28)	3%	(18)	75%	(511)	683
2020 Vote: Other	14%	(7)	—	(0)	5%	(2)	81%	(41)	51
2020 Vote: Didn't Vote	15%	(77)	9%	(45)	8%	(42)	69%	(360)	524
2018 House Vote: Democrat	21%	(167)	11%	(88)	4%	(32)	63%	(498)	785
2018 House Vote: Republican	18%	(109)	5%	(27)	3%	(15)	75%	(446)	597
2018 House Vote: Didnt Vote	14%	(113)	7%	(51)	6%	(49)	73%	(567)	779
4-Region: Northeast	23%	(88)	9%	(34)	4%	(17)	64%	(248)	386
4-Region: Midwest	15%	(69)	7%	(30)	3%	(15)	75%	(342)	455
4-Region: South	20%	(166)	7%	(59)	4%	(34)	69%	(581)	841
4-Region: West	15%	(76)	9%	(44)	6%	(31)	71%	(371)	522
Sports Fans	20%	(380)	8%	(159)	5%	(91)	67%	(1299)	1929
NFL Fans	21%	(323)	9%	(132)	5%	(80)	65%	(983)	1518
NBA Fans	25%	(293)	11%	(128)	5%	(63)	59%	(685)	1170
MLB Fans	22%	(269)	9%	(113)	6%	(70)	64%	(787)	1239
NHL Fans	25%	(230)	13%	(114)	6%	(51)	56%	(511)	905

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

Table MCSP2_14: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	7%	(157)	4%	(97)	5%	(99)	84%	(1851)	2204
Gender: Male	9%	(101)	8%	(81)	6%	(64)	77%	(824)	1071
Gender: Female	5%	(55)	1%	(16)	3%	(34)	91%	(1020)	1126
Age: 18-34	10%	(63)	7%	(43)	7%	(43)	76%	(483)	632
Age: 35-44	11%	(39)	9%	(35)	8%	(29)	72%	(270)	372
Age: 45-64	6%	(45)	3%	(18)	3%	(22)	88%	(627)	712
Age: 65+	2%	(9)	—	(1)	1%	(5)	97%	(472)	488
GenZers: 1997-2012	6%	(13)	2%	(6)	7%	(17)	85%	(203)	240
Millennials: 1981-1996	12%	(84)	10%	(70)	7%	(48)	71%	(495)	697
GenXers: 1965-1980	7%	(37)	3%	(19)	4%	(20)	86%	(467)	542
Baby Boomers: 1946-1964	3%	(22)	—	(3)	2%	(15)	94%	(615)	655
PID: Dem (no lean)	11%	(98)	8%	(73)	5%	(51)	76%	(712)	934
PID: Ind (no lean)	4%	(26)	2%	(11)	3%	(20)	91%	(545)	602
PID: Rep (no lean)	5%	(33)	2%	(13)	4%	(29)	89%	(594)	669
PID/Gender: Dem Men	16%	(78)	13%	(61)	7%	(34)	64%	(310)	483
PID/Gender: Dem Women	5%	(20)	3%	(12)	4%	(17)	89%	(398)	446
PID/Gender: Ind Men	3%	(8)	3%	(10)	3%	(8)	91%	(256)	282
PID/Gender: Ind Women	6%	(18)	—	(1)	3%	(10)	91%	(286)	316
PID/Gender: Rep Men	5%	(16)	3%	(10)	7%	(21)	85%	(258)	305
PID/Gender: Rep Women	5%	(17)	1%	(3)	2%	(8)	93%	(337)	364
Ideo: Liberal (1-3)	10%	(67)	7%	(46)	7%	(43)	76%	(492)	649
Ideo: Moderate (4)	5%	(32)	2%	(15)	5%	(33)	88%	(604)	682
Ideo: Conservative (5-7)	7%	(51)	5%	(35)	3%	(23)	85%	(628)	737
Educ: < College	6%	(91)	2%	(34)	4%	(61)	87%	(1255)	1440
Educ: Bachelors degree	5%	(26)	5%	(22)	4%	(20)	86%	(418)	485
Educ: Post-grad	14%	(40)	15%	(41)	7%	(19)	64%	(178)	279
Income: Under 50k	5%	(54)	2%	(23)	4%	(44)	90%	(1048)	1168
Income: 50k-100k	9%	(58)	5%	(32)	5%	(30)	82%	(538)	658
Income: 100k+	12%	(45)	11%	(42)	7%	(26)	70%	(265)	378

Continued on next page

Table MCSP2_14: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	7%	(157)	4%	(97)	5%	(99)	84%	(1851)	2204
Ethnicity: White	7%	(127)	5%	(81)	4%	(72)	84%	(1421)	1701
Ethnicity: Hispanic	11%	(41)	6%	(21)	6%	(22)	78%	(295)	380
Ethnicity: Black	8%	(22)	4%	(11)	9%	(25)	79%	(225)	283
Ethnicity: Other	3%	(8)	2%	(5)	1%	(2)	93%	(205)	220
All Christian	6%	(56)	3%	(29)	3%	(28)	88%	(823)	936
All Non-Christian	18%	(44)	18%	(44)	9%	(23)	54%	(130)	241
Atheist	3%	(3)	1%	(1)	—	(0)	96%	(85)	88
Agnostic/Nothing in particular	6%	(34)	1%	(6)	6%	(37)	87%	(493)	569
Something Else	6%	(21)	5%	(17)	3%	(12)	87%	(320)	369
Religious Non-Protestant/Catholic	18%	(45)	17%	(44)	10%	(26)	55%	(140)	255
Evangelical	8%	(47)	5%	(32)	3%	(20)	83%	(495)	595
Non-Evangelical	4%	(24)	2%	(13)	2%	(14)	92%	(622)	673
Community: Urban	11%	(80)	9%	(68)	7%	(51)	73%	(545)	744
Community: Suburban	5%	(46)	2%	(17)	4%	(33)	90%	(848)	944
Community: Rural	6%	(32)	2%	(12)	3%	(15)	89%	(457)	516
Employ: Private Sector	9%	(62)	7%	(50)	7%	(48)	78%	(555)	714
Employ: Government	21%	(36)	13%	(23)	6%	(11)	60%	(105)	176
Employ: Self-Employed	9%	(19)	6%	(13)	3%	(7)	81%	(167)	206
Employ: Homemaker	6%	(8)	2%	(3)	2%	(2)	90%	(121)	135
Employ: Student	—	(0)	4%	(3)	10%	(6)	86%	(51)	60
Employ: Retired	3%	(18)	—	(1)	2%	(11)	94%	(508)	537
Employ: Unemployed	3%	(8)	1%	(1)	5%	(13)	91%	(227)	248
Employ: Other	5%	(6)	2%	(2)	2%	(2)	91%	(117)	128
Military HH: Yes	6%	(18)	4%	(12)	4%	(12)	86%	(256)	297
Military HH: No	7%	(139)	4%	(86)	5%	(88)	84%	(1594)	1907

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Table MCSP2_14: Currently, which option best describes your usage of each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I subscribe and do not share a password with anyone		I subscribe and share a password with someone else		I do not subscribe, but use a password from someone else		I do not subscribe and/or do not use someone else's password		Total N
Adults	7%	(157)	4%	(97)	5%	(99)	84%	(1851)	2204
2022 House Vote: Democrat	10%	(93)	7%	(63)	5%	(49)	77%	(689)	895
2022 House Vote: Republican	4%	(28)	2%	(12)	2%	(16)	92%	(614)	670
2022 House Vote: Someone else	15%	(8)	—	(0)	6%	(3)	79%	(42)	54
2022 House Vote: Didn't Vote	5%	(27)	4%	(23)	5%	(31)	86%	(505)	586
2020 Vote: Joe Biden	10%	(96)	6%	(58)	6%	(52)	78%	(740)	946
2020 Vote: Donald Trump	4%	(30)	2%	(10)	3%	(18)	91%	(624)	683
2020 Vote: Other	3%	(1)	—	(0)	—	(0)	97%	(50)	51
2020 Vote: Didn't Vote	6%	(29)	6%	(29)	6%	(29)	83%	(436)	524
2018 House Vote: Democrat	10%	(82)	7%	(58)	5%	(41)	77%	(604)	785
2018 House Vote: Republican	5%	(28)	2%	(11)	3%	(16)	91%	(542)	597
2018 House Vote: Didn't Vote	6%	(44)	3%	(26)	5%	(40)	86%	(670)	779
4-Region: Northeast	14%	(53)	5%	(18)	5%	(21)	76%	(295)	386
4-Region: Midwest	6%	(27)	3%	(14)	2%	(11)	89%	(404)	455
4-Region: South	6%	(47)	4%	(33)	4%	(37)	86%	(723)	841
4-Region: West	6%	(31)	6%	(32)	6%	(30)	82%	(429)	522
Sports Fans	8%	(150)	5%	(97)	5%	(96)	82%	(1587)	1929
NFL Fans	8%	(124)	6%	(86)	5%	(76)	81%	(1232)	1518
NBA Fans	11%	(129)	7%	(84)	6%	(71)	76%	(885)	1170
MLB Fans	9%	(117)	7%	(85)	5%	(66)	78%	(971)	1239
NHL Fans	12%	(108)	9%	(82)	7%	(66)	72%	(650)	905

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

Table MCSP3: In any given year, what part of the year do you watch sports content the most?

Demographic	January to March	April to June	July to September	October to December	I watch roughly the same amount of sports content throughout the year	Don't know	Total N
Adults	12% (234)	10% (186)	11% (202)	21% (403)	37% (695)	9% (177)	1897
Gender: Male	14% (145)	13% (129)	13% (125)	20% (203)	35% (354)	4% (43)	999
Gender: Female	10% (89)	6% (57)	9% (77)	22% (200)	38% (340)	15% (131)	894
Age: 18-34	16% (89)	15% (79)	12% (65)	16% (87)	31% (169)	10% (54)	543
Age: 35-44	20% (65)	15% (48)	14% (47)	18% (59)	24% (80)	9% (29)	329
Age: 45-64	9% (58)	6% (35)	9% (54)	27% (164)	40% (249)	9% (57)	618
Age: 65+	5% (22)	6% (24)	9% (36)	23% (93)	48% (197)	9% (36)	407
GenZers: 1997-2012	16% (30)	12% (23)	9% (16)	16% (31)	35% (68)	11% (22)	191
Millennials: 1981-1996	19% (117)	15% (94)	15% (93)	16% (100)	26% (162)	9% (55)	620
GenXers: 1965-1980	11% (52)	9% (41)	9% (42)	26% (121)	35% (164)	11% (50)	469
Baby Boomers: 1946-1964	6% (33)	5% (26)	8% (44)	25% (140)	48% (268)	9% (50)	561
PID: Dem (no lean)	15% (124)	14% (115)	11% (92)	18% (151)	34% (284)	7% (61)	826
PID: Ind (no lean)	10% (50)	6% (29)	10% (48)	24% (113)	39% (185)	11% (54)	479
PID: Rep (no lean)	10% (60)	7% (43)	10% (62)	24% (139)	38% (226)	10% (62)	591
PID/Gender: Dem Men	19% (86)	20% (90)	12% (53)	17% (77)	30% (137)	4% (17)	460
PID/Gender: Dem Women	11% (39)	7% (25)	11% (39)	20% (74)	40% (147)	11% (42)	364
PID/Gender: Ind Men	11% (29)	6% (16)	13% (34)	23% (58)	42% (104)	4% (10)	250
PID/Gender: Ind Women	9% (22)	5% (12)	6% (15)	24% (55)	35% (80)	19% (44)	227
PID/Gender: Rep Men	11% (31)	8% (23)	13% (38)	23% (68)	39% (113)	6% (16)	289
PID/Gender: Rep Women	10% (29)	6% (20)	8% (23)	24% (71)	37% (113)	15% (46)	303
Ideo: Liberal (1-3)	18% (104)	12% (68)	15% (85)	18% (105)	31% (174)	6% (34)	569
Ideo: Moderate (4)	8% (47)	7% (43)	11% (65)	23% (135)	41% (247)	10% (58)	596
Ideo: Conservative (5-7)	12% (76)	10% (65)	7% (48)	23% (149)	39% (249)	9% (56)	644
Educ: < College	11% (136)	9% (104)	10% (119)	20% (243)	38% (453)	12% (146)	1201
Educ: Bachelors degree	10% (45)	8% (33)	11% (46)	26% (112)	41% (178)	4% (19)	432
Educ: Post-grad	20% (53)	18% (48)	14% (38)	18% (48)	24% (64)	5% (12)	264

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Table MCSP3: In any given year, what part of the year do you watch sports content the most?

Demographic	January to March		April to June		July to September		October to December		I watch roughly the same amount of sports content throughout the year		Don't know	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	12%	(234)	10%	(186)	11%	(202)	21%	(403)	37%	(695)	9%	(177)	1897
Income: Under 50k	10%	(95)	8%	(73)	10%	(91)	21%	(197)	39%	(366)	13%	(125)	947
Income: 50k-100k	13%	(79)	11%	(62)	11%	(64)	21%	(126)	38%	(221)	6%	(35)	587
Income: 100k+	17%	(60)	14%	(51)	13%	(47)	22%	(80)	30%	(108)	5%	(17)	363
Ethnicity: White	13%	(193)	9%	(139)	11%	(160)	23%	(332)	35%	(507)	9%	(136)	1466
Ethnicity: Hispanic	19%	(63)	9%	(28)	14%	(45)	23%	(75)	28%	(91)	8%	(27)	330
Ethnicity: Black	11%	(28)	12%	(31)	12%	(31)	13%	(33)	44%	(113)	7%	(18)	254
Ethnicity: Other	8%	(13)	9%	(16)	6%	(11)	22%	(39)	43%	(75)	13%	(22)	177
All Christian	10%	(80)	9%	(75)	11%	(95)	25%	(207)	37%	(312)	8%	(69)	837
All Non-Christian	30%	(65)	20%	(45)	13%	(29)	9%	(20)	23%	(50)	5%	(11)	220
Atheist	9%	(7)	7%	(5)	14%	(9)	22%	(15)	38%	(27)	9%	(6)	69
Agnostic/Nothing in particular	11%	(48)	8%	(37)	11%	(46)	20%	(89)	39%	(170)	11%	(47)	438
Something Else	10%	(35)	7%	(24)	7%	(23)	22%	(72)	41%	(136)	13%	(43)	332
Religious Non-Protestant/Catholic	28%	(66)	20%	(46)	14%	(32)	9%	(22)	23%	(53)	6%	(15)	234
Evangelical	12%	(62)	11%	(57)	10%	(53)	20%	(109)	37%	(195)	11%	(57)	532
Non-Evangelical	8%	(50)	7%	(40)	10%	(58)	27%	(164)	40%	(243)	8%	(51)	605
Community: Urban	18%	(121)	13%	(86)	12%	(82)	16%	(103)	33%	(219)	7%	(49)	659
Community: Suburban	8%	(65)	9%	(70)	10%	(84)	25%	(204)	38%	(305)	9%	(75)	804
Community: Rural	11%	(48)	7%	(30)	8%	(36)	22%	(96)	39%	(171)	12%	(53)	434
Employ: Private Sector	15%	(96)	14%	(90)	12%	(79)	20%	(130)	34%	(227)	6%	(39)	662
Employ: Government	23%	(37)	18%	(28)	9%	(15)	19%	(30)	27%	(44)	4%	(6)	160
Employ: Self-Employed	14%	(25)	8%	(14)	16%	(29)	19%	(35)	29%	(53)	14%	(25)	181
Employ: Homemaker	9%	(8)	5%	(5)	5%	(5)	26%	(25)	42%	(40)	13%	(12)	95
Employ: Retired	6%	(27)	5%	(21)	9%	(43)	26%	(117)	46%	(207)	8%	(36)	452
Employ: Unemployed	10%	(18)	9%	(17)	10%	(18)	18%	(34)	37%	(70)	16%	(30)	188
Employ: Other	13%	(14)	7%	(8)	3%	(3)	18%	(20)	39%	(43)	19%	(21)	109

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Table MCSP3: In any given year, what part of the year do you watch sports content the most?

Demographic	January to March		April to June		July to September		October to December		I watch roughly the same amount of sports content throughout the year		Don't know	Total N	
Adults	12%	(234)	10%	(186)	11%	(202)	21%	(403)	37%	(695)	9%	(177)	1897
Military HH: Yes	11%	(29)	8%	(22)	9%	(24)	22%	(59)	41%	(110)	9%	(24)	266
Military HH: No	13%	(205)	10%	(165)	11%	(178)	21%	(344)	36%	(585)	9%	(153)	1630
2022 House Vote: Democrat	15%	(121)	13%	(102)	11%	(85)	20%	(163)	37%	(294)	5%	(41)	806
2022 House Vote: Republican	10%	(62)	8%	(48)	9%	(53)	25%	(146)	40%	(236)	8%	(49)	594
2022 House Vote: Didnt Vote	10%	(45)	7%	(34)	13%	(60)	20%	(92)	32%	(144)	17%	(79)	455
2020 Vote: Joe Biden	15%	(129)	12%	(102)	11%	(93)	19%	(165)	36%	(302)	6%	(54)	845
2020 Vote: Donald Trump	9%	(53)	6%	(38)	8%	(49)	25%	(147)	43%	(253)	9%	(52)	593
2020 Vote: Didn't Vote	12%	(48)	11%	(45)	14%	(58)	20%	(81)	29%	(118)	15%	(64)	414
2018 House Vote: Democrat	16%	(114)	12%	(83)	11%	(81)	19%	(139)	36%	(260)	5%	(37)	713
2018 House Vote: Republican	7%	(37)	8%	(41)	9%	(48)	24%	(127)	41%	(215)	10%	(50)	518
2018 House Vote: Didnt Vote	12%	(78)	10%	(62)	11%	(71)	21%	(134)	32%	(202)	13%	(84)	630
4-Region: Northeast	19%	(63)	13%	(44)	10%	(34)	19%	(65)	29%	(99)	9%	(31)	335
4-Region: Midwest	8%	(31)	8%	(31)	11%	(42)	25%	(100)	37%	(146)	11%	(43)	393
4-Region: South	10%	(72)	8%	(60)	10%	(74)	23%	(163)	39%	(278)	10%	(70)	717
4-Region: West	15%	(67)	11%	(52)	11%	(51)	17%	(76)	38%	(172)	7%	(33)	451
Sports Fans	12%	(234)	10%	(186)	11%	(202)	21%	(403)	37%	(695)	9%	(177)	1897
NFL Fans	13%	(194)	10%	(145)	10%	(151)	24%	(363)	38%	(574)	6%	(90)	1518
NBA Fans	14%	(169)	12%	(138)	11%	(126)	20%	(232)	38%	(440)	6%	(65)	1170
MLB Fans	13%	(166)	10%	(125)	11%	(142)	20%	(242)	40%	(491)	6%	(72)	1239
NHL Fans	16%	(141)	13%	(115)	12%	(107)	20%	(177)	35%	(312)	6%	(52)	905

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

Table MCSP4: And in your opinion, which part of the year would you say is your favorite time to watch sports?

Demographic	January to March		April to June		July to September		October to December		Don't know		Total N
Adults	17%	(331)	14%	(268)	16%	(297)	32%	(605)	21%	(396)	1897
Gender: Male	20%	(200)	18%	(182)	15%	(153)	32%	(316)	15%	(147)	999
Gender: Female	15%	(131)	10%	(86)	16%	(143)	32%	(289)	27%	(245)	894
Age: 18-34	20%	(111)	22%	(117)	18%	(95)	22%	(117)	19%	(102)	543
Age: 35-44	26%	(84)	18%	(61)	16%	(54)	26%	(85)	14%	(45)	329
Age: 45-64	14%	(88)	9%	(54)	13%	(78)	41%	(254)	23%	(143)	618
Age: 65+	12%	(48)	9%	(36)	17%	(69)	37%	(149)	26%	(105)	407
GenZers: 1997-2012	19%	(36)	19%	(36)	21%	(39)	23%	(45)	18%	(35)	191
Millennials: 1981-1996	24%	(147)	22%	(134)	17%	(103)	22%	(135)	16%	(102)	620
GenXers: 1965-1980	16%	(74)	11%	(49)	13%	(59)	39%	(181)	22%	(104)	469
Baby Boomers: 1946-1964	13%	(70)	7%	(42)	15%	(81)	40%	(225)	25%	(142)	561
PID: Dem (no lean)	19%	(153)	19%	(160)	16%	(130)	28%	(234)	18%	(149)	826
PID: Ind (no lean)	16%	(78)	10%	(48)	13%	(62)	34%	(162)	27%	(130)	479
PID: Rep (no lean)	17%	(100)	10%	(60)	18%	(105)	35%	(210)	20%	(117)	591
PID/Gender: Dem Men	22%	(103)	26%	(118)	13%	(61)	27%	(125)	12%	(54)	460
PID/Gender: Dem Women	14%	(50)	12%	(42)	19%	(70)	30%	(109)	25%	(92)	364
PID/Gender: Ind Men	20%	(50)	10%	(26)	13%	(32)	35%	(88)	22%	(54)	250
PID/Gender: Ind Women	12%	(28)	10%	(22)	13%	(30)	32%	(74)	33%	(74)	227
PID/Gender: Rep Men	16%	(48)	13%	(38)	21%	(61)	36%	(103)	13%	(39)	289
PID/Gender: Rep Women	17%	(52)	7%	(22)	14%	(44)	35%	(107)	26%	(78)	303
Ideo: Liberal (1-3)	19%	(108)	20%	(113)	19%	(107)	26%	(150)	16%	(92)	569
Ideo: Moderate (4)	15%	(92)	11%	(64)	14%	(85)	35%	(206)	25%	(149)	596
Ideo: Conservative (5-7)	19%	(122)	12%	(80)	15%	(97)	35%	(228)	18%	(117)	644
Educ: < College	17%	(205)	12%	(149)	15%	(181)	31%	(372)	24%	(293)	1201
Educ: Bachelors degree	17%	(73)	13%	(56)	16%	(67)	37%	(162)	17%	(74)	432
Educ: Post-grad	20%	(53)	24%	(62)	18%	(48)	27%	(71)	11%	(29)	264
Income: Under 50k	16%	(149)	12%	(109)	15%	(146)	32%	(299)	26%	(244)	947
Income: 50k-100k	19%	(110)	15%	(87)	16%	(96)	32%	(188)	18%	(106)	587
Income: 100k+	20%	(72)	20%	(71)	15%	(54)	33%	(119)	13%	(46)	363
Ethnicity: White	18%	(261)	13%	(193)	16%	(235)	33%	(485)	20%	(292)	1466
Ethnicity: Hispanic	24%	(80)	15%	(50)	18%	(59)	26%	(86)	17%	(55)	330
Ethnicity: Black	20%	(52)	18%	(46)	16%	(41)	28%	(70)	18%	(45)	254

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Table MCSP4: *And in your opinion, which part of the year would you say is your favorite time to watch sports?*

Demographic	January to March		April to June		July to September		October to December		Don't know		Total N
Adults	17%	(331)	14%	(268)	16%	(297)	32%	(605)	21%	(396)	1897
Ethnicity: Other	11%	(19)	16%	(28)	12%	(21)	28%	(50)	34%	(59)	177
All Christian	15%	(125)	12%	(104)	17%	(139)	37%	(313)	19%	(156)	837
All Non-Christian	33%	(74)	26%	(57)	17%	(38)	11%	(25)	12%	(27)	220
Atheist	9%	(7)	10%	(7)	18%	(13)	42%	(29)	21%	(15)	69
Agnostic/Nothing in particular	16%	(68)	15%	(65)	15%	(64)	27%	(120)	28%	(121)	438
Something Else	17%	(58)	11%	(35)	13%	(43)	36%	(119)	23%	(77)	332
Religious Non-Protestant/Catholic	32%	(74)	25%	(58)	18%	(42)	12%	(28)	13%	(32)	234
Evangelical	17%	(92)	13%	(70)	16%	(87)	35%	(187)	18%	(96)	532
Non-Evangelical	14%	(86)	11%	(64)	14%	(87)	40%	(239)	21%	(128)	605
Community: Urban	21%	(136)	21%	(136)	18%	(121)	25%	(163)	16%	(104)	659
Community: Suburban	14%	(110)	12%	(97)	16%	(125)	35%	(284)	23%	(187)	804
Community: Rural	20%	(86)	8%	(34)	12%	(50)	37%	(159)	24%	(104)	434
Employ: Private Sector	21%	(141)	17%	(110)	15%	(102)	30%	(200)	16%	(108)	662
Employ: Government	23%	(37)	22%	(35)	15%	(24)	27%	(42)	13%	(21)	160
Employ: Self-Employed	16%	(28)	18%	(32)	16%	(30)	30%	(55)	20%	(36)	181
Employ: Homemaker	10%	(9)	14%	(14)	15%	(14)	34%	(32)	27%	(26)	95
Employ: Retired	14%	(65)	7%	(34)	16%	(74)	38%	(170)	24%	(110)	452
Employ: Unemployed	15%	(28)	14%	(27)	15%	(28)	27%	(52)	28%	(53)	188
Employ: Other	13%	(14)	14%	(15)	13%	(14)	31%	(34)	29%	(32)	109
Military HH: Yes	19%	(51)	13%	(35)	12%	(31)	37%	(98)	19%	(51)	266
Military HH: No	17%	(280)	14%	(232)	16%	(266)	31%	(507)	21%	(345)	1630
2022 House Vote: Democrat	18%	(146)	18%	(144)	16%	(130)	31%	(251)	17%	(135)	806
2022 House Vote: Republican	17%	(101)	11%	(64)	16%	(92)	37%	(221)	19%	(115)	594
2022 House Vote: Didnt Vote	17%	(76)	13%	(58)	15%	(67)	27%	(124)	29%	(130)	455
2020 Vote: Joe Biden	18%	(154)	18%	(148)	16%	(135)	30%	(250)	19%	(158)	845
2020 Vote: Donald Trump	16%	(98)	10%	(61)	14%	(85)	39%	(229)	20%	(120)	593
2020 Vote: Didn't Vote	18%	(76)	14%	(57)	17%	(72)	26%	(106)	25%	(104)	414
2018 House Vote: Democrat	19%	(135)	17%	(121)	16%	(117)	30%	(213)	18%	(128)	713
2018 House Vote: Republican	15%	(79)	10%	(53)	17%	(88)	37%	(191)	20%	(106)	518
2018 House Vote: Didnt Vote	17%	(109)	15%	(93)	14%	(86)	31%	(194)	24%	(148)	630

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Table MCSP4: *And in your opinion, which part of the year would you say is your favorite time to watch sports?*

Demographic	January to March		April to June		July to September		October to December		Don't know	Total N	
Adults	17%	(331)	14%	(268)	16%	(297)	32%	(605)	21%	(396)	1897
4-Region: Northeast	19%	(65)	21%	(71)	16%	(54)	25%	(83)	19%	(63)	335
4-Region: Midwest	15%	(59)	10%	(38)	17%	(66)	37%	(145)	22%	(86)	393
4-Region: South	19%	(135)	10%	(73)	15%	(108)	35%	(250)	21%	(152)	717
4-Region: West	16%	(72)	19%	(86)	15%	(69)	28%	(128)	21%	(96)	451
Sports Fans	17%	(331)	14%	(268)	16%	(297)	32%	(605)	21%	(396)	1897
NFL Fans	19%	(288)	14%	(207)	15%	(228)	36%	(549)	16%	(244)	1518
NBA Fans	21%	(241)	17%	(197)	16%	(184)	32%	(378)	14%	(169)	1170
MLB Fans	20%	(243)	15%	(188)	17%	(206)	33%	(403)	16%	(198)	1239
NHL Fans	20%	(178)	17%	(153)	17%	(151)	31%	(285)	15%	(138)	905

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

Table MCSP5: And if you had to choose, which month of the year would you say is your favorite month to watch sports?

Demographic	January	February	March	April	May	June	July	August	September	October	November	December
Adults	9% (164)	9% (167)	8% (157)	4% (82)	6% (121)	5% (101)	4% (76)	3% (55)	7% (125)	10% (194)	10% (189)	6% (110)
Gender: Male	10% (100)	9% (87)	10% (103)	6% (59)	8% (78)	6% (58)	4% (45)	2% (23)	6% (62)	11% (107)	8% (76)	7% (70)
Gender: Female	7% (64)	9% (80)	6% (54)	3% (23)	5% (43)	5% (41)	3% (31)	4% (32)	7% (63)	10% (87)	13% (113)	4% (40)
Age: 18-34	11% (57)	8% (41)	11% (57)	6% (30)	8% (44)	7% (38)	5% (28)	4% (24)	6% (33)	8% (44)	8% (42)	3% (15)
Age: 35-44	9% (29)	13% (43)	12% (38)	7% (22)	10% (34)	6% (18)	4% (13)	2% (7)	5% (18)	7% (24)	8% (26)	4% (13)
Age: 45-64	7% (44)	8% (52)	7% (40)	3% (18)	3% (16)	5% (31)	3% (18)	3% (20)	6% (39)	12% (73)	12% (77)	9% (57)
Age: 65+	8% (33)	8% (31)	5% (22)	3% (11)	7% (27)	3% (13)	4% (16)	1% (4)	9% (35)	13% (54)	11% (45)	6% (25)
GenZers: 1997-2012	9% (18)	5% (10)	16% (31)	6% (11)	4% (9)	7% (14)	4% (8)	6% (11)	6% (12)	7% (14)	8% (15)	3% (5)
Millennials: 1981-1996	10% (61)	11% (65)	9% (59)	6% (38)	10% (65)	7% (40)	5% (33)	3% (21)	6% (37)	8% (49)	7% (44)	3% (21)
GenXers: 1965-1980	9% (40)	10% (46)	7% (34)	3% (15)	3% (16)	4% (19)	2% (11)	4% (18)	6% (28)	11% (52)	13% (63)	7% (34)
Baby Boomers: 1946-1964	7% (41)	7% (41)	6% (31)	3% (15)	5% (31)	4% (22)	3% (17)	1% (6)	8% (45)	13% (72)	10% (57)	9% (48)
PID: Dem (no lean)	9% (78)	9% (73)	10% (86)	5% (39)	8% (66)	6% (48)	5% (40)	3% (28)	6% (50)	9% (72)	8% (67)	6% (50)
PID: Ind (no lean)	7% (33)	9% (45)	9% (43)	3% (13)	3% (16)	5% (25)	3% (16)	2% (12)	7% (36)	10% (47)	11% (53)	6% (27)
PID: Rep (no lean)	9% (52)	8% (49)	5% (29)	5% (30)	6% (38)	5% (27)	3% (20)	3% (15)	7% (39)	13% (75)	12% (69)	6% (34)
PID/Gender: Dem Men	12% (53)	8% (38)	12% (56)	7% (30)	11% (49)	6% (29)	5% (23)	2% (11)	5% (21)	9% (41)	6% (28)	7% (34)
PID/Gender: Dem Women	7% (25)	9% (35)	8% (29)	2% (9)	5% (17)	5% (20)	5% (17)	5% (17)	8% (29)	9% (31)	11% (39)	4% (16)
PID/Gender: Ind Men	8% (20)	10% (24)	11% (28)	4% (10)	2% (5)	7% (18)	4% (10)	3% (7)	8% (20)	10% (25)	8% (20)	7% (17)
PID/Gender: Ind Women	6% (13)	9% (21)	6% (15)	2% (3)	5% (11)	3% (7)	3% (6)	2% (4)	7% (16)	9% (21)	15% (33)	5% (10)
PID/Gender: Rep Men	9% (27)	9% (25)	6% (18)	7% (19)	8% (23)	4% (12)	4% (12)	2% (5)	7% (21)	14% (41)	10% (29)	7% (20)
PID/Gender: Rep Women	9% (26)	8% (25)	4% (11)	4% (11)	5% (15)	5% (15)	3% (8)	3% (10)	6% (18)	11% (34)	13% (40)	5% (14)
Ideo: Liberal (1-3)	7% (40)	6% (37)	10% (57)	5% (30)	9% (51)	7% (39)	5% (30)	3% (18)	7% (40)	10% (55)	9% (51)	5% (28)
Ideo: Moderate (4)	8% (50)	11% (65)	9% (53)	3% (17)	5% (32)	5% (31)	4% (21)	4% (22)	6% (34)	9% (56)	11% (65)	7% (39)
Ideo: Conservative (5-7)	11% (71)	9% (57)	6% (39)	5% (34)	6% (37)	4% (26)	3% (22)	2% (13)	7% (43)	12% (80)	10% (66)	6% (41)
Educ: < College	8% (99)	9% (106)	8% (96)	4% (51)	7% (81)	4% (53)	3% (37)	3% (33)	6% (73)	9% (112)	10% (119)	6% (71)
Educ: Bachelors degree	8% (33)	8% (37)	8% (33)	3% (14)	5% (20)	6% (28)	5% (21)	4% (16)	8% (35)	14% (60)	12% (52)	5% (24)
Educ: Post-grad	12% (31)	9% (24)	11% (29)	6% (17)	8% (20)	7% (20)	7% (18)	2% (6)	7% (18)	8% (22)	7% (18)	6% (16)
Income: Under 50k	8% (75)	8% (80)	8% (71)	3% (33)	6% (61)	5% (48)	3% (28)	4% (34)	7% (62)	9% (85)	9% (82)	6% (59)
Income: 50k-100k	9% (50)	10% (56)	9% (51)	4% (25)	7% (40)	5% (28)	5% (26)	2% (14)	7% (43)	12% (69)	11% (63)	6% (34)
Income: 100k+	10% (38)	8% (30)	10% (35)	7% (24)	5% (19)	7% (25)	6% (21)	2% (7)	6% (20)	11% (40)	12% (45)	5% (17)
Ethnicity: White	10% (143)	8% (120)	8% (117)	5% (68)	6% (92)	4% (60)	4% (57)	3% (41)	7% (104)	10% (153)	10% (151)	6% (89)
Ethnicity: Hispanic	10% (33)	8% (28)	13% (42)	6% (19)	10% (33)	3% (8)	4% (12)	4% (14)	3% (10)	7% (22)	10% (34)	5% (17)
Ethnicity: Black	5% (12)	12% (29)	11% (28)	4% (11)	6% (16)	9% (23)	6% (14)	4% (10)	5% (12)	9% (22)	8% (21)	5% (14)
Ethnicity: Other	5% (9)	10% (17)	7% (12)	2% (3)	7% (12)	10% (18)	3% (4)	2% (4)	5% (10)	11% (19)	10% (17)	4% (7)
All Christian	8% (63)	8% (63)	7% (63)	4% (31)	5% (46)	5% (46)	5% (39)	4% (31)	7% (57)	11% (95)	11% (95)	7% (59)
All Non-Christian	20% (43)	10% (22)	13% (28)	8% (18)	12% (26)	6% (14)	6% (13)	2% (4)	4% (9)	5% (10)	4% (9)	3% (7)
Atheist	5% (4)	10% (7)	6% (4)	7% (5)	6% (4)	1% (1)	2% (1)	3% (2)	11% (8)	11% (7)	9% (6)	6% (4)
Agnostic/Nothing in particular	6% (24)	9% (38)	10% (42)	5% (20)	7% (31)	5% (22)	3% (13)	3% (12)	6% (27)	9% (39)	11% (46)	5% (22)
Something Else	9% (30)	11% (38)	6% (20)	2% (8)	4% (14)	5% (18)	3% (11)	2% (6)	7% (24)	13% (43)	10% (33)	5% (18)
Religious Non-Protestant/Catholic	18% (43)	9% (22)	12% (29)	8% (18)	11% (26)	7% (16)	6% (14)	2% (5)	4% (9)	5% (12)	5% (11)	3% (7)
Evangelical	8% (45)	10% (55)	6% (32)	4% (20)	7% (37)	6% (31)	3% (16)	3% (18)	7% (35)	11% (57)	10% (54)	6% (34)
Non-Evangelical	8% (45)	8% (45)	8% (49)	3% (17)	4% (22)	5% (30)	5% (30)	3% (18)	7% (42)	13% (76)	12% (71)	7% (42)
Community: Urban	12% (77)	11% (72)	8% (52)	7% (45)	7% (45)	6% (40)	6% (41)	4% (26)	7% (47)	5% (33)	9% (58)	5% (34)
Community: Suburban	6% (46)	7% (59)	8% (68)	3% (24)	7% (57)	5% (43)	3% (25)	2% (19)	6% (51)	13% (108)	11% (92)	6% (44)
Community: Rural	9% (41)	8% (36)	9% (37)	3% (13)	4% (18)	4% (18)	2% (9)	2% (11)	6% (27)	12% (54)	9% (40)	7% (32)

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Table MCSP5: And if you had to choose, which month of the year would you say is your favorite month to watch sports?

Demographic	January	February	March	April	May	June	July	August	September	October	November	December
Adults	9% (164)	9% (167)	8% (157)	4% (82)	6% (121)	5% (101)	4% (76)	3% (55)	7% (125)	10% (194)	10% (189)	6% (110)
Employ: Private Sector	9% (60)	11% (71)	11% (70)	5% (36)	8% (50)	6% (42)	5% (30)	3% (22)	6% (39)	9% (61)	11% (71)	4% (28)
Employ: Government	18% (28)	7% (12)	6% (9)	5% (8)	11% (17)	5% (8)	5% (8)	4% (6)	3% (4)	12% (19)	9% (15)	4% (6)
Employ: Self-Employed	6% (10)	8% (14)	10% (17)	4% (7)	5% (10)	7% (13)	4% (8)	4% (7)	8% (15)	8% (15)	10% (18)	7% (13)
Employ: Homemaker	5% (5)	8% (7)	6% (6)	5% (4)	6% (6)	2% (2)	3% (3)	3% (3)	13% (13)	5% (5)	10% (9)	7% (6)
Employ: Retired	8% (37)	9% (39)	6% (27)	2% (10)	5% (21)	4% (17)	4% (19)	2% (7)	8% (37)	14% (62)	10% (47)	7% (32)
Employ: Unemployed	6% (11)	6% (11)	8% (15)	5% (10)	6% (11)	6% (12)	2% (4)	4% (8)	5% (10)	8% (15)	7% (13)	9% (18)
Employ: Other	7% (8)	6% (7)	10% (11)	5% (5)	5% (5)	4% (5)	2% (2)	— (0)	4% (4)	12% (13)	8% (9)	6% (7)
Military HH: Yes	9% (24)	9% (25)	8% (21)	5% (13)	5% (12)	5% (14)	3% (9)	2% (5)	6% (16)	9% (24)	11% (29)	9% (24)
Military HH: No	9% (140)	9% (142)	8% (136)	4% (69)	7% (108)	5% (87)	4% (67)	3% (50)	7% (109)	10% (170)	10% (160)	5% (87)
2022 House Vote: Democrat	8% (66)	9% (71)	10% (83)	5% (40)	7% (59)	6% (48)	5% (39)	3% (27)	7% (60)	9% (76)	8% (64)	7% (54)
2022 House Vote: Republican	9% (53)	9% (56)	5% (29)	5% (28)	6% (36)	5% (30)	4% (22)	2% (10)	5% (32)	13% (76)	12% (70)	7% (39)
2022 House Vote: Didnt Vote	10% (44)	8% (37)	9% (41)	3% (12)	6% (26)	5% (22)	3% (13)	4% (16)	7% (30)	8% (38)	11% (50)	3% (15)
2020 Vote: Joe Biden	8% (67)	9% (79)	9% (78)	4% (34)	8% (64)	6% (52)	4% (36)	4% (31)	7% (59)	9% (78)	8% (67)	7% (55)
2020 Vote: Donald Trump	9% (51)	10% (57)	5% (31)	5% (29)	5% (30)	4% (25)	3% (16)	2% (11)	6% (35)	13% (78)	12% (73)	7% (40)
2020 Vote: Didn't Vote	11% (45)	7% (30)	11% (46)	4% (17)	6% (26)	5% (21)	5% (22)	3% (13)	7% (27)	8% (33)	11% (44)	2% (10)
2018 House Vote: Democrat	9% (63)	9% (64)	10% (74)	4% (31)	7% (51)	6% (40)	5% (34)	4% (27)	6% (46)	9% (64)	9% (61)	6% (40)
2018 House Vote: Republican	8% (43)	8% (41)	5% (28)	5% (24)	5% (27)	5% (24)	3% (17)	2% (10)	7% (35)	12% (64)	12% (61)	6% (30)
2018 House Vote: Didnt Vote	9% (55)	10% (61)	8% (50)	4% (25)	7% (42)	6% (36)	4% (24)	3% (18)	6% (40)	10% (63)	10% (64)	6% (37)
4-Region: Northeast	12% (42)	11% (36)	5% (16)	6% (20)	8% (27)	6% (22)	6% (20)	3% (10)	9% (30)	8% (26)	6% (19)	4% (12)
4-Region: Midwest	5% (21)	5% (18)	10% (38)	3% (13)	8% (33)	5% (19)	4% (14)	3% (10)	7% (27)	12% (49)	13% (50)	6% (24)
4-Region: South	7% (51)	10% (72)	8% (60)	3% (19)	5% (32)	4% (32)	4% (28)	2% (16)	6% (44)	12% (84)	12% (86)	7% (47)
4-Region: West	11% (50)	9% (41)	10% (43)	7% (30)	6% (28)	6% (28)	3% (13)	4% (20)	5% (25)	8% (34)	8% (34)	6% (27)
Sports Fans	9% (164)	9% (167)	8% (157)	4% (82)	6% (121)	5% (101)	4% (76)	3% (55)	7% (125)	10% (194)	10% (189)	6% (110)
NFL Fans	9% (141)	9% (142)	9% (135)	4% (62)	6% (92)	5% (76)	4% (56)	3% (43)	7% (113)	11% (171)	11% (165)	7% (104)
NBA Fans	10% (113)	9% (106)	10% (120)	5% (60)	8% (94)	6% (72)	4% (45)	3% (32)	6% (74)	10% (117)	11% (126)	6% (65)
MLB Fans	9% (109)	9% (107)	9% (117)	5% (60)	7% (86)	6% (69)	4% (48)	2% (29)	8% (93)	12% (146)	9% (112)	6% (74)
NHL Fans	10% (94)	9% (77)	9% (82)	6% (56)	8% (75)	6% (52)	3% (31)	2% (21)	8% (75)	10% (93)	10% (87)	6% (51)

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

Table MCSP6_1: In any given year, how often do you try to watch the following sports events?
NFL Wild Card Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(436)	18%	(349)	17%	(326)	8%	(160)	33%	(626)	1897
Gender: Male	31%	(307)	23%	(233)	18%	(177)	7%	(71)	21%	(211)	999
Gender: Female	14%	(129)	13%	(116)	17%	(149)	10%	(86)	46%	(414)	894
Age: 18-34	20%	(109)	16%	(87)	20%	(110)	10%	(52)	34%	(185)	543
Age: 35-44	22%	(72)	24%	(78)	21%	(69)	9%	(30)	24%	(80)	329
Age: 45-64	28%	(175)	19%	(120)	15%	(94)	7%	(45)	30%	(184)	618
Age: 65+	20%	(81)	16%	(64)	13%	(52)	8%	(34)	43%	(175)	407
GenZers: 1997-2012	9%	(17)	12%	(23)	20%	(38)	11%	(21)	48%	(92)	191
Millennials: 1981-1996	24%	(149)	21%	(129)	20%	(126)	9%	(55)	26%	(160)	620
GenXers: 1965-1980	27%	(125)	18%	(86)	18%	(85)	7%	(31)	30%	(141)	469
Baby Boomers: 1946-1964	24%	(135)	17%	(97)	11%	(64)	9%	(52)	38%	(213)	561
PID: Dem (no lean)	25%	(210)	18%	(148)	18%	(148)	8%	(64)	31%	(256)	826
PID: Ind (no lean)	19%	(90)	19%	(90)	15%	(73)	9%	(43)	38%	(183)	479
PID: Rep (no lean)	23%	(136)	19%	(111)	18%	(104)	9%	(54)	32%	(187)	591
PID/Gender: Dem Men	34%	(156)	21%	(95)	19%	(85)	7%	(31)	20%	(93)	460
PID/Gender: Dem Women	15%	(54)	14%	(52)	17%	(63)	8%	(31)	45%	(163)	364
PID/Gender: Ind Men	27%	(68)	26%	(65)	15%	(37)	7%	(17)	26%	(64)	250
PID/Gender: Ind Women	10%	(23)	11%	(25)	16%	(37)	11%	(25)	52%	(118)	227
PID/Gender: Rep Men	29%	(84)	25%	(73)	19%	(54)	8%	(23)	19%	(55)	289
PID/Gender: Rep Women	17%	(52)	13%	(38)	16%	(49)	10%	(31)	44%	(132)	303
Ideo: Liberal (1-3)	25%	(143)	19%	(107)	17%	(95)	8%	(47)	31%	(177)	569
Ideo: Moderate (4)	22%	(129)	20%	(118)	17%	(103)	9%	(51)	33%	(195)	596
Ideo: Conservative (5-7)	24%	(157)	18%	(115)	17%	(111)	8%	(52)	32%	(209)	644
Educ: < College	22%	(266)	17%	(201)	15%	(185)	8%	(97)	38%	(451)	1201
Educ: Bachelors degree	24%	(105)	21%	(91)	19%	(81)	9%	(40)	27%	(115)	432
Educ: Post-grad	25%	(66)	21%	(56)	23%	(60)	9%	(23)	22%	(59)	264
Income: Under 50k	18%	(170)	16%	(152)	16%	(154)	9%	(85)	41%	(386)	947
Income: 50k-100k	26%	(154)	20%	(118)	17%	(101)	8%	(44)	29%	(169)	587
Income: 100k+	31%	(112)	22%	(79)	19%	(70)	8%	(30)	20%	(71)	363
Ethnicity: White	22%	(329)	19%	(273)	16%	(238)	9%	(125)	34%	(500)	1466
Ethnicity: Hispanic	23%	(75)	21%	(68)	14%	(48)	4%	(12)	38%	(127)	330

Continued on next page

Table MCSP6_1: In any given year, how often do you try to watch the following sports events?
NFL Wild Card Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	23%	(436)	18%	(349)	17%	(326)	8%	(160)	33%	(626)	1897
Ethnicity: Black	30%	(76)	17%	(42)	19%	(49)	7%	(18)	27%	(68)	254
Ethnicity: Other	17%	(31)	19%	(34)	21%	(38)	10%	(17)	32%	(57)	177
All Christian	27%	(224)	18%	(154)	16%	(134)	8%	(67)	31%	(259)	837
All Non-Christian	27%	(60)	23%	(50)	21%	(47)	10%	(22)	19%	(42)	220
Atheist	24%	(17)	18%	(12)	8%	(5)	7%	(5)	44%	(31)	69
Agnostic/Nothing in particular	17%	(76)	19%	(82)	17%	(74)	10%	(42)	38%	(165)	438
Something Else	18%	(60)	16%	(52)	20%	(66)	7%	(25)	39%	(130)	332
Religious Non-Protestant/Catholic	27%	(62)	22%	(51)	21%	(50)	11%	(26)	19%	(45)	234
Evangelical	21%	(114)	18%	(97)	18%	(96)	9%	(46)	34%	(179)	532
Non-Evangelical	27%	(165)	17%	(104)	16%	(95)	7%	(40)	33%	(200)	605
Community: Urban	24%	(158)	19%	(126)	19%	(126)	10%	(63)	28%	(186)	659
Community: Suburban	23%	(185)	19%	(155)	15%	(122)	8%	(60)	35%	(282)	804
Community: Rural	22%	(94)	16%	(68)	18%	(77)	9%	(37)	36%	(158)	434
Employ: Private Sector	28%	(187)	22%	(146)	20%	(132)	7%	(45)	23%	(152)	662
Employ: Government	29%	(46)	25%	(40)	22%	(35)	9%	(15)	15%	(24)	160
Employ: Self-Employed	16%	(29)	17%	(30)	18%	(32)	13%	(23)	37%	(67)	181
Employ: Homemaker	14%	(14)	13%	(13)	15%	(14)	11%	(11)	46%	(44)	95
Employ: Retired	24%	(108)	14%	(64)	13%	(59)	8%	(35)	41%	(186)	452
Employ: Unemployed	15%	(28)	16%	(29)	17%	(33)	8%	(15)	44%	(83)	188
Employ: Other	21%	(23)	20%	(22)	12%	(13)	8%	(8)	39%	(43)	109
Military HH: Yes	23%	(60)	23%	(60)	17%	(45)	7%	(19)	30%	(81)	266
Military HH: No	23%	(376)	18%	(289)	17%	(280)	9%	(141)	33%	(544)	1630
2022 House Vote: Democrat	29%	(231)	20%	(164)	17%	(139)	8%	(63)	26%	(209)	806
2022 House Vote: Republican	22%	(132)	19%	(111)	19%	(111)	8%	(49)	32%	(190)	594
2022 House Vote: Didn't Vote	16%	(71)	15%	(68)	15%	(68)	10%	(45)	45%	(204)	455
2020 Vote: Joe Biden	28%	(233)	19%	(164)	17%	(148)	7%	(63)	28%	(237)	845
2020 Vote: Donald Trump	23%	(137)	19%	(114)	17%	(102)	8%	(48)	32%	(191)	593
2020 Vote: Didn't Vote	15%	(62)	16%	(65)	15%	(64)	11%	(45)	43%	(179)	414

Continued on next page

Table MCSP6_1: *In any given year, how often do you try to watch the following sports events?*
 NFL Wild Card Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	23%	(436)	18%	(349)	17%	(326)	8%	(160)	33%	(626)	1897
2018 House Vote: Democrat	27%	(194)	20%	(145)	19%	(135)	7%	(53)	26%	(186)	713
2018 House Vote: Republican	26%	(132)	20%	(103)	16%	(82)	8%	(39)	31%	(162)	518
2018 House Vote: Didnt Vote	17%	(106)	15%	(96)	16%	(102)	10%	(64)	42%	(263)	630
4-Region: Northeast	29%	(98)	14%	(45)	20%	(69)	6%	(19)	31%	(104)	335
4-Region: Midwest	23%	(92)	22%	(87)	15%	(61)	10%	(39)	29%	(114)	393
4-Region: South	22%	(157)	17%	(120)	14%	(104)	8%	(59)	39%	(278)	717
4-Region: West	20%	(89)	21%	(97)	21%	(93)	10%	(43)	29%	(129)	451
Sports Fans	23%	(436)	18%	(349)	17%	(326)	8%	(160)	33%	(626)	1897
NFL Fans	28%	(428)	22%	(339)	20%	(302)	8%	(117)	22%	(332)	1518
NBA Fans	30%	(348)	23%	(271)	19%	(223)	8%	(92)	20%	(237)	1170
MLB Fans	28%	(352)	23%	(279)	18%	(217)	9%	(110)	23%	(282)	1239
NHL Fans	31%	(282)	24%	(213)	20%	(177)	9%	(86)	16%	(147)	905

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

**Table MCSP6_2: In any given year, how often do you try to watch the following sports events?
NFL Championship Weekend**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(540)	19%	(364)	18%	(343)	7%	(134)	27%	(516)	1897
Gender: Male	37%	(366)	22%	(225)	19%	(190)	5%	(50)	17%	(169)	999
Gender: Female	19%	(174)	16%	(139)	17%	(153)	9%	(81)	39%	(347)	894
Age: 18-34	26%	(139)	21%	(112)	20%	(106)	8%	(42)	27%	(144)	543
Age: 35-44	31%	(101)	21%	(70)	22%	(72)	7%	(21)	20%	(65)	329
Age: 45-64	32%	(195)	19%	(118)	17%	(107)	6%	(38)	26%	(159)	618
Age: 65+	26%	(105)	16%	(64)	14%	(57)	8%	(32)	36%	(148)	407
GenZers: 1997-2012	17%	(33)	17%	(32)	23%	(44)	8%	(16)	34%	(66)	191
Millennials: 1981-1996	30%	(189)	21%	(131)	20%	(124)	7%	(43)	21%	(132)	620
GenXers: 1965-1980	30%	(139)	20%	(96)	18%	(83)	6%	(30)	26%	(121)	469
Baby Boomers: 1946-1964	29%	(162)	17%	(93)	14%	(80)	7%	(41)	33%	(185)	561
PID: Dem (no lean)	31%	(256)	20%	(164)	17%	(142)	8%	(66)	24%	(198)	826
PID: Ind (no lean)	24%	(113)	17%	(82)	20%	(98)	6%	(26)	33%	(160)	479
PID: Rep (no lean)	29%	(170)	20%	(118)	17%	(103)	7%	(42)	27%	(158)	591
PID/Gender: Dem Men	37%	(172)	23%	(104)	19%	(86)	6%	(26)	15%	(71)	460
PID/Gender: Dem Women	23%	(84)	17%	(60)	15%	(56)	10%	(37)	35%	(126)	364
PID/Gender: Ind Men	33%	(84)	20%	(51)	21%	(54)	4%	(10)	21%	(52)	250
PID/Gender: Ind Women	13%	(30)	14%	(31)	19%	(44)	7%	(15)	47%	(108)	227
PID/Gender: Rep Men	38%	(110)	24%	(70)	17%	(50)	4%	(13)	16%	(46)	289
PID/Gender: Rep Women	20%	(61)	16%	(48)	18%	(53)	9%	(29)	37%	(113)	303
Ideo: Liberal (1-3)	32%	(180)	19%	(107)	17%	(95)	8%	(45)	25%	(142)	569
Ideo: Moderate (4)	27%	(159)	20%	(117)	20%	(118)	8%	(48)	26%	(155)	596
Ideo: Conservative (5-7)	29%	(185)	21%	(133)	18%	(114)	6%	(36)	27%	(177)	644
Educ: < College	28%	(333)	17%	(208)	16%	(195)	7%	(84)	32%	(380)	1201
Educ: Bachelors degree	30%	(130)	21%	(92)	21%	(90)	8%	(35)	20%	(86)	432
Educ: Post-grad	29%	(76)	24%	(63)	22%	(58)	6%	(15)	19%	(51)	264
Income: Under 50k	24%	(230)	16%	(155)	18%	(170)	7%	(70)	34%	(321)	947
Income: 50k-100k	31%	(181)	21%	(125)	17%	(102)	8%	(47)	23%	(133)	587
Income: 100k+	36%	(129)	23%	(83)	19%	(71)	5%	(17)	17%	(62)	363
Ethnicity: White	27%	(400)	19%	(284)	17%	(250)	7%	(101)	29%	(430)	1466
Ethnicity: Hispanic	32%	(105)	20%	(67)	12%	(39)	6%	(19)	31%	(101)	330

Continued on next page

Table MCSP6_2: In any given year, how often do you try to watch the following sports events?
NFL Championship Weekend

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	28% (540)	19% (364)	18% (343)	7% (134)	27% (516)	1897
Ethnicity: Black	43% (108)	17% (42)	16% (41)	8% (19)	17% (43)	254
Ethnicity: Other	18% (32)	21% (37)	29% (51)	8% (14)	25% (43)	177
All Christian	31% (257)	19% (155)	18% (148)	7% (60)	26% (217)	837
All Non-Christian	28% (62)	27% (60)	18% (40)	7% (15)	20% (44)	220
Atheist	26% (18)	21% (14)	17% (12)	4% (3)	33% (23)	69
Agnostic/Nothing in particular	25% (109)	17% (76)	17% (76)	8% (37)	32% (140)	438
Something Else	28% (94)	18% (58)	20% (66)	6% (19)	28% (94)	332
Religious Non-Protestant/Catholic	27% (63)	27% (62)	19% (44)	8% (19)	19% (45)	234
Evangelical	32% (169)	17% (88)	19% (102)	7% (37)	25% (135)	532
Non-Evangelical	30% (179)	20% (119)	16% (98)	6% (38)	28% (172)	605
Community: Urban	28% (188)	23% (150)	18% (119)	7% (48)	23% (154)	659
Community: Suburban	29% (233)	18% (146)	17% (140)	7% (54)	29% (230)	804
Community: Rural	28% (120)	15% (67)	19% (84)	7% (32)	30% (131)	434
Employ: Private Sector	32% (212)	23% (150)	21% (138)	6% (38)	19% (124)	662
Employ: Government	38% (60)	22% (35)	17% (28)	10% (15)	13% (21)	160
Employ: Self-Employed	20% (37)	18% (33)	22% (40)	8% (15)	31% (56)	181
Employ: Homemaker	23% (22)	16% (15)	17% (16)	7% (7)	37% (36)	95
Employ: Retired	29% (129)	16% (74)	15% (66)	7% (33)	33% (151)	452
Employ: Unemployed	23% (44)	13% (25)	16% (31)	7% (14)	40% (75)	188
Employ: Other	26% (28)	22% (24)	11% (12)	10% (11)	31% (34)	109
Military HH: Yes	30% (81)	20% (53)	13% (35)	6% (17)	30% (81)	266
Military HH: No	28% (459)	19% (311)	19% (308)	7% (117)	27% (435)	1630
2022 House Vote: Democrat	34% (272)	21% (173)	16% (130)	8% (63)	21% (169)	806
2022 House Vote: Republican	28% (165)	20% (117)	19% (116)	6% (36)	27% (161)	594
2022 House Vote: Didn't Vote	22% (99)	15% (70)	18% (82)	7% (32)	38% (172)	455
2020 Vote: Joe Biden	33% (277)	21% (174)	17% (146)	6% (51)	23% (198)	845
2020 Vote: Donald Trump	29% (173)	19% (115)	17% (103)	6% (36)	28% (166)	593
2020 Vote: Didn't Vote	20% (82)	17% (71)	17% (72)	11% (46)	34% (142)	414

Continued on next page

**Table MCSP6_2: In any given year, how often do you try to watch the following sports events?
NFL Championship Weekend**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	28%	(540)	19%	(364)	18%	(343)	7%	(134)	27%	(516)	1897
2018 House Vote: Democrat	33%	(238)	21%	(147)	17%	(124)	7%	(48)	22%	(156)	713
2018 House Vote: Republican	31%	(160)	21%	(106)	17%	(87)	6%	(32)	25%	(132)	518
2018 House Vote: Didnt Vote	22%	(137)	16%	(103)	19%	(117)	8%	(52)	35%	(222)	630
4-Region: Northeast	28%	(94)	18%	(61)	19%	(64)	7%	(22)	28%	(94)	335
4-Region: Midwest	32%	(127)	20%	(79)	17%	(68)	6%	(22)	25%	(97)	393
4-Region: South	30%	(215)	15%	(110)	17%	(122)	8%	(59)	30%	(212)	717
4-Region: West	23%	(105)	25%	(114)	20%	(89)	7%	(31)	25%	(113)	451
Sports Fans	28%	(540)	19%	(364)	18%	(343)	7%	(134)	27%	(516)	1897
NFL Fans	35%	(524)	23%	(342)	21%	(316)	6%	(91)	16%	(245)	1518
NBA Fans	37%	(429)	23%	(265)	20%	(228)	7%	(76)	15%	(172)	1170
MLB Fans	34%	(425)	22%	(274)	20%	(242)	7%	(81)	17%	(216)	1239
NHL Fans	37%	(331)	24%	(215)	19%	(172)	5%	(47)	16%	(141)	905

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

Table MCSP6_3: In any given year, how often do you try to watch the following sports events?
 College Football Playoff National Championship

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(386)	17%	(325)	19%	(357)	9%	(169)	35%	(660)	1897
Gender: Male	29%	(285)	22%	(219)	19%	(189)	7%	(72)	23%	(235)	999
Gender: Female	11%	(101)	12%	(106)	19%	(168)	11%	(96)	47%	(423)	894
Age: 18-34	21%	(117)	16%	(89)	18%	(99)	9%	(48)	35%	(190)	543
Age: 35-44	21%	(68)	24%	(79)	19%	(62)	8%	(25)	29%	(94)	329
Age: 45-64	20%	(125)	17%	(105)	19%	(120)	9%	(53)	35%	(214)	618
Age: 65+	19%	(77)	13%	(51)	18%	(75)	10%	(42)	40%	(162)	407
GenZers: 1997-2012	12%	(24)	14%	(26)	19%	(35)	9%	(18)	46%	(87)	191
Millennials: 1981-1996	24%	(149)	21%	(129)	18%	(115)	8%	(52)	28%	(176)	620
GenXers: 1965-1980	20%	(92)	17%	(81)	20%	(93)	8%	(37)	35%	(166)	469
Baby Boomers: 1946-1964	20%	(114)	13%	(75)	18%	(102)	10%	(56)	38%	(214)	561
PID: Dem (no lean)	22%	(185)	19%	(156)	17%	(141)	8%	(69)	33%	(275)	826
PID: Ind (no lean)	16%	(75)	15%	(70)	21%	(99)	9%	(43)	40%	(192)	479
PID: Rep (no lean)	21%	(125)	17%	(99)	20%	(117)	10%	(57)	33%	(193)	591
PID/Gender: Dem Men	30%	(139)	24%	(111)	17%	(79)	7%	(32)	21%	(99)	460
PID/Gender: Dem Women	13%	(46)	12%	(44)	17%	(62)	10%	(37)	48%	(174)	364
PID/Gender: Ind Men	23%	(59)	18%	(44)	24%	(59)	7%	(17)	28%	(71)	250
PID/Gender: Ind Women	7%	(17)	11%	(26)	17%	(40)	11%	(25)	53%	(121)	227
PID/Gender: Rep Men	31%	(88)	22%	(63)	17%	(50)	8%	(23)	22%	(65)	289
PID/Gender: Rep Women	12%	(37)	12%	(36)	22%	(67)	11%	(35)	42%	(128)	303
Ideo: Liberal (1-3)	22%	(128)	19%	(108)	17%	(98)	9%	(49)	33%	(187)	569
Ideo: Moderate (4)	15%	(92)	17%	(100)	23%	(135)	9%	(51)	37%	(218)	596
Ideo: Conservative (5-7)	24%	(158)	17%	(110)	17%	(112)	9%	(58)	32%	(206)	644
Educ: < College	17%	(207)	16%	(189)	18%	(213)	9%	(107)	40%	(486)	1201
Educ: Bachelors degree	23%	(101)	19%	(84)	21%	(93)	9%	(41)	26%	(114)	432
Educ: Post-grad	30%	(78)	20%	(52)	19%	(51)	8%	(21)	23%	(61)	264
Income: Under 50k	15%	(141)	15%	(138)	21%	(195)	9%	(90)	40%	(383)	947
Income: 50k-100k	23%	(136)	17%	(99)	18%	(104)	8%	(49)	34%	(200)	587
Income: 100k+	30%	(109)	24%	(88)	16%	(58)	8%	(30)	21%	(77)	363
Ethnicity: White	21%	(302)	17%	(251)	18%	(267)	9%	(137)	35%	(508)	1466
Ethnicity: Hispanic	13%	(44)	21%	(70)	17%	(57)	7%	(23)	41%	(136)	330

Continued on next page

Table MCSP6_3: In any given year, how often do you try to watch the following sports events?
College Football Playoff National Championship

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(386)	17%	(325)	19%	(357)	9%	(169)	35%	(660)	1897
Ethnicity: Black	24%	(60)	22%	(57)	16%	(40)	8%	(20)	30%	(77)	254
Ethnicity: Other	13%	(23)	10%	(18)	28%	(50)	7%	(12)	42%	(74)	177
All Christian	23%	(190)	17%	(142)	20%	(170)	9%	(76)	31%	(260)	837
All Non-Christian	29%	(63)	22%	(48)	18%	(40)	8%	(19)	23%	(51)	220
Atheist	16%	(11)	12%	(9)	12%	(8)	7%	(5)	52%	(36)	69
Agnostic/Nothing in particular	15%	(67)	18%	(77)	16%	(71)	9%	(39)	42%	(184)	438
Something Else	17%	(55)	15%	(50)	20%	(67)	9%	(31)	39%	(130)	332
Religious Non-Protestant/Catholic	28%	(65)	21%	(50)	18%	(43)	10%	(22)	23%	(53)	234
Evangelical	22%	(116)	21%	(111)	18%	(94)	9%	(49)	30%	(161)	532
Non-Evangelical	20%	(123)	12%	(74)	22%	(134)	9%	(52)	36%	(220)	605
Community: Urban	23%	(155)	17%	(114)	18%	(118)	8%	(53)	33%	(219)	659
Community: Suburban	19%	(153)	17%	(140)	19%	(153)	9%	(74)	35%	(284)	804
Community: Rural	18%	(78)	16%	(71)	20%	(85)	10%	(42)	36%	(157)	434
Employ: Private Sector	24%	(159)	21%	(137)	21%	(139)	7%	(44)	28%	(183)	662
Employ: Government	26%	(41)	23%	(36)	18%	(29)	11%	(18)	22%	(35)	160
Employ: Self-Employed	17%	(31)	14%	(26)	20%	(36)	13%	(23)	36%	(65)	181
Employ: Homemaker	14%	(14)	16%	(15)	18%	(18)	8%	(7)	44%	(42)	95
Employ: Retired	21%	(97)	13%	(60)	18%	(79)	10%	(45)	38%	(170)	452
Employ: Unemployed	12%	(23)	11%	(21)	16%	(30)	11%	(21)	49%	(93)	188
Employ: Other	15%	(16)	22%	(24)	14%	(16)	6%	(7)	43%	(47)	109
Military HH: Yes	22%	(59)	19%	(51)	20%	(52)	10%	(28)	29%	(76)	266
Military HH: No	20%	(327)	17%	(274)	19%	(305)	9%	(141)	36%	(584)	1630
2022 House Vote: Democrat	24%	(196)	21%	(166)	17%	(136)	9%	(70)	30%	(238)	806
2022 House Vote: Republican	20%	(120)	17%	(99)	22%	(129)	9%	(54)	32%	(192)	594
2022 House Vote: Didn't Vote	14%	(65)	12%	(55)	19%	(84)	9%	(41)	46%	(210)	455
2020 Vote: Joe Biden	22%	(190)	20%	(169)	17%	(147)	8%	(72)	32%	(268)	845
2020 Vote: Donald Trump	22%	(130)	16%	(96)	20%	(116)	9%	(56)	33%	(195)	593
2020 Vote: Didn't Vote	13%	(55)	14%	(60)	21%	(86)	9%	(39)	42%	(175)	414

Continued on next page

Table MCSP6_3: In any given year, how often do you try to watch the following sports events?
 College Football Playoff National Championship

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(386)	17%	(325)	19%	(357)	9%	(169)	35%	(660)	1897
2018 House Vote: Democrat	24%	(174)	21%	(149)	18%	(131)	8%	(60)	28%	(199)	713
2018 House Vote: Republican	23%	(119)	18%	(91)	20%	(104)	9%	(46)	31%	(159)	518
2018 House Vote: Didnt Vote	14%	(88)	13%	(84)	18%	(111)	10%	(62)	45%	(285)	630
4-Region: Northeast	22%	(74)	14%	(46)	16%	(52)	7%	(23)	41%	(139)	335
4-Region: Midwest	23%	(91)	16%	(63)	22%	(86)	6%	(25)	33%	(128)	393
4-Region: South	20%	(142)	18%	(128)	20%	(142)	10%	(73)	32%	(232)	717
4-Region: West	17%	(78)	19%	(88)	17%	(76)	11%	(47)	36%	(162)	451
Sports Fans	20%	(386)	17%	(325)	19%	(357)	9%	(169)	35%	(660)	1897
NFL Fans	24%	(364)	20%	(302)	22%	(328)	9%	(130)	26%	(394)	1518
NBA Fans	27%	(319)	22%	(257)	21%	(249)	8%	(97)	21%	(248)	1170
MLB Fans	25%	(313)	21%	(265)	20%	(252)	9%	(108)	24%	(300)	1239
NHL Fans	27%	(243)	25%	(228)	21%	(188)	8%	(72)	19%	(174)	905

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

Table MCSP6_4: In any given year, how often do you try to watch the following sports events?
NHL All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(147)	11%	(211)	15%	(286)	13%	(256)	53%	(997)	1897
Gender: Male	12%	(117)	16%	(159)	16%	(161)	14%	(142)	42%	(421)	999
Gender: Female	3%	(30)	6%	(53)	14%	(123)	13%	(113)	64%	(576)	894
Age: 18-34	13%	(70)	11%	(61)	17%	(93)	13%	(71)	46%	(249)	543
Age: 35-44	11%	(35)	23%	(75)	16%	(52)	10%	(33)	41%	(134)	329
Age: 45-64	6%	(36)	9%	(55)	16%	(97)	16%	(96)	54%	(333)	618
Age: 65+	1%	(6)	5%	(21)	11%	(43)	14%	(57)	69%	(281)	407
GenZers: 1997-2012	7%	(14)	5%	(9)	17%	(33)	9%	(17)	62%	(118)	191
Millennials: 1981-1996	14%	(84)	19%	(119)	16%	(102)	13%	(79)	38%	(237)	620
GenXers: 1965-1980	8%	(35)	11%	(50)	16%	(75)	15%	(71)	50%	(237)	469
Baby Boomers: 1946-1964	2%	(12)	4%	(25)	12%	(69)	15%	(83)	66%	(372)	561
PID: Dem (no lean)	11%	(91)	14%	(117)	16%	(131)	12%	(103)	47%	(385)	826
PID: Ind (no lean)	4%	(17)	7%	(35)	15%	(73)	15%	(72)	59%	(283)	479
PID: Rep (no lean)	7%	(39)	10%	(59)	14%	(82)	14%	(82)	56%	(329)	591
PID/Gender: Dem Men	16%	(72)	21%	(96)	17%	(77)	12%	(57)	34%	(157)	460
PID/Gender: Dem Women	5%	(19)	6%	(20)	14%	(52)	12%	(45)	63%	(228)	364
PID/Gender: Ind Men	6%	(15)	9%	(21)	19%	(47)	18%	(45)	49%	(122)	250
PID/Gender: Ind Women	1%	(3)	6%	(13)	11%	(26)	11%	(25)	70%	(160)	227
PID/Gender: Rep Men	10%	(30)	14%	(41)	13%	(37)	14%	(39)	49%	(142)	289
PID/Gender: Rep Women	3%	(9)	6%	(19)	15%	(45)	14%	(42)	62%	(188)	303
Ideo: Liberal (1-3)	12%	(71)	13%	(76)	16%	(92)	15%	(83)	43%	(247)	569
Ideo: Moderate (4)	4%	(24)	9%	(56)	17%	(102)	14%	(82)	56%	(332)	596
Ideo: Conservative (5-7)	8%	(50)	11%	(73)	14%	(89)	13%	(85)	54%	(347)	644
Educ: < College	7%	(81)	9%	(105)	13%	(152)	13%	(158)	59%	(705)	1201
Educ: Bachelors degree	5%	(23)	15%	(63)	18%	(76)	15%	(63)	48%	(207)	432
Educ: Post-grad	16%	(43)	17%	(44)	22%	(58)	13%	(35)	32%	(84)	264
Income: Under 50k	5%	(43)	8%	(71)	13%	(125)	13%	(127)	61%	(581)	947
Income: 50k-100k	9%	(54)	11%	(66)	16%	(96)	14%	(81)	49%	(290)	587
Income: 100k+	14%	(49)	20%	(74)	18%	(65)	13%	(49)	35%	(126)	363
Ethnicity: White	8%	(120)	12%	(173)	15%	(216)	13%	(189)	52%	(767)	1466
Ethnicity: Hispanic	10%	(32)	14%	(48)	13%	(42)	12%	(40)	51%	(168)	330

Continued on next page

Table MCSP6_4: In any given year, how often do you try to watch the following sports events?
NHL All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(147)	11%	(211)	15%	(286)	13%	(256)	53%	(997)	1897
Ethnicity: Black	10%	(24)	9%	(22)	9%	(23)	19%	(48)	54%	(136)	254
Ethnicity: Other	1%	(2)	9%	(16)	26%	(46)	11%	(19)	53%	(94)	177
All Christian	7%	(58)	12%	(97)	18%	(147)	13%	(111)	51%	(425)	837
All Non-Christian	24%	(53)	20%	(45)	18%	(39)	13%	(28)	25%	(55)	220
Atheist	6%	(4)	3%	(2)	17%	(12)	6%	(4)	69%	(48)	69
Agnostic/Nothing in particular	5%	(21)	10%	(44)	12%	(54)	15%	(66)	58%	(253)	438
Something Else	3%	(10)	7%	(24)	10%	(34)	14%	(48)	65%	(216)	332
Religious Non-Protestant/Catholic	23%	(54)	20%	(46)	18%	(41)	13%	(30)	26%	(62)	234
Evangelical	7%	(38)	11%	(58)	13%	(70)	14%	(73)	55%	(292)	532
Non-Evangelical	5%	(29)	10%	(58)	17%	(104)	13%	(80)	55%	(334)	605
Community: Urban	14%	(92)	13%	(89)	17%	(110)	13%	(85)	43%	(284)	659
Community: Suburban	5%	(41)	11%	(89)	16%	(129)	14%	(109)	54%	(436)	804
Community: Rural	3%	(14)	8%	(33)	11%	(47)	14%	(62)	64%	(278)	434
Employ: Private Sector	10%	(69)	19%	(126)	19%	(126)	13%	(87)	38%	(253)	662
Employ: Government	21%	(34)	17%	(27)	13%	(21)	14%	(23)	34%	(55)	160
Employ: Self-Employed	7%	(12)	9%	(16)	17%	(31)	18%	(33)	49%	(89)	181
Employ: Homemaker	4%	(3)	5%	(4)	17%	(16)	8%	(8)	67%	(64)	95
Employ: Retired	3%	(13)	4%	(20)	11%	(48)	15%	(68)	67%	(304)	452
Employ: Unemployed	3%	(6)	6%	(11)	11%	(20)	9%	(17)	71%	(134)	188
Employ: Other	8%	(9)	6%	(6)	15%	(16)	15%	(17)	56%	(62)	109
Military HH: Yes	5%	(14)	13%	(36)	13%	(33)	17%	(45)	52%	(138)	266
Military HH: No	8%	(132)	11%	(175)	15%	(252)	13%	(211)	53%	(859)	1630
2022 House Vote: Democrat	11%	(89)	15%	(121)	17%	(139)	13%	(104)	44%	(354)	806
2022 House Vote: Republican	6%	(33)	9%	(52)	15%	(92)	15%	(89)	55%	(328)	594
2022 House Vote: Didn't Vote	5%	(24)	8%	(37)	12%	(53)	13%	(59)	62%	(283)	455
2020 Vote: Joe Biden	10%	(82)	15%	(129)	16%	(132)	13%	(112)	46%	(392)	845
2020 Vote: Donald Trump	5%	(31)	9%	(51)	16%	(97)	14%	(85)	55%	(328)	593
2020 Vote: Didn't Vote	8%	(32)	7%	(30)	13%	(53)	13%	(55)	59%	(243)	414

Continued on next page

Table MCSP6_4: *In any given year, how often do you try to watch the following sports events?*

NHL All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(147)	11%	(211)	15%	(286)	13%	(256)	53%	(997)	1897
2018 House Vote: Democrat	10%	(71)	15%	(110)	17%	(120)	14%	(97)	44%	(316)	713
2018 House Vote: Republican	6%	(32)	10%	(52)	16%	(82)	14%	(73)	54%	(279)	518
2018 House Vote: Didnt Vote	7%	(43)	8%	(49)	12%	(76)	13%	(83)	60%	(381)	630
4-Region: Northeast	13%	(45)	13%	(42)	16%	(55)	9%	(30)	48%	(162)	335
4-Region: Midwest	8%	(33)	10%	(41)	15%	(57)	13%	(52)	53%	(210)	393
4-Region: South	5%	(35)	9%	(63)	13%	(95)	15%	(104)	58%	(419)	717
4-Region: West	7%	(34)	14%	(64)	17%	(78)	15%	(70)	46%	(206)	451
Sports Fans	8%	(147)	11%	(211)	15%	(286)	13%	(256)	53%	(997)	1897
NFL Fans	9%	(136)	13%	(191)	17%	(260)	14%	(218)	47%	(713)	1518
NBA Fans	11%	(131)	15%	(181)	20%	(229)	16%	(183)	38%	(446)	1170
MLB Fans	10%	(130)	14%	(179)	19%	(231)	15%	(181)	42%	(518)	1239
NHL Fans	15%	(131)	21%	(188)	26%	(239)	15%	(136)	23%	(211)	905

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

Table MCSP6_5: In any given year, how often do you try to watch the following sports events?
 Super Bowl

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(885)	20%	(377)	17%	(327)	6%	(105)	11%	(204)	1897
Gender: Male	51%	(511)	21%	(206)	16%	(158)	5%	(47)	8%	(76)	999
Gender: Female	42%	(373)	19%	(170)	19%	(167)	6%	(56)	14%	(127)	894
Age: 18-34	43%	(236)	20%	(110)	20%	(111)	6%	(32)	10%	(54)	543
Age: 35-44	40%	(132)	28%	(91)	14%	(46)	7%	(23)	11%	(36)	329
Age: 45-64	54%	(332)	17%	(107)	17%	(105)	3%	(21)	8%	(52)	618
Age: 65+	45%	(184)	17%	(69)	16%	(64)	7%	(28)	15%	(62)	407
GenZers: 1997-2012	36%	(70)	24%	(46)	24%	(46)	5%	(10)	11%	(20)	191
Millennials: 1981-1996	43%	(268)	23%	(144)	16%	(99)	7%	(42)	11%	(66)	620
GenXers: 1965-1980	53%	(248)	19%	(87)	17%	(82)	3%	(12)	9%	(40)	469
Baby Boomers: 1946-1964	48%	(271)	16%	(88)	16%	(88)	7%	(38)	14%	(76)	561
PID: Dem (no lean)	48%	(393)	21%	(177)	17%	(142)	5%	(39)	9%	(76)	826
PID: Ind (no lean)	42%	(203)	18%	(86)	20%	(95)	6%	(30)	13%	(65)	479
PID: Rep (no lean)	49%	(289)	19%	(113)	15%	(89)	6%	(36)	11%	(64)	591
PID/Gender: Dem Men	49%	(226)	23%	(108)	16%	(75)	4%	(20)	7%	(31)	460
PID/Gender: Dem Women	46%	(166)	19%	(69)	18%	(65)	5%	(19)	12%	(45)	364
PID/Gender: Ind Men	50%	(125)	17%	(42)	22%	(54)	3%	(7)	8%	(21)	250
PID/Gender: Ind Women	34%	(78)	19%	(44)	18%	(41)	9%	(21)	19%	(43)	227
PID/Gender: Rep Men	55%	(160)	20%	(56)	10%	(28)	7%	(20)	9%	(25)	289
PID/Gender: Rep Women	43%	(129)	19%	(57)	20%	(61)	5%	(16)	13%	(39)	303
Ideo: Liberal (1-3)	48%	(271)	19%	(106)	18%	(104)	6%	(31)	10%	(56)	569
Ideo: Moderate (4)	49%	(291)	19%	(116)	18%	(108)	4%	(26)	9%	(55)	596
Ideo: Conservative (5-7)	45%	(289)	22%	(140)	15%	(98)	6%	(42)	12%	(76)	644
Educ: < College	48%	(578)	19%	(228)	16%	(193)	5%	(56)	12%	(146)	1201
Educ: Bachelors degree	49%	(212)	19%	(80)	20%	(86)	6%	(27)	7%	(28)	432
Educ: Post-grad	36%	(95)	26%	(69)	18%	(48)	8%	(22)	11%	(30)	264
Income: Under 50k	45%	(425)	17%	(159)	19%	(183)	5%	(51)	14%	(129)	947
Income: 50k-100k	49%	(290)	21%	(121)	17%	(98)	5%	(32)	8%	(46)	587
Income: 100k+	47%	(170)	27%	(96)	13%	(46)	6%	(21)	8%	(29)	363
Ethnicity: White	45%	(654)	21%	(307)	17%	(255)	6%	(81)	12%	(169)	1466
Ethnicity: Hispanic	52%	(172)	18%	(60)	21%	(68)	3%	(9)	6%	(20)	330

Continued on next page

Table MCSP6_5: In any given year, how often do you try to watch the following sports events?
Super Bowl

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	47%	(885)	20%	(377)	17%	(327)	6%	(105)	11%	(204)	1897
Ethnicity: Black	59%	(151)	17%	(44)	14%	(35)	2%	(6)	8%	(19)	254
Ethnicity: Other	45%	(80)	15%	(26)	21%	(37)	10%	(18)	9%	(16)	177
All Christian	50%	(415)	20%	(166)	17%	(144)	5%	(45)	8%	(67)	837
All Non-Christian	40%	(89)	22%	(48)	18%	(40)	8%	(18)	12%	(26)	220
Atheist	53%	(37)	16%	(11)	11%	(8)	5%	(3)	15%	(11)	69
Agnostic/Nothing in particular	41%	(179)	21%	(93)	19%	(81)	5%	(22)	14%	(63)	438
Something Else	50%	(165)	18%	(59)	16%	(54)	5%	(16)	12%	(38)	332
Religious Non-Protestant/Catholic	41%	(96)	21%	(50)	18%	(41)	9%	(20)	11%	(26)	234
Evangelical	46%	(247)	19%	(101)	19%	(102)	5%	(28)	10%	(53)	532
Non-Evangelical	53%	(322)	19%	(116)	15%	(88)	5%	(29)	8%	(50)	605
Community: Urban	45%	(295)	21%	(141)	17%	(110)	6%	(38)	11%	(75)	659
Community: Suburban	49%	(391)	19%	(150)	18%	(141)	6%	(45)	10%	(77)	804
Community: Rural	46%	(198)	20%	(86)	17%	(76)	5%	(21)	12%	(53)	434
Employ: Private Sector	50%	(333)	24%	(156)	15%	(96)	5%	(35)	6%	(42)	662
Employ: Government	48%	(76)	20%	(33)	18%	(29)	6%	(10)	8%	(13)	160
Employ: Self-Employed	32%	(58)	21%	(38)	24%	(44)	10%	(18)	13%	(23)	181
Employ: Homemaker	41%	(39)	14%	(13)	22%	(21)	4%	(4)	19%	(18)	95
Employ: Retired	49%	(220)	17%	(76)	17%	(76)	4%	(19)	14%	(61)	452
Employ: Unemployed	48%	(90)	12%	(23)	17%	(31)	8%	(15)	15%	(29)	188
Employ: Other	41%	(45)	23%	(25)	21%	(23)	4%	(5)	9%	(10)	109
Military HH: Yes	49%	(131)	21%	(55)	12%	(33)	7%	(19)	11%	(29)	266
Military HH: No	46%	(753)	20%	(322)	18%	(294)	5%	(86)	11%	(175)	1630
2022 House Vote: Democrat	51%	(413)	19%	(154)	16%	(131)	5%	(41)	8%	(67)	806
2022 House Vote: Republican	50%	(296)	19%	(112)	15%	(91)	6%	(34)	10%	(62)	594
2022 House Vote: Didn't Vote	36%	(163)	23%	(106)	19%	(88)	6%	(29)	15%	(69)	455
2020 Vote: Joe Biden	51%	(428)	19%	(159)	17%	(141)	5%	(42)	9%	(75)	845
2020 Vote: Donald Trump	50%	(297)	19%	(110)	15%	(87)	6%	(33)	11%	(65)	593
2020 Vote: Didn't Vote	34%	(139)	24%	(101)	21%	(86)	7%	(28)	15%	(60)	414

Continued on next page

Table MCSP6_5: In any given year, how often do you try to watch the following sports events?
 Super Bowl

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	47% (885)	20% (377)	17% (327)	6% (105)	11% (204)	1897
2018 House Vote: Democrat	51% (366)	20% (145)	15% (108)	6% (40)	8% (55)	713
2018 House Vote: Republican	51% (264)	18% (92)	15% (76)	6% (32)	10% (54)	518
2018 House Vote: Didnt Vote	39% (243)	21% (134)	20% (128)	5% (33)	15% (93)	630
4-Region: Northeast	45% (150)	21% (69)	18% (60)	6% (20)	11% (35)	335
4-Region: Midwest	51% (199)	17% (67)	15% (59)	5% (20)	12% (49)	393
4-Region: South	46% (332)	19% (139)	19% (137)	5% (34)	10% (75)	717
4-Region: West	45% (204)	22% (101)	16% (71)	7% (30)	10% (45)	451
Sports Fans	47% (885)	20% (377)	17% (327)	6% (105)	11% (204)	1897
NFL Fans	56% (846)	22% (333)	15% (234)	4% (53)	3% (52)	1518
NBA Fans	54% (631)	21% (248)	15% (177)	4% (50)	5% (63)	1170
MLB Fans	52% (642)	22% (278)	16% (200)	4% (54)	5% (65)	1239
NHL Fans	51% (462)	21% (191)	17% (151)	4% (39)	7% (62)	905

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

Table MCSP6_6: In any given year, how often do you try to watch the following sports events?
NBA All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(274)	14%	(261)	18%	(335)	11%	(215)	43%	(812)	1897
Gender: Male	20%	(195)	18%	(177)	19%	(190)	11%	(111)	33%	(326)	999
Gender: Female	9%	(78)	9%	(84)	16%	(145)	11%	(101)	54%	(486)	894
Age: 18-34	22%	(121)	20%	(108)	18%	(100)	9%	(51)	30%	(164)	543
Age: 35-44	21%	(70)	21%	(68)	20%	(64)	8%	(25)	31%	(101)	329
Age: 45-64	11%	(65)	12%	(73)	18%	(109)	14%	(85)	46%	(286)	618
Age: 65+	4%	(17)	3%	(13)	15%	(62)	13%	(54)	64%	(261)	407
GenZers: 1997-2012	14%	(26)	18%	(35)	24%	(46)	7%	(14)	36%	(70)	191
Millennials: 1981-1996	25%	(155)	21%	(128)	18%	(111)	9%	(56)	27%	(170)	620
GenXers: 1965-1980	12%	(58)	14%	(64)	16%	(75)	14%	(64)	44%	(207)	469
Baby Boomers: 1946-1964	6%	(34)	6%	(31)	16%	(90)	12%	(68)	60%	(337)	561
PID: Dem (no lean)	20%	(164)	20%	(164)	19%	(153)	9%	(73)	33%	(272)	826
PID: Ind (no lean)	9%	(43)	9%	(45)	21%	(103)	12%	(58)	48%	(230)	479
PID: Rep (no lean)	11%	(67)	9%	(52)	13%	(78)	14%	(84)	52%	(310)	591
PID/Gender: Dem Men	24%	(111)	25%	(113)	19%	(89)	7%	(33)	25%	(113)	460
PID/Gender: Dem Women	15%	(53)	14%	(50)	18%	(64)	10%	(38)	44%	(159)	364
PID/Gender: Ind Men	14%	(34)	11%	(28)	25%	(61)	14%	(34)	37%	(93)	250
PID/Gender: Ind Women	4%	(9)	8%	(18)	18%	(42)	10%	(23)	60%	(137)	227
PID/Gender: Rep Men	17%	(50)	12%	(36)	14%	(39)	15%	(44)	41%	(120)	289
PID/Gender: Rep Women	6%	(17)	5%	(16)	13%	(39)	13%	(40)	63%	(191)	303
Ideo: Liberal (1-3)	20%	(117)	18%	(101)	18%	(101)	10%	(54)	34%	(196)	569
Ideo: Moderate (4)	12%	(72)	13%	(76)	22%	(130)	12%	(69)	42%	(249)	596
Ideo: Conservative (5-7)	12%	(79)	12%	(80)	14%	(91)	13%	(84)	48%	(310)	644
Educ: < College	14%	(164)	11%	(132)	17%	(205)	11%	(127)	48%	(572)	1201
Educ: Bachelors degree	15%	(65)	15%	(64)	20%	(84)	14%	(59)	37%	(159)	432
Educ: Post-grad	17%	(44)	24%	(64)	17%	(45)	11%	(29)	31%	(81)	264
Income: Under 50k	11%	(108)	11%	(104)	15%	(146)	12%	(117)	50%	(472)	947
Income: 50k-100k	15%	(89)	14%	(81)	18%	(106)	13%	(75)	40%	(237)	587
Income: 100k+	21%	(76)	21%	(77)	23%	(82)	7%	(24)	28%	(103)	363
Ethnicity: White	11%	(165)	12%	(176)	16%	(235)	12%	(178)	49%	(712)	1466
Ethnicity: Hispanic	18%	(59)	15%	(49)	21%	(70)	8%	(26)	38%	(126)	330

Continued on next page

Table MCSP6_6: In any given year, how often do you try to watch the following sports events?
NBA All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	14%	(274)	14%	(261)	18%	(335)	11%	(215)	43%	(812)	1897
Ethnicity: Black	36%	(90)	24%	(61)	18%	(47)	5%	(13)	17%	(43)	254
Ethnicity: Other	10%	(18)	14%	(24)	30%	(53)	14%	(24)	33%	(58)	177
All Christian	15%	(123)	11%	(92)	18%	(151)	11%	(95)	45%	(376)	837
All Non-Christian	25%	(55)	27%	(60)	18%	(40)	9%	(20)	21%	(46)	220
Atheist	10%	(7)	4%	(3)	17%	(12)	5%	(4)	63%	(44)	69
Agnostic/Nothing in particular	11%	(47)	15%	(65)	19%	(81)	14%	(62)	42%	(183)	438
Something Else	12%	(41)	13%	(42)	15%	(51)	11%	(35)	49%	(163)	332
Religious Non-Protestant/Catholic	24%	(57)	26%	(61)	18%	(43)	10%	(24)	21%	(49)	234
Evangelical	17%	(91)	12%	(61)	15%	(79)	12%	(63)	45%	(237)	532
Non-Evangelical	12%	(70)	11%	(69)	19%	(114)	10%	(60)	48%	(291)	605
Community: Urban	21%	(139)	18%	(117)	19%	(128)	11%	(73)	31%	(202)	659
Community: Suburban	11%	(92)	12%	(96)	19%	(150)	11%	(92)	46%	(373)	804
Community: Rural	10%	(42)	11%	(48)	13%	(57)	12%	(50)	55%	(237)	434
Employ: Private Sector	19%	(128)	19%	(128)	21%	(139)	10%	(68)	30%	(199)	662
Employ: Government	29%	(47)	23%	(36)	9%	(14)	12%	(19)	27%	(43)	160
Employ: Self-Employed	14%	(26)	9%	(17)	21%	(38)	14%	(26)	41%	(75)	181
Employ: Homemaker	12%	(12)	17%	(17)	12%	(11)	6%	(6)	53%	(50)	95
Employ: Retired	5%	(23)	5%	(21)	16%	(74)	13%	(58)	61%	(276)	452
Employ: Unemployed	11%	(21)	13%	(25)	16%	(30)	12%	(22)	48%	(90)	188
Employ: Other	12%	(13)	12%	(13)	16%	(18)	10%	(11)	50%	(55)	109
Military HH: Yes	12%	(32)	11%	(29)	15%	(40)	14%	(38)	48%	(128)	266
Military HH: No	15%	(242)	14%	(232)	18%	(295)	11%	(177)	42%	(684)	1630
2022 House Vote: Democrat	20%	(162)	19%	(155)	18%	(144)	10%	(80)	33%	(265)	806
2022 House Vote: Republican	10%	(59)	8%	(49)	16%	(95)	14%	(81)	52%	(310)	594
2022 House Vote: Didn't Vote	11%	(52)	12%	(54)	20%	(91)	10%	(46)	47%	(213)	455
2020 Vote: Joe Biden	18%	(155)	18%	(151)	19%	(160)	10%	(85)	35%	(293)	845
2020 Vote: Donald Trump	10%	(61)	8%	(45)	15%	(88)	15%	(86)	53%	(313)	593
2020 Vote: Didn't Vote	13%	(56)	15%	(63)	20%	(81)	9%	(38)	42%	(176)	414

Continued on next page

Table MCSP6_6: In any given year, how often do you try to watch the following sports events?
NBA All Star Weekend

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	14%	(274)	14%	(261)	18%	(335)	11%	(215)	43%	(812)	1897
2018 House Vote: Democrat	20%	(140)	18%	(127)	19%	(133)	10%	(72)	34%	(241)	713
2018 House Vote: Republican	12%	(61)	9%	(45)	14%	(70)	14%	(74)	52%	(268)	518
2018 House Vote: Didnt Vote	11%	(72)	13%	(83)	20%	(126)	10%	(64)	45%	(286)	630
4-Region: Northeast	19%	(64)	14%	(47)	17%	(57)	8%	(27)	42%	(141)	335
4-Region: Midwest	15%	(61)	12%	(47)	15%	(61)	12%	(49)	45%	(176)	393
4-Region: South	13%	(94)	13%	(90)	16%	(112)	12%	(85)	47%	(336)	717
4-Region: West	12%	(55)	17%	(77)	23%	(105)	12%	(55)	35%	(160)	451
Sports Fans	14%	(274)	14%	(261)	18%	(335)	11%	(215)	43%	(812)	1897
NFL Fans	16%	(245)	16%	(243)	19%	(291)	12%	(180)	37%	(560)	1518
NBA Fans	22%	(259)	21%	(248)	26%	(302)	13%	(148)	18%	(211)	1170
MLB Fans	18%	(226)	17%	(206)	20%	(246)	12%	(148)	33%	(413)	1239
NHL Fans	21%	(191)	19%	(176)	20%	(181)	11%	(102)	28%	(255)	905

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

Table MCSP6_7: In any given year, how often do you try to watch the following sports events?
 March Madness

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(372)	14%	(260)	22%	(408)	9%	(171)	36%	(686)	1897
Gender: Male	29%	(286)	17%	(174)	20%	(205)	7%	(68)	27%	(267)	999
Gender: Female	10%	(86)	10%	(86)	23%	(204)	11%	(100)	47%	(418)	894
Age: 18-34	22%	(122)	17%	(90)	22%	(120)	9%	(51)	30%	(160)	543
Age: 35-44	24%	(79)	13%	(44)	21%	(70)	8%	(28)	33%	(108)	329
Age: 45-64	19%	(117)	14%	(87)	23%	(141)	7%	(45)	37%	(228)	618
Age: 65+	13%	(55)	10%	(39)	19%	(77)	11%	(47)	47%	(190)	407
GenZers: 1997-2012	16%	(30)	12%	(23)	24%	(45)	9%	(18)	39%	(75)	191
Millennials: 1981-1996	26%	(159)	16%	(101)	21%	(132)	10%	(60)	27%	(168)	620
GenXers: 1965-1980	19%	(88)	14%	(64)	24%	(115)	6%	(28)	37%	(174)	469
Baby Boomers: 1946-1964	16%	(88)	12%	(67)	18%	(100)	11%	(60)	44%	(244)	561
PID: Dem (no lean)	24%	(196)	15%	(127)	22%	(179)	8%	(68)	31%	(255)	826
PID: Ind (no lean)	15%	(73)	12%	(60)	23%	(108)	10%	(49)	40%	(189)	479
PID: Rep (no lean)	17%	(103)	12%	(73)	20%	(121)	9%	(54)	41%	(241)	591
PID/Gender: Dem Men	33%	(152)	19%	(88)	19%	(90)	7%	(30)	22%	(100)	460
PID/Gender: Dem Women	12%	(44)	11%	(40)	25%	(89)	10%	(36)	43%	(155)	364
PID/Gender: Ind Men	22%	(55)	17%	(44)	24%	(60)	6%	(15)	31%	(77)	250
PID/Gender: Ind Women	8%	(19)	7%	(16)	21%	(48)	14%	(33)	49%	(112)	227
PID/Gender: Rep Men	28%	(80)	15%	(42)	19%	(55)	8%	(23)	31%	(89)	289
PID/Gender: Rep Women	8%	(23)	10%	(30)	22%	(66)	10%	(31)	50%	(152)	303
Ideo: Liberal (1-3)	26%	(150)	14%	(78)	21%	(118)	9%	(52)	30%	(172)	569
Ideo: Moderate (4)	17%	(100)	12%	(71)	25%	(149)	9%	(52)	37%	(223)	596
Ideo: Conservative (5-7)	18%	(115)	17%	(106)	20%	(129)	8%	(53)	37%	(241)	644
Educ: < College	17%	(202)	11%	(134)	21%	(251)	9%	(107)	42%	(506)	1201
Educ: Bachelors degree	24%	(105)	16%	(68)	23%	(101)	10%	(43)	26%	(115)	432
Educ: Post-grad	25%	(65)	22%	(57)	21%	(56)	8%	(20)	25%	(65)	264
Income: Under 50k	14%	(131)	11%	(103)	22%	(204)	10%	(93)	44%	(416)	947
Income: 50k-100k	22%	(129)	15%	(91)	22%	(126)	8%	(46)	33%	(195)	587
Income: 100k+	31%	(112)	18%	(66)	21%	(78)	9%	(33)	21%	(75)	363
Ethnicity: White	19%	(281)	13%	(190)	20%	(291)	9%	(137)	39%	(567)	1466
Ethnicity: Hispanic	21%	(70)	12%	(40)	22%	(71)	8%	(28)	37%	(121)	330

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Table MCSP6_7: In any given year, how often do you try to watch the following sports events?

March Madness

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(372)	14%	(260)	22%	(408)	9%	(171)	36%	(686)	1897
Ethnicity: Black	27%	(70)	20%	(51)	20%	(51)	6%	(14)	27%	(69)	254
Ethnicity: Other	12%	(21)	11%	(20)	38%	(66)	11%	(20)	28%	(50)	177
All Christian	21%	(180)	14%	(116)	21%	(176)	9%	(75)	35%	(291)	837
All Non-Christian	30%	(66)	20%	(44)	23%	(50)	8%	(17)	20%	(43)	220
Atheist	20%	(14)	11%	(8)	17%	(12)	7%	(5)	44%	(31)	69
Agnostic/Nothing in particular	15%	(67)	13%	(56)	21%	(93)	10%	(44)	41%	(178)	438
Something Else	14%	(45)	11%	(36)	23%	(78)	9%	(30)	43%	(143)	332
Religious Non-Protestant/Catholic	29%	(67)	19%	(45)	23%	(53)	9%	(22)	20%	(46)	234
Evangelical	20%	(106)	15%	(77)	20%	(108)	9%	(46)	37%	(195)	532
Non-Evangelical	19%	(117)	12%	(71)	22%	(133)	8%	(51)	38%	(232)	605
Community: Urban	23%	(154)	16%	(108)	21%	(139)	8%	(53)	31%	(205)	659
Community: Suburban	18%	(148)	13%	(103)	23%	(181)	8%	(67)	38%	(304)	804
Community: Rural	16%	(69)	11%	(49)	20%	(88)	12%	(51)	41%	(177)	434
Employ: Private Sector	27%	(178)	19%	(123)	23%	(155)	6%	(42)	25%	(165)	662
Employ: Government	31%	(50)	16%	(25)	17%	(28)	12%	(19)	24%	(38)	160
Employ: Self-Employed	12%	(21)	12%	(23)	22%	(39)	14%	(25)	40%	(72)	181
Employ: Homemaker	10%	(9)	11%	(11)	29%	(27)	4%	(4)	47%	(45)	95
Employ: Retired	16%	(71)	9%	(42)	21%	(93)	10%	(45)	44%	(201)	452
Employ: Unemployed	11%	(21)	11%	(21)	20%	(38)	10%	(18)	48%	(90)	188
Employ: Other	16%	(17)	11%	(12)	17%	(19)	10%	(11)	47%	(51)	109
Military HH: Yes	19%	(50)	11%	(30)	20%	(53)	11%	(29)	39%	(105)	266
Military HH: No	20%	(322)	14%	(230)	22%	(356)	9%	(142)	36%	(581)	1630
2022 House Vote: Democrat	26%	(212)	17%	(134)	21%	(166)	9%	(72)	28%	(222)	806
2022 House Vote: Republican	16%	(94)	12%	(73)	23%	(139)	9%	(54)	39%	(234)	594
2022 House Vote: Didn't Vote	13%	(60)	11%	(51)	21%	(97)	8%	(38)	46%	(210)	455
2020 Vote: Joe Biden	24%	(203)	16%	(134)	22%	(189)	8%	(69)	30%	(250)	845
2020 Vote: Donald Trump	17%	(101)	12%	(70)	21%	(123)	10%	(57)	41%	(242)	593
2020 Vote: Didn't Vote	15%	(60)	13%	(55)	21%	(87)	9%	(38)	42%	(174)	414

Continued on next page

Table MCSP6_7: In any given year, how often do you try to watch the following sports events?
 March Madness

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(372)	14%	(260)	22%	(408)	9%	(171)	36%	(686)	1897
2018 House Vote: Democrat	26%	(186)	17%	(121)	22%	(157)	9%	(61)	26%	(188)	713
2018 House Vote: Republican	17%	(88)	13%	(69)	22%	(116)	9%	(46)	38%	(199)	518
2018 House Vote: Didnt Vote	15%	(92)	11%	(69)	20%	(128)	10%	(60)	45%	(281)	630
4-Region: Northeast	21%	(70)	13%	(45)	22%	(74)	9%	(29)	35%	(117)	335
4-Region: Midwest	25%	(98)	12%	(46)	20%	(80)	9%	(36)	34%	(133)	393
4-Region: South	18%	(130)	15%	(106)	19%	(137)	9%	(61)	39%	(282)	717
4-Region: West	16%	(74)	14%	(63)	26%	(117)	10%	(45)	34%	(153)	451
Sports Fans	20%	(372)	14%	(260)	22%	(408)	9%	(171)	36%	(686)	1897
NFL Fans	23%	(353)	16%	(235)	23%	(347)	9%	(129)	30%	(454)	1518
NBA Fans	28%	(330)	19%	(223)	27%	(316)	8%	(93)	18%	(208)	1170
MLB Fans	26%	(319)	17%	(208)	24%	(300)	8%	(100)	25%	(313)	1239
NHL Fans	29%	(263)	19%	(169)	24%	(214)	8%	(72)	21%	(187)	905

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

Table MCSP6_8: In any given year, how often do you try to watch the following sports events?

NBA playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(381)	17%	(315)	18%	(350)	10%	(182)	35%	(670)	1897
Gender: Male	28%	(282)	20%	(196)	18%	(181)	8%	(85)	26%	(256)	999
Gender: Female	11%	(100)	13%	(118)	19%	(166)	11%	(96)	46%	(413)	894
Age: 18-34	28%	(155)	20%	(109)	21%	(112)	6%	(33)	25%	(135)	543
Age: 35-44	25%	(82)	23%	(76)	14%	(46)	8%	(27)	29%	(97)	329
Age: 45-64	18%	(109)	14%	(90)	19%	(118)	11%	(69)	38%	(232)	618
Age: 65+	9%	(36)	10%	(40)	18%	(73)	13%	(52)	51%	(206)	407
GenZers: 1997-2012	23%	(45)	16%	(31)	25%	(48)	6%	(11)	30%	(57)	191
Millennials: 1981-1996	29%	(180)	23%	(143)	16%	(100)	7%	(41)	25%	(156)	620
GenXers: 1965-1980	18%	(84)	15%	(72)	19%	(90)	12%	(55)	36%	(168)	469
Baby Boomers: 1946-1964	13%	(72)	12%	(65)	17%	(94)	12%	(67)	47%	(263)	561
PID: Dem (no lean)	27%	(225)	20%	(169)	19%	(157)	8%	(66)	25%	(210)	826
PID: Ind (no lean)	14%	(65)	17%	(83)	21%	(100)	10%	(48)	38%	(183)	479
PID: Rep (no lean)	16%	(92)	11%	(63)	16%	(93)	11%	(68)	47%	(276)	591
PID/Gender: Dem Men	34%	(156)	25%	(116)	16%	(72)	7%	(31)	18%	(84)	460
PID/Gender: Dem Women	19%	(69)	15%	(53)	23%	(82)	9%	(34)	34%	(125)	364
PID/Gender: Ind Men	20%	(51)	20%	(50)	23%	(56)	9%	(22)	28%	(71)	250
PID/Gender: Ind Women	6%	(14)	15%	(33)	19%	(44)	11%	(25)	49%	(112)	227
PID/Gender: Rep Men	26%	(75)	11%	(31)	18%	(52)	11%	(31)	35%	(100)	289
PID/Gender: Rep Women	6%	(17)	11%	(32)	14%	(41)	12%	(36)	58%	(177)	303
Ideo: Liberal (1-3)	29%	(163)	18%	(100)	19%	(108)	8%	(47)	27%	(151)	569
Ideo: Moderate (4)	17%	(103)	19%	(112)	21%	(128)	8%	(49)	34%	(204)	596
Ideo: Conservative (5-7)	16%	(106)	15%	(96)	16%	(102)	12%	(76)	41%	(264)	644
Educ: < College	18%	(212)	15%	(178)	18%	(213)	9%	(106)	41%	(492)	1201
Educ: Bachelors degree	25%	(108)	15%	(65)	21%	(89)	13%	(55)	26%	(114)	432
Educ: Post-grad	23%	(61)	27%	(72)	18%	(47)	8%	(20)	24%	(64)	264
Income: Under 50k	16%	(150)	13%	(122)	21%	(195)	10%	(98)	40%	(383)	947
Income: 50k-100k	21%	(123)	18%	(106)	16%	(95)	10%	(57)	35%	(206)	587
Income: 100k+	30%	(109)	24%	(87)	16%	(59)	7%	(26)	22%	(81)	363
Ethnicity: White	16%	(232)	15%	(222)	17%	(256)	10%	(151)	41%	(604)	1466
Ethnicity: Hispanic	26%	(87)	18%	(58)	13%	(43)	7%	(22)	36%	(120)	330

Continued on next page

Table MCSP6_8: *In any given year, how often do you try to watch the following sports events?*
NBA playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(381)	17%	(315)	18%	(350)	10%	(182)	35%	(670)	1897
Ethnicity: Black	44%	(112)	23%	(58)	17%	(43)	7%	(17)	9%	(24)	254
Ethnicity: Other	21%	(37)	20%	(35)	28%	(50)	8%	(14)	23%	(41)	177
All Christian	20%	(167)	15%	(129)	18%	(153)	9%	(77)	37%	(312)	837
All Non-Christian	30%	(67)	25%	(55)	19%	(41)	9%	(19)	17%	(38)	220
Atheist	23%	(16)	8%	(5)	17%	(12)	8%	(6)	43%	(30)	69
Agnostic/Nothing in particular	18%	(77)	17%	(76)	17%	(76)	12%	(53)	36%	(156)	438
Something Else	16%	(54)	15%	(49)	20%	(68)	8%	(27)	40%	(133)	332
Religious Non-Protestant/Catholic	29%	(67)	26%	(60)	19%	(44)	10%	(23)	17%	(40)	234
Evangelical	21%	(112)	15%	(82)	18%	(96)	9%	(49)	36%	(192)	532
Non-Evangelical	18%	(106)	15%	(89)	19%	(116)	8%	(49)	40%	(244)	605
Community: Urban	28%	(184)	19%	(127)	20%	(132)	9%	(60)	24%	(158)	659
Community: Suburban	17%	(135)	17%	(135)	18%	(148)	10%	(79)	38%	(306)	804
Community: Rural	15%	(63)	12%	(53)	16%	(69)	10%	(43)	47%	(206)	434
Employ: Private Sector	27%	(181)	22%	(145)	18%	(121)	8%	(51)	25%	(165)	662
Employ: Government	28%	(45)	23%	(37)	19%	(31)	10%	(16)	20%	(31)	160
Employ: Self-Employed	18%	(32)	13%	(23)	18%	(32)	12%	(22)	39%	(71)	181
Employ: Homemaker	14%	(14)	14%	(14)	19%	(18)	6%	(6)	46%	(44)	95
Employ: Retired	11%	(49)	11%	(49)	18%	(84)	12%	(55)	48%	(215)	452
Employ: Unemployed	17%	(32)	13%	(24)	19%	(36)	8%	(15)	43%	(81)	188
Employ: Other	21%	(23)	11%	(12)	17%	(18)	12%	(13)	39%	(43)	109
Military HH: Yes	14%	(38)	15%	(39)	17%	(44)	15%	(39)	40%	(107)	266
Military HH: No	21%	(344)	17%	(275)	19%	(305)	9%	(143)	35%	(563)	1630
2022 House Vote: Democrat	28%	(229)	20%	(159)	19%	(151)	9%	(69)	25%	(197)	806
2022 House Vote: Republican	14%	(83)	14%	(84)	16%	(97)	12%	(70)	44%	(261)	594
2022 House Vote: Didn't Vote	15%	(68)	14%	(66)	21%	(94)	9%	(41)	41%	(187)	455
2020 Vote: Joe Biden	26%	(219)	20%	(170)	19%	(160)	8%	(71)	27%	(226)	845
2020 Vote: Donald Trump	15%	(90)	12%	(69)	16%	(97)	11%	(67)	45%	(269)	593
2020 Vote: Didn't Vote	17%	(70)	17%	(69)	21%	(85)	9%	(39)	36%	(150)	414

Continued on next page

Table MCSP6_8: *In any given year, how often do you try to watch the following sports events?*
NBA playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	20%	(381)	17%	(315)	18%	(350)	10%	(182)	35%	(670)	1897
2018 House Vote: Democrat	27%	(191)	20%	(139)	19%	(136)	9%	(66)	25%	(180)	713
2018 House Vote: Republican	16%	(82)	13%	(66)	17%	(86)	11%	(59)	44%	(226)	518
2018 House Vote: Didnt Vote	17%	(108)	17%	(104)	19%	(119)	8%	(53)	39%	(247)	630
4-Region: Northeast	21%	(70)	20%	(68)	15%	(51)	9%	(31)	34%	(115)	335
4-Region: Midwest	22%	(87)	13%	(50)	18%	(72)	8%	(30)	39%	(155)	393
4-Region: South	18%	(130)	15%	(111)	18%	(129)	10%	(73)	38%	(275)	717
4-Region: West	21%	(95)	19%	(86)	22%	(98)	10%	(47)	28%	(125)	451
Sports Fans	20%	(381)	17%	(315)	18%	(350)	10%	(182)	35%	(670)	1897
NFL Fans	23%	(350)	19%	(284)	20%	(298)	10%	(146)	29%	(441)	1518
NBA Fans	31%	(360)	25%	(293)	26%	(307)	9%	(101)	9%	(110)	1170
MLB Fans	25%	(309)	19%	(231)	21%	(255)	9%	(115)	27%	(329)	1239
NHL Fans	27%	(247)	21%	(192)	21%	(188)	9%	(82)	22%	(196)	905

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

Table MCSP6_9: In any given year, how often do you try to watch the following sports events?
 NHL playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	12%	(227)	13%	(247)	17%	(322)	11%	(215)	47%	(886)	1897
Gender: Male	17%	(174)	18%	(175)	18%	(181)	11%	(107)	36%	(362)	999
Gender: Female	6%	(53)	8%	(72)	16%	(141)	12%	(105)	59%	(523)	894
Age: 18-34	18%	(95)	14%	(73)	16%	(88)	10%	(56)	42%	(230)	543
Age: 35-44	16%	(52)	21%	(68)	15%	(48)	13%	(44)	36%	(117)	329
Age: 45-64	9%	(58)	12%	(74)	19%	(120)	11%	(68)	48%	(298)	618
Age: 65+	5%	(21)	8%	(32)	16%	(65)	12%	(48)	59%	(240)	407
GenZers: 1997-2012	12%	(24)	9%	(17)	18%	(35)	5%	(10)	55%	(106)	191
Millennials: 1981-1996	19%	(117)	19%	(116)	15%	(92)	13%	(78)	35%	(217)	620
GenXers: 1965-1980	10%	(48)	13%	(63)	19%	(89)	11%	(50)	47%	(219)	469
Baby Boomers: 1946-1964	5%	(31)	8%	(45)	18%	(100)	12%	(68)	56%	(316)	561
PID: Dem (no lean)	16%	(128)	15%	(124)	16%	(134)	12%	(98)	41%	(342)	826
PID: Ind (no lean)	7%	(35)	12%	(56)	19%	(90)	9%	(44)	53%	(255)	479
PID: Rep (no lean)	11%	(64)	11%	(68)	17%	(98)	12%	(74)	49%	(289)	591
PID/Gender: Dem Men	23%	(106)	20%	(93)	17%	(79)	10%	(45)	30%	(136)	460
PID/Gender: Dem Women	6%	(22)	9%	(31)	15%	(55)	14%	(50)	57%	(206)	364
PID/Gender: Ind Men	11%	(27)	16%	(40)	22%	(56)	11%	(27)	40%	(101)	250
PID/Gender: Ind Women	4%	(8)	7%	(16)	15%	(34)	7%	(16)	67%	(153)	227
PID/Gender: Rep Men	14%	(41)	15%	(42)	16%	(46)	12%	(35)	43%	(125)	289
PID/Gender: Rep Women	8%	(23)	8%	(25)	17%	(51)	13%	(39)	54%	(165)	303
Ideo: Liberal (1-3)	20%	(112)	13%	(73)	17%	(98)	12%	(67)	38%	(219)	569
Ideo: Moderate (4)	8%	(46)	12%	(72)	18%	(108)	12%	(72)	50%	(299)	596
Ideo: Conservative (5-7)	10%	(67)	15%	(98)	17%	(108)	11%	(69)	47%	(303)	644
Educ: < College	11%	(131)	11%	(128)	14%	(174)	11%	(132)	53%	(635)	1201
Educ: Bachelors degree	11%	(47)	14%	(58)	20%	(88)	14%	(59)	42%	(179)	432
Educ: Post-grad	18%	(48)	23%	(61)	23%	(59)	9%	(24)	27%	(71)	264
Income: Under 50k	8%	(80)	11%	(100)	14%	(137)	12%	(112)	55%	(518)	947
Income: 50k-100k	14%	(80)	13%	(76)	18%	(108)	11%	(67)	44%	(256)	587
Income: 100k+	18%	(67)	20%	(72)	21%	(76)	10%	(36)	31%	(112)	363
Ethnicity: White	13%	(191)	14%	(199)	17%	(242)	10%	(149)	47%	(685)	1466
Ethnicity: Hispanic	18%	(60)	12%	(39)	14%	(46)	7%	(23)	49%	(162)	330

Continued on next page

Table MCSP6_9: In any given year, how often do you try to watch the following sports events?

NHL playoffs

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	12% (227)	13% (247)	17% (322)	11% (215)	47% (886)	1897
Ethnicity: Black	10% (24)	11% (28)	14% (35)	17% (43)	49% (124)	254
Ethnicity: Other	7% (12)	11% (20)	25% (45)	13% (23)	44% (77)	177
All Christian	11% (91)	14% (117)	18% (150)	11% (91)	46% (388)	837
All Non-Christian	23% (51)	25% (54)	18% (39)	10% (21)	25% (55)	220
Atheist	17% (12)	9% (6)	22% (15)	2% (1)	51% (36)	69
Agnostic/Nothing in particular	10% (43)	9% (42)	17% (75)	12% (54)	51% (224)	438
Something Else	9% (30)	9% (29)	13% (42)	15% (48)	55% (183)	332
Religious Non-Protestant/Catholic	22% (52)	24% (55)	18% (42)	11% (26)	25% (59)	234
Evangelical	11% (60)	13% (67)	15% (79)	13% (69)	48% (257)	532
Non-Evangelical	10% (59)	13% (77)	17% (106)	10% (62)	50% (302)	605
Community: Urban	15% (100)	16% (104)	18% (119)	13% (84)	38% (251)	659
Community: Suburban	11% (90)	12% (95)	18% (147)	11% (86)	48% (385)	804
Community: Rural	8% (37)	11% (48)	13% (55)	10% (45)	57% (249)	434
Employ: Private Sector	17% (112)	18% (122)	19% (123)	12% (78)	34% (227)	662
Employ: Government	21% (34)	18% (29)	15% (24)	13% (20)	32% (52)	160
Employ: Self-Employed	9% (16)	12% (22)	20% (37)	10% (18)	48% (87)	181
Employ: Homemaker	4% (3)	10% (10)	10% (9)	8% (8)	68% (65)	95
Employ: Retired	6% (29)	8% (38)	16% (72)	13% (58)	56% (255)	452
Employ: Unemployed	6% (11)	7% (13)	17% (32)	8% (15)	63% (118)	188
Employ: Other	15% (16)	10% (11)	15% (17)	11% (12)	49% (53)	109
Military HH: Yes	9% (25)	16% (43)	20% (52)	12% (32)	43% (113)	266
Military HH: No	12% (202)	12% (204)	17% (269)	11% (183)	47% (772)	1630
2022 House Vote: Democrat	16% (127)	17% (134)	17% (140)	12% (95)	38% (309)	806
2022 House Vote: Republican	11% (66)	11% (65)	18% (105)	13% (75)	48% (284)	594
2022 House Vote: Didn't Vote	7% (31)	10% (47)	15% (69)	9% (40)	59% (268)	455
2020 Vote: Joe Biden	14% (122)	16% (134)	17% (142)	11% (96)	42% (352)	845
2020 Vote: Donald Trump	10% (60)	11% (67)	17% (103)	12% (73)	49% (289)	593
2020 Vote: Didn't Vote	10% (42)	11% (44)	16% (67)	11% (45)	52% (217)	414

Continued on next page

Table MCSP6_9: *In any given year, how often do you try to watch the following sports events?*
NHL playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	12%	(227)	13%	(247)	17%	(322)	11%	(215)	47%	(886)	1897
2018 House Vote: Democrat	15%	(104)	17%	(119)	19%	(134)	11%	(82)	39%	(275)	713
2018 House Vote: Republican	10%	(54)	14%	(72)	17%	(86)	12%	(60)	47%	(245)	518
2018 House Vote: Didnt Vote	11%	(67)	9%	(55)	15%	(93)	11%	(68)	55%	(347)	630
4-Region: Northeast	22%	(72)	14%	(46)	17%	(56)	9%	(31)	39%	(131)	335
4-Region: Midwest	14%	(53)	11%	(45)	16%	(63)	12%	(48)	47%	(183)	393
4-Region: South	7%	(51)	10%	(74)	16%	(117)	12%	(83)	55%	(392)	717
4-Region: West	11%	(50)	18%	(83)	19%	(86)	12%	(53)	40%	(180)	451
Sports Fans	12%	(227)	13%	(247)	17%	(322)	11%	(215)	47%	(886)	1897
NFL Fans	13%	(204)	14%	(219)	19%	(294)	12%	(178)	41%	(623)	1518
NBA Fans	16%	(181)	17%	(201)	20%	(231)	13%	(154)	34%	(402)	1170
MLB Fans	15%	(187)	17%	(211)	21%	(257)	12%	(151)	35%	(433)	1239
NHL Fans	21%	(194)	24%	(221)	29%	(261)	11%	(100)	14%	(130)	905

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

Table MCSP6_10: *In any given year, how often do you try to watch the following sports events?*
MLB All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(239)	15%	(278)	21%	(399)	13%	(241)	39%	(739)	1897
Gender: Male	18%	(179)	19%	(189)	23%	(227)	12%	(123)	28%	(281)	999
Gender: Female	7%	(60)	10%	(89)	19%	(172)	13%	(115)	51%	(457)	894
Age: 18-34	14%	(74)	17%	(93)	19%	(102)	12%	(65)	38%	(209)	543
Age: 35-44	16%	(53)	20%	(67)	20%	(67)	11%	(35)	33%	(107)	329
Age: 45-64	13%	(80)	13%	(78)	23%	(144)	12%	(73)	39%	(243)	618
Age: 65+	8%	(32)	10%	(40)	21%	(86)	17%	(69)	44%	(180)	407
GenZers: 1997-2012	5%	(10)	18%	(34)	16%	(31)	11%	(20)	50%	(96)	191
Millennials: 1981-1996	17%	(107)	19%	(115)	20%	(127)	12%	(73)	32%	(198)	620
GenXers: 1965-1980	14%	(64)	13%	(61)	22%	(103)	11%	(53)	40%	(187)	469
Baby Boomers: 1946-1964	9%	(52)	11%	(64)	22%	(125)	15%	(83)	42%	(237)	561
PID: Dem (no lean)	16%	(131)	17%	(142)	22%	(180)	11%	(91)	34%	(282)	826
PID: Ind (no lean)	6%	(27)	11%	(52)	25%	(118)	13%	(64)	46%	(219)	479
PID: Rep (no lean)	14%	(81)	14%	(85)	17%	(102)	15%	(86)	40%	(238)	591
PID/Gender: Dem Men	22%	(102)	22%	(102)	22%	(100)	11%	(50)	23%	(107)	460
PID/Gender: Dem Women	8%	(29)	11%	(40)	22%	(80)	11%	(40)	48%	(175)	364
PID/Gender: Ind Men	8%	(21)	14%	(34)	31%	(77)	12%	(31)	35%	(87)	250
PID/Gender: Ind Women	3%	(6)	8%	(17)	18%	(41)	14%	(31)	58%	(131)	227
PID/Gender: Rep Men	20%	(56)	18%	(53)	17%	(50)	15%	(42)	30%	(87)	289
PID/Gender: Rep Women	8%	(25)	10%	(32)	17%	(51)	15%	(44)	50%	(151)	303
Ideo: Liberal (1-3)	18%	(105)	16%	(94)	18%	(102)	13%	(76)	34%	(193)	569
Ideo: Moderate (4)	7%	(41)	13%	(79)	26%	(154)	12%	(73)	42%	(249)	596
Ideo: Conservative (5-7)	14%	(89)	15%	(96)	20%	(131)	13%	(83)	38%	(246)	644
Educ: < College	10%	(122)	14%	(166)	19%	(234)	12%	(146)	44%	(533)	1201
Educ: Bachelors degree	15%	(66)	14%	(59)	24%	(106)	15%	(65)	32%	(138)	432
Educ: Post-grad	20%	(52)	20%	(53)	23%	(60)	12%	(31)	26%	(68)	264
Income: Under 50k	8%	(80)	11%	(102)	22%	(205)	12%	(117)	47%	(444)	947
Income: 50k-100k	15%	(87)	16%	(95)	20%	(115)	14%	(85)	35%	(204)	587
Income: 100k+	20%	(72)	22%	(81)	22%	(79)	11%	(40)	25%	(91)	363
Ethnicity: White	13%	(186)	15%	(220)	21%	(301)	13%	(189)	39%	(569)	1466
Ethnicity: Hispanic	14%	(46)	18%	(59)	16%	(53)	10%	(33)	42%	(139)	330

Continued on next page

Table MCSP6_10: *In any given year, how often do you try to watch the following sports events?*
 MLB All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	13%	(239)	15%	(278)	21%	(399)	13%	(241)	39%	(739)	1897
Ethnicity: Black	15%	(37)	16%	(41)	20%	(52)	9%	(23)	40%	(101)	254
Ethnicity: Other	9%	(16)	10%	(18)	26%	(46)	16%	(29)	39%	(68)	177
All Christian	15%	(127)	16%	(130)	23%	(189)	13%	(107)	34%	(285)	837
All Non-Christian	25%	(55)	22%	(49)	18%	(40)	12%	(26)	23%	(50)	220
Atheist	12%	(8)	8%	(6)	14%	(10)	7%	(5)	60%	(41)	69
Agnostic/Nothing in particular	7%	(32)	13%	(55)	18%	(79)	15%	(64)	47%	(208)	438
Something Else	5%	(17)	12%	(39)	25%	(81)	12%	(39)	47%	(155)	332
Religious Non-Protestant/Catholic	24%	(56)	21%	(49)	18%	(43)	14%	(33)	22%	(52)	234
Evangelical	12%	(66)	15%	(80)	25%	(131)	11%	(60)	37%	(196)	532
Non-Evangelical	12%	(75)	14%	(86)	21%	(130)	13%	(77)	39%	(236)	605
Community: Urban	17%	(110)	17%	(115)	22%	(144)	12%	(79)	32%	(212)	659
Community: Suburban	12%	(100)	14%	(113)	22%	(176)	13%	(104)	39%	(310)	804
Community: Rural	7%	(30)	12%	(50)	18%	(79)	13%	(58)	50%	(217)	434
Employ: Private Sector	18%	(119)	18%	(122)	24%	(161)	10%	(64)	29%	(195)	662
Employ: Government	24%	(38)	20%	(32)	15%	(24)	11%	(18)	30%	(48)	160
Employ: Self-Employed	6%	(11)	13%	(23)	23%	(42)	18%	(33)	40%	(72)	181
Employ: Homemaker	9%	(8)	11%	(11)	19%	(18)	9%	(8)	52%	(50)	95
Employ: Retired	7%	(33)	11%	(51)	20%	(91)	16%	(72)	46%	(206)	452
Employ: Unemployed	8%	(16)	9%	(16)	17%	(32)	12%	(22)	54%	(102)	188
Employ: Other	11%	(12)	17%	(19)	19%	(21)	16%	(17)	37%	(41)	109
Military HH: Yes	12%	(33)	12%	(31)	22%	(58)	16%	(42)	39%	(103)	266
Military HH: No	13%	(207)	15%	(247)	21%	(341)	12%	(199)	39%	(636)	1630
2022 House Vote: Democrat	17%	(135)	17%	(139)	22%	(174)	12%	(100)	32%	(257)	806
2022 House Vote: Republican	13%	(76)	13%	(80)	21%	(126)	14%	(81)	39%	(231)	594
2022 House Vote: Didn't Vote	5%	(23)	12%	(56)	20%	(92)	11%	(52)	51%	(232)	455
2020 Vote: Joe Biden	16%	(132)	16%	(132)	22%	(187)	13%	(111)	34%	(283)	845
2020 Vote: Donald Trump	13%	(77)	14%	(81)	21%	(122)	13%	(76)	40%	(237)	593
2020 Vote: Didn't Vote	6%	(25)	16%	(64)	20%	(83)	12%	(48)	47%	(194)	414

Continued on next page

Table MCSP6_10: *In any given year, how often do you try to watch the following sports events?*
MLB All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	13%	(239)	15%	(278)	21%	(399)	13%	(241)	39%	(739)	1897
2018 House Vote: Democrat	15%	(110)	16%	(116)	23%	(166)	13%	(90)	32%	(231)	713
2018 House Vote: Republican	16%	(82)	14%	(73)	20%	(102)	14%	(71)	37%	(189)	518
2018 House Vote: Didnt Vote	7%	(45)	13%	(84)	19%	(121)	12%	(74)	48%	(305)	630
4-Region: Northeast	18%	(61)	16%	(53)	20%	(66)	11%	(35)	36%	(120)	335
4-Region: Midwest	14%	(54)	13%	(50)	23%	(92)	11%	(44)	39%	(153)	393
4-Region: South	12%	(83)	12%	(83)	22%	(156)	12%	(87)	43%	(309)	717
4-Region: West	9%	(41)	21%	(93)	19%	(85)	17%	(75)	35%	(158)	451
Sports Fans	13%	(239)	15%	(278)	21%	(399)	13%	(241)	39%	(739)	1897
NFL Fans	15%	(226)	16%	(240)	23%	(351)	12%	(186)	34%	(514)	1518
NBA Fans	18%	(213)	19%	(219)	25%	(290)	13%	(155)	25%	(292)	1170
MLB Fans	18%	(222)	20%	(253)	30%	(366)	13%	(166)	19%	(232)	1239
NHL Fans	21%	(188)	21%	(189)	25%	(229)	13%	(114)	21%	(186)	905

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

**Table MCSP6_11: In any given year, how often do you try to watch the following sports events?
 MLB postseason and/or World Series**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	17%	(321)	19%	(353)	19%	(365)	10%	(189)	35%	(669)	1897
Gender: Male	25%	(248)	23%	(231)	21%	(207)	9%	(87)	23%	(226)	999
Gender: Female	8%	(72)	14%	(122)	17%	(156)	11%	(100)	50%	(443)	894
Age: 18-34	18%	(97)	18%	(96)	15%	(83)	11%	(58)	39%	(209)	543
Age: 35-44	15%	(49)	21%	(67)	23%	(75)	8%	(25)	34%	(112)	329
Age: 45-64	17%	(107)	18%	(113)	19%	(120)	11%	(65)	34%	(212)	618
Age: 65+	17%	(68)	19%	(77)	21%	(87)	10%	(40)	33%	(136)	407
GenZers: 1997-2012	14%	(26)	15%	(29)	10%	(19)	11%	(20)	51%	(97)	191
Millennials: 1981-1996	18%	(111)	20%	(126)	20%	(124)	9%	(57)	33%	(202)	620
GenXers: 1965-1980	16%	(77)	17%	(78)	20%	(94)	11%	(53)	36%	(167)	469
Baby Boomers: 1946-1964	17%	(95)	19%	(108)	21%	(117)	9%	(53)	34%	(189)	561
PID: Dem (no lean)	19%	(158)	20%	(166)	19%	(159)	10%	(86)	31%	(257)	826
PID: Ind (no lean)	12%	(56)	15%	(72)	22%	(107)	9%	(45)	42%	(200)	479
PID: Rep (no lean)	18%	(107)	19%	(115)	17%	(99)	10%	(58)	36%	(212)	591
PID/Gender: Dem Men	27%	(124)	27%	(126)	19%	(87)	8%	(36)	19%	(87)	460
PID/Gender: Dem Women	9%	(33)	11%	(41)	19%	(70)	14%	(50)	47%	(170)	364
PID/Gender: Ind Men	17%	(42)	18%	(46)	27%	(68)	10%	(26)	27%	(68)	250
PID/Gender: Ind Women	6%	(14)	11%	(25)	17%	(39)	8%	(18)	58%	(131)	227
PID/Gender: Rep Men	28%	(82)	20%	(59)	18%	(52)	9%	(25)	25%	(71)	289
PID/Gender: Rep Women	8%	(25)	18%	(56)	16%	(47)	11%	(33)	47%	(141)	303
Ideo: Liberal (1-3)	23%	(129)	18%	(102)	18%	(101)	10%	(58)	32%	(180)	569
Ideo: Moderate (4)	10%	(60)	18%	(108)	22%	(134)	11%	(65)	38%	(228)	596
Ideo: Conservative (5-7)	19%	(124)	22%	(139)	19%	(121)	9%	(59)	31%	(201)	644
Educ: < College	14%	(172)	18%	(213)	17%	(198)	9%	(112)	42%	(506)	1201
Educ: Bachelors degree	21%	(89)	18%	(76)	24%	(102)	11%	(49)	27%	(115)	432
Educ: Post-grad	23%	(60)	24%	(63)	25%	(65)	10%	(27)	19%	(49)	264
Income: Under 50k	11%	(103)	16%	(153)	18%	(171)	12%	(111)	43%	(409)	947
Income: 50k-100k	20%	(119)	20%	(117)	20%	(115)	8%	(46)	32%	(190)	587
Income: 100k+	27%	(98)	23%	(82)	22%	(79)	9%	(32)	19%	(71)	363
Ethnicity: White	17%	(255)	20%	(295)	19%	(272)	10%	(146)	34%	(497)	1466
Ethnicity: Hispanic	23%	(75)	20%	(67)	12%	(39)	9%	(29)	36%	(119)	330

Continued on next page

**Table MCSP6_11: In any given year, how often do you try to watch the following sports events?
MLB postseason and/or World Series**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	17%	(321)	19%	(353)	19%	(365)	10%	(189)	35%	(669)	1897
Ethnicity: Black	17%	(44)	12%	(30)	20%	(51)	8%	(21)	43%	(108)	254
Ethnicity: Other	12%	(22)	16%	(28)	24%	(42)	12%	(22)	36%	(64)	177
All Christian	19%	(157)	22%	(183)	21%	(178)	8%	(69)	30%	(250)	837
All Non-Christian	30%	(67)	22%	(49)	16%	(36)	12%	(27)	19%	(42)	220
Atheist	19%	(13)	16%	(11)	9%	(6)	9%	(7)	46%	(32)	69
Agnostic/Nothing in particular	13%	(57)	14%	(62)	19%	(85)	11%	(49)	42%	(184)	438
Something Else	8%	(26)	14%	(47)	18%	(60)	11%	(38)	48%	(161)	332
Religious Non-Protestant/Catholic	29%	(68)	22%	(51)	17%	(39)	12%	(28)	21%	(48)	234
Evangelical	11%	(61)	21%	(113)	20%	(107)	11%	(59)	36%	(191)	532
Non-Evangelical	20%	(121)	18%	(111)	20%	(122)	7%	(43)	34%	(208)	605
Community: Urban	21%	(140)	19%	(124)	18%	(118)	10%	(64)	32%	(214)	659
Community: Suburban	17%	(140)	18%	(148)	21%	(166)	10%	(80)	33%	(269)	804
Community: Rural	9%	(40)	19%	(81)	19%	(82)	10%	(44)	43%	(186)	434
Employ: Private Sector	21%	(141)	24%	(156)	20%	(136)	9%	(58)	26%	(170)	662
Employ: Government	27%	(43)	22%	(35)	15%	(23)	12%	(20)	25%	(39)	160
Employ: Self-Employed	7%	(13)	16%	(29)	22%	(40)	13%	(24)	42%	(75)	181
Employ: Homemaker	11%	(10)	9%	(8)	17%	(17)	13%	(12)	50%	(48)	95
Employ: Retired	16%	(71)	18%	(81)	21%	(94)	10%	(47)	35%	(160)	452
Employ: Unemployed	8%	(16)	12%	(23)	16%	(30)	7%	(13)	57%	(108)	188
Employ: Other	21%	(23)	16%	(17)	19%	(21)	6%	(7)	38%	(42)	109
Military HH: Yes	16%	(44)	20%	(52)	23%	(62)	10%	(26)	31%	(83)	266
Military HH: No	17%	(277)	18%	(300)	19%	(304)	10%	(162)	36%	(587)	1630
2022 House Vote: Democrat	21%	(172)	20%	(160)	21%	(167)	11%	(88)	27%	(219)	806
2022 House Vote: Republican	18%	(104)	20%	(119)	19%	(114)	10%	(62)	33%	(195)	594
2022 House Vote: Didn't Vote	9%	(42)	15%	(66)	17%	(79)	8%	(35)	51%	(232)	455
2020 Vote: Joe Biden	19%	(165)	21%	(173)	20%	(166)	10%	(82)	31%	(259)	845
2020 Vote: Donald Trump	17%	(100)	19%	(114)	19%	(112)	11%	(65)	34%	(201)	593
2020 Vote: Didn't Vote	12%	(48)	15%	(61)	20%	(81)	8%	(35)	46%	(189)	414

Continued on next page

**Table MCSP6_11: In any given year, how often do you try to watch the following sports events?
 MLB postseason and/or World Series**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	17%	(321)	19%	(353)	19%	(365)	10%	(189)	35%	(669)	1897
2018 House Vote: Democrat	19%	(139)	20%	(143)	21%	(152)	10%	(74)	29%	(206)	713
2018 House Vote: Republican	21%	(106)	21%	(109)	18%	(95)	10%	(51)	30%	(156)	518
2018 House Vote: Didnt Vote	12%	(73)	15%	(93)	17%	(110)	9%	(59)	47%	(295)	630
4-Region: Northeast	25%	(84)	20%	(68)	14%	(48)	8%	(27)	32%	(108)	335
4-Region: Midwest	15%	(58)	22%	(87)	21%	(84)	10%	(40)	32%	(124)	393
4-Region: South	13%	(96)	16%	(116)	20%	(141)	11%	(80)	40%	(284)	717
4-Region: West	18%	(83)	18%	(81)	21%	(93)	9%	(41)	34%	(154)	451
Sports Fans	17%	(321)	19%	(353)	19%	(365)	10%	(189)	35%	(669)	1897
NFL Fans	19%	(289)	21%	(323)	21%	(316)	9%	(138)	30%	(452)	1518
NBA Fans	22%	(262)	24%	(276)	21%	(248)	10%	(113)	23%	(270)	1170
MLB Fans	25%	(304)	27%	(334)	25%	(315)	9%	(115)	14%	(172)	1239
NHL Fans	26%	(236)	24%	(222)	22%	(197)	9%	(80)	19%	(170)	905

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

Table MCSP6_12: In any given year, how often do you try to watch the following sports events?

MLS All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(148)	10%	(192)	15%	(275)	12%	(237)	55%	(1045)	1897
Gender: Male	13%	(127)	13%	(129)	16%	(157)	13%	(125)	46%	(461)	999
Gender: Female	2%	(21)	7%	(62)	13%	(116)	12%	(110)	65%	(583)	894
Age: 18-34	15%	(81)	10%	(56)	14%	(74)	11%	(59)	50%	(273)	543
Age: 35-44	9%	(31)	17%	(55)	19%	(61)	10%	(32)	45%	(149)	329
Age: 45-64	5%	(29)	10%	(65)	16%	(97)	15%	(95)	54%	(332)	618
Age: 65+	2%	(8)	4%	(16)	10%	(42)	12%	(51)	71%	(290)	407
GenZers: 1997-2012	8%	(15)	6%	(11)	12%	(24)	10%	(18)	64%	(123)	191
Millennials: 1981-1996	15%	(92)	15%	(93)	17%	(103)	10%	(64)	43%	(269)	620
GenXers: 1965-1980	6%	(26)	12%	(55)	16%	(77)	15%	(68)	52%	(242)	469
Baby Boomers: 1946-1964	3%	(16)	5%	(29)	12%	(67)	14%	(78)	66%	(371)	561
PID: Dem (no lean)	11%	(92)	15%	(121)	16%	(131)	11%	(94)	47%	(388)	826
PID: Ind (no lean)	4%	(18)	4%	(21)	15%	(73)	13%	(62)	64%	(306)	479
PID: Rep (no lean)	6%	(37)	8%	(49)	12%	(72)	14%	(81)	59%	(352)	591
PID/Gender: Dem Men	18%	(82)	18%	(84)	17%	(77)	11%	(50)	36%	(166)	460
PID/Gender: Dem Women	3%	(10)	10%	(37)	14%	(51)	12%	(44)	61%	(222)	364
PID/Gender: Ind Men	6%	(16)	6%	(14)	16%	(41)	16%	(41)	55%	(139)	250
PID/Gender: Ind Women	1%	(3)	3%	(7)	14%	(31)	9%	(19)	73%	(167)	227
PID/Gender: Rep Men	10%	(29)	11%	(31)	13%	(38)	12%	(34)	54%	(157)	289
PID/Gender: Rep Women	3%	(8)	6%	(18)	11%	(34)	16%	(47)	64%	(195)	303
Ideo: Liberal (1-3)	12%	(67)	12%	(71)	16%	(94)	13%	(73)	47%	(265)	569
Ideo: Moderate (4)	6%	(33)	9%	(51)	16%	(93)	11%	(66)	59%	(354)	596
Ideo: Conservative (5-7)	7%	(46)	10%	(67)	13%	(84)	14%	(91)	55%	(356)	644
Educ: < College	7%	(81)	9%	(104)	12%	(146)	12%	(139)	61%	(732)	1201
Educ: Bachelors degree	5%	(23)	11%	(46)	18%	(79)	14%	(62)	51%	(222)	432
Educ: Post-grad	17%	(44)	16%	(42)	19%	(50)	14%	(36)	35%	(91)	264
Income: Under 50k	4%	(36)	8%	(79)	12%	(117)	12%	(112)	64%	(603)	947
Income: 50k-100k	9%	(55)	10%	(60)	16%	(93)	12%	(73)	52%	(306)	587
Income: 100k+	16%	(57)	15%	(53)	18%	(65)	14%	(51)	38%	(137)	363
Ethnicity: White	8%	(117)	10%	(152)	14%	(199)	13%	(185)	55%	(813)	1466
Ethnicity: Hispanic	11%	(35)	16%	(52)	13%	(43)	8%	(26)	53%	(174)	330

Continued on next page

Table MCSP6_12: *In any given year, how often do you try to watch the following sports events?*
 MLS All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(148)	10%	(192)	15%	(275)	12%	(237)	55%	(1045)	1897
Ethnicity: Black	9%	(23)	11%	(29)	17%	(43)	12%	(30)	51%	(129)	254
Ethnicity: Other	4%	(7)	6%	(11)	19%	(33)	12%	(22)	58%	(103)	177
All Christian	8%	(63)	11%	(90)	14%	(121)	14%	(115)	54%	(448)	837
All Non-Christian	25%	(54)	20%	(44)	14%	(32)	11%	(23)	30%	(67)	220
Atheist	6%	(4)	1%	(1)	11%	(8)	6%	(4)	75%	(52)	69
Agnostic/Nothing in particular	5%	(20)	6%	(27)	15%	(66)	13%	(57)	61%	(268)	438
Something Else	2%	(6)	9%	(29)	15%	(49)	11%	(37)	63%	(210)	332
Religious Non-Protestant/Catholic	23%	(54)	19%	(45)	14%	(34)	12%	(27)	32%	(74)	234
Evangelical	8%	(41)	13%	(70)	14%	(72)	15%	(82)	50%	(267)	532
Non-Evangelical	5%	(28)	8%	(48)	15%	(93)	10%	(63)	62%	(373)	605
Community: Urban	15%	(101)	13%	(84)	16%	(102)	13%	(86)	43%	(286)	659
Community: Suburban	5%	(39)	8%	(64)	16%	(125)	12%	(97)	60%	(478)	804
Community: Rural	2%	(8)	10%	(44)	11%	(47)	12%	(54)	65%	(280)	434
Employ: Private Sector	11%	(74)	15%	(99)	17%	(112)	13%	(88)	44%	(290)	662
Employ: Government	21%	(34)	17%	(28)	13%	(20)	15%	(23)	34%	(54)	160
Employ: Self-Employed	8%	(15)	12%	(21)	17%	(31)	13%	(24)	49%	(89)	181
Employ: Homemaker	2%	(1)	7%	(7)	15%	(14)	6%	(6)	71%	(67)	95
Employ: Retired	2%	(9)	4%	(19)	10%	(47)	14%	(65)	69%	(312)	452
Employ: Unemployed	4%	(7)	4%	(7)	16%	(30)	8%	(16)	68%	(128)	188
Employ: Other	7%	(7)	8%	(8)	14%	(16)	10%	(11)	62%	(67)	109
Military HH: Yes	6%	(17)	8%	(21)	15%	(41)	13%	(36)	58%	(153)	266
Military HH: No	8%	(131)	10%	(171)	14%	(235)	12%	(201)	55%	(892)	1630
2022 House Vote: Democrat	11%	(92)	14%	(109)	18%	(146)	12%	(95)	45%	(363)	806
2022 House Vote: Republican	5%	(27)	8%	(49)	12%	(73)	15%	(90)	60%	(353)	594
2022 House Vote: Didn't Vote	6%	(27)	7%	(32)	11%	(50)	11%	(49)	65%	(297)	455
2020 Vote: Joe Biden	10%	(87)	14%	(115)	17%	(144)	12%	(102)	47%	(397)	845
2020 Vote: Donald Trump	4%	(24)	8%	(48)	12%	(73)	15%	(90)	60%	(357)	593
2020 Vote: Didn't Vote	8%	(35)	7%	(28)	13%	(53)	10%	(42)	62%	(257)	414

Continued on next page

Table MCSP6_12: *In any given year, how often do you try to watch the following sports events?*
MLS All-Star game

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(148)	10%	(192)	15%	(275)	12%	(237)	55%	(1045)	1897
2018 House Vote: Democrat	11%	(79)	14%	(97)	18%	(126)	12%	(82)	46%	(328)	713
2018 House Vote: Republican	5%	(27)	10%	(52)	14%	(70)	14%	(73)	57%	(295)	518
2018 House Vote: Didnt Vote	6%	(41)	6%	(40)	11%	(71)	12%	(78)	63%	(400)	630
4-Region: Northeast	16%	(54)	9%	(31)	12%	(42)	9%	(31)	53%	(177)	335
4-Region: Midwest	7%	(28)	10%	(40)	13%	(50)	12%	(46)	58%	(230)	393
4-Region: South	4%	(31)	10%	(68)	15%	(106)	15%	(107)	56%	(404)	717
4-Region: West	8%	(35)	12%	(52)	17%	(78)	12%	(53)	52%	(234)	451
Sports Fans	8%	(148)	10%	(192)	15%	(275)	12%	(237)	55%	(1045)	1897
NFL Fans	9%	(136)	11%	(170)	16%	(244)	13%	(198)	51%	(770)	1518
NBA Fans	12%	(135)	13%	(157)	19%	(221)	14%	(158)	43%	(498)	1170
MLB Fans	10%	(129)	14%	(177)	19%	(237)	13%	(165)	43%	(531)	1239
NHL Fans	13%	(122)	17%	(158)	21%	(192)	13%	(118)	35%	(316)	905

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

Table MCSP6_13: In any given year, how often do you try to watch the following sports events?

MLS Cup

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	7%	(139)	9%	(162)	11%	(214)	12%	(235)	60%	(1147)	1897
Gender: Male	11%	(113)	13%	(129)	14%	(139)	12%	(121)	50%	(498)	999
Gender: Female	3%	(26)	4%	(33)	8%	(75)	13%	(113)	72%	(646)	894
Age: 18-34	13%	(69)	11%	(59)	13%	(70)	12%	(64)	52%	(281)	543
Age: 35-44	10%	(33)	16%	(52)	15%	(49)	15%	(48)	45%	(146)	329
Age: 45-64	5%	(33)	6%	(38)	11%	(69)	13%	(79)	65%	(399)	618
Age: 65+	1%	(5)	3%	(12)	6%	(25)	11%	(43)	79%	(321)	407
GenZers: 1997-2012	7%	(13)	7%	(12)	11%	(21)	10%	(19)	66%	(126)	191
Millennials: 1981-1996	14%	(86)	14%	(90)	15%	(92)	14%	(85)	43%	(268)	620
GenXers: 1965-1980	6%	(27)	8%	(39)	12%	(59)	13%	(60)	61%	(284)	469
Baby Boomers: 1946-1964	2%	(13)	4%	(21)	6%	(36)	12%	(67)	76%	(424)	561
PID: Dem (no lean)	11%	(91)	12%	(101)	13%	(110)	12%	(100)	51%	(423)	826
PID: Ind (no lean)	2%	(10)	4%	(19)	11%	(54)	12%	(59)	70%	(337)	479
PID: Rep (no lean)	6%	(38)	7%	(42)	8%	(50)	13%	(75)	65%	(387)	591
PID/Gender: Dem Men	17%	(79)	19%	(86)	17%	(78)	11%	(50)	37%	(169)	460
PID/Gender: Dem Women	3%	(12)	4%	(16)	9%	(32)	14%	(51)	69%	(253)	364
PID/Gender: Ind Men	4%	(9)	5%	(13)	14%	(36)	14%	(34)	63%	(159)	250
PID/Gender: Ind Women	1%	(1)	3%	(6)	8%	(18)	11%	(24)	78%	(178)	227
PID/Gender: Rep Men	9%	(25)	10%	(30)	9%	(26)	13%	(37)	59%	(171)	289
PID/Gender: Rep Women	4%	(12)	4%	(11)	8%	(24)	13%	(38)	71%	(216)	303
Ideo: Liberal (1-3)	12%	(68)	12%	(69)	14%	(79)	14%	(79)	48%	(273)	569
Ideo: Moderate (4)	5%	(28)	6%	(35)	10%	(61)	12%	(73)	67%	(399)	596
Ideo: Conservative (5-7)	7%	(43)	9%	(56)	11%	(69)	12%	(75)	62%	(401)	644
Educ: < College	6%	(73)	6%	(72)	9%	(113)	12%	(147)	66%	(796)	1201
Educ: Bachelors degree	5%	(21)	11%	(49)	14%	(60)	12%	(51)	58%	(251)	432
Educ: Post-grad	17%	(45)	16%	(41)	16%	(41)	14%	(36)	38%	(100)	264
Income: Under 50k	3%	(30)	6%	(55)	9%	(87)	13%	(120)	69%	(655)	947
Income: 50k-100k	10%	(57)	8%	(49)	12%	(71)	12%	(73)	57%	(337)	587
Income: 100k+	14%	(52)	16%	(58)	16%	(56)	12%	(43)	43%	(154)	363
Ethnicity: White	8%	(119)	9%	(131)	10%	(146)	12%	(177)	61%	(893)	1466
Ethnicity: Hispanic	13%	(42)	10%	(33)	10%	(33)	13%	(43)	54%	(179)	330

Continued on next page

Table MCSP6_13: In any given year, how often do you try to watch the following sports events?

MLS Cup

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	7%	(139)	9%	(162)	11%	(214)	12%	(235)	60%	(1147)	1897
Ethnicity: Black	7%	(19)	7%	(17)	15%	(39)	14%	(35)	57%	(144)	254
Ethnicity: Other	—	(1)	7%	(13)	17%	(30)	13%	(23)	62%	(110)	177
All Christian	6%	(48)	9%	(72)	13%	(106)	12%	(101)	61%	(510)	837
All Non-Christian	26%	(57)	18%	(40)	12%	(25)	12%	(27)	32%	(71)	220
Atheist	7%	(5)	8%	(5)	—	(0)	10%	(7)	75%	(52)	69
Agnostic/Nothing in particular	5%	(20)	7%	(32)	12%	(53)	14%	(60)	62%	(273)	438
Something Else	3%	(10)	4%	(13)	9%	(29)	12%	(40)	72%	(240)	332
Religious Non-Protestant/Catholic	24%	(57)	17%	(40)	12%	(28)	13%	(31)	33%	(78)	234
Evangelical	6%	(31)	9%	(48)	11%	(59)	14%	(72)	60%	(321)	532
Non-Evangelical	4%	(26)	6%	(36)	11%	(69)	10%	(62)	68%	(412)	605
Community: Urban	14%	(91)	11%	(73)	13%	(88)	14%	(94)	48%	(314)	659
Community: Suburban	4%	(32)	8%	(62)	12%	(98)	11%	(87)	65%	(525)	804
Community: Rural	4%	(16)	6%	(27)	7%	(28)	12%	(54)	71%	(308)	434
Employ: Private Sector	10%	(69)	14%	(95)	14%	(95)	14%	(94)	47%	(310)	662
Employ: Government	24%	(39)	12%	(20)	11%	(17)	14%	(22)	39%	(62)	160
Employ: Self-Employed	5%	(9)	9%	(17)	14%	(26)	14%	(26)	57%	(103)	181
Employ: Homemaker	2%	(2)	6%	(5)	6%	(6)	9%	(9)	77%	(73)	95
Employ: Retired	1%	(6)	2%	(10)	7%	(31)	12%	(54)	78%	(351)	452
Employ: Unemployed	4%	(7)	5%	(9)	13%	(24)	7%	(12)	72%	(136)	188
Employ: Other	6%	(7)	5%	(5)	9%	(10)	13%	(14)	67%	(74)	109
Military HH: Yes	6%	(15)	7%	(18)	13%	(35)	13%	(34)	62%	(164)	266
Military HH: No	8%	(124)	9%	(144)	11%	(179)	12%	(201)	60%	(983)	1630
2022 House Vote: Democrat	11%	(92)	12%	(96)	14%	(116)	12%	(94)	51%	(408)	806
2022 House Vote: Republican	4%	(27)	6%	(38)	9%	(53)	14%	(84)	66%	(392)	594
2022 House Vote: Didn't Vote	5%	(21)	6%	(26)	9%	(40)	11%	(52)	70%	(317)	455
2020 Vote: Joe Biden	10%	(81)	12%	(103)	14%	(118)	12%	(99)	53%	(445)	845
2020 Vote: Donald Trump	4%	(25)	6%	(36)	9%	(52)	14%	(83)	67%	(396)	593
2020 Vote: Didn't Vote	8%	(33)	5%	(22)	10%	(41)	12%	(51)	65%	(267)	414

Continued on next page

Table MCSP6_13: In any given year, how often do you try to watch the following sports events?
 MLS Cup

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	7%	(139)	9%	(162)	11%	(214)	12%	(235)	60%	(1147)	1897
2018 House Vote: Democrat	11%	(76)	13%	(91)	14%	(102)	12%	(83)	51%	(361)	713
2018 House Vote: Republican	5%	(25)	6%	(33)	10%	(51)	13%	(68)	66%	(340)	518
2018 House Vote: Didnt Vote	6%	(38)	6%	(38)	9%	(56)	13%	(81)	66%	(418)	630
4-Region: Northeast	14%	(47)	12%	(39)	10%	(35)	9%	(30)	55%	(184)	335
4-Region: Midwest	7%	(27)	4%	(14)	11%	(41)	15%	(60)	64%	(252)	393
4-Region: South	5%	(35)	8%	(59)	11%	(81)	12%	(84)	64%	(458)	717
4-Region: West	7%	(30)	11%	(49)	13%	(57)	14%	(61)	56%	(253)	451
Sports Fans	7%	(139)	9%	(162)	11%	(214)	12%	(235)	60%	(1147)	1897
NFL Fans	8%	(126)	9%	(143)	13%	(195)	13%	(198)	56%	(855)	1518
NBA Fans	11%	(126)	12%	(136)	16%	(184)	14%	(169)	47%	(554)	1170
MLB Fans	10%	(121)	12%	(145)	15%	(180)	13%	(167)	51%	(627)	1239
NHL Fans	13%	(118)	14%	(130)	18%	(167)	14%	(127)	40%	(363)	905

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

Table MCSP6_14: *In any given year, how often do you try to watch the following sports events?*
College football bowl season

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(336)	18%	(351)	20%	(371)	9%	(164)	36%	(674)	1897
Gender: Male	24%	(240)	24%	(240)	20%	(203)	8%	(79)	24%	(238)	999
Gender: Female	11%	(96)	12%	(110)	19%	(168)	9%	(82)	49%	(436)	894
Age: 18-34	18%	(100)	19%	(103)	16%	(87)	10%	(53)	37%	(199)	543
Age: 35-44	19%	(61)	24%	(79)	20%	(67)	8%	(26)	29%	(95)	329
Age: 45-64	19%	(120)	16%	(98)	22%	(134)	8%	(51)	35%	(215)	618
Age: 65+	13%	(55)	17%	(71)	20%	(82)	8%	(34)	40%	(165)	407
GenZers: 1997-2012	12%	(24)	17%	(32)	16%	(30)	9%	(18)	46%	(88)	191
Millennials: 1981-1996	21%	(127)	23%	(142)	18%	(109)	9%	(58)	30%	(183)	620
GenXers: 1965-1980	20%	(94)	13%	(61)	23%	(108)	8%	(39)	36%	(168)	469
Baby Boomers: 1946-1964	15%	(84)	18%	(100)	20%	(113)	8%	(47)	39%	(217)	561
PID: Dem (no lean)	20%	(162)	19%	(160)	18%	(149)	8%	(68)	35%	(288)	826
PID: Ind (no lean)	14%	(67)	15%	(73)	22%	(105)	9%	(43)	40%	(190)	479
PID: Rep (no lean)	18%	(107)	20%	(118)	20%	(118)	9%	(53)	33%	(195)	591
PID/Gender: Dem Men	26%	(121)	23%	(108)	20%	(92)	7%	(30)	24%	(108)	460
PID/Gender: Dem Women	11%	(40)	14%	(52)	15%	(56)	10%	(35)	50%	(180)	364
PID/Gender: Ind Men	18%	(46)	21%	(54)	25%	(64)	8%	(20)	26%	(66)	250
PID/Gender: Ind Women	9%	(21)	9%	(19)	18%	(41)	10%	(22)	54%	(124)	227
PID/Gender: Rep Men	25%	(72)	27%	(79)	16%	(47)	10%	(28)	22%	(63)	289
PID/Gender: Rep Women	12%	(35)	13%	(39)	23%	(71)	8%	(26)	44%	(132)	303
Ideo: Liberal (1-3)	19%	(111)	21%	(122)	15%	(84)	10%	(58)	34%	(194)	569
Ideo: Moderate (4)	13%	(78)	18%	(107)	23%	(138)	8%	(51)	37%	(224)	596
Ideo: Conservative (5-7)	22%	(139)	18%	(117)	21%	(134)	8%	(50)	32%	(204)	644
Educ: < College	15%	(182)	17%	(209)	18%	(217)	9%	(102)	41%	(491)	1201
Educ: Bachelors degree	21%	(92)	19%	(80)	22%	(95)	10%	(42)	28%	(122)	432
Educ: Post-grad	24%	(62)	23%	(62)	22%	(59)	8%	(20)	23%	(60)	264
Income: Under 50k	12%	(115)	17%	(165)	19%	(180)	9%	(87)	42%	(400)	947
Income: 50k-100k	22%	(127)	18%	(105)	18%	(107)	8%	(47)	34%	(202)	587
Income: 100k+	26%	(94)	22%	(81)	23%	(84)	8%	(30)	20%	(72)	363
Ethnicity: White	18%	(258)	19%	(280)	19%	(282)	8%	(122)	36%	(524)	1466
Ethnicity: Hispanic	9%	(31)	24%	(79)	14%	(47)	8%	(25)	45%	(148)	330

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Table MCSP6_14: *In any given year, how often do you try to watch the following sports events?*
College football bowl season

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	18%	(336)	18%	(351)	20%	(371)	9%	(164)	36%	(674)	1897
Ethnicity: Black	23%	(59)	17%	(43)	21%	(54)	7%	(19)	31%	(79)	254
Ethnicity: Other	11%	(19)	16%	(28)	20%	(35)	13%	(24)	40%	(71)	177
All Christian	21%	(176)	19%	(163)	19%	(162)	8%	(66)	32%	(270)	837
All Non-Christian	22%	(48)	24%	(52)	20%	(44)	9%	(21)	25%	(55)	220
Atheist	12%	(9)	20%	(14)	18%	(13)	5%	(4)	44%	(30)	69
Agnostic/Nothing in particular	12%	(54)	17%	(74)	19%	(82)	9%	(39)	43%	(189)	438
Something Else	15%	(49)	14%	(47)	21%	(71)	11%	(35)	39%	(130)	332
Religious Non-Protestant/Catholic	21%	(49)	24%	(56)	20%	(47)	10%	(24)	25%	(58)	234
Evangelical	21%	(109)	19%	(102)	20%	(105)	10%	(52)	31%	(164)	532
Non-Evangelical	19%	(113)	17%	(103)	20%	(120)	7%	(43)	37%	(226)	605
Community: Urban	20%	(131)	20%	(133)	17%	(113)	8%	(52)	35%	(230)	659
Community: Suburban	17%	(136)	18%	(142)	20%	(163)	9%	(72)	36%	(291)	804
Community: Rural	16%	(69)	17%	(75)	22%	(95)	9%	(41)	35%	(153)	434
Employ: Private Sector	20%	(133)	21%	(138)	23%	(149)	8%	(50)	29%	(191)	662
Employ: Government	24%	(39)	23%	(37)	21%	(34)	8%	(13)	22%	(36)	160
Employ: Self-Employed	17%	(31)	16%	(28)	15%	(28)	14%	(26)	38%	(68)	181
Employ: Homemaker	16%	(16)	13%	(13)	23%	(22)	5%	(4)	43%	(41)	95
Employ: Retired	16%	(72)	19%	(85)	17%	(79)	9%	(39)	39%	(178)	452
Employ: Unemployed	15%	(28)	10%	(18)	18%	(34)	9%	(17)	48%	(91)	188
Employ: Other	13%	(14)	23%	(25)	14%	(15)	9%	(10)	41%	(45)	109
Military HH: Yes	16%	(43)	24%	(64)	20%	(52)	9%	(25)	31%	(82)	266
Military HH: No	18%	(293)	18%	(286)	20%	(319)	9%	(140)	36%	(592)	1630
2022 House Vote: Democrat	21%	(165)	21%	(172)	19%	(156)	8%	(64)	31%	(248)	806
2022 House Vote: Republican	18%	(108)	18%	(109)	22%	(133)	10%	(59)	31%	(186)	594
2022 House Vote: Didn't Vote	12%	(57)	15%	(69)	17%	(77)	8%	(37)	47%	(216)	455
2020 Vote: Joe Biden	19%	(162)	20%	(165)	20%	(167)	8%	(68)	33%	(283)	845
2020 Vote: Donald Trump	19%	(114)	19%	(111)	19%	(115)	10%	(58)	33%	(194)	593
2020 Vote: Didn't Vote	13%	(52)	17%	(72)	19%	(80)	9%	(36)	42%	(174)	414

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Table MCSP6_14: *In any given year, how often do you try to watch the following sports events?
College football bowl season*

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	18%	(336)	18%	(351)	20%	(371)	9%	(164)	36%	(674)	1897
2018 House Vote: Democrat	19%	(136)	22%	(154)	21%	(151)	9%	(63)	29%	(209)	713
2018 House Vote: Republican	21%	(107)	19%	(98)	21%	(107)	8%	(42)	32%	(164)	518
2018 House Vote: Didnt Vote	14%	(89)	15%	(96)	17%	(104)	9%	(56)	45%	(285)	630
4-Region: Northeast	20%	(67)	16%	(53)	15%	(50)	8%	(26)	42%	(140)	335
4-Region: Midwest	21%	(84)	18%	(69)	23%	(91)	5%	(20)	33%	(130)	393
4-Region: South	19%	(133)	18%	(130)	20%	(145)	9%	(67)	34%	(242)	717
4-Region: West	12%	(52)	22%	(98)	19%	(86)	12%	(52)	36%	(163)	451
Sports Fans	18%	(336)	18%	(351)	20%	(371)	9%	(164)	36%	(674)	1897
NFL Fans	21%	(319)	22%	(332)	22%	(340)	8%	(122)	27%	(405)	1518
NBA Fans	23%	(268)	23%	(274)	22%	(263)	9%	(102)	22%	(262)	1170
MLB Fans	22%	(267)	23%	(286)	22%	(273)	8%	(102)	25%	(310)	1239
NHL Fans	24%	(213)	26%	(239)	22%	(201)	8%	(75)	20%	(177)	905

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

**Table MCSP6_15: In any given year, how often do you try to watch the following sports events?
Champions League final**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	9%	(162)	9%	(179)	14%	(259)	12%	(228)	56%	(1069)	1897
Gender: Male	14%	(137)	13%	(130)	15%	(149)	12%	(123)	46%	(459)	999
Gender: Female	3%	(24)	5%	(49)	12%	(110)	11%	(102)	68%	(609)	894
Age: 18-34	14%	(78)	12%	(65)	15%	(80)	12%	(64)	47%	(257)	543
Age: 35-44	12%	(41)	12%	(40)	22%	(71)	12%	(38)	42%	(139)	329
Age: 45-64	6%	(34)	9%	(53)	13%	(79)	13%	(78)	60%	(373)	618
Age: 65+	2%	(9)	5%	(21)	7%	(29)	12%	(48)	74%	(300)	407
GenZers: 1997-2012	7%	(13)	7%	(14)	15%	(30)	12%	(23)	58%	(111)	191
Millennials: 1981-1996	16%	(101)	13%	(83)	18%	(110)	12%	(74)	41%	(251)	620
GenXers: 1965-1980	7%	(31)	9%	(43)	14%	(65)	12%	(55)	58%	(274)	469
Baby Boomers: 1946-1964	2%	(14)	6%	(35)	9%	(51)	12%	(69)	70%	(392)	561
PID: Dem (no lean)	13%	(110)	13%	(110)	16%	(130)	10%	(80)	48%	(396)	826
PID: Ind (no lean)	4%	(17)	7%	(35)	13%	(61)	13%	(62)	63%	(304)	479
PID: Rep (no lean)	6%	(35)	6%	(34)	11%	(68)	15%	(86)	62%	(369)	591
PID/Gender: Dem Men	21%	(98)	18%	(85)	17%	(79)	8%	(36)	35%	(163)	460
PID/Gender: Dem Women	3%	(12)	7%	(26)	14%	(51)	11%	(41)	64%	(233)	364
PID/Gender: Ind Men	6%	(14)	10%	(25)	13%	(33)	17%	(42)	55%	(137)	250
PID/Gender: Ind Women	1%	(3)	5%	(10)	12%	(28)	8%	(19)	73%	(167)	227
PID/Gender: Rep Men	9%	(25)	7%	(21)	13%	(37)	16%	(45)	55%	(160)	289
PID/Gender: Rep Women	3%	(9)	4%	(13)	10%	(30)	14%	(41)	69%	(209)	303
Ideo: Liberal (1-3)	14%	(81)	13%	(73)	13%	(73)	12%	(67)	48%	(274)	569
Ideo: Moderate (4)	5%	(29)	6%	(38)	16%	(94)	13%	(79)	60%	(356)	596
Ideo: Conservative (5-7)	8%	(51)	10%	(66)	13%	(84)	11%	(73)	58%	(371)	644
Educ: < College	7%	(79)	7%	(90)	12%	(146)	12%	(140)	62%	(746)	1201
Educ: Bachelors degree	8%	(36)	10%	(43)	15%	(65)	14%	(59)	53%	(229)	432
Educ: Post-grad	18%	(47)	17%	(46)	18%	(48)	11%	(29)	35%	(93)	264
Income: Under 50k	4%	(33)	8%	(72)	13%	(124)	12%	(116)	64%	(602)	947
Income: 50k-100k	11%	(64)	10%	(57)	13%	(76)	12%	(71)	54%	(319)	587
Income: 100k+	18%	(65)	14%	(50)	16%	(58)	11%	(41)	41%	(148)	363
Ethnicity: White	9%	(135)	9%	(131)	13%	(188)	11%	(167)	58%	(845)	1466
Ethnicity: Hispanic	12%	(41)	14%	(47)	15%	(49)	12%	(40)	46%	(152)	330

Continued on next page

Table MCSP6_15: In any given year, how often do you try to watch the following sports events?
Champions League final

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	9%	(162)	9%	(179)	14%	(259)	12%	(228)	56%	(1069)	1897
Ethnicity: Black	9%	(23)	12%	(30)	18%	(45)	11%	(29)	50%	(127)	254
Ethnicity: Other	2%	(4)	10%	(18)	15%	(26)	18%	(32)	55%	(97)	177
All Christian	7%	(62)	9%	(72)	14%	(118)	13%	(106)	57%	(479)	837
All Non-Christian	26%	(56)	20%	(45)	15%	(33)	12%	(27)	27%	(60)	220
Atheist	7%	(5)	7%	(5)	6%	(4)	9%	(6)	72%	(50)	69
Agnostic/Nothing in particular	6%	(26)	8%	(35)	12%	(53)	14%	(61)	60%	(262)	438
Something Else	4%	(12)	7%	(23)	15%	(51)	9%	(28)	66%	(218)	332
Religious Non-Protestant/Catholic	24%	(57)	19%	(45)	15%	(34)	12%	(29)	29%	(69)	234
Evangelical	9%	(49)	7%	(38)	16%	(86)	12%	(63)	56%	(295)	532
Non-Evangelical	4%	(25)	9%	(54)	12%	(74)	11%	(65)	64%	(386)	605
Community: Urban	16%	(104)	13%	(86)	17%	(111)	11%	(74)	43%	(284)	659
Community: Suburban	5%	(43)	8%	(63)	13%	(101)	13%	(101)	62%	(496)	804
Community: Rural	3%	(14)	7%	(30)	11%	(47)	12%	(53)	67%	(289)	434
Employ: Private Sector	11%	(75)	13%	(86)	19%	(122)	11%	(76)	46%	(303)	662
Employ: Government	25%	(41)	17%	(27)	14%	(22)	10%	(16)	34%	(54)	160
Employ: Self-Employed	9%	(16)	7%	(12)	14%	(26)	16%	(29)	54%	(98)	181
Employ: Homemaker	3%	(3)	7%	(6)	9%	(9)	11%	(10)	70%	(67)	95
Employ: Retired	3%	(13)	6%	(28)	7%	(33)	12%	(56)	71%	(322)	452
Employ: Unemployed	4%	(8)	6%	(11)	15%	(28)	9%	(18)	66%	(123)	188
Employ: Other	5%	(5)	6%	(7)	13%	(14)	14%	(15)	61%	(67)	109
Military HH: Yes	7%	(18)	6%	(16)	14%	(38)	15%	(39)	58%	(156)	266
Military HH: No	9%	(144)	10%	(164)	14%	(221)	12%	(189)	56%	(913)	1630
2022 House Vote: Democrat	13%	(106)	14%	(113)	16%	(126)	10%	(81)	47%	(380)	806
2022 House Vote: Republican	5%	(29)	7%	(41)	13%	(75)	14%	(86)	61%	(363)	594
2022 House Vote: Didn't Vote	6%	(26)	5%	(22)	12%	(55)	12%	(53)	66%	(299)	455
2020 Vote: Joe Biden	12%	(99)	13%	(113)	15%	(126)	11%	(92)	49%	(416)	845
2020 Vote: Donald Trump	4%	(26)	7%	(41)	13%	(78)	13%	(78)	63%	(370)	593
2020 Vote: Didn't Vote	8%	(35)	6%	(24)	13%	(52)	13%	(53)	60%	(250)	414

Continued on next page

**Table MCSP6_15: In any given year, how often do you try to watch the following sports events?
 Champions League final**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	9%	(162)	9%	(179)	14%	(259)	12%	(228)	56%	(1069)	1897
2018 House Vote: Democrat	12%	(85)	15%	(108)	16%	(113)	10%	(74)	47%	(333)	713
2018 House Vote: Republican	5%	(25)	7%	(36)	13%	(68)	14%	(71)	61%	(318)	518
2018 House Vote: Didnt Vote	8%	(51)	5%	(32)	11%	(70)	12%	(77)	63%	(399)	630
4-Region: Northeast	17%	(56)	11%	(38)	12%	(39)	7%	(25)	53%	(177)	335
4-Region: Midwest	7%	(27)	7%	(27)	13%	(50)	13%	(52)	61%	(238)	393
4-Region: South	6%	(46)	8%	(59)	13%	(91)	13%	(97)	59%	(425)	717
4-Region: West	7%	(33)	12%	(55)	18%	(80)	12%	(54)	51%	(229)	451
Sports Fans	9%	(162)	9%	(179)	14%	(259)	12%	(228)	56%	(1069)	1897
NFL Fans	10%	(151)	10%	(159)	16%	(236)	12%	(187)	52%	(786)	1518
NBA Fans	13%	(148)	14%	(160)	17%	(203)	13%	(157)	43%	(501)	1170
MLB Fans	11%	(137)	12%	(148)	17%	(213)	13%	(162)	47%	(578)	1239
NHL Fans	15%	(139)	14%	(125)	19%	(175)	13%	(118)	39%	(349)	905

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

Table MCSP6_16: *In any given year, how often do you try to watch the following sports events?*

WNBA playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(144)	10%	(191)	13%	(240)	14%	(259)	56%	(1063)	1897
Gender: Male	11%	(111)	14%	(138)	15%	(152)	13%	(126)	47%	(473)	999
Gender: Female	4%	(33)	6%	(54)	10%	(88)	15%	(132)	66%	(587)	894
Age: 18-34	13%	(73)	13%	(69)	14%	(75)	12%	(68)	48%	(259)	543
Age: 35-44	12%	(40)	18%	(58)	15%	(50)	13%	(44)	42%	(137)	329
Age: 45-64	4%	(25)	9%	(54)	12%	(72)	16%	(98)	60%	(369)	618
Age: 65+	2%	(7)	3%	(11)	10%	(43)	12%	(48)	73%	(298)	407
GenZers: 1997-2012	9%	(17)	6%	(12)	17%	(32)	11%	(21)	57%	(109)	191
Millennials: 1981-1996	14%	(89)	17%	(108)	13%	(84)	13%	(79)	42%	(260)	620
GenXers: 1965-1980	6%	(26)	10%	(48)	11%	(52)	16%	(77)	57%	(267)	469
Baby Boomers: 1946-1964	2%	(12)	4%	(23)	11%	(63)	13%	(73)	70%	(391)	561
PID: Dem (no lean)	12%	(103)	15%	(121)	15%	(122)	15%	(122)	43%	(358)	826
PID: Ind (no lean)	2%	(10)	6%	(27)	12%	(57)	13%	(63)	67%	(322)	479
PID: Rep (no lean)	5%	(31)	7%	(43)	10%	(61)	12%	(74)	65%	(383)	591
PID/Gender: Dem Men	18%	(82)	20%	(90)	16%	(73)	12%	(55)	35%	(160)	460
PID/Gender: Dem Women	6%	(20)	8%	(31)	13%	(49)	19%	(68)	54%	(196)	364
PID/Gender: Ind Men	3%	(8)	6%	(15)	16%	(40)	16%	(39)	59%	(148)	250
PID/Gender: Ind Women	1%	(2)	5%	(12)	7%	(17)	10%	(22)	76%	(174)	227
PID/Gender: Rep Men	7%	(21)	11%	(32)	13%	(39)	11%	(32)	57%	(165)	289
PID/Gender: Rep Women	3%	(11)	4%	(11)	7%	(22)	14%	(42)	72%	(218)	303
Ideo: Liberal (1-3)	13%	(73)	13%	(73)	13%	(77)	15%	(84)	46%	(262)	569
Ideo: Moderate (4)	6%	(35)	8%	(47)	15%	(89)	15%	(90)	56%	(334)	596
Ideo: Conservative (5-7)	6%	(36)	11%	(69)	10%	(65)	11%	(74)	62%	(401)	644
Educ: < College	7%	(80)	8%	(98)	11%	(127)	13%	(152)	62%	(743)	1201
Educ: Bachelors degree	7%	(29)	10%	(43)	16%	(70)	17%	(75)	50%	(215)	432
Educ: Post-grad	13%	(35)	19%	(51)	16%	(42)	12%	(31)	40%	(105)	264
Income: Under 50k	4%	(36)	9%	(87)	12%	(112)	13%	(123)	62%	(591)	947
Income: 50k-100k	9%	(55)	9%	(52)	13%	(77)	14%	(84)	54%	(319)	587
Income: 100k+	15%	(54)	15%	(53)	14%	(51)	14%	(52)	42%	(153)	363
Ethnicity: White	7%	(105)	9%	(136)	11%	(165)	12%	(177)	60%	(883)	1466
Ethnicity: Hispanic	10%	(32)	11%	(36)	11%	(35)	15%	(51)	53%	(175)	330

Continued on next page

Table MCSP6_16: *In any given year, how often do you try to watch the following sports events?*
 WNBA playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(144)	10%	(191)	13%	(240)	14%	(259)	56%	(1063)	1897
Ethnicity: Black	14%	(36)	16%	(41)	18%	(46)	17%	(43)	34%	(87)	254
Ethnicity: Other	2%	(3)	8%	(14)	16%	(29)	22%	(39)	53%	(93)	177
All Christian	7%	(56)	9%	(77)	12%	(97)	15%	(123)	58%	(484)	837
All Non-Christian	23%	(50)	20%	(44)	18%	(39)	12%	(27)	28%	(61)	220
Atheist	7%	(5)	3%	(2)	11%	(8)	11%	(8)	68%	(47)	69
Agnostic/Nothing in particular	4%	(17)	10%	(42)	15%	(65)	13%	(56)	59%	(258)	438
Something Else	5%	(16)	8%	(27)	9%	(31)	14%	(46)	64%	(212)	332
Religious Non-Protestant/Catholic	21%	(50)	19%	(44)	17%	(40)	14%	(32)	29%	(68)	234
Evangelical	8%	(40)	13%	(68)	9%	(50)	14%	(75)	56%	(298)	532
Non-Evangelical	5%	(32)	6%	(35)	12%	(75)	14%	(83)	63%	(379)	605
Community: Urban	14%	(93)	14%	(95)	15%	(99)	15%	(97)	42%	(274)	659
Community: Suburban	4%	(36)	8%	(66)	11%	(89)	13%	(106)	63%	(507)	804
Community: Rural	4%	(15)	7%	(31)	12%	(51)	13%	(55)	65%	(281)	434
Employ: Private Sector	10%	(64)	16%	(103)	14%	(93)	15%	(100)	46%	(302)	662
Employ: Government	23%	(37)	13%	(21)	17%	(28)	11%	(18)	35%	(56)	160
Employ: Self-Employed	6%	(10)	11%	(20)	9%	(16)	19%	(35)	55%	(99)	181
Employ: Homemaker	3%	(3)	8%	(7)	11%	(11)	11%	(10)	68%	(65)	95
Employ: Retired	2%	(10)	3%	(16)	10%	(47)	12%	(54)	72%	(325)	452
Employ: Unemployed	3%	(7)	7%	(13)	12%	(23)	14%	(27)	63%	(118)	188
Employ: Other	10%	(11)	9%	(10)	12%	(13)	10%	(10)	60%	(66)	109
Military HH: Yes	7%	(19)	9%	(24)	14%	(37)	12%	(33)	58%	(154)	266
Military HH: No	8%	(126)	10%	(167)	12%	(203)	14%	(226)	56%	(909)	1630
2022 House Vote: Democrat	12%	(101)	15%	(124)	15%	(124)	14%	(113)	43%	(344)	806
2022 House Vote: Republican	4%	(21)	6%	(38)	10%	(59)	13%	(79)	67%	(397)	594
2022 House Vote: Didn't Vote	5%	(22)	6%	(26)	12%	(55)	14%	(63)	63%	(289)	455
2020 Vote: Joe Biden	11%	(94)	13%	(112)	15%	(127)	15%	(126)	46%	(386)	845
2020 Vote: Donald Trump	4%	(21)	7%	(41)	10%	(60)	13%	(75)	67%	(395)	593
2020 Vote: Didn't Vote	7%	(29)	9%	(37)	12%	(52)	13%	(53)	59%	(244)	414

Continued on next page

Table MCSP6_16: *In any given year, how often do you try to watch the following sports events?
WNBA playoffs*

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(144)	10%	(191)	13%	(240)	14%	(259)	56%	(1063)	1897
2018 House Vote: Democrat	11%	(79)	16%	(111)	16%	(116)	14%	(101)	43%	(305)	713
2018 House Vote: Republican	4%	(18)	8%	(41)	10%	(53)	12%	(60)	67%	(346)	518
2018 House Vote: Didnt Vote	7%	(46)	6%	(37)	10%	(65)	15%	(96)	61%	(386)	630
4-Region: Northeast	15%	(49)	8%	(28)	13%	(43)	9%	(31)	55%	(185)	335
4-Region: Midwest	7%	(27)	14%	(55)	10%	(40)	14%	(54)	55%	(217)	393
4-Region: South	5%	(38)	8%	(61)	11%	(78)	16%	(111)	60%	(429)	717
4-Region: West	7%	(30)	11%	(48)	17%	(79)	14%	(62)	51%	(232)	451
Sports Fans	8%	(144)	10%	(191)	13%	(240)	14%	(259)	56%	(1063)	1897
NFL Fans	9%	(132)	11%	(174)	14%	(215)	15%	(223)	51%	(773)	1518
NBA Fans	11%	(134)	15%	(170)	18%	(215)	16%	(192)	39%	(457)	1170
MLB Fans	10%	(125)	13%	(158)	16%	(193)	14%	(178)	47%	(584)	1239
NHL Fans	13%	(117)	16%	(148)	16%	(143)	16%	(141)	39%	(357)	905

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

Table MCSP6_17: In any given year, how often do you try to watch the following sports events?
 NWSL playoffs

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	6%	(113)	7%	(128)	10%	(183)	12%	(230)	66%	(1244)	1897
Gender: Male	9%	(86)	11%	(105)	12%	(124)	12%	(121)	56%	(563)	999
Gender: Female	3%	(26)	3%	(23)	7%	(59)	12%	(106)	76%	(680)	894
Age: 18-34	12%	(63)	9%	(48)	11%	(59)	12%	(63)	57%	(311)	543
Age: 35-44	10%	(31)	14%	(45)	14%	(46)	11%	(36)	52%	(170)	329
Age: 45-64	3%	(16)	5%	(29)	10%	(63)	13%	(80)	70%	(430)	618
Age: 65+	1%	(2)	1%	(5)	4%	(15)	12%	(51)	82%	(333)	407
GenZers: 1997-2012	8%	(15)	7%	(12)	8%	(16)	8%	(16)	69%	(132)	191
Millennials: 1981-1996	13%	(78)	12%	(72)	13%	(83)	12%	(74)	50%	(312)	620
GenXers: 1965-1980	2%	(9)	7%	(34)	11%	(54)	13%	(61)	66%	(311)	469
Baby Boomers: 1946-1964	2%	(11)	2%	(9)	5%	(29)	13%	(72)	79%	(440)	561
PID: Dem (no lean)	9%	(74)	11%	(93)	12%	(96)	11%	(90)	57%	(472)	826
PID: Ind (no lean)	2%	(8)	2%	(8)	9%	(42)	14%	(66)	74%	(355)	479
PID: Rep (no lean)	5%	(30)	5%	(27)	7%	(44)	12%	(73)	70%	(416)	591
PID/Gender: Dem Men	13%	(58)	17%	(79)	14%	(66)	10%	(45)	46%	(211)	460
PID/Gender: Dem Women	4%	(16)	4%	(14)	8%	(30)	12%	(43)	72%	(261)	364
PID/Gender: Ind Men	2%	(4)	2%	(6)	12%	(30)	15%	(39)	69%	(172)	250
PID/Gender: Ind Women	1%	(3)	1%	(2)	6%	(13)	12%	(27)	80%	(183)	227
PID/Gender: Rep Men	8%	(24)	7%	(20)	10%	(28)	13%	(37)	62%	(180)	289
PID/Gender: Rep Women	2%	(7)	2%	(7)	5%	(16)	12%	(36)	78%	(236)	303
Ideo: Liberal (1-3)	11%	(60)	9%	(52)	13%	(72)	11%	(61)	57%	(324)	569
Ideo: Moderate (4)	3%	(18)	3%	(20)	10%	(60)	14%	(82)	70%	(416)	596
Ideo: Conservative (5-7)	5%	(32)	9%	(55)	8%	(50)	12%	(80)	66%	(428)	644
Educ: < College	6%	(75)	4%	(52)	7%	(82)	11%	(136)	71%	(855)	1201
Educ: Bachelors degree	3%	(14)	6%	(27)	14%	(60)	14%	(60)	63%	(272)	432
Educ: Post-grad	9%	(24)	19%	(49)	16%	(41)	13%	(34)	44%	(116)	264
Income: Under 50k	4%	(38)	4%	(42)	6%	(59)	13%	(119)	73%	(689)	947
Income: 50k-100k	7%	(40)	6%	(33)	13%	(73)	12%	(70)	63%	(370)	587
Income: 100k+	10%	(35)	15%	(53)	14%	(50)	11%	(41)	51%	(184)	363
Ethnicity: White	6%	(91)	7%	(109)	9%	(129)	11%	(167)	66%	(970)	1466
Ethnicity: Hispanic	12%	(41)	8%	(25)	10%	(33)	9%	(29)	61%	(201)	330

Continued on next page

**Table MCSP6_17: In any given year, how often do you try to watch the following sports events?
NWSL playoffs**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	6%	(113)	7%	(128)	10%	(183)	12%	(230)	66%	(1244)	1897
Ethnicity: Black	8%	(19)	6%	(14)	13%	(32)	14%	(36)	60%	(153)	254
Ethnicity: Other	1%	(2)	3%	(5)	12%	(22)	16%	(28)	68%	(120)	177
All Christian	6%	(47)	5%	(44)	10%	(82)	13%	(110)	66%	(554)	837
All Non-Christian	19%	(41)	21%	(47)	14%	(32)	11%	(24)	35%	(77)	220
Atheist	1%	(0)	4%	(3)	8%	(5)	7%	(5)	81%	(56)	69
Agnostic/Nothing in particular	4%	(16)	6%	(24)	9%	(40)	12%	(51)	70%	(307)	438
Something Else	2%	(7)	3%	(10)	7%	(24)	12%	(41)	75%	(249)	332
Religious Non-Protestant/Catholic	18%	(41)	20%	(47)	14%	(32)	12%	(27)	37%	(85)	234
Evangelical	7%	(37)	6%	(31)	10%	(55)	13%	(71)	63%	(337)	532
Non-Evangelical	3%	(18)	3%	(21)	8%	(47)	12%	(74)	74%	(445)	605
Community: Urban	11%	(72)	11%	(74)	13%	(86)	12%	(77)	53%	(350)	659
Community: Suburban	3%	(26)	4%	(31)	9%	(73)	13%	(101)	71%	(574)	804
Community: Rural	4%	(16)	5%	(23)	5%	(24)	12%	(52)	74%	(319)	434
Employ: Private Sector	8%	(51)	12%	(79)	12%	(82)	12%	(79)	56%	(371)	662
Employ: Government	19%	(30)	15%	(23)	11%	(18)	13%	(20)	43%	(68)	160
Employ: Self-Employed	6%	(10)	6%	(10)	12%	(23)	17%	(30)	60%	(108)	181
Employ: Homemaker	2%	(1)	5%	(5)	2%	(2)	6%	(5)	86%	(82)	95
Employ: Retired	1%	(6)	1%	(6)	6%	(27)	12%	(53)	80%	(361)	452
Employ: Unemployed	3%	(6)	2%	(3)	8%	(15)	11%	(21)	77%	(144)	188
Employ: Other	6%	(7)	—	(0)	13%	(14)	14%	(15)	67%	(73)	109
Military HH: Yes	6%	(15)	4%	(11)	7%	(18)	17%	(45)	66%	(177)	266
Military HH: No	6%	(98)	7%	(117)	10%	(164)	11%	(185)	65%	(1067)	1630
2022 House Vote: Democrat	8%	(68)	11%	(86)	12%	(98)	11%	(91)	57%	(463)	806
2022 House Vote: Republican	3%	(20)	3%	(19)	8%	(46)	15%	(88)	71%	(420)	594
2022 House Vote: Didn't Vote	5%	(24)	5%	(21)	8%	(36)	10%	(46)	72%	(329)	455
2020 Vote: Joe Biden	8%	(65)	10%	(84)	11%	(90)	13%	(107)	59%	(499)	845
2020 Vote: Donald Trump	3%	(19)	3%	(19)	8%	(47)	15%	(87)	71%	(421)	593
2020 Vote: Didn't Vote	7%	(28)	6%	(25)	10%	(43)	9%	(35)	68%	(283)	414

Continued on next page

**Table MCSP6_17: In any given year, how often do you try to watch the following sports events?
 NWSL playoffs**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	6%	(113)	7%	(128)	10%	(183)	12%	(230)	66%	(1244)	1897
2018 House Vote: Democrat	8%	(57)	11%	(78)	12%	(85)	12%	(86)	57%	(408)	713
2018 House Vote: Republican	4%	(20)	4%	(19)	7%	(38)	15%	(76)	70%	(365)	518
2018 House Vote: Didnt Vote	6%	(36)	5%	(30)	9%	(55)	10%	(64)	71%	(446)	630
4-Region: Northeast	11%	(37)	10%	(33)	10%	(33)	9%	(32)	60%	(201)	335
4-Region: Midwest	6%	(24)	4%	(14)	8%	(30)	15%	(57)	68%	(269)	393
4-Region: South	4%	(32)	6%	(40)	9%	(68)	12%	(88)	68%	(489)	717
4-Region: West	5%	(21)	9%	(41)	12%	(52)	12%	(53)	63%	(284)	451
Sports Fans	6%	(113)	7%	(128)	10%	(183)	12%	(230)	66%	(1244)	1897
NFL Fans	7%	(105)	8%	(119)	11%	(165)	13%	(194)	62%	(935)	1518
NBA Fans	9%	(106)	10%	(115)	13%	(157)	15%	(170)	53%	(622)	1170
MLB Fans	8%	(101)	9%	(113)	13%	(155)	14%	(178)	56%	(693)	1239
NHL Fans	11%	(98)	12%	(113)	15%	(138)	15%	(136)	46%	(421)	905

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	2204	100%
xdemGender	Gender: Male	1071	49%
	Gender: Female	1126	51%
	N	2197	
age	Age: 18-34	632	29%
	Age: 35-44	372	17%
	Age: 45-64	712	32%
	Age: 65+	488	22%
	N	2204	
demAgeGeneration	GenZers: 1997-2012	240	11%
	Millennials: 1981-1996	697	32%
	GenXers: 1965-1980	542	25%
	Baby Boomers: 1946-1964	655	30%
	N	2134	
xpid3	PID: Dem (no lean)	934	42%
	PID: Ind (no lean)	602	27%
	PID: Rep (no lean)	669	30%
	N	2204	
xpidGender	PID/Gender: Dem Men	483	22%
	PID/Gender: Dem Women	446	20%
	PID/Gender: Ind Men	282	13%
	PID/Gender: Ind Women	316	14%
	PID/Gender: Rep Men	305	14%
	PID/Gender: Rep Women	364	17%
	N	2197	
xdemIdeo3	Ideo: Liberal (1-3)	649	29%
	Ideo: Moderate (4)	682	31%
	Ideo: Conservative (5-7)	737	33%
	N	2068	
xeduc3	Educ: < College	1440	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	279	13%
	N	2204	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1168	53%
	Income: 50k-100k	658	30%
	Income: 100k+	378	17%
	N	2204	
xdemWhite	Ethnicity: White	1701	77%
xdemHispBin	Ethnicity: Hispanic	380	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	936	42%
	All Non-Christian	241	11%
	Atheist	88	4%
	Agnostic/Nothing in particular	569	26%
	Something Else	369	17%
	N	2204	
xdemReligOther	Religious Non-Protestant/Catholic	255	12%
xdemEvang	Evangelical	595	27%
	Non-Evangelical	673	31%
	N	1268	
xdemUsr	Community: Urban	744	34%
	Community: Suburban	944	43%
	Community: Rural	516	23%
	N	2204	
xdemEmploy	Employ: Private Sector	714	32%
	Employ: Government	176	8%
	Employ: Self-Employed	206	9%
	Employ: Homemaker	135	6%
	Employ: Student	60	3%
	Employ: Retired	537	24%
	Employ: Unemployed	248	11%
	Employ: Other	128	6%
	N	2204	
xdemMilHH1	Military HH: Yes	297	13%
	Military HH: No	1907	87%
	N	2204	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	895	41%
	2022 House Vote: Republican	670	30%
	2022 House Vote: Someone else	54	2%
	2022 House Vote: Didnt Vote	586	27%
	N	2204	
xsubVote20O	2020 Vote: Joe Biden	946	43%
	2020 Vote: Donald Trump	683	31%
	2020 Vote: Other	51	2%
	2020 Vote: Didn't Vote	524	24%
	N	2204	
xsubVote18O	2018 House Vote: Democrat	785	36%
	2018 House Vote: Republican	597	27%
	2018 House Vote: Someone else	43	2%
	2018 House Vote: Didnt Vote	779	35%
	N	2204	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	841	38%
	4-Region: West	522	24%
	N	2204	
MCSPxdem1	Sports Fans	1929	88%
MCSPxdem2	NFL Fans	1518	69%
MCSPxdem3	NBA Fans	1170	53%
MCSPxdem4	MLB Fans	1239	56%
MCSPxdem5	NHL Fans	905	41%

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



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