



National Tracking Poll #2305047
May 08-11, 2023

Crosstabulation Results

Methodology:

This poll was conducted between May 8-May 11, 2023 among a sample of 2202 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: *On average, how many hours a day do you usually spend on social media?*

| Demographic | Less than one hour | 1-2 hours | 2-3 hours | 3-4 hours | More than 4 hours | I do not use social media | Total N |
|--------------------------|--------------------|-----------|-----------|-----------|-------------------|---------------------------|---------|
| Adults | 22% (475) | 23% (509) | 17% (369) | 15% (340) | 17% (364) | 7% (146) | 2202 |
| Gender: Male | 21% (227) | 21% (228) | 17% (182) | 18% (189) | 15% (160) | 8% (81) | 1068 |
| Gender: Female | 22% (247) | 25% (280) | 16% (186) | 13% (150) | 18% (199) | 6% (64) | 1126 |
| Age: 18-34 | 9% (59) | 21% (132) | 19% (118) | 21% (134) | 27% (172) | 3% (17) | 631 |
| Age: 35-44 | 13% (49) | 18% (67) | 26% (95) | 20% (75) | 21% (76) | 2% (8) | 372 |
| Age: 45-64 | 27% (193) | 27% (193) | 14% (102) | 12% (88) | 12% (83) | 7% (51) | 711 |
| Age: 65+ | 35% (173) | 24% (116) | 11% (54) | 9% (42) | 7% (32) | 14% (70) | 487 |
| GenZers: 1997-2012 | 7% (17) | 19% (45) | 15% (34) | 24% (57) | 33% (77) | 2% (5) | 235 |
| Millennials: 1981-1996 | 11% (80) | 20% (141) | 24% (168) | 19% (136) | 23% (159) | 3% (18) | 702 |
| GenXers: 1965-1980 | 27% (141) | 24% (126) | 15% (79) | 16% (86) | 14% (74) | 4% (20) | 525 |
| Baby Boomers: 1946-1964 | 31% (215) | 27% (186) | 12% (81) | 8% (57) | 8% (54) | 14% (97) | 690 |
| PID: Dem (no lean) | 18% (165) | 21% (194) | 19% (178) | 17% (161) | 21% (196) | 5% (47) | 941 |
| PID: Ind (no lean) | 24% (142) | 26% (151) | 15% (87) | 13% (78) | 14% (84) | 7% (43) | 586 |
| PID: Rep (no lean) | 25% (167) | 24% (163) | 15% (103) | 15% (101) | 12% (84) | 8% (56) | 674 |
| PID/Gender: Dem Men | 12% (59) | 19% (88) | 21% (100) | 21% (100) | 22% (105) | 4% (20) | 472 |
| PID/Gender: Dem Women | 23% (106) | 23% (107) | 17% (77) | 13% (60) | 19% (87) | 6% (26) | 464 |
| PID/Gender: Ind Men | 29% (81) | 28% (79) | 15% (41) | 12% (34) | 8% (23) | 9% (25) | 283 |
| PID/Gender: Ind Women | 20% (59) | 24% (72) | 15% (46) | 15% (44) | 20% (60) | 6% (18) | 299 |
| PID/Gender: Rep Men | 28% (86) | 20% (62) | 13% (41) | 18% (55) | 10% (31) | 12% (36) | 312 |
| PID/Gender: Rep Women | 22% (81) | 28% (101) | 17% (62) | 13% (46) | 14% (53) | 6% (20) | 363 |
| Ideo: Liberal (1-3) | 20% (122) | 23% (143) | 19% (116) | 15% (95) | 18% (110) | 6% (37) | 622 |
| Ideo: Moderate (4) | 23% (154) | 22% (149) | 19% (128) | 15% (103) | 17% (113) | 5% (37) | 685 |
| Ideo: Conservative (5-7) | 24% (182) | 23% (174) | 15% (113) | 15% (115) | 15% (108) | 7% (51) | 742 |
| Educ: < College | 20% (288) | 23% (335) | 16% (228) | 15% (219) | 19% (274) | 7% (95) | 1439 |
| Educ: Bachelors degree | 26% (127) | 27% (129) | 18% (87) | 16% (79) | 8% (39) | 5% (23) | 485 |
| Educ: Post-grad | 21% (60) | 16% (45) | 20% (54) | 15% (41) | 18% (51) | 10% (27) | 278 |
| Income: Under 50k | 22% (254) | 22% (261) | 16% (192) | 14% (163) | 19% (219) | 7% (77) | 1166 |
| Income: 50k-100k | 20% (131) | 25% (163) | 17% (113) | 17% (109) | 12% (80) | 8% (50) | 645 |
| Income: 100k+ | 23% (90) | 22% (84) | 16% (64) | 18% (68) | 17% (65) | 5% (19) | 391 |

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Table MCSP1: On average, how many hours a day do you usually spend on social media?

| Demographic | Less than one hour | 1-2 hours | 2-3 hours | 3-4 hours | More than 4 hours | I do not use social media | Total N |
|-----------------------------------|--------------------|-----------|-----------|-----------|-------------------|---------------------------|---------|
| Adults | 22% (475) | 23% (509) | 17% (369) | 15% (340) | 17% (364) | 7% (146) | 2202 |
| Ethnicity: White | 23% (383) | 23% (392) | 16% (279) | 15% (258) | 16% (265) | 7% (123) | 1699 |
| Ethnicity: Hispanic | 18% (70) | 16% (61) | 19% (71) | 18% (68) | 24% (93) | 4% (16) | 379 |
| Ethnicity: Black | 15% (43) | 18% (50) | 18% (52) | 16% (44) | 28% (78) | 6% (16) | 283 |
| Ethnicity: Other | 23% (50) | 31% (67) | 17% (38) | 17% (37) | 9% (21) | 3% (7) | 220 |
| All Christian | 24% (253) | 24% (245) | 16% (168) | 15% (158) | 14% (144) | 7% (70) | 1036 |
| All Non-Christian | 11% (24) | 17% (35) | 28% (59) | 20% (43) | 20% (42) | 4% (8) | 211 |
| Atheist | 15% (13) | 19% (16) | 16% (13) | 22% (18) | 20% (16) | 7% (6) | 82 |
| Agnostic/Nothing in particular | 23% (126) | 24% (127) | 14% (74) | 14% (75) | 17% (94) | 8% (44) | 540 |
| Something Else | 18% (59) | 26% (86) | 17% (55) | 14% (46) | 21% (68) | 6% (18) | 332 |
| Religious Non-Protestant/Catholic | 15% (35) | 17% (40) | 26% (61) | 20% (49) | 19% (44) | 3% (8) | 237 |
| Evangelical | 17% (99) | 23% (136) | 18% (103) | 16% (96) | 20% (115) | 5% (31) | 580 |
| Non-Evangelical | 27% (200) | 24% (178) | 16% (114) | 13% (98) | 12% (88) | 8% (57) | 735 |
| Community: Urban | 16% (113) | 23% (163) | 20% (143) | 19% (138) | 18% (132) | 4% (32) | 722 |
| Community: Suburban | 25% (243) | 24% (241) | 15% (151) | 14% (133) | 14% (140) | 8% (78) | 986 |
| Community: Rural | 24% (119) | 21% (105) | 15% (75) | 14% (68) | 19% (92) | 7% (36) | 494 |
| Employ: Private Sector | 18% (128) | 22% (158) | 20% (144) | 20% (140) | 17% (118) | 3% (21) | 709 |
| Employ: Government | 17% (27) | 17% (28) | 24% (37) | 17% (27) | 18% (29) | 7% (11) | 158 |
| Employ: Self-Employed | 23% (49) | 19% (40) | 20% (42) | 15% (32) | 19% (40) | 5% (10) | 214 |
| Employ: Homemaker | 16% (21) | 28% (38) | 14% (19) | 11% (14) | 24% (32) | 7% (9) | 133 |
| Employ: Student | 8% (5) | 17% (11) | 13% (8) | 33% (21) | 29% (18) | — (0) | 63 |
| Employ: Retired | 32% (184) | 27% (153) | 12% (67) | 9% (50) | 8% (46) | 12% (68) | 568 |
| Employ: Unemployed | 15% (33) | 23% (51) | 13% (30) | 11% (25) | 27% (61) | 11% (25) | 225 |
| Employ: Other | 21% (28) | 23% (31) | 15% (21) | 23% (30) | 16% (21) | 2% (3) | 133 |
| Military HH: Yes | 29% (78) | 22% (57) | 15% (40) | 15% (40) | 11% (29) | 8% (22) | 266 |
| Military HH: No | 20% (397) | 23% (452) | 17% (329) | 15% (300) | 17% (335) | 6% (124) | 1936 |
| 2022 House Vote: Democrat | 18% (166) | 21% (192) | 17% (156) | 18% (159) | 19% (172) | 7% (59) | 905 |
| 2022 House Vote: Republican | 25% (174) | 24% (167) | 16% (110) | 15% (101) | 12% (81) | 8% (52) | 685 |
| 2022 House Vote: Didnt Vote | 22% (125) | 24% (140) | 17% (99) | 13% (74) | 18% (105) | 5% (31) | 573 |

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Table MCSP1: *On average, how many hours a day do you usually spend on social media?*

| Demographic | Less than one hour | 1-2 hours | 2-3 hours | 3-4 hours | More than 4 hours | I do not use social media | Total N |
|-----------------------------|--------------------|-----------|-----------|-----------|-------------------|---------------------------|---------|
| Adults | 22% (475) | 23% (509) | 17% (369) | 15% (340) | 17% (364) | 7% (146) | 2202 |
| 2020 Vote: Joe Biden | 20% (193) | 22% (210) | 18% (170) | 17% (163) | 17% (168) | 6% (61) | 965 |
| 2020 Vote: Donald Trump | 24% (175) | 24% (175) | 16% (113) | 14% (100) | 13% (95) | 8% (57) | 714 |
| 2020 Vote: Other | 35% (20) | 18% (10) | 11% (6) | 6% (3) | 19% (11) | 11% (6) | 56 |
| 2020 Vote: Didn't Vote | 19% (87) | 24% (114) | 17% (81) | 16% (73) | 19% (91) | 5% (21) | 466 |
| 2018 House Vote: Democrat | 19% (157) | 22% (178) | 17% (139) | 16% (132) | 18% (148) | 7% (53) | 806 |
| 2018 House Vote: Republican | 27% (160) | 24% (147) | 17% (102) | 13% (77) | 11% (68) | 8% (46) | 600 |
| 2018 House Vote: Didnt Vote | 20% (148) | 24% (178) | 17% (126) | 17% (125) | 19% (142) | 5% (37) | 756 |
| 4-Region: Northeast | 19% (74) | 24% (94) | 17% (65) | 16% (61) | 14% (54) | 10% (38) | 386 |
| 4-Region: Midwest | 20% (92) | 25% (114) | 17% (79) | 15% (68) | 16% (75) | 6% (27) | 455 |
| 4-Region: South | 21% (180) | 21% (177) | 17% (145) | 16% (138) | 18% (151) | 6% (48) | 840 |
| 4-Region: West | 25% (128) | 24% (123) | 15% (81) | 14% (72) | 16% (85) | 6% (33) | 521 |
| Gen Z Sports Fan | 4% (6) | 19% (27) | 15% (21) | 26% (36) | 34% (48) | 1% (2) | 140 |
| Millennial Sports Fan | 10% (52) | 19% (96) | 25% (124) | 21% (104) | 23% (115) | 2% (8) | 500 |
| Gen X Sports Fan | 24% (82) | 25% (86) | 13% (45) | 19% (67) | 15% (51) | 4% (12) | 343 |
| Boomer Sports Fan | 31% (140) | 29% (131) | 13% (58) | 8% (36) | 8% (36) | 11% (48) | 449 |

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

Table MCSP2_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% | (568) | 41% | (902) | 33% | (732) | 2202 |
| Gender: Male | 39% | (417) | 42% | (444) | 19% | (206) | 1068 |
| Gender: Female | 13% | (151) | 40% | (456) | 46% | (519) | 1126 |
| Age: 18-34 | 33% | (209) | 34% | (215) | 33% | (207) | 631 |
| Age: 35-44 | 28% | (106) | 40% | (150) | 31% | (116) | 372 |
| Age: 45-64 | 24% | (171) | 43% | (307) | 33% | (234) | 711 |
| Age: 65+ | 17% | (83) | 47% | (230) | 36% | (175) | 487 |
| GenZers: 1997-2012 | 26% | (61) | 34% | (79) | 40% | (95) | 235 |
| Millennials: 1981-1996 | 34% | (240) | 37% | (260) | 29% | (202) | 702 |
| GenXers: 1965-1980 | 24% | (125) | 41% | (217) | 35% | (182) | 525 |
| Baby Boomers: 1946-1964 | 19% | (132) | 46% | (317) | 35% | (241) | 690 |
| PID: Dem (no lean) | 30% | (279) | 42% | (396) | 28% | (266) | 941 |
| PID: Ind (no lean) | 22% | (127) | 38% | (223) | 40% | (236) | 586 |
| PID: Rep (no lean) | 24% | (162) | 42% | (283) | 34% | (230) | 674 |
| PID/Gender: Dem Men | 42% | (198) | 41% | (192) | 17% | (83) | 472 |
| PID/Gender: Dem Women | 18% | (82) | 44% | (203) | 39% | (179) | 464 |
| PID/Gender: Ind Men | 33% | (94) | 42% | (120) | 24% | (69) | 283 |
| PID/Gender: Ind Women | 11% | (32) | 34% | (102) | 55% | (165) | 299 |
| PID/Gender: Rep Men | 40% | (125) | 42% | (132) | 18% | (55) | 312 |
| PID/Gender: Rep Women | 10% | (37) | 42% | (151) | 48% | (175) | 363 |
| Ideo: Liberal (1-3) | 27% | (171) | 41% | (256) | 31% | (195) | 622 |
| Ideo: Moderate (4) | 24% | (163) | 41% | (280) | 35% | (242) | 685 |
| Ideo: Conservative (5-7) | 29% | (218) | 40% | (298) | 30% | (226) | 742 |
| Educ: < College | 23% | (336) | 38% | (543) | 39% | (560) | 1439 |
| Educ: Bachelors degree | 29% | (142) | 48% | (232) | 23% | (111) | 485 |
| Educ: Post-grad | 32% | (90) | 46% | (128) | 22% | (61) | 278 |
| Income: Under 50k | 20% | (237) | 40% | (464) | 40% | (465) | 1166 |
| Income: 50k-100k | 29% | (187) | 43% | (276) | 28% | (182) | 645 |
| Income: 100k+ | 37% | (144) | 42% | (162) | 21% | (84) | 391 |
| Ethnicity: White | 25% | (421) | 41% | (699) | 34% | (579) | 1699 |
| Ethnicity: Hispanic | 37% | (138) | 33% | (126) | 30% | (115) | 379 |
| Ethnicity: Black | 33% | (93) | 41% | (117) | 26% | (73) | 283 |

Continued on next page

Table MCSP2_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% | (568) | 41% | (902) | 33% | (732) | 2202 |
| Ethnicity: Other | 25% | (54) | 39% | (86) | 36% | (80) | 220 |
| All Christian | 30% | (309) | 41% | (429) | 29% | (299) | 1036 |
| All Non-Christian | 38% | (80) | 37% | (77) | 25% | (54) | 211 |
| Atheist | 16% | (13) | 32% | (26) | 52% | (43) | 82 |
| Agnostic/Nothing in particular | 19% | (103) | 39% | (211) | 42% | (226) | 540 |
| Something Else | 19% | (63) | 48% | (159) | 33% | (111) | 332 |
| Religious Non-Protestant/Catholic | 35% | (83) | 39% | (92) | 26% | (62) | 237 |
| Evangelical | 28% | (164) | 39% | (228) | 32% | (188) | 580 |
| Non-Evangelical | 27% | (195) | 45% | (330) | 29% | (210) | 735 |
| Community: Urban | 33% | (238) | 40% | (286) | 28% | (199) | 722 |
| Community: Suburban | 25% | (249) | 42% | (411) | 33% | (326) | 986 |
| Community: Rural | 16% | (81) | 42% | (205) | 42% | (207) | 494 |
| Employ: Private Sector | 36% | (258) | 38% | (267) | 26% | (184) | 709 |
| Employ: Government | 29% | (46) | 47% | (74) | 24% | (37) | 158 |
| Employ: Self-Employed | 26% | (55) | 42% | (89) | 32% | (69) | 214 |
| Employ: Homemaker | 10% | (13) | 38% | (50) | 53% | (70) | 133 |
| Employ: Student | 24% | (15) | 34% | (22) | 42% | (27) | 63 |
| Employ: Retired | 19% | (105) | 47% | (264) | 35% | (198) | 568 |
| Employ: Unemployed | 19% | (42) | 40% | (91) | 41% | (92) | 225 |
| Employ: Other | 26% | (34) | 33% | (44) | 41% | (54) | 133 |
| Military HH: Yes | 24% | (63) | 45% | (120) | 31% | (83) | 266 |
| Military HH: No | 26% | (506) | 40% | (782) | 33% | (649) | 1936 |
| 2022 House Vote: Democrat | 31% | (280) | 43% | (386) | 26% | (239) | 905 |
| 2022 House Vote: Republican | 27% | (187) | 41% | (282) | 31% | (215) | 685 |
| 2022 House Vote: Didnt Vote | 16% | (92) | 38% | (221) | 45% | (261) | 573 |
| 2020 Vote: Joe Biden | 30% | (289) | 42% | (407) | 28% | (269) | 965 |
| 2020 Vote: Donald Trump | 23% | (167) | 44% | (315) | 33% | (232) | 714 |
| 2020 Vote: Other | 24% | (13) | 36% | (20) | 40% | (23) | 56 |
| 2020 Vote: Didn't Vote | 21% | (98) | 34% | (160) | 45% | (208) | 466 |

Continued on next page

Table MCSP2_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% | (568) | 41% | (902) | 33% | (732) | 2202 |
| 2018 House Vote: Democrat | 31% | (251) | 42% | (341) | 27% | (214) | 806 |
| 2018 House Vote: Republican | 26% | (155) | 44% | (263) | 30% | (181) | 600 |
| 2018 House Vote: Didnt Vote | 21% | (156) | 37% | (280) | 42% | (320) | 756 |
| 4-Region: Northeast | 27% | (106) | 45% | (175) | 27% | (105) | 386 |
| 4-Region: Midwest | 23% | (103) | 42% | (191) | 35% | (161) | 455 |
| 4-Region: South | 26% | (222) | 38% | (319) | 36% | (300) | 840 |
| 4-Region: West | 26% | (138) | 42% | (217) | 32% | (166) | 521 |
| Gen Z Sports Fan | 44% | (61) | 56% | (79) | — | (0) | 140 |
| Millennial Sports Fan | 48% | (240) | 52% | (260) | — | (0) | 500 |
| Gen X Sports Fan | 37% | (125) | 63% | (217) | — | (0) | 343 |
| Boomer Sports Fan | 29% | (132) | 71% | (317) | — | (0) | 449 |

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

**Table MCSP2_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% | (821) | 29% | (646) | 33% | (735) | 2202 |
| Gender: Male | 49% | (528) | 28% | (304) | 22% | (236) | 1068 |
| Gender: Female | 26% | (293) | 30% | (341) | 44% | (492) | 1126 |
| Age: 18-34 | 35% | (223) | 28% | (177) | 37% | (232) | 631 |
| Age: 35-44 | 40% | (150) | 29% | (107) | 31% | (115) | 372 |
| Age: 45-64 | 40% | (282) | 30% | (211) | 31% | (219) | 711 |
| Age: 65+ | 34% | (167) | 31% | (151) | 35% | (169) | 487 |
| GenZers: 1997-2012 | 23% | (55) | 27% | (62) | 50% | (117) | 235 |
| Millennials: 1981-1996 | 41% | (289) | 29% | (207) | 29% | (206) | 702 |
| GenXers: 1965-1980 | 40% | (211) | 27% | (141) | 33% | (173) | 525 |
| Baby Boomers: 1946-1964 | 36% | (249) | 31% | (214) | 33% | (228) | 690 |
| PID: Dem (no lean) | 42% | (395) | 30% | (281) | 28% | (265) | 941 |
| PID: Ind (no lean) | 30% | (174) | 29% | (170) | 41% | (243) | 586 |
| PID: Rep (no lean) | 37% | (252) | 29% | (195) | 34% | (227) | 674 |
| PID/Gender: Dem Men | 55% | (260) | 27% | (125) | 18% | (87) | 472 |
| PID/Gender: Dem Women | 29% | (135) | 33% | (155) | 37% | (174) | 464 |
| PID/Gender: Ind Men | 41% | (115) | 29% | (81) | 31% | (87) | 283 |
| PID/Gender: Ind Women | 20% | (58) | 30% | (89) | 51% | (152) | 299 |
| PID/Gender: Rep Men | 49% | (153) | 31% | (98) | 20% | (62) | 312 |
| PID/Gender: Rep Women | 27% | (99) | 27% | (97) | 46% | (166) | 363 |
| Ideo: Liberal (1-3) | 40% | (247) | 27% | (170) | 33% | (206) | 622 |
| Ideo: Moderate (4) | 35% | (238) | 32% | (220) | 33% | (227) | 685 |
| Ideo: Conservative (5-7) | 41% | (304) | 29% | (213) | 30% | (226) | 742 |
| Educ: < College | 35% | (500) | 28% | (397) | 38% | (542) | 1439 |
| Educ: Bachelors degree | 40% | (196) | 34% | (164) | 26% | (125) | 485 |
| Educ: Post-grad | 45% | (125) | 30% | (85) | 25% | (69) | 278 |
| Income: Under 50k | 33% | (382) | 29% | (335) | 39% | (449) | 1166 |
| Income: 50k-100k | 40% | (257) | 30% | (196) | 30% | (192) | 645 |
| Income: 100k+ | 47% | (182) | 29% | (115) | 24% | (94) | 391 |
| Ethnicity: White | 37% | (625) | 30% | (507) | 33% | (567) | 1699 |
| Ethnicity: Hispanic | 43% | (162) | 28% | (105) | 30% | (113) | 379 |
| Ethnicity: Black | 44% | (123) | 28% | (79) | 28% | (80) | 283 |

Continued on next page

**Table MCSP2_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% (821) | 29% (646) | 33% (735) | 2202 |
| Ethnicity: Other | 33% (73) | 27% (60) | 40% (87) | 220 |
| All Christian | 43% (443) | 30% (311) | 27% (283) | 1036 |
| All Non-Christian | 51% (107) | 29% (60) | 21% (44) | 211 |
| Atheist | 17% (14) | 18% (15) | 65% (54) | 82 |
| Agnostic/Nothing in particular | 28% (153) | 27% (146) | 45% (241) | 540 |
| Something Else | 31% (104) | 34% (114) | 34% (114) | 332 |
| Religious Non-Protestant/Catholic | 47% (111) | 31% (73) | 22% (53) | 237 |
| Evangelical | 40% (230) | 29% (170) | 31% (180) | 580 |
| Non-Evangelical | 41% (302) | 31% (231) | 28% (202) | 735 |
| Community: Urban | 43% (313) | 28% (205) | 28% (204) | 722 |
| Community: Suburban | 36% (359) | 29% (288) | 34% (338) | 986 |
| Community: Rural | 30% (149) | 31% (152) | 39% (193) | 494 |
| Employ: Private Sector | 45% (319) | 27% (188) | 28% (202) | 709 |
| Employ: Government | 38% (60) | 36% (57) | 26% (40) | 158 |
| Employ: Self-Employed | 38% (82) | 29% (63) | 32% (69) | 214 |
| Employ: Homemaker | 20% (27) | 30% (40) | 49% (65) | 133 |
| Employ: Student | 28% (18) | 24% (15) | 48% (31) | 63 |
| Employ: Retired | 37% (212) | 30% (170) | 33% (186) | 568 |
| Employ: Unemployed | 29% (66) | 31% (70) | 40% (90) | 225 |
| Employ: Other | 28% (38) | 32% (43) | 39% (52) | 133 |
| Military HH: Yes | 45% (120) | 25% (68) | 29% (78) | 266 |
| Military HH: No | 36% (701) | 30% (578) | 34% (657) | 1936 |
| 2022 House Vote: Democrat | 44% (396) | 30% (267) | 27% (242) | 905 |
| 2022 House Vote: Republican | 39% (266) | 29% (197) | 32% (222) | 685 |
| 2022 House Vote: Didnt Vote | 26% (152) | 29% (166) | 45% (255) | 573 |
| 2020 Vote: Joe Biden | 43% (417) | 30% (286) | 27% (262) | 965 |
| 2020 Vote: Donald Trump | 36% (258) | 32% (226) | 32% (231) | 714 |
| 2020 Vote: Other | 36% (20) | 21% (12) | 44% (25) | 56 |
| 2020 Vote: Didn't Vote | 27% (126) | 26% (123) | 47% (218) | 466 |

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Table MCSP2_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% (821) | 29% (646) | 33% (735) | 2202 |
| 2018 House Vote: Democrat | 45% (361) | 29% (233) | 26% (212) | 806 |
| 2018 House Vote: Republican | 38% (227) | 31% (184) | 32% (189) | 600 |
| 2018 House Vote: Didnt Vote | 29% (218) | 29% (218) | 42% (320) | 756 |
| 4-Region: Northeast | 41% (159) | 30% (114) | 29% (112) | 386 |
| 4-Region: Midwest | 39% (178) | 26% (119) | 35% (157) | 455 |
| 4-Region: South | 36% (300) | 29% (240) | 36% (300) | 840 |
| 4-Region: West | 35% (183) | 33% (172) | 32% (166) | 521 |
| Gen Z Sports Fan | 34% (48) | 35% (49) | 30% (43) | 140 |
| Millennial Sports Fan | 55% (275) | 34% (169) | 11% (56) | 500 |
| Gen X Sports Fan | 56% (194) | 34% (118) | 9% (31) | 343 |
| Boomer Sports Fan | 51% (229) | 39% (173) | 10% (46) | 449 |

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

**Table MCSP2_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 | 24% | (518) | 30% | (652) | 47% | (1032) | 2202 |
| Gender: Male | 35% | (369) | 32% | (339) | 34% | (359) | 1068 |
| Gender: Female | 13% | (148) | 28% | (313) | 59% | (665) | 1126 |
| Age: 18-34 | 32% | (202) | 25% | (157) | 43% | (272) | 631 |
| Age: 35-44 | 30% | (111) | 36% | (134) | 34% | (127) | 372 |
| Age: 45-64 | 21% | (149) | 31% | (218) | 48% | (345) | 711 |
| Age: 65+ | 11% | (55) | 29% | (143) | 59% | (289) | 487 |
| GenZers: 1997-2012 | 29% | (67) | 20% | (47) | 51% | (121) | 235 |
| Millennials: 1981-1996 | 33% | (232) | 31% | (221) | 35% | (249) | 702 |
| GenXers: 1965-1980 | 21% | (112) | 31% | (162) | 48% | (251) | 525 |
| Baby Boomers: 1946-1964 | 15% | (104) | 29% | (200) | 56% | (386) | 690 |
| PID: Dem (no lean) | 31% | (288) | 32% | (298) | 38% | (355) | 941 |
| PID: Ind (no lean) | 18% | (105) | 29% | (173) | 53% | (308) | 586 |
| PID: Rep (no lean) | 18% | (124) | 27% | (182) | 55% | (369) | 674 |
| PID/Gender: Dem Men | 41% | (195) | 33% | (155) | 26% | (122) | 472 |
| PID/Gender: Dem Women | 20% | (94) | 31% | (142) | 49% | (228) | 464 |
| PID/Gender: Ind Men | 27% | (77) | 35% | (98) | 38% | (108) | 283 |
| PID/Gender: Ind Women | 9% | (28) | 25% | (75) | 66% | (197) | 299 |
| PID/Gender: Rep Men | 31% | (97) | 28% | (86) | 41% | (129) | 312 |
| PID/Gender: Rep Women | 7% | (27) | 26% | (96) | 66% | (240) | 363 |
| Ideo: Liberal (1-3) | 26% | (163) | 30% | (186) | 44% | (273) | 622 |
| Ideo: Moderate (4) | 24% | (163) | 32% | (222) | 44% | (300) | 685 |
| Ideo: Conservative (5-7) | 23% | (172) | 28% | (205) | 49% | (366) | 742 |
| Educ: < College | 21% | (305) | 26% | (376) | 53% | (758) | 1439 |
| Educ: Bachelors degree | 25% | (123) | 37% | (178) | 38% | (184) | 485 |
| Educ: Post-grad | 32% | (90) | 35% | (99) | 32% | (90) | 278 |
| Income: Under 50k | 19% | (226) | 28% | (323) | 53% | (616) | 1166 |
| Income: 50k-100k | 25% | (158) | 32% | (206) | 44% | (281) | 645 |
| Income: 100k+ | 34% | (133) | 31% | (123) | 34% | (135) | 391 |
| Ethnicity: White | 19% | (321) | 30% | (506) | 51% | (872) | 1699 |
| Ethnicity: Hispanic | 32% | (123) | 31% | (118) | 36% | (138) | 379 |
| Ethnicity: Black | 43% | (121) | 32% | (90) | 26% | (72) | 283 |

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Table MCSP2_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 | 24% | (518) | 30% | (652) | 47% | (1032) | 2202 |
| Ethnicity: Other | 34% | (75) | 25% | (56) | 40% | (88) | 220 |
| All Christian | 26% | (265) | 31% | (320) | 44% | (452) | 1036 |
| All Non-Christian | 36% | (76) | 35% | (74) | 29% | (61) | 211 |
| Atheist | 13% | (10) | 17% | (14) | 70% | (57) | 82 |
| Agnostic/Nothing in particular | 19% | (100) | 26% | (142) | 55% | (297) | 540 |
| Something Else | 20% | (66) | 31% | (102) | 50% | (165) | 332 |
| Religious Non-Protestant/Catholic | 33% | (78) | 34% | (80) | 33% | (79) | 237 |
| Evangelical | 27% | (158) | 29% | (166) | 44% | (256) | 580 |
| Non-Evangelical | 21% | (156) | 33% | (241) | 46% | (338) | 735 |
| Community: Urban | 35% | (256) | 30% | (216) | 35% | (249) | 722 |
| Community: Suburban | 19% | (190) | 31% | (309) | 49% | (487) | 986 |
| Community: Rural | 14% | (71) | 26% | (126) | 60% | (296) | 494 |
| Employ: Private Sector | 35% | (246) | 28% | (202) | 37% | (261) | 709 |
| Employ: Government | 30% | (48) | 37% | (59) | 32% | (51) | 158 |
| Employ: Self-Employed | 20% | (44) | 36% | (77) | 44% | (93) | 214 |
| Employ: Homemaker | 8% | (10) | 29% | (38) | 63% | (84) | 133 |
| Employ: Student | 27% | (17) | 21% | (13) | 52% | (33) | 63 |
| Employ: Retired | 15% | (83) | 29% | (167) | 56% | (317) | 568 |
| Employ: Unemployed | 19% | (42) | 29% | (66) | 52% | (117) | 225 |
| Employ: Other | 20% | (26) | 23% | (30) | 57% | (76) | 133 |
| Military HH: Yes | 19% | (49) | 33% | (89) | 48% | (128) | 266 |
| Military HH: No | 24% | (468) | 29% | (564) | 47% | (905) | 1936 |
| 2022 House Vote: Democrat | 31% | (281) | 32% | (290) | 37% | (335) | 905 |
| 2022 House Vote: Republican | 20% | (135) | 28% | (189) | 53% | (360) | 685 |
| 2022 House Vote: Didnt Vote | 17% | (98) | 29% | (164) | 54% | (312) | 573 |
| 2020 Vote: Joe Biden | 31% | (296) | 32% | (304) | 38% | (365) | 965 |
| 2020 Vote: Donald Trump | 16% | (112) | 29% | (209) | 55% | (393) | 714 |
| 2020 Vote: Other | 16% | (9) | 19% | (11) | 65% | (36) | 56 |
| 2020 Vote: Didn't Vote | 21% | (100) | 27% | (128) | 51% | (238) | 466 |

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Table MCSP2_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 | 24% | (518) | 30% | (652) | 47% | (1032) | 2202 |
| 2018 House Vote: Democrat | 32% | (259) | 31% | (252) | 37% | (295) | 806 |
| 2018 House Vote: Republican | 18% | (110) | 30% | (179) | 52% | (310) | 600 |
| 2018 House Vote: Didnt Vote | 19% | (146) | 29% | (215) | 52% | (395) | 756 |
| 4-Region: Northeast | 24% | (91) | 31% | (119) | 46% | (176) | 386 |
| 4-Region: Midwest | 21% | (94) | 28% | (126) | 52% | (235) | 455 |
| 4-Region: South | 22% | (188) | 28% | (238) | 49% | (414) | 840 |
| 4-Region: West | 28% | (145) | 32% | (169) | 40% | (208) | 521 |
| Gen Z Sports Fan | 42% | (59) | 26% | (37) | 31% | (44) | 140 |
| Millennial Sports Fan | 45% | (223) | 38% | (192) | 17% | (85) | 500 |
| Gen X Sports Fan | 30% | (104) | 41% | (140) | 29% | (99) | 343 |
| Boomer Sports Fan | 21% | (94) | 40% | (178) | 39% | (177) | 449 |

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

**Table MCSP2_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% | (516) | 33% | (731) | 43% | (955) | 2202 |
| Gender: Male | 35% | (372) | 36% | (390) | 29% | (306) | 1068 |
| Gender: Female | 13% | (144) | 30% | (341) | 57% | (641) | 1126 |
| Age: 18-34 | 23% | (143) | 30% | (190) | 47% | (299) | 631 |
| Age: 35-44 | 26% | (97) | 33% | (122) | 41% | (153) | 372 |
| Age: 45-64 | 23% | (164) | 35% | (250) | 42% | (297) | 711 |
| Age: 65+ | 23% | (114) | 35% | (169) | 42% | (205) | 487 |
| GenZers: 1997-2012 | 18% | (42) | 20% | (47) | 62% | (145) | 235 |
| Millennials: 1981-1996 | 26% | (182) | 35% | (246) | 39% | (274) | 702 |
| GenXers: 1965-1980 | 22% | (116) | 33% | (174) | 45% | (235) | 525 |
| Baby Boomers: 1946-1964 | 24% | (165) | 35% | (243) | 41% | (282) | 690 |
| PID: Dem (no lean) | 26% | (242) | 32% | (299) | 43% | (401) | 941 |
| PID: Ind (no lean) | 17% | (100) | 33% | (191) | 50% | (295) | 586 |
| PID: Rep (no lean) | 26% | (174) | 36% | (241) | 38% | (259) | 674 |
| PID/Gender: Dem Men | 37% | (173) | 36% | (168) | 28% | (131) | 472 |
| PID/Gender: Dem Women | 15% | (69) | 28% | (130) | 57% | (264) | 464 |
| PID/Gender: Ind Men | 27% | (76) | 37% | (106) | 36% | (102) | 283 |
| PID/Gender: Ind Women | 8% | (24) | 29% | (85) | 63% | (190) | 299 |
| PID/Gender: Rep Men | 40% | (124) | 37% | (115) | 23% | (73) | 312 |
| PID/Gender: Rep Women | 14% | (51) | 35% | (125) | 51% | (186) | 363 |
| Ideo: Liberal (1-3) | 26% | (161) | 30% | (185) | 44% | (276) | 622 |
| Ideo: Moderate (4) | 17% | (116) | 37% | (252) | 46% | (317) | 685 |
| Ideo: Conservative (5-7) | 31% | (227) | 33% | (248) | 36% | (267) | 742 |
| Educ: < College | 21% | (306) | 30% | (435) | 49% | (698) | 1439 |
| Educ: Bachelors degree | 24% | (117) | 41% | (197) | 35% | (170) | 485 |
| Educ: Post-grad | 33% | (93) | 35% | (98) | 31% | (87) | 278 |
| Income: Under 50k | 18% | (214) | 32% | (375) | 49% | (576) | 1166 |
| Income: 50k-100k | 26% | (169) | 34% | (221) | 40% | (255) | 645 |
| Income: 100k+ | 34% | (133) | 34% | (134) | 32% | (123) | 391 |
| Ethnicity: White | 24% | (414) | 34% | (582) | 41% | (703) | 1699 |
| Ethnicity: Hispanic | 31% | (118) | 32% | (121) | 37% | (140) | 379 |
| Ethnicity: Black | 20% | (55) | 27% | (77) | 53% | (151) | 283 |

Continued on next page

Table MCSP2_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% | (516) | 33% | (731) | 43% | (955) | 2202 |
| Ethnicity: Other | 21% | (47) | 33% | (72) | 46% | (101) | 220 |
| All Christian | 29% | (300) | 36% | (371) | 35% | (366) | 1036 |
| All Non-Christian | 41% | (87) | 35% | (74) | 23% | (50) | 211 |
| Atheist | 11% | (9) | 19% | (15) | 70% | (58) | 82 |
| Agnostic/Nothing in particular | 15% | (80) | 29% | (156) | 56% | (304) | 540 |
| Something Else | 12% | (40) | 34% | (114) | 54% | (179) | 332 |
| Religious Non-Protestant/Catholic | 38% | (90) | 37% | (88) | 25% | (60) | 237 |
| Evangelical | 23% | (136) | 33% | (192) | 43% | (252) | 580 |
| Non-Evangelical | 25% | (187) | 37% | (273) | 37% | (275) | 735 |
| Community: Urban | 28% | (204) | 32% | (229) | 40% | (290) | 722 |
| Community: Suburban | 23% | (225) | 34% | (340) | 43% | (421) | 986 |
| Community: Rural | 18% | (88) | 33% | (162) | 49% | (244) | 494 |
| Employ: Private Sector | 29% | (209) | 34% | (239) | 37% | (261) | 709 |
| Employ: Government | 31% | (49) | 37% | (58) | 32% | (50) | 158 |
| Employ: Self-Employed | 21% | (44) | 32% | (68) | 48% | (102) | 214 |
| Employ: Homemaker | 11% | (15) | 30% | (39) | 59% | (79) | 133 |
| Employ: Student | 27% | (17) | 22% | (14) | 51% | (32) | 63 |
| Employ: Retired | 23% | (132) | 35% | (199) | 42% | (237) | 568 |
| Employ: Unemployed | 9% | (21) | 34% | (77) | 57% | (127) | 225 |
| Employ: Other | 22% | (30) | 27% | (36) | 50% | (67) | 133 |
| Military HH: Yes | 24% | (65) | 39% | (104) | 37% | (97) | 266 |
| Military HH: No | 23% | (452) | 32% | (627) | 44% | (858) | 1936 |
| 2022 House Vote: Democrat | 26% | (238) | 33% | (298) | 41% | (369) | 905 |
| 2022 House Vote: Republican | 29% | (198) | 35% | (240) | 36% | (247) | 685 |
| 2022 House Vote: Didnt Vote | 13% | (77) | 30% | (174) | 56% | (323) | 573 |
| 2020 Vote: Joe Biden | 26% | (246) | 34% | (332) | 40% | (387) | 965 |
| 2020 Vote: Donald Trump | 26% | (188) | 36% | (261) | 37% | (266) | 714 |
| 2020 Vote: Other | 14% | (8) | 31% | (17) | 55% | (31) | 56 |
| 2020 Vote: Didn't Vote | 16% | (75) | 26% | (121) | 58% | (271) | 466 |

Continued on next page

Table MCSP2_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% | (516) | 33% | (731) | 43% | (955) | 2202 |
| 2018 House Vote: Democrat | 27% | (216) | 33% | (267) | 40% | (323) | 806 |
| 2018 House Vote: Republican | 29% | (176) | 38% | (229) | 32% | (195) | 600 |
| 2018 House Vote: Didnt Vote | 16% | (122) | 29% | (219) | 55% | (415) | 756 |
| 4-Region: Northeast | 30% | (114) | 33% | (129) | 37% | (142) | 386 |
| 4-Region: Midwest | 23% | (102) | 34% | (153) | 44% | (199) | 455 |
| 4-Region: South | 22% | (181) | 31% | (260) | 47% | (399) | 840 |
| 4-Region: West | 23% | (119) | 36% | (188) | 41% | (215) | 521 |
| Gen Z Sports Fan | 29% | (40) | 30% | (41) | 42% | (59) | 140 |
| Millennial Sports Fan | 34% | (169) | 43% | (217) | 23% | (114) | 500 |
| Gen X Sports Fan | 33% | (114) | 41% | (141) | 26% | (88) | 343 |
| Boomer Sports Fan | 35% | (156) | 45% | (202) | 20% | (91) | 449 |

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

**Table MCSP2_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 | 14% | (305) | 26% | (577) | 60% | (1320) | 2202 |
| Gender: Male | 22% | (233) | 33% | (352) | 45% | (482) | 1068 |
| Gender: Female | 6% | (72) | 20% | (225) | 74% | (830) | 1126 |
| Age: 18-34 | 17% | (105) | 26% | (166) | 57% | (360) | 631 |
| Age: 35-44 | 17% | (64) | 28% | (105) | 54% | (202) | 372 |
| Age: 45-64 | 14% | (98) | 28% | (198) | 58% | (415) | 711 |
| Age: 65+ | 8% | (38) | 22% | (107) | 70% | (342) | 487 |
| GenZers: 1997-2012 | 11% | (27) | 22% | (51) | 67% | (158) | 235 |
| Millennials: 1981-1996 | 19% | (135) | 29% | (201) | 52% | (366) | 702 |
| GenXers: 1965-1980 | 14% | (72) | 28% | (145) | 59% | (308) | 525 |
| Baby Boomers: 1946-1964 | 9% | (64) | 24% | (168) | 66% | (458) | 690 |
| PID: Dem (no lean) | 17% | (163) | 25% | (238) | 57% | (541) | 941 |
| PID: Ind (no lean) | 8% | (49) | 27% | (161) | 64% | (377) | 586 |
| PID: Rep (no lean) | 14% | (94) | 26% | (178) | 60% | (402) | 674 |
| PID/Gender: Dem Men | 26% | (125) | 32% | (152) | 41% | (195) | 472 |
| PID/Gender: Dem Women | 8% | (38) | 18% | (86) | 73% | (340) | 464 |
| PID/Gender: Ind Men | 12% | (35) | 35% | (100) | 53% | (149) | 283 |
| PID/Gender: Ind Women | 5% | (14) | 20% | (61) | 75% | (225) | 299 |
| PID/Gender: Rep Men | 24% | (74) | 32% | (100) | 44% | (138) | 312 |
| PID/Gender: Rep Women | 5% | (20) | 22% | (78) | 73% | (264) | 363 |
| Ideo: Liberal (1-3) | 17% | (105) | 24% | (147) | 60% | (371) | 622 |
| Ideo: Moderate (4) | 11% | (73) | 27% | (182) | 63% | (430) | 685 |
| Ideo: Conservative (5-7) | 16% | (115) | 30% | (223) | 54% | (404) | 742 |
| Educ: < College | 11% | (156) | 24% | (348) | 65% | (935) | 1439 |
| Educ: Bachelors degree | 17% | (80) | 28% | (138) | 55% | (267) | 485 |
| Educ: Post-grad | 25% | (69) | 33% | (91) | 43% | (119) | 278 |
| Income: Under 50k | 9% | (102) | 23% | (273) | 68% | (791) | 1166 |
| Income: 50k-100k | 18% | (113) | 28% | (179) | 55% | (353) | 645 |
| Income: 100k+ | 23% | (89) | 32% | (125) | 45% | (177) | 391 |
| Ethnicity: White | 16% | (263) | 27% | (458) | 58% | (977) | 1699 |
| Ethnicity: Hispanic | 13% | (51) | 27% | (103) | 60% | (226) | 379 |
| Ethnicity: Black | 10% | (29) | 21% | (61) | 68% | (194) | 283 |

Continued on next page

**Table MCSP2_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 | 14% | (305) | 26% | (577) | 60% | (1320) | 2202 |
| Ethnicity: Other | 6% | (13) | 26% | (58) | 68% | (149) | 220 |
| All Christian | 16% | (162) | 28% | (285) | 57% | (590) | 1036 |
| All Non-Christian | 28% | (60) | 35% | (74) | 37% | (78) | 211 |
| Atheist | 9% | (7) | 22% | (18) | 69% | (57) | 82 |
| Agnostic/Nothing in particular | 10% | (52) | 21% | (115) | 69% | (372) | 540 |
| Something Else | 7% | (24) | 25% | (84) | 67% | (224) | 332 |
| Religious Non-Protestant/Catholic | 26% | (61) | 36% | (85) | 38% | (91) | 237 |
| Evangelical | 13% | (73) | 25% | (145) | 63% | (362) | 580 |
| Non-Evangelical | 14% | (99) | 29% | (210) | 58% | (426) | 735 |
| Community: Urban | 20% | (141) | 29% | (208) | 52% | (373) | 722 |
| Community: Suburban | 13% | (128) | 27% | (263) | 60% | (594) | 986 |
| Community: Rural | 7% | (35) | 21% | (106) | 72% | (353) | 494 |
| Employ: Private Sector | 20% | (145) | 31% | (217) | 49% | (347) | 709 |
| Employ: Government | 23% | (36) | 31% | (50) | 46% | (72) | 158 |
| Employ: Self-Employed | 16% | (35) | 23% | (49) | 61% | (129) | 214 |
| Employ: Homemaker | 2% | (3) | 19% | (25) | 79% | (106) | 133 |
| Employ: Student | 15% | (9) | 26% | (16) | 59% | (38) | 63 |
| Employ: Retired | 8% | (45) | 23% | (130) | 69% | (393) | 568 |
| Employ: Unemployed | 9% | (20) | 25% | (56) | 66% | (149) | 225 |
| Employ: Other | 9% | (12) | 26% | (34) | 66% | (87) | 133 |
| Military HH: Yes | 11% | (28) | 32% | (85) | 57% | (152) | 266 |
| Military HH: No | 14% | (277) | 25% | (492) | 60% | (1168) | 1936 |
| 2022 House Vote: Democrat | 18% | (159) | 28% | (251) | 55% | (495) | 905 |
| 2022 House Vote: Republican | 15% | (101) | 28% | (189) | 58% | (395) | 685 |
| 2022 House Vote: Didnt Vote | 7% | (40) | 23% | (129) | 70% | (404) | 573 |
| 2020 Vote: Joe Biden | 17% | (167) | 27% | (258) | 56% | (540) | 965 |
| 2020 Vote: Donald Trump | 13% | (93) | 27% | (195) | 60% | (426) | 714 |
| 2020 Vote: Other | 9% | (5) | 29% | (16) | 62% | (35) | 56 |
| 2020 Vote: Didn't Vote | 8% | (39) | 23% | (107) | 69% | (320) | 466 |

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**Table MCSP2_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 | 14% | (305) | 26% | (577) | 60% | (1320) | 2202 |
| 2018 House Vote: Democrat | 19% | (153) | 27% | (217) | 54% | (436) | 806 |
| 2018 House Vote: Republican | 15% | (87) | 29% | (176) | 56% | (337) | 600 |
| 2018 House Vote: Didnt Vote | 8% | (63) | 23% | (172) | 69% | (521) | 756 |
| 4-Region: Northeast | 20% | (75) | 33% | (128) | 47% | (182) | 386 |
| 4-Region: Midwest | 11% | (51) | 25% | (112) | 64% | (292) | 455 |
| 4-Region: South | 10% | (86) | 23% | (192) | 67% | (561) | 840 |
| 4-Region: West | 18% | (92) | 28% | (145) | 55% | (285) | 521 |
| Gen Z Sports Fan | 17% | (24) | 32% | (44) | 51% | (72) | 140 |
| Millennial Sports Fan | 26% | (129) | 36% | (181) | 38% | (190) | 500 |
| Gen X Sports Fan | 19% | (67) | 36% | (125) | 44% | (151) | 343 |
| Boomer Sports Fan | 14% | (61) | 33% | (149) | 53% | (238) | 449 |

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

Table MCSP2_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% | (505) | 29% | (628) | 49% | (1069) | 2202 |
| Gender: Male | 35% | (371) | 33% | (355) | 32% | (342) | 1068 |
| Gender: Female | 12% | (133) | 24% | (273) | 64% | (720) | 1126 |
| Age: 18-34 | 22% | (138) | 25% | (159) | 53% | (334) | 631 |
| Age: 35-44 | 26% | (97) | 32% | (121) | 41% | (154) | 372 |
| Age: 45-64 | 23% | (166) | 30% | (213) | 47% | (332) | 711 |
| Age: 65+ | 21% | (103) | 28% | (135) | 51% | (249) | 487 |
| GenZers: 1997-2012 | 15% | (36) | 22% | (52) | 63% | (147) | 235 |
| Millennials: 1981-1996 | 26% | (184) | 29% | (205) | 45% | (313) | 702 |
| GenXers: 1965-1980 | 23% | (121) | 29% | (152) | 48% | (252) | 525 |
| Baby Boomers: 1946-1964 | 22% | (149) | 29% | (203) | 49% | (338) | 690 |
| PID: Dem (no lean) | 26% | (244) | 30% | (282) | 44% | (416) | 941 |
| PID: Ind (no lean) | 15% | (87) | 28% | (163) | 57% | (337) | 586 |
| PID: Rep (no lean) | 26% | (174) | 27% | (184) | 47% | (316) | 674 |
| PID/Gender: Dem Men | 37% | (176) | 35% | (164) | 28% | (132) | 472 |
| PID/Gender: Dem Women | 15% | (68) | 25% | (117) | 60% | (279) | 464 |
| PID/Gender: Ind Men | 24% | (68) | 34% | (97) | 42% | (118) | 283 |
| PID/Gender: Ind Women | 6% | (18) | 22% | (66) | 72% | (215) | 299 |
| PID/Gender: Rep Men | 41% | (127) | 30% | (94) | 29% | (91) | 312 |
| PID/Gender: Rep Women | 13% | (47) | 25% | (90) | 62% | (225) | 363 |
| Ideo: Liberal (1-3) | 24% | (152) | 27% | (167) | 49% | (303) | 622 |
| Ideo: Moderate (4) | 19% | (130) | 30% | (204) | 51% | (350) | 685 |
| Ideo: Conservative (5-7) | 29% | (213) | 29% | (213) | 43% | (317) | 742 |
| Educ: < College | 19% | (276) | 26% | (370) | 55% | (793) | 1439 |
| Educ: Bachelors degree | 28% | (137) | 32% | (156) | 39% | (191) | 485 |
| Educ: Post-grad | 33% | (91) | 37% | (102) | 31% | (85) | 278 |
| Income: Under 50k | 18% | (207) | 26% | (300) | 56% | (659) | 1166 |
| Income: 50k-100k | 25% | (161) | 31% | (197) | 44% | (287) | 645 |
| Income: 100k+ | 35% | (137) | 33% | (131) | 32% | (123) | 391 |
| Ethnicity: White | 23% | (396) | 28% | (482) | 48% | (822) | 1699 |
| Ethnicity: Hispanic | 26% | (99) | 25% | (94) | 49% | (186) | 379 |
| Ethnicity: Black | 26% | (74) | 32% | (89) | 42% | (120) | 283 |

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Table MCSP2_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% | (505) | 29% | (628) | 49% | (1069) | 2202 |
| Ethnicity: Other | 16% | (35) | 26% | (58) | 58% | (127) | 220 |
| All Christian | 29% | (305) | 30% | (312) | 40% | (420) | 1036 |
| All Non-Christian | 34% | (73) | 32% | (67) | 34% | (72) | 211 |
| Atheist | 5% | (4) | 19% | (15) | 76% | (62) | 82 |
| Agnostic/Nothing in particular | 12% | (67) | 25% | (132) | 63% | (341) | 540 |
| Something Else | 17% | (56) | 30% | (101) | 53% | (175) | 332 |
| Religious Non-Protestant/Catholic | 31% | (74) | 32% | (75) | 37% | (88) | 237 |
| Evangelical | 27% | (158) | 29% | (166) | 44% | (256) | 580 |
| Non-Evangelical | 26% | (189) | 31% | (231) | 43% | (315) | 735 |
| Community: Urban | 27% | (195) | 30% | (216) | 43% | (311) | 722 |
| Community: Suburban | 22% | (216) | 27% | (267) | 51% | (503) | 986 |
| Community: Rural | 19% | (94) | 29% | (145) | 52% | (255) | 494 |
| Employ: Private Sector | 30% | (211) | 30% | (215) | 40% | (283) | 709 |
| Employ: Government | 30% | (47) | 36% | (57) | 34% | (53) | 158 |
| Employ: Self-Employed | 21% | (45) | 28% | (59) | 51% | (110) | 214 |
| Employ: Homemaker | 12% | (16) | 25% | (33) | 63% | (84) | 133 |
| Employ: Student | 17% | (11) | 19% | (12) | 64% | (41) | 63 |
| Employ: Retired | 22% | (127) | 28% | (157) | 50% | (284) | 568 |
| Employ: Unemployed | 12% | (26) | 28% | (63) | 60% | (136) | 225 |
| Employ: Other | 17% | (22) | 24% | (31) | 60% | (79) | 133 |
| Military HH: Yes | 29% | (78) | 32% | (84) | 39% | (104) | 266 |
| Military HH: No | 22% | (427) | 28% | (545) | 50% | (965) | 1936 |
| 2022 House Vote: Democrat | 27% | (243) | 31% | (279) | 42% | (384) | 905 |
| 2022 House Vote: Republican | 27% | (182) | 30% | (203) | 44% | (299) | 685 |
| 2022 House Vote: Didnt Vote | 13% | (75) | 24% | (140) | 62% | (358) | 573 |
| 2020 Vote: Joe Biden | 26% | (256) | 30% | (289) | 44% | (421) | 965 |
| 2020 Vote: Donald Trump | 24% | (173) | 29% | (211) | 46% | (331) | 714 |
| 2020 Vote: Other | 18% | (10) | 21% | (12) | 61% | (34) | 56 |
| 2020 Vote: Didn't Vote | 14% | (66) | 25% | (117) | 61% | (284) | 466 |

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Table MCSP2_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% | (505) | 29% | (628) | 49% | (1069) | 2202 |
| 2018 House Vote: Democrat | 28% | (223) | 31% | (252) | 41% | (331) | 806 |
| 2018 House Vote: Republican | 28% | (167) | 31% | (184) | 41% | (249) | 600 |
| 2018 House Vote: Didnt Vote | 14% | (108) | 24% | (180) | 62% | (468) | 756 |
| 4-Region: Northeast | 19% | (74) | 30% | (114) | 51% | (197) | 386 |
| 4-Region: Midwest | 22% | (99) | 28% | (129) | 50% | (226) | 455 |
| 4-Region: South | 27% | (223) | 26% | (222) | 47% | (395) | 840 |
| 4-Region: West | 21% | (108) | 31% | (162) | 48% | (251) | 521 |
| Gen Z Sports Fan | 23% | (32) | 33% | (46) | 44% | (62) | 140 |
| Millennial Sports Fan | 36% | (178) | 37% | (187) | 27% | (135) | 500 |
| Gen X Sports Fan | 33% | (112) | 38% | (131) | 29% | (99) | 343 |
| Boomer Sports Fan | 32% | (143) | 42% | (187) | 27% | (120) | 449 |

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

Table MCSP2_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% | (371) | 28% | (623) | 55% | (1208) | 2202 |
| Gender: Male | 26% | (281) | 34% | (363) | 40% | (424) | 1068 |
| Gender: Female | 8% | (90) | 23% | (259) | 69% | (777) | 1126 |
| Age: 18-34 | 20% | (127) | 23% | (147) | 57% | (357) | 631 |
| Age: 35-44 | 18% | (67) | 39% | (144) | 43% | (161) | 372 |
| Age: 45-64 | 16% | (113) | 29% | (204) | 55% | (394) | 711 |
| Age: 65+ | 13% | (65) | 26% | (127) | 61% | (296) | 487 |
| GenZers: 1997-2012 | 17% | (41) | 20% | (47) | 63% | (147) | 235 |
| Millennials: 1981-1996 | 20% | (143) | 31% | (214) | 49% | (344) | 702 |
| GenXers: 1965-1980 | 15% | (78) | 29% | (152) | 56% | (294) | 525 |
| Baby Boomers: 1946-1964 | 14% | (99) | 28% | (193) | 58% | (399) | 690 |
| PID: Dem (no lean) | 22% | (205) | 31% | (295) | 47% | (441) | 941 |
| PID: Ind (no lean) | 9% | (53) | 26% | (154) | 65% | (379) | 586 |
| PID: Rep (no lean) | 17% | (112) | 26% | (174) | 57% | (388) | 674 |
| PID/Gender: Dem Men | 31% | (149) | 36% | (169) | 33% | (155) | 472 |
| PID/Gender: Dem Women | 12% | (57) | 27% | (125) | 61% | (281) | 464 |
| PID/Gender: Ind Men | 15% | (42) | 34% | (96) | 51% | (145) | 283 |
| PID/Gender: Ind Women | 4% | (11) | 19% | (57) | 78% | (232) | 299 |
| PID/Gender: Rep Men | 29% | (90) | 31% | (98) | 40% | (124) | 312 |
| PID/Gender: Rep Women | 6% | (23) | 21% | (77) | 73% | (263) | 363 |
| Ideo: Liberal (1-3) | 20% | (126) | 29% | (180) | 51% | (316) | 622 |
| Ideo: Moderate (4) | 13% | (90) | 29% | (201) | 58% | (394) | 685 |
| Ideo: Conservative (5-7) | 20% | (152) | 28% | (204) | 52% | (386) | 742 |
| Educ: < College | 14% | (207) | 23% | (325) | 63% | (907) | 1439 |
| Educ: Bachelors degree | 19% | (90) | 39% | (190) | 42% | (205) | 485 |
| Educ: Post-grad | 27% | (74) | 39% | (108) | 35% | (96) | 278 |
| Income: Under 50k | 13% | (148) | 25% | (288) | 63% | (730) | 1166 |
| Income: 50k-100k | 19% | (123) | 29% | (188) | 52% | (334) | 645 |
| Income: 100k+ | 26% | (100) | 37% | (146) | 37% | (144) | 391 |
| Ethnicity: White | 16% | (272) | 28% | (469) | 56% | (958) | 1699 |
| Ethnicity: Hispanic | 22% | (82) | 24% | (91) | 54% | (206) | 379 |
| Ethnicity: Black | 25% | (71) | 31% | (89) | 44% | (123) | 283 |

Continued on next page

Table MCSP2_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% | (371) | 28% | (623) | 55% | (1208) | 2202 |
| Ethnicity: Other | 13% | (28) | 29% | (64) | 58% | (127) | 220 |
| All Christian | 20% | (209) | 31% | (324) | 49% | (504) | 1036 |
| All Non-Christian | 33% | (69) | 32% | (67) | 36% | (76) | 211 |
| Atheist | 7% | (5) | 25% | (20) | 68% | (56) | 82 |
| Agnostic/Nothing in particular | 9% | (48) | 23% | (123) | 68% | (369) | 540 |
| Something Else | 12% | (40) | 27% | (88) | 61% | (204) | 332 |
| Religious Non-Protestant/Catholic | 29% | (70) | 30% | (71) | 41% | (96) | 237 |
| Evangelical | 19% | (107) | 29% | (166) | 53% | (306) | 580 |
| Non-Evangelical | 18% | (133) | 31% | (228) | 51% | (374) | 735 |
| Community: Urban | 22% | (162) | 32% | (228) | 46% | (332) | 722 |
| Community: Suburban | 14% | (143) | 28% | (271) | 58% | (572) | 986 |
| Community: Rural | 14% | (67) | 25% | (123) | 62% | (304) | 494 |
| Employ: Private Sector | 22% | (157) | 33% | (231) | 45% | (321) | 709 |
| Employ: Government | 29% | (46) | 34% | (53) | 37% | (59) | 158 |
| Employ: Self-Employed | 16% | (34) | 26% | (55) | 58% | (124) | 214 |
| Employ: Homemaker | 2% | (2) | 26% | (34) | 73% | (97) | 133 |
| Employ: Student | 16% | (10) | 21% | (14) | 62% | (40) | 63 |
| Employ: Retired | 16% | (91) | 28% | (157) | 56% | (320) | 568 |
| Employ: Unemployed | 7% | (16) | 23% | (53) | 69% | (156) | 225 |
| Employ: Other | 11% | (14) | 20% | (27) | 69% | (92) | 133 |
| Military HH: Yes | 19% | (50) | 33% | (87) | 49% | (129) | 266 |
| Military HH: No | 17% | (321) | 28% | (536) | 56% | (1079) | 1936 |
| 2022 House Vote: Democrat | 22% | (201) | 33% | (299) | 45% | (405) | 905 |
| 2022 House Vote: Republican | 16% | (113) | 29% | (199) | 55% | (374) | 685 |
| 2022 House Vote: Didnt Vote | 10% | (57) | 20% | (116) | 70% | (401) | 573 |
| 2020 Vote: Joe Biden | 20% | (195) | 33% | (318) | 47% | (452) | 965 |
| 2020 Vote: Donald Trump | 16% | (111) | 26% | (188) | 58% | (415) | 714 |
| 2020 Vote: Other | 9% | (5) | 18% | (10) | 73% | (41) | 56 |
| 2020 Vote: Didn't Vote | 13% | (59) | 23% | (106) | 65% | (301) | 466 |

Continued on next page

**Table MCSP2_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% (371) | 28% (623) | 55% (1208) | 2202 |
| 2018 House Vote: Democrat | 22% (178) | 33% (267) | 45% (360) | 806 |
| 2018 House Vote: Republican | 18% (110) | 29% (172) | 53% (318) | 600 |
| 2018 House Vote: Didnt Vote | 10% (79) | 23% (177) | 66% (499) | 756 |
| 4-Region: Northeast | 18% (70) | 26% (101) | 56% (215) | 386 |
| 4-Region: Midwest | 15% (70) | 27% (122) | 58% (262) | 455 |
| 4-Region: South | 17% (147) | 28% (233) | 55% (460) | 840 |
| 4-Region: West | 16% (84) | 32% (166) | 52% (271) | 521 |
| Gen Z Sports Fan | 28% (39) | 29% (41) | 43% (60) | 140 |
| Millennial Sports Fan | 27% (135) | 39% (196) | 34% (168) | 500 |
| Gen X Sports Fan | 22% (75) | 40% (138) | 38% (130) | 343 |
| Boomer Sports Fan | 22% (98) | 39% (174) | 39% (177) | 449 |

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

Table MCSP2_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 | 9% | (198) | 26% | (573) | 65% | (1431) | 2202 |
| Gender: Male | 11% | (121) | 31% | (328) | 58% | (619) | 1068 |
| Gender: Female | 7% | (77) | 22% | (244) | 71% | (805) | 1126 |
| Age: 18-34 | 10% | (65) | 21% | (132) | 69% | (435) | 631 |
| Age: 35-44 | 15% | (57) | 24% | (91) | 60% | (224) | 372 |
| Age: 45-64 | 7% | (47) | 26% | (184) | 68% | (480) | 711 |
| Age: 65+ | 6% | (30) | 34% | (166) | 60% | (292) | 487 |
| GenZers: 1997-2012 | 8% | (20) | 22% | (52) | 70% | (164) | 235 |
| Millennials: 1981-1996 | 14% | (95) | 22% | (158) | 64% | (449) | 702 |
| GenXers: 1965-1980 | 7% | (37) | 23% | (120) | 70% | (367) | 525 |
| Baby Boomers: 1946-1964 | 6% | (42) | 32% | (222) | 62% | (426) | 690 |
| PID: Dem (no lean) | 13% | (125) | 27% | (257) | 59% | (559) | 941 |
| PID: Ind (no lean) | 4% | (21) | 25% | (146) | 71% | (419) | 586 |
| PID: Rep (no lean) | 8% | (51) | 25% | (170) | 67% | (453) | 674 |
| PID/Gender: Dem Men | 18% | (84) | 32% | (149) | 51% | (240) | 472 |
| PID/Gender: Dem Women | 9% | (42) | 23% | (108) | 68% | (314) | 464 |
| PID/Gender: Ind Men | 3% | (9) | 28% | (81) | 68% | (194) | 283 |
| PID/Gender: Ind Women | 4% | (12) | 22% | (65) | 74% | (223) | 299 |
| PID/Gender: Rep Men | 9% | (29) | 31% | (98) | 59% | (185) | 312 |
| PID/Gender: Rep Women | 6% | (23) | 20% | (72) | 74% | (268) | 363 |
| Ideo: Liberal (1-3) | 11% | (69) | 23% | (142) | 66% | (412) | 622 |
| Ideo: Moderate (4) | 6% | (42) | 26% | (177) | 68% | (466) | 685 |
| Ideo: Conservative (5-7) | 11% | (82) | 30% | (221) | 59% | (439) | 742 |
| Educ: < College | 8% | (111) | 23% | (325) | 70% | (1003) | 1439 |
| Educ: Bachelors degree | 8% | (41) | 33% | (158) | 59% | (286) | 485 |
| Educ: Post-grad | 17% | (46) | 32% | (90) | 51% | (142) | 278 |
| Income: Under 50k | 7% | (82) | 23% | (273) | 70% | (812) | 1166 |
| Income: 50k-100k | 10% | (61) | 28% | (178) | 63% | (406) | 645 |
| Income: 100k+ | 14% | (55) | 31% | (122) | 55% | (214) | 391 |
| Ethnicity: White | 10% | (167) | 27% | (463) | 63% | (1070) | 1699 |
| Ethnicity: Hispanic | 14% | (54) | 19% | (74) | 66% | (252) | 379 |
| Ethnicity: Black | 8% | (23) | 25% | (71) | 67% | (189) | 283 |

Continued on next page

Table MCSP2_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 | 9% | (198) | 26% | (573) | 65% | (1431) | 2202 |
| Ethnicity: Other | 4% | (8) | 18% | (39) | 78% | (172) | 220 |
| All Christian | 10% | (100) | 31% | (317) | 60% | (619) | 1036 |
| All Non-Christian | 29% | (60) | 30% | (64) | 41% | (87) | 211 |
| Atheist | 2% | (2) | 13% | (11) | 85% | (69) | 82 |
| Agnostic/Nothing in particular | 3% | (14) | 19% | (101) | 79% | (425) | 540 |
| Something Else | 7% | (22) | 24% | (79) | 70% | (231) | 332 |
| Religious Non-Protestant/Catholic | 28% | (66) | 30% | (71) | 42% | (100) | 237 |
| Evangelical | 10% | (58) | 24% | (138) | 66% | (384) | 580 |
| Non-Evangelical | 7% | (51) | 33% | (241) | 60% | (443) | 735 |
| Community: Urban | 15% | (105) | 29% | (209) | 57% | (408) | 722 |
| Community: Suburban | 6% | (55) | 24% | (239) | 70% | (693) | 986 |
| Community: Rural | 8% | (38) | 25% | (125) | 67% | (330) | 494 |
| Employ: Private Sector | 12% | (87) | 26% | (181) | 62% | (440) | 709 |
| Employ: Government | 15% | (24) | 31% | (48) | 54% | (86) | 158 |
| Employ: Self-Employed | 8% | (18) | 26% | (55) | 66% | (141) | 214 |
| Employ: Homemaker | 5% | (7) | 18% | (24) | 77% | (102) | 133 |
| Employ: Student | 11% | (7) | 17% | (11) | 72% | (45) | 63 |
| Employ: Retired | 6% | (35) | 30% | (169) | 64% | (364) | 568 |
| Employ: Unemployed | 2% | (5) | 25% | (56) | 73% | (164) | 225 |
| Employ: Other | 11% | (15) | 22% | (29) | 67% | (88) | 133 |
| Military HH: Yes | 11% | (30) | 31% | (83) | 57% | (152) | 266 |
| Military HH: No | 9% | (168) | 25% | (489) | 66% | (1279) | 1936 |
| 2022 House Vote: Democrat | 11% | (99) | 29% | (259) | 60% | (546) | 905 |
| 2022 House Vote: Republican | 8% | (54) | 29% | (197) | 63% | (434) | 685 |
| 2022 House Vote: Didnt Vote | 8% | (44) | 20% | (113) | 73% | (417) | 573 |
| 2020 Vote: Joe Biden | 10% | (101) | 28% | (269) | 62% | (594) | 965 |
| 2020 Vote: Donald Trump | 7% | (53) | 27% | (193) | 66% | (468) | 714 |
| 2020 Vote: Other | 6% | (3) | 9% | (5) | 86% | (48) | 56 |
| 2020 Vote: Didn't Vote | 9% | (41) | 23% | (105) | 69% | (320) | 466 |

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Table MCSP2_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 | 9% | (198) | 26% | (573) | 65% | (1431) | 2202 |
| 2018 House Vote: Democrat | 11% | (91) | 29% | (235) | 59% | (479) | 806 |
| 2018 House Vote: Republican | 8% | (48) | 30% | (183) | 62% | (369) | 600 |
| 2018 House Vote: Didnt Vote | 8% | (58) | 19% | (146) | 73% | (551) | 756 |
| 4-Region: Northeast | 10% | (38) | 30% | (115) | 60% | (233) | 386 |
| 4-Region: Midwest | 6% | (28) | 20% | (90) | 74% | (337) | 455 |
| 4-Region: South | 9% | (78) | 24% | (198) | 67% | (564) | 840 |
| 4-Region: West | 11% | (55) | 33% | (170) | 57% | (297) | 521 |
| Gen Z Sports Fan | 13% | (18) | 28% | (39) | 59% | (83) | 140 |
| Millennial Sports Fan | 18% | (90) | 29% | (146) | 53% | (263) | 500 |
| Gen X Sports Fan | 10% | (35) | 30% | (102) | 60% | (205) | 343 |
| Boomer Sports Fan | 8% | (38) | 41% | (185) | 50% | (226) | 449 |

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

**Table MCSP2_9: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Motorsports, such as NASCAR, IndyCar or Formula 1**

| Demographic | Avid fan | Casual fan | Not a fan at all | Total N |
|--------------------------|-----------|------------|------------------|---------|
| Adults | 13% (284) | 25% (552) | 62% (1366) | 2202 |
| Gender: Male | 18% (197) | 32% (346) | 49% (525) | 1068 |
| Gender: Female | 8% (87) | 18% (206) | 74% (832) | 1126 |
| Age: 18-34 | 14% (86) | 25% (155) | 62% (390) | 631 |
| Age: 35-44 | 18% (66) | 28% (103) | 55% (203) | 372 |
| Age: 45-64 | 11% (77) | 27% (190) | 62% (444) | 711 |
| Age: 65+ | 11% (55) | 21% (104) | 67% (329) | 487 |
| GenZers: 1997-2012 | 14% (33) | 22% (52) | 64% (150) | 235 |
| Millennials: 1981-1996 | 16% (111) | 27% (192) | 57% (399) | 702 |
| GenXers: 1965-1980 | 11% (58) | 24% (128) | 65% (339) | 525 |
| Baby Boomers: 1946-1964 | 12% (80) | 25% (169) | 64% (441) | 690 |
| PID: Dem (no lean) | 16% (152) | 23% (221) | 60% (569) | 941 |
| PID: Ind (no lean) | 8% (47) | 26% (150) | 66% (389) | 586 |
| PID: Rep (no lean) | 13% (84) | 27% (181) | 61% (409) | 674 |
| PID/Gender: Dem Men | 22% (106) | 30% (144) | 47% (223) | 472 |
| PID/Gender: Dem Women | 10% (46) | 17% (77) | 73% (341) | 464 |
| PID/Gender: Ind Men | 13% (37) | 32% (92) | 55% (155) | 283 |
| PID/Gender: Ind Women | 4% (11) | 20% (58) | 77% (230) | 299 |
| PID/Gender: Rep Men | 17% (54) | 35% (110) | 47% (147) | 312 |
| PID/Gender: Rep Women | 8% (30) | 20% (71) | 72% (261) | 363 |
| Ideo: Liberal (1-3) | 16% (100) | 21% (128) | 63% (394) | 622 |
| Ideo: Moderate (4) | 10% (68) | 25% (170) | 65% (447) | 685 |
| Ideo: Conservative (5-7) | 14% (107) | 30% (223) | 56% (412) | 742 |
| Educ: < College | 11% (161) | 24% (339) | 65% (940) | 1439 |
| Educ: Bachelors degree | 13% (65) | 27% (133) | 59% (287) | 485 |
| Educ: Post-grad | 21% (58) | 29% (80) | 50% (140) | 278 |
| Income: Under 50k | 11% (124) | 23% (266) | 67% (776) | 1166 |
| Income: 50k-100k | 14% (93) | 28% (178) | 58% (374) | 645 |
| Income: 100k+ | 17% (67) | 28% (108) | 55% (216) | 391 |
| Ethnicity: White | 14% (231) | 26% (445) | 60% (1023) | 1699 |
| Ethnicity: Hispanic | 18% (70) | 22% (82) | 60% (227) | 379 |
| Ethnicity: Black | 10% (29) | 22% (61) | 68% (193) | 283 |

Continued on next page

Table MCSP2_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 Motorsports, such as NASCAR, IndyCar or Formula 1*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 13% | (284) | 25% | (552) | 62% | (1366) | 2202 |
| Ethnicity: Other | 11% | (24) | 21% | (46) | 68% | (150) | 220 |
| All Christian | 14% | (148) | 27% | (278) | 59% | (610) | 1036 |
| All Non-Christian | 30% | (63) | 29% | (62) | 41% | (86) | 211 |
| Atheist | 2% | (1) | 14% | (11) | 85% | (69) | 82 |
| Agnostic/Nothing in particular | 7% | (37) | 22% | (121) | 71% | (382) | 540 |
| Something Else | 10% | (34) | 24% | (79) | 66% | (219) | 332 |
| Religious Non-Protestant/Catholic | 27% | (65) | 32% | (76) | 40% | (96) | 237 |
| Evangelical | 14% | (83) | 25% | (144) | 61% | (353) | 580 |
| Non-Evangelical | 12% | (91) | 26% | (188) | 62% | (456) | 735 |
| Community: Urban | 18% | (130) | 26% | (191) | 56% | (401) | 722 |
| Community: Suburban | 10% | (94) | 25% | (244) | 66% | (648) | 986 |
| Community: Rural | 12% | (59) | 24% | (117) | 64% | (318) | 494 |
| Employ: Private Sector | 17% | (123) | 27% | (193) | 55% | (392) | 709 |
| Employ: Government | 20% | (32) | 32% | (50) | 48% | (75) | 158 |
| Employ: Self-Employed | 13% | (27) | 24% | (51) | 64% | (136) | 214 |
| Employ: Homemaker | 3% | (5) | 23% | (31) | 73% | (97) | 133 |
| Employ: Student | 19% | (12) | 14% | (9) | 68% | (43) | 63 |
| Employ: Retired | 9% | (54) | 25% | (142) | 66% | (373) | 568 |
| Employ: Unemployed | 10% | (23) | 17% | (38) | 73% | (164) | 225 |
| Employ: Other | 6% | (8) | 29% | (38) | 65% | (86) | 133 |
| Military HH: Yes | 15% | (40) | 30% | (79) | 55% | (147) | 266 |
| Military HH: No | 13% | (244) | 24% | (473) | 63% | (1219) | 1936 |
| 2022 House Vote: Democrat | 15% | (132) | 25% | (225) | 61% | (548) | 905 |
| 2022 House Vote: Republican | 13% | (87) | 28% | (193) | 59% | (405) | 685 |
| 2022 House Vote: Didnt Vote | 11% | (62) | 22% | (127) | 67% | (385) | 573 |
| 2020 Vote: Joe Biden | 14% | (134) | 24% | (232) | 62% | (598) | 965 |
| 2020 Vote: Donald Trump | 13% | (91) | 28% | (202) | 59% | (421) | 714 |
| 2020 Vote: Other | 8% | (5) | 19% | (11) | 73% | (41) | 56 |
| 2020 Vote: Didn't Vote | 11% | (53) | 23% | (107) | 66% | (306) | 466 |

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Table MCSP2_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Motorsports, such as NASCAR, IndyCar or Formula 1*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 13% | (284) | 25% | (552) | 62% | (1366) | 2202 |
| 2018 House Vote: Democrat | 15% | (119) | 25% | (205) | 60% | (482) | 806 |
| 2018 House Vote: Republican | 15% | (90) | 28% | (167) | 57% | (343) | 600 |
| 2018 House Vote: Didnt Vote | 10% | (73) | 22% | (170) | 68% | (513) | 756 |
| 4-Region: Northeast | 12% | (47) | 25% | (97) | 63% | (241) | 386 |
| 4-Region: Midwest | 11% | (48) | 21% | (98) | 68% | (309) | 455 |
| 4-Region: South | 12% | (102) | 26% | (215) | 62% | (523) | 840 |
| 4-Region: West | 17% | (86) | 27% | (142) | 56% | (293) | 521 |
| Gen Z Sports Fan | 21% | (29) | 30% | (41) | 50% | (69) | 140 |
| Millennial Sports Fan | 21% | (104) | 35% | (173) | 45% | (223) | 500 |
| Gen X Sports Fan | 16% | (54) | 33% | (115) | 51% | (175) | 343 |
| Boomer Sports Fan | 16% | (72) | 31% | (139) | 53% | (238) | 449 |

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

Table MCSP2_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 Soccer, such as MLS, English Premier League or international competition*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|--------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (227) | 22% | (487) | 68% | (1487) | 2202 |
| Gender: Male | 16% | (167) | 27% | (290) | 57% | (610) | 1068 |
| Gender: Female | 5% | (60) | 18% | (197) | 77% | (868) | 1126 |
| Age: 18-34 | 15% | (98) | 22% | (138) | 63% | (396) | 631 |
| Age: 35-44 | 19% | (70) | 30% | (110) | 51% | (191) | 372 |
| Age: 45-64 | 6% | (44) | 22% | (155) | 72% | (512) | 711 |
| Age: 65+ | 3% | (15) | 17% | (85) | 80% | (388) | 487 |
| GenZers: 1997-2012 | 12% | (29) | 19% | (44) | 69% | (162) | 235 |
| Millennials: 1981-1996 | 19% | (134) | 26% | (185) | 54% | (382) | 702 |
| GenXers: 1965-1980 | 8% | (43) | 22% | (113) | 70% | (369) | 525 |
| Baby Boomers: 1946-1964 | 3% | (21) | 19% | (132) | 78% | (537) | 690 |
| PID: Dem (no lean) | 17% | (157) | 23% | (217) | 60% | (568) | 941 |
| PID: Ind (no lean) | 5% | (26) | 23% | (136) | 72% | (424) | 586 |
| PID: Rep (no lean) | 7% | (44) | 20% | (134) | 73% | (496) | 674 |
| PID/Gender: Dem Men | 25% | (120) | 28% | (130) | 47% | (222) | 472 |
| PID/Gender: Dem Women | 8% | (36) | 19% | (87) | 73% | (340) | 464 |
| PID/Gender: Ind Men | 7% | (19) | 29% | (82) | 64% | (182) | 283 |
| PID/Gender: Ind Women | 2% | (7) | 18% | (53) | 80% | (239) | 299 |
| PID/Gender: Rep Men | 9% | (28) | 25% | (78) | 66% | (206) | 312 |
| PID/Gender: Rep Women | 5% | (17) | 16% | (57) | 80% | (289) | 363 |
| Ideo: Liberal (1-3) | 13% | (81) | 25% | (154) | 62% | (388) | 622 |
| Ideo: Moderate (4) | 8% | (54) | 23% | (157) | 69% | (474) | 685 |
| Ideo: Conservative (5-7) | 12% | (89) | 21% | (159) | 67% | (494) | 742 |
| Educ: < College | 6% | (91) | 19% | (272) | 75% | (1076) | 1439 |
| Educ: Bachelors degree | 14% | (69) | 26% | (127) | 60% | (289) | 485 |
| Educ: Post-grad | 24% | (67) | 32% | (88) | 44% | (123) | 278 |
| Income: Under 50k | 4% | (51) | 18% | (205) | 78% | (910) | 1166 |
| Income: 50k-100k | 13% | (84) | 26% | (166) | 61% | (395) | 645 |
| Income: 100k+ | 24% | (92) | 30% | (116) | 47% | (182) | 391 |
| Ethnicity: White | 11% | (182) | 22% | (367) | 68% | (1151) | 1699 |
| Ethnicity: Hispanic | 17% | (66) | 25% | (95) | 58% | (219) | 379 |
| Ethnicity: Black | 8% | (24) | 24% | (67) | 68% | (192) | 283 |

Continued on next page

Table MCSP2_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Soccer, such as MLS, English Premier League or international competition*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (227) | 22% | (487) | 68% | (1487) | 2202 |
| Ethnicity: Other | 10% | (22) | 24% | (53) | 66% | (144) | 220 |
| All Christian | 12% | (120) | 25% | (259) | 63% | (658) | 1036 |
| All Non-Christian | 35% | (74) | 28% | (60) | 37% | (77) | 211 |
| Atheist | 7% | (6) | 14% | (11) | 79% | (65) | 82 |
| Agnostic/Nothing in particular | 3% | (15) | 17% | (94) | 80% | (431) | 540 |
| Something Else | 4% | (13) | 19% | (63) | 77% | (256) | 332 |
| Religious Non-Protestant/Catholic | 31% | (74) | 29% | (68) | 40% | (96) | 237 |
| Evangelical | 11% | (62) | 22% | (126) | 68% | (392) | 580 |
| Non-Evangelical | 8% | (60) | 24% | (178) | 68% | (498) | 735 |
| Community: Urban | 18% | (131) | 25% | (179) | 57% | (411) | 722 |
| Community: Suburban | 8% | (78) | 23% | (230) | 69% | (677) | 986 |
| Community: Rural | 4% | (18) | 16% | (78) | 81% | (399) | 494 |
| Employ: Private Sector | 18% | (128) | 29% | (208) | 53% | (372) | 709 |
| Employ: Government | 21% | (33) | 26% | (41) | 53% | (84) | 158 |
| Employ: Self-Employed | 11% | (23) | 22% | (46) | 68% | (145) | 214 |
| Employ: Homemaker | 7% | (9) | 22% | (29) | 72% | (95) | 133 |
| Employ: Student | 19% | (12) | 16% | (10) | 66% | (42) | 63 |
| Employ: Retired | 3% | (16) | 18% | (105) | 79% | (448) | 568 |
| Employ: Unemployed | 2% | (5) | 10% | (24) | 87% | (196) | 225 |
| Employ: Other | 2% | (2) | 19% | (25) | 80% | (106) | 133 |
| Military HH: Yes | 8% | (20) | 22% | (59) | 70% | (186) | 266 |
| Military HH: No | 11% | (207) | 22% | (428) | 67% | (1302) | 1936 |
| 2022 House Vote: Democrat | 16% | (143) | 25% | (229) | 59% | (533) | 905 |
| 2022 House Vote: Republican | 7% | (45) | 23% | (156) | 71% | (483) | 685 |
| 2022 House Vote: Didnt Vote | 6% | (37) | 17% | (96) | 77% | (441) | 573 |
| 2020 Vote: Joe Biden | 15% | (143) | 25% | (240) | 60% | (582) | 965 |
| 2020 Vote: Donald Trump | 6% | (45) | 21% | (151) | 73% | (518) | 714 |
| 2020 Vote: Other | 10% | (6) | 10% | (6) | 80% | (45) | 56 |
| 2020 Vote: Didn't Vote | 7% | (34) | 19% | (91) | 73% | (342) | 466 |

Continued on next page

Table MCSP2_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 Soccer, such as MLS, English Premier League or international competition*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (227) | 22% | (487) | 68% | (1487) | 2202 |
| 2018 House Vote: Democrat | 17% | (134) | 25% | (200) | 58% | (471) | 806 |
| 2018 House Vote: Republican | 6% | (36) | 23% | (140) | 71% | (423) | 600 |
| 2018 House Vote: Didnt Vote | 7% | (57) | 19% | (141) | 74% | (558) | 756 |
| 4-Region: Northeast | 13% | (49) | 25% | (95) | 63% | (241) | 386 |
| 4-Region: Midwest | 4% | (17) | 20% | (93) | 76% | (345) | 455 |
| 4-Region: South | 9% | (74) | 20% | (172) | 71% | (594) | 840 |
| 4-Region: West | 17% | (87) | 24% | (128) | 59% | (307) | 521 |
| Gen Z Sports Fan | 19% | (27) | 26% | (36) | 55% | (77) | 140 |
| Millennial Sports Fan | 25% | (126) | 32% | (162) | 42% | (211) | 500 |
| Gen X Sports Fan | 11% | (37) | 30% | (102) | 59% | (203) | 343 |
| Boomer Sports Fan | 4% | (19) | 27% | (120) | 69% | (310) | 449 |

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

**Table MCSP2_11: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Combat sports, such as UFC or boxing**

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|--------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 14% | (316) | 23% | (510) | 62% | (1376) | 2202 |
| Gender: Male | 22% | (238) | 30% | (318) | 48% | (511) | 1068 |
| Gender: Female | 7% | (76) | 17% | (192) | 76% | (858) | 1126 |
| Age: 18-34 | 21% | (133) | 29% | (184) | 50% | (314) | 631 |
| Age: 35-44 | 20% | (76) | 34% | (127) | 46% | (169) | 372 |
| Age: 45-64 | 13% | (94) | 19% | (137) | 68% | (481) | 711 |
| Age: 65+ | 3% | (13) | 13% | (63) | 84% | (411) | 487 |
| GenZers: 1997-2012 | 22% | (51) | 23% | (55) | 55% | (129) | 235 |
| Millennials: 1981-1996 | 21% | (146) | 33% | (231) | 46% | (325) | 702 |
| GenXers: 1965-1980 | 15% | (76) | 23% | (122) | 62% | (327) | 525 |
| Baby Boomers: 1946-1964 | 6% | (41) | 14% | (97) | 80% | (552) | 690 |
| PID: Dem (no lean) | 18% | (174) | 23% | (217) | 58% | (551) | 941 |
| PID: Ind (no lean) | 10% | (58) | 24% | (139) | 67% | (390) | 586 |
| PID: Rep (no lean) | 13% | (85) | 23% | (155) | 65% | (435) | 674 |
| PID/Gender: Dem Men | 29% | (135) | 29% | (139) | 42% | (199) | 472 |
| PID/Gender: Dem Women | 8% | (37) | 17% | (78) | 75% | (349) | 464 |
| PID/Gender: Ind Men | 16% | (45) | 28% | (78) | 56% | (160) | 283 |
| PID/Gender: Ind Women | 4% | (12) | 20% | (60) | 76% | (227) | 299 |
| PID/Gender: Rep Men | 19% | (58) | 32% | (101) | 49% | (153) | 312 |
| PID/Gender: Rep Women | 7% | (27) | 15% | (54) | 78% | (282) | 363 |
| Ideo: Liberal (1-3) | 16% | (99) | 23% | (142) | 61% | (381) | 622 |
| Ideo: Moderate (4) | 14% | (98) | 23% | (154) | 63% | (432) | 685 |
| Ideo: Conservative (5-7) | 14% | (106) | 24% | (181) | 61% | (455) | 742 |
| Educ: < College | 14% | (209) | 22% | (314) | 64% | (916) | 1439 |
| Educ: Bachelors degree | 12% | (60) | 26% | (124) | 62% | (301) | 485 |
| Educ: Post-grad | 17% | (47) | 26% | (73) | 57% | (159) | 278 |
| Income: Under 50k | 12% | (140) | 21% | (241) | 67% | (784) | 1166 |
| Income: 50k-100k | 15% | (97) | 26% | (166) | 59% | (382) | 645 |
| Income: 100k+ | 20% | (78) | 26% | (103) | 54% | (210) | 391 |
| Ethnicity: White | 13% | (223) | 22% | (379) | 65% | (1098) | 1699 |
| Ethnicity: Hispanic | 27% | (101) | 29% | (108) | 45% | (170) | 379 |
| Ethnicity: Black | 22% | (61) | 30% | (84) | 49% | (138) | 283 |

Continued on next page

Table MCSP2_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 Combat sports, such as UFC or boxing*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 14% | (316) | 23% | (510) | 62% | (1376) | 2202 |
| Ethnicity: Other | 14% | (32) | 22% | (48) | 64% | (140) | 220 |
| All Christian | 13% | (136) | 24% | (245) | 63% | (655) | 1036 |
| All Non-Christian | 28% | (59) | 29% | (60) | 44% | (92) | 211 |
| Atheist | 13% | (11) | 13% | (10) | 74% | (60) | 82 |
| Agnostic/Nothing in particular | 9% | (48) | 22% | (117) | 69% | (375) | 540 |
| Something Else | 19% | (62) | 23% | (77) | 58% | (193) | 332 |
| Religious Non-Protestant/Catholic | 25% | (60) | 27% | (65) | 47% | (113) | 237 |
| Evangelical | 18% | (102) | 25% | (144) | 58% | (334) | 580 |
| Non-Evangelical | 11% | (82) | 23% | (167) | 66% | (487) | 735 |
| Community: Urban | 21% | (149) | 27% | (197) | 52% | (375) | 722 |
| Community: Suburban | 12% | (121) | 22% | (216) | 66% | (649) | 986 |
| Community: Rural | 9% | (45) | 20% | (97) | 71% | (352) | 494 |
| Employ: Private Sector | 21% | (147) | 29% | (203) | 51% | (358) | 709 |
| Employ: Government | 24% | (37) | 33% | (52) | 43% | (68) | 158 |
| Employ: Self-Employed | 21% | (44) | 21% | (46) | 58% | (124) | 214 |
| Employ: Homemaker | 4% | (5) | 24% | (32) | 72% | (96) | 133 |
| Employ: Student | 17% | (11) | 22% | (14) | 60% | (38) | 63 |
| Employ: Retired | 5% | (27) | 15% | (85) | 80% | (456) | 568 |
| Employ: Unemployed | 17% | (37) | 18% | (41) | 65% | (146) | 225 |
| Employ: Other | 5% | (6) | 28% | (37) | 68% | (90) | 133 |
| Military HH: Yes | 12% | (31) | 27% | (71) | 61% | (163) | 266 |
| Military HH: No | 15% | (285) | 23% | (439) | 63% | (1213) | 1936 |
| 2022 House Vote: Democrat | 17% | (157) | 22% | (200) | 61% | (549) | 905 |
| 2022 House Vote: Republican | 12% | (85) | 24% | (165) | 63% | (434) | 685 |
| 2022 House Vote: Didnt Vote | 12% | (70) | 24% | (138) | 64% | (365) | 573 |
| 2020 Vote: Joe Biden | 16% | (155) | 23% | (222) | 61% | (589) | 965 |
| 2020 Vote: Donald Trump | 13% | (90) | 23% | (165) | 64% | (459) | 714 |
| 2020 Vote: Other | 9% | (5) | 23% | (13) | 68% | (38) | 56 |
| 2020 Vote: Didn't Vote | 14% | (66) | 24% | (111) | 62% | (289) | 466 |

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Table MCSP2_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Combat sports, such as UFC or boxing*

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 14% | (316) | 23% | (510) | 62% | (1376) | 2202 |
| 2018 House Vote: Democrat | 17% | (138) | 23% | (185) | 60% | (483) | 806 |
| 2018 House Vote: Republican | 13% | (78) | 22% | (132) | 65% | (389) | 600 |
| 2018 House Vote: Didnt Vote | 13% | (96) | 25% | (187) | 63% | (473) | 756 |
| 4-Region: Northeast | 18% | (70) | 21% | (80) | 61% | (236) | 386 |
| 4-Region: Midwest | 13% | (61) | 22% | (99) | 65% | (295) | 455 |
| 4-Region: South | 11% | (94) | 23% | (195) | 66% | (551) | 840 |
| 4-Region: West | 18% | (91) | 26% | (137) | 56% | (293) | 521 |
| Gen Z Sports Fan | 34% | (48) | 32% | (45) | 34% | (47) | 140 |
| Millennial Sports Fan | 28% | (140) | 40% | (200) | 32% | (159) | 500 |
| Gen X Sports Fan | 20% | (69) | 30% | (104) | 49% | (169) | 343 |
| Boomer Sports Fan | 8% | (36) | 18% | (82) | 74% | (331) | 449 |

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

Table MCSP2_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Tennis

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|--------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (194) | 24% | (535) | 67% | (1473) | 2202 |
| Gender: Male | 12% | (128) | 32% | (345) | 56% | (595) | 1068 |
| Gender: Female | 6% | (66) | 17% | (189) | 77% | (870) | 1126 |
| Age: 18-34 | 11% | (72) | 23% | (143) | 66% | (417) | 631 |
| Age: 35-44 | 15% | (56) | 25% | (92) | 60% | (225) | 372 |
| Age: 45-64 | 6% | (45) | 27% | (192) | 67% | (474) | 711 |
| Age: 65+ | 4% | (22) | 22% | (107) | 74% | (358) | 487 |
| GenZers: 1997-2012 | 9% | (21) | 18% | (41) | 73% | (172) | 235 |
| Millennials: 1981-1996 | 14% | (99) | 26% | (183) | 60% | (419) | 702 |
| GenXers: 1965-1980 | 7% | (37) | 25% | (131) | 68% | (356) | 525 |
| Baby Boomers: 1946-1964 | 5% | (34) | 24% | (164) | 71% | (492) | 690 |
| PID: Dem (no lean) | 15% | (142) | 28% | (264) | 57% | (535) | 941 |
| PID: Ind (no lean) | 4% | (24) | 20% | (114) | 76% | (448) | 586 |
| PID: Rep (no lean) | 4% | (28) | 23% | (156) | 73% | (490) | 674 |
| PID/Gender: Dem Men | 21% | (100) | 36% | (170) | 43% | (202) | 472 |
| PID/Gender: Dem Women | 9% | (41) | 20% | (94) | 71% | (329) | 464 |
| PID/Gender: Ind Men | 4% | (12) | 25% | (71) | 71% | (201) | 283 |
| PID/Gender: Ind Women | 4% | (12) | 14% | (43) | 81% | (244) | 299 |
| PID/Gender: Rep Men | 5% | (16) | 33% | (104) | 62% | (192) | 312 |
| PID/Gender: Rep Women | 3% | (13) | 14% | (52) | 82% | (298) | 363 |
| Ideo: Liberal (1-3) | 13% | (80) | 24% | (149) | 63% | (393) | 622 |
| Ideo: Moderate (4) | 6% | (44) | 26% | (176) | 68% | (465) | 685 |
| Ideo: Conservative (5-7) | 9% | (65) | 26% | (196) | 65% | (481) | 742 |
| Educ: < College | 6% | (85) | 18% | (265) | 76% | (1088) | 1439 |
| Educ: Bachelors degree | 11% | (55) | 36% | (175) | 53% | (255) | 485 |
| Educ: Post-grad | 19% | (53) | 34% | (94) | 47% | (131) | 278 |
| Income: Under 50k | 5% | (59) | 20% | (236) | 75% | (871) | 1166 |
| Income: 50k-100k | 10% | (67) | 26% | (168) | 64% | (410) | 645 |
| Income: 100k+ | 17% | (68) | 33% | (131) | 49% | (192) | 391 |
| Ethnicity: White | 9% | (151) | 22% | (379) | 69% | (1170) | 1699 |
| Ethnicity: Hispanic | 13% | (50) | 20% | (76) | 67% | (254) | 379 |
| Ethnicity: Black | 11% | (31) | 34% | (95) | 55% | (157) | 283 |

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Table MCSP2_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Tennis

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (194) | 24% | (535) | 67% | (1473) | 2202 |
| Ethnicity: Other | 5% | (12) | 28% | (61) | 67% | (147) | 220 |
| All Christian | 9% | (89) | 28% | (292) | 63% | (656) | 1036 |
| All Non-Christian | 26% | (56) | 34% | (73) | 39% | (83) | 211 |
| Atheist | 7% | (5) | 17% | (14) | 76% | (62) | 82 |
| Agnostic/Nothing in particular | 5% | (25) | 16% | (89) | 79% | (426) | 540 |
| Something Else | 6% | (19) | 20% | (68) | 74% | (245) | 332 |
| Religious Non-Protestant/Catholic | 23% | (56) | 33% | (78) | 44% | (104) | 237 |
| Evangelical | 9% | (50) | 25% | (147) | 66% | (384) | 580 |
| Non-Evangelical | 7% | (51) | 27% | (196) | 66% | (489) | 735 |
| Community: Urban | 16% | (112) | 28% | (202) | 56% | (407) | 722 |
| Community: Suburban | 7% | (64) | 25% | (244) | 69% | (678) | 986 |
| Community: Rural | 4% | (17) | 18% | (89) | 79% | (388) | 494 |
| Employ: Private Sector | 14% | (98) | 29% | (204) | 57% | (407) | 709 |
| Employ: Government | 18% | (28) | 34% | (54) | 48% | (76) | 158 |
| Employ: Self-Employed | 6% | (13) | 25% | (54) | 68% | (146) | 214 |
| Employ: Homemaker | 3% | (3) | 10% | (13) | 87% | (116) | 133 |
| Employ: Student | 18% | (11) | 18% | (12) | 64% | (41) | 63 |
| Employ: Retired | 5% | (28) | 23% | (129) | 72% | (411) | 568 |
| Employ: Unemployed | 4% | (9) | 18% | (41) | 78% | (175) | 225 |
| Employ: Other | 3% | (4) | 21% | (27) | 77% | (102) | 133 |
| Military HH: Yes | 6% | (17) | 25% | (67) | 68% | (182) | 266 |
| Military HH: No | 9% | (177) | 24% | (467) | 67% | (1292) | 1936 |
| 2022 House Vote: Democrat | 14% | (122) | 29% | (260) | 58% | (523) | 905 |
| 2022 House Vote: Republican | 6% | (40) | 25% | (170) | 69% | (475) | 685 |
| 2022 House Vote: Didnt Vote | 5% | (30) | 17% | (98) | 78% | (445) | 573 |
| 2020 Vote: Joe Biden | 13% | (130) | 28% | (273) | 58% | (562) | 965 |
| 2020 Vote: Donald Trump | 5% | (36) | 23% | (163) | 72% | (516) | 714 |
| 2020 Vote: Other | 4% | (2) | 15% | (9) | 81% | (45) | 56 |
| 2020 Vote: Didn't Vote | 6% | (26) | 19% | (91) | 75% | (350) | 466 |

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Table MCSP2_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Tennis

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (194) | 24% | (535) | 67% | (1473) | 2202 |
| 2018 House Vote: Democrat | 15% | (117) | 28% | (228) | 57% | (461) | 806 |
| 2018 House Vote: Republican | 6% | (36) | 26% | (154) | 68% | (410) | 600 |
| 2018 House Vote: Didnt Vote | 5% | (40) | 19% | (145) | 76% | (571) | 756 |
| 4-Region: Northeast | 10% | (40) | 29% | (110) | 61% | (236) | 386 |
| 4-Region: Midwest | 5% | (25) | 19% | (85) | 76% | (345) | 455 |
| 4-Region: South | 8% | (68) | 23% | (191) | 69% | (581) | 840 |
| 4-Region: West | 12% | (61) | 29% | (149) | 60% | (311) | 521 |
| Gen Z Sports Fan | 14% | (19) | 26% | (36) | 61% | (85) | 140 |
| Millennial Sports Fan | 18% | (92) | 34% | (168) | 48% | (239) | 500 |
| Gen X Sports Fan | 10% | (35) | 36% | (122) | 54% | (185) | 343 |
| Boomer Sports Fan | 8% | (34) | 34% | (152) | 59% | (264) | 449 |

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

**Table MCSP2_13: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Golf**

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|--------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (219) | 24% | (523) | 66% | (1460) | 2202 |
| Gender: Male | 16% | (170) | 31% | (334) | 53% | (563) | 1068 |
| Gender: Female | 4% | (48) | 17% | (188) | 79% | (889) | 1126 |
| Age: 18-34 | 12% | (77) | 21% | (132) | 67% | (423) | 631 |
| Age: 35-44 | 14% | (54) | 26% | (97) | 59% | (221) | 372 |
| Age: 45-64 | 7% | (52) | 23% | (162) | 70% | (497) | 711 |
| Age: 65+ | 7% | (36) | 27% | (133) | 65% | (319) | 487 |
| GenZers: 1997-2012 | 9% | (22) | 14% | (32) | 77% | (181) | 235 |
| Millennials: 1981-1996 | 15% | (104) | 26% | (183) | 59% | (415) | 702 |
| GenXers: 1965-1980 | 8% | (42) | 20% | (105) | 72% | (377) | 525 |
| Baby Boomers: 1946-1964 | 6% | (42) | 27% | (186) | 67% | (463) | 690 |
| PID: Dem (no lean) | 15% | (137) | 23% | (217) | 62% | (588) | 941 |
| PID: Ind (no lean) | 5% | (28) | 22% | (129) | 73% | (430) | 586 |
| PID: Rep (no lean) | 8% | (55) | 26% | (178) | 66% | (442) | 674 |
| PID/Gender: Dem Men | 24% | (112) | 29% | (138) | 47% | (223) | 472 |
| PID/Gender: Dem Women | 5% | (25) | 17% | (79) | 78% | (360) | 464 |
| PID/Gender: Ind Men | 6% | (18) | 30% | (86) | 64% | (180) | 283 |
| PID/Gender: Ind Women | 3% | (10) | 14% | (42) | 83% | (247) | 299 |
| PID/Gender: Rep Men | 13% | (41) | 36% | (111) | 51% | (160) | 312 |
| PID/Gender: Rep Women | 4% | (14) | 18% | (67) | 78% | (282) | 363 |
| Ideo: Liberal (1-3) | 13% | (79) | 22% | (134) | 66% | (409) | 622 |
| Ideo: Moderate (4) | 6% | (44) | 23% | (160) | 70% | (481) | 685 |
| Ideo: Conservative (5-7) | 13% | (94) | 29% | (213) | 59% | (435) | 742 |
| Educ: < College | 6% | (87) | 18% | (266) | 75% | (1086) | 1439 |
| Educ: Bachelors degree | 14% | (66) | 35% | (167) | 52% | (251) | 485 |
| Educ: Post-grad | 23% | (65) | 32% | (90) | 44% | (123) | 278 |
| Income: Under 50k | 5% | (56) | 18% | (207) | 77% | (903) | 1166 |
| Income: 50k-100k | 13% | (83) | 28% | (179) | 59% | (383) | 645 |
| Income: 100k+ | 20% | (79) | 35% | (137) | 45% | (174) | 391 |
| Ethnicity: White | 11% | (187) | 24% | (408) | 65% | (1104) | 1699 |
| Ethnicity: Hispanic | 12% | (46) | 22% | (85) | 66% | (249) | 379 |
| Ethnicity: Black | 8% | (22) | 22% | (61) | 71% | (200) | 283 |

Continued on next page

Table MCSP2_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Golf

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (219) | 24% | (523) | 66% | (1460) | 2202 |
| Ethnicity: Other | 4% | (9) | 25% | (54) | 71% | (157) | 220 |
| All Christian | 11% | (117) | 28% | (293) | 60% | (627) | 1036 |
| All Non-Christian | 28% | (60) | 29% | (62) | 42% | (90) | 211 |
| Atheist | 1% | (1) | 19% | (16) | 80% | (66) | 82 |
| Agnostic/Nothing in particular | 5% | (25) | 18% | (98) | 77% | (417) | 540 |
| Something Else | 5% | (17) | 16% | (54) | 79% | (261) | 332 |
| Religious Non-Protestant/Catholic | 25% | (60) | 28% | (66) | 47% | (112) | 237 |
| Evangelical | 11% | (65) | 21% | (121) | 68% | (393) | 580 |
| Non-Evangelical | 8% | (58) | 30% | (219) | 62% | (459) | 735 |
| Community: Urban | 17% | (125) | 24% | (171) | 59% | (427) | 722 |
| Community: Suburban | 7% | (66) | 25% | (247) | 68% | (673) | 986 |
| Community: Rural | 6% | (28) | 21% | (106) | 73% | (360) | 494 |
| Employ: Private Sector | 15% | (107) | 28% | (197) | 57% | (405) | 709 |
| Employ: Government | 19% | (30) | 28% | (45) | 53% | (83) | 158 |
| Employ: Self-Employed | 11% | (24) | 22% | (46) | 67% | (143) | 214 |
| Employ: Homemaker | — | (1) | 9% | (12) | 91% | (120) | 133 |
| Employ: Student | 10% | (7) | 22% | (14) | 68% | (43) | 63 |
| Employ: Retired | 6% | (35) | 28% | (160) | 66% | (373) | 568 |
| Employ: Unemployed | 5% | (11) | 11% | (26) | 84% | (188) | 225 |
| Employ: Other | 4% | (6) | 18% | (24) | 78% | (103) | 133 |
| Military HH: Yes | 14% | (37) | 26% | (70) | 60% | (159) | 266 |
| Military HH: No | 9% | (181) | 23% | (454) | 67% | (1301) | 1936 |
| 2022 House Vote: Democrat | 15% | (134) | 23% | (212) | 62% | (560) | 905 |
| 2022 House Vote: Republican | 8% | (54) | 30% | (206) | 62% | (425) | 685 |
| 2022 House Vote: Didnt Vote | 5% | (30) | 17% | (99) | 77% | (444) | 573 |
| 2020 Vote: Joe Biden | 14% | (137) | 25% | (238) | 61% | (590) | 965 |
| 2020 Vote: Donald Trump | 7% | (53) | 27% | (194) | 65% | (467) | 714 |
| 2020 Vote: Other | 6% | (3) | 14% | (8) | 80% | (45) | 56 |
| 2020 Vote: Didn't Vote | 6% | (26) | 18% | (83) | 77% | (358) | 466 |

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Table MCSP2_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 10% | (219) | 24% | (523) | 66% | (1460) | 2202 |
| 2018 House Vote: Democrat | 15% | (123) | 24% | (195) | 60% | (487) | 806 |
| 2018 House Vote: Republican | 9% | (51) | 30% | (177) | 62% | (371) | 600 |
| 2018 House Vote: Didnt Vote | 6% | (42) | 19% | (142) | 76% | (572) | 756 |
| 4-Region: Northeast | 12% | (48) | 24% | (91) | 64% | (246) | 386 |
| 4-Region: Midwest | 5% | (24) | 22% | (98) | 73% | (333) | 455 |
| 4-Region: South | 9% | (78) | 23% | (195) | 68% | (567) | 840 |
| 4-Region: West | 13% | (68) | 27% | (140) | 60% | (314) | 521 |
| Gen Z Sports Fan | 13% | (19) | 19% | (27) | 67% | (94) | 140 |
| Millennial Sports Fan | 19% | (96) | 33% | (165) | 48% | (239) | 500 |
| Gen X Sports Fan | 12% | (40) | 28% | (95) | 61% | (207) | 343 |
| Boomer Sports Fan | 8% | (38) | 37% | (165) | 55% | (246) | 449 |

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

Table MCSP2_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Esports

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|--------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (192) | 15% | (337) | 76% | (1673) | 2202 |
| Gender: Male | 14% | (149) | 19% | (207) | 67% | (711) | 1068 |
| Gender: Female | 4% | (41) | 11% | (129) | 85% | (956) | 1126 |
| Age: 18-34 | 16% | (104) | 20% | (129) | 63% | (398) | 631 |
| Age: 35-44 | 16% | (59) | 23% | (87) | 61% | (225) | 372 |
| Age: 45-64 | 4% | (26) | 12% | (83) | 85% | (603) | 711 |
| Age: 65+ | 1% | (3) | 8% | (37) | 92% | (447) | 487 |
| GenZers: 1997-2012 | 13% | (31) | 22% | (50) | 65% | (154) | 235 |
| Millennials: 1981-1996 | 18% | (127) | 23% | (158) | 59% | (417) | 702 |
| GenXers: 1965-1980 | 5% | (26) | 11% | (60) | 84% | (439) | 525 |
| Baby Boomers: 1946-1964 | 1% | (8) | 9% | (60) | 90% | (622) | 690 |
| PID: Dem (no lean) | 15% | (142) | 17% | (160) | 68% | (639) | 941 |
| PID: Ind (no lean) | 2% | (11) | 15% | (89) | 83% | (486) | 586 |
| PID: Rep (no lean) | 6% | (39) | 13% | (87) | 81% | (548) | 674 |
| PID/Gender: Dem Men | 24% | (113) | 22% | (103) | 54% | (256) | 472 |
| PID/Gender: Dem Women | 6% | (27) | 12% | (56) | 82% | (381) | 464 |
| PID/Gender: Ind Men | 2% | (7) | 18% | (51) | 80% | (226) | 283 |
| PID/Gender: Ind Women | 1% | (4) | 13% | (38) | 86% | (257) | 299 |
| PID/Gender: Rep Men | 9% | (29) | 17% | (53) | 74% | (230) | 312 |
| PID/Gender: Rep Women | 3% | (10) | 9% | (34) | 88% | (318) | 363 |
| Ideo: Liberal (1-3) | 12% | (72) | 17% | (107) | 71% | (444) | 622 |
| Ideo: Moderate (4) | 6% | (44) | 15% | (106) | 78% | (535) | 685 |
| Ideo: Conservative (5-7) | 10% | (74) | 14% | (104) | 76% | (564) | 742 |
| Educ: < College | 7% | (100) | 14% | (201) | 79% | (1138) | 1439 |
| Educ: Bachelors degree | 8% | (40) | 17% | (81) | 75% | (363) | 485 |
| Educ: Post-grad | 19% | (52) | 20% | (55) | 62% | (171) | 278 |
| Income: Under 50k | 5% | (55) | 12% | (145) | 83% | (967) | 1166 |
| Income: 50k-100k | 10% | (64) | 19% | (125) | 71% | (455) | 645 |
| Income: 100k+ | 19% | (73) | 17% | (67) | 64% | (251) | 391 |
| Ethnicity: White | 9% | (149) | 14% | (241) | 77% | (1310) | 1699 |
| Ethnicity: Hispanic | 14% | (53) | 21% | (79) | 65% | (247) | 379 |
| Ethnicity: Black | 10% | (28) | 21% | (61) | 69% | (194) | 283 |

Continued on next page

Table MCSP2_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (192) | 15% | (337) | 76% | (1673) | 2202 |
| Ethnicity: Other | 7% | (16) | 16% | (35) | 77% | (169) | 220 |
| All Christian | 9% | (89) | 14% | (147) | 77% | (801) | 1036 |
| All Non-Christian | 30% | (63) | 22% | (46) | 48% | (103) | 211 |
| Atheist | 7% | (5) | 14% | (12) | 79% | (65) | 82 |
| Agnostic/Nothing in particular | 4% | (19) | 14% | (77) | 82% | (444) | 540 |
| Something Else | 5% | (16) | 17% | (55) | 78% | (261) | 332 |
| Religious Non-Protestant/Catholic | 27% | (64) | 20% | (49) | 53% | (125) | 237 |
| Evangelical | 10% | (58) | 17% | (101) | 73% | (421) | 580 |
| Non-Evangelical | 5% | (35) | 13% | (95) | 82% | (605) | 735 |
| Community: Urban | 16% | (114) | 20% | (144) | 64% | (464) | 722 |
| Community: Suburban | 6% | (62) | 14% | (140) | 80% | (784) | 986 |
| Community: Rural | 3% | (17) | 11% | (52) | 86% | (425) | 494 |
| Employ: Private Sector | 15% | (104) | 20% | (144) | 65% | (460) | 709 |
| Employ: Government | 23% | (36) | 21% | (33) | 56% | (88) | 158 |
| Employ: Self-Employed | 11% | (23) | 20% | (44) | 69% | (147) | 214 |
| Employ: Homemaker | 1% | (2) | 14% | (18) | 85% | (113) | 133 |
| Employ: Student | 14% | (9) | 22% | (14) | 64% | (41) | 63 |
| Employ: Retired | 1% | (6) | 9% | (53) | 90% | (509) | 568 |
| Employ: Unemployed | 3% | (7) | 10% | (23) | 87% | (195) | 225 |
| Employ: Other | 4% | (6) | 6% | (8) | 90% | (119) | 133 |
| Military HH: Yes | 7% | (19) | 12% | (32) | 80% | (214) | 266 |
| Military HH: No | 9% | (173) | 16% | (304) | 75% | (1459) | 1936 |
| 2022 House Vote: Democrat | 13% | (118) | 17% | (157) | 70% | (630) | 905 |
| 2022 House Vote: Republican | 7% | (45) | 13% | (89) | 80% | (551) | 685 |
| 2022 House Vote: Didnt Vote | 5% | (29) | 15% | (87) | 80% | (457) | 573 |
| 2020 Vote: Joe Biden | 12% | (116) | 17% | (167) | 71% | (682) | 965 |
| 2020 Vote: Donald Trump | 5% | (39) | 12% | (84) | 83% | (591) | 714 |
| 2020 Vote: Other | 9% | (5) | 15% | (8) | 76% | (42) | 56 |
| 2020 Vote: Didn't Vote | 7% | (32) | 17% | (78) | 77% | (357) | 466 |

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Table MCSP2_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Esports

| Demographic | Avid fan | | Casual fan | | Not a fan at all | | Total N |
|-----------------------------|----------|-------|------------|-------|------------------|--------|---------|
| Adults | 9% | (192) | 15% | (337) | 76% | (1673) | 2202 |
| 2018 House Vote: Democrat | 13% | (106) | 17% | (134) | 70% | (565) | 806 |
| 2018 House Vote: Republican | 5% | (30) | 15% | (90) | 80% | (480) | 600 |
| 2018 House Vote: Didnt Vote | 7% | (55) | 14% | (103) | 79% | (597) | 756 |
| 4-Region: Northeast | 10% | (38) | 15% | (57) | 75% | (290) | 386 |
| 4-Region: Midwest | 5% | (22) | 12% | (53) | 84% | (380) | 455 |
| 4-Region: South | 7% | (62) | 15% | (123) | 78% | (654) | 840 |
| 4-Region: West | 13% | (70) | 20% | (103) | 67% | (348) | 521 |
| Gen Z Sports Fan | 18% | (25) | 32% | (45) | 50% | (70) | 140 |
| Millennial Sports Fan | 23% | (117) | 29% | (143) | 48% | (240) | 500 |
| Gen X Sports Fan | 8% | (26) | 16% | (56) | 76% | (260) | 343 |
| Boomer Sports Fan | 2% | (8) | 12% | (55) | 86% | (386) | 449 |

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

Table MCSP3_1: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports teams

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 36% (742) | 64% (1314) | 2056 |
| Gender: Male | 49% (485) | 51% (501) | 986 |
| Gender: Female | 24% (257) | 76% (805) | 1061 |
| Age: 18-34 | 43% (266) | 57% (349) | 615 |
| Age: 35-44 | 51% (187) | 49% (177) | 364 |
| Age: 45-64 | 32% (209) | 68% (451) | 660 |
| Age: 65+ | 19% (79) | 81% (338) | 417 |
| GenZers: 1997-2012 | 32% (72) | 68% (157) | 229 |
| Millennials: 1981-1996 | 51% (352) | 49% (332) | 684 |
| GenXers: 1965-1980 | 33% (168) | 67% (337) | 505 |
| Baby Boomers: 1946-1964 | 24% (141) | 76% (453) | 593 |
| PID: Dem (no lean) | 41% (365) | 59% (529) | 895 |
| PID: Ind (no lean) | 28% (153) | 72% (390) | 543 |
| PID: Rep (no lean) | 36% (224) | 64% (395) | 618 |
| PID/Gender: Dem Men | 54% (242) | 46% (210) | 452 |
| PID/Gender: Dem Women | 28% (124) | 72% (314) | 438 |
| PID/Gender: Ind Men | 39% (102) | 61% (157) | 258 |
| PID/Gender: Ind Women | 18% (51) | 82% (230) | 281 |
| PID/Gender: Rep Men | 51% (141) | 49% (134) | 276 |
| PID/Gender: Rep Women | 24% (82) | 76% (260) | 343 |
| Ideo: Liberal (1-3) | 37% (217) | 63% (368) | 585 |
| Ideo: Moderate (4) | 33% (211) | 67% (437) | 648 |
| Ideo: Conservative (5-7) | 41% (286) | 59% (405) | 691 |
| Educ: < College | 31% (415) | 69% (928) | 1344 |
| Educ: Bachelors degree | 43% (199) | 57% (262) | 461 |
| Educ: Post-grad | 51% (127) | 49% (124) | 251 |
| Income: Under 50k | 27% (297) | 73% (791) | 1089 |
| Income: 50k-100k | 42% (251) | 58% (344) | 596 |
| Income: 100k+ | 52% (193) | 48% (179) | 372 |
| Ethnicity: White | 35% (557) | 65% (1020) | 1576 |
| Ethnicity: Hispanic | 43% (156) | 57% (207) | 363 |

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Table MCSP3_1: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports teams

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 36% (742) | 64% (1314) | 2056 |
| Ethnicity: Black | 44% (117) | 56% (150) | 267 |
| Ethnicity: Other | 32% (68) | 68% (145) | 213 |
| All Christian | 39% (377) | 61% (589) | 967 |
| All Non-Christian | 52% (106) | 48% (97) | 203 |
| Atheist | 21% (16) | 79% (60) | 76 |
| Agnostic/Nothing in particular | 28% (139) | 72% (357) | 496 |
| Something Else | 33% (103) | 67% (211) | 314 |
| Religious Non-Protestant/Catholic | 48% (111) | 52% (118) | 229 |
| Evangelical | 41% (223) | 59% (326) | 549 |
| Non-Evangelical | 34% (234) | 66% (444) | 678 |
| Community: Urban | 45% (309) | 55% (381) | 690 |
| Community: Suburban | 33% (300) | 67% (608) | 907 |
| Community: Rural | 29% (133) | 71% (326) | 458 |
| Employ: Private Sector | 50% (343) | 50% (345) | 688 |
| Employ: Government | 46% (68) | 54% (80) | 147 |
| Employ: Self-Employed | 36% (74) | 64% (129) | 203 |
| Employ: Homemaker | 26% (32) | 74% (92) | 124 |
| Employ: Student | 27% (17) | 73% (46) | 63 |
| Employ: Retired | 23% (116) | 77% (384) | 500 |
| Employ: Unemployed | 25% (51) | 75% (149) | 199 |
| Employ: Other | 31% (41) | 69% (89) | 130 |
| Military HH: Yes | 37% (89) | 63% (154) | 243 |
| Military HH: No | 36% (652) | 64% (1160) | 1813 |
| 2022 House Vote: Democrat | 43% (365) | 57% (481) | 846 |
| 2022 House Vote: Republican | 38% (243) | 62% (390) | 633 |
| 2022 House Vote: Didnt Vote | 23% (126) | 77% (417) | 542 |
| 2020 Vote: Joe Biden | 42% (382) | 58% (522) | 904 |
| 2020 Vote: Donald Trump | 37% (243) | 63% (414) | 657 |
| 2020 Vote: Other | 23% (12) | 77% (38) | 50 |
| 2020 Vote: Didn't Vote | 24% (106) | 76% (340) | 445 |

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Table MCSP3_1: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports teams

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 36% (742) | 64% (1314) | 2056 |
| 2018 House Vote: Democrat | 44% (334) | 56% (419) | 753 |
| 2018 House Vote: Republican | 36% (202) | 64% (352) | 554 |
| 2018 House Vote: Didnt Vote | 28% (198) | 72% (521) | 718 |
| 4-Region: Northeast | 39% (135) | 61% (213) | 348 |
| 4-Region: Midwest | 34% (144) | 66% (284) | 428 |
| 4-Region: South | 36% (286) | 64% (506) | 792 |
| 4-Region: West | 36% (176) | 64% (312) | 488 |
| Gen Z Sports Fan | 49% (68) | 51% (70) | 138 |
| Millennial Sports Fan | 67% (328) | 33% (164) | 492 |
| Gen X Sports Fan | 49% (161) | 51% (169) | 330 |
| Boomer Sports Fan | 34% (135) | 66% (266) | 401 |

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

Table MCSP3_2: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports leagues

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 27% (556) | 73% (1500) | 2056 |
| Gender: Male | 40% (398) | 60% (589) | 986 |
| Gender: Female | 15% (159) | 85% (903) | 1061 |
| Age: 18-34 | 36% (221) | 64% (394) | 615 |
| Age: 35-44 | 43% (155) | 57% (209) | 364 |
| Age: 45-64 | 21% (141) | 79% (519) | 660 |
| Age: 65+ | 10% (40) | 90% (377) | 417 |
| GenZers: 1997-2012 | 28% (64) | 72% (165) | 229 |
| Millennials: 1981-1996 | 42% (290) | 58% (394) | 684 |
| GenXers: 1965-1980 | 25% (125) | 75% (380) | 505 |
| Baby Boomers: 1946-1964 | 12% (70) | 88% (524) | 593 |
| PID: Dem (no lean) | 33% (291) | 67% (604) | 895 |
| PID: Ind (no lean) | 18% (100) | 82% (443) | 543 |
| PID: Rep (no lean) | 27% (165) | 73% (453) | 618 |
| PID/Gender: Dem Men | 48% (217) | 52% (235) | 452 |
| PID/Gender: Dem Women | 17% (74) | 83% (364) | 438 |
| PID/Gender: Ind Men | 28% (72) | 72% (187) | 258 |
| PID/Gender: Ind Women | 10% (28) | 90% (253) | 281 |
| PID/Gender: Rep Men | 39% (108) | 61% (167) | 276 |
| PID/Gender: Rep Women | 17% (57) | 83% (286) | 343 |
| Ideo: Liberal (1-3) | 28% (164) | 72% (421) | 585 |
| Ideo: Moderate (4) | 23% (147) | 77% (501) | 648 |
| Ideo: Conservative (5-7) | 32% (223) | 68% (469) | 691 |
| Educ: < College | 23% (313) | 77% (1031) | 1344 |
| Educ: Bachelors degree | 30% (140) | 70% (321) | 461 |
| Educ: Post-grad | 41% (103) | 59% (148) | 251 |
| Income: Under 50k | 18% (196) | 82% (893) | 1089 |
| Income: 50k-100k | 32% (193) | 68% (402) | 596 |
| Income: 100k+ | 45% (167) | 55% (205) | 372 |
| Ethnicity: White | 27% (426) | 73% (1150) | 1576 |
| Ethnicity: Hispanic | 40% (147) | 60% (216) | 363 |

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Table MCSP3_2: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
Sports leagues

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 27% (556) | 73% (1500) | 2056 |
| Ethnicity: Black | 32% (85) | 68% (182) | 267 |
| Ethnicity: Other | 21% (45) | 79% (168) | 213 |
| All Christian | 29% (279) | 71% (688) | 967 |
| All Non-Christian | 44% (90) | 56% (114) | 203 |
| Atheist | 23% (17) | 77% (59) | 76 |
| Agnostic/Nothing in particular | 20% (99) | 80% (398) | 496 |
| Something Else | 23% (72) | 77% (242) | 314 |
| Religious Non-Protestant/Catholic | 40% (93) | 60% (137) | 229 |
| Evangelical | 32% (173) | 68% (375) | 549 |
| Non-Evangelical | 24% (161) | 76% (517) | 678 |
| Community: Urban | 38% (261) | 62% (429) | 690 |
| Community: Suburban | 23% (208) | 77% (699) | 907 |
| Community: Rural | 19% (87) | 81% (371) | 458 |
| Employ: Private Sector | 40% (273) | 60% (415) | 688 |
| Employ: Government | 43% (64) | 57% (84) | 147 |
| Employ: Self-Employed | 31% (64) | 69% (139) | 203 |
| Employ: Homemaker | 14% (17) | 86% (107) | 124 |
| Employ: Student | 23% (15) | 77% (49) | 63 |
| Employ: Retired | 12% (58) | 88% (442) | 500 |
| Employ: Unemployed | 19% (37) | 81% (162) | 199 |
| Employ: Other | 22% (29) | 78% (101) | 130 |
| Military HH: Yes | 26% (62) | 74% (181) | 243 |
| Military HH: No | 27% (494) | 73% (1319) | 1813 |
| 2022 House Vote: Democrat | 34% (288) | 66% (558) | 846 |
| 2022 House Vote: Republican | 29% (185) | 71% (447) | 633 |
| 2022 House Vote: Didnt Vote | 14% (76) | 86% (466) | 542 |
| 2020 Vote: Joe Biden | 33% (299) | 67% (605) | 904 |
| 2020 Vote: Donald Trump | 26% (170) | 74% (488) | 657 |
| 2020 Vote: Other | 16% (8) | 84% (42) | 50 |
| 2020 Vote: Didn't Vote | 18% (79) | 82% (366) | 445 |

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Table MCSP3_2: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports leagues

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 27% (556) | 73% (1500) | 2056 |
| 2018 House Vote: Democrat | 35% (262) | 65% (491) | 753 |
| 2018 House Vote: Republican | 28% (156) | 72% (398) | 554 |
| 2018 House Vote: Didnt Vote | 19% (135) | 81% (583) | 718 |
| 4-Region: Northeast | 31% (108) | 69% (240) | 348 |
| 4-Region: Midwest | 25% (109) | 75% (319) | 428 |
| 4-Region: South | 25% (198) | 75% (594) | 792 |
| 4-Region: West | 29% (142) | 71% (346) | 488 |
| Gen Z Sports Fan | 46% (63) | 54% (74) | 138 |
| Millennial Sports Fan | 56% (276) | 44% (216) | 492 |
| Gen X Sports Fan | 37% (122) | 63% (208) | 330 |
| Boomer Sports Fan | 17% (67) | 83% (334) | 401 |

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

Table MCSP3_3: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports federations

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 17% (357) | 83% (1699) | 2056 |
| Gender: Male | 28% (280) | 72% (706) | 986 |
| Gender: Female | 7% (78) | 93% (984) | 1061 |
| Age: 18-34 | 24% (148) | 76% (467) | 615 |
| Age: 35-44 | 32% (115) | 68% (248) | 364 |
| Age: 45-64 | 11% (75) | 89% (585) | 660 |
| Age: 65+ | 5% (19) | 95% (398) | 417 |
| GenZers: 1997-2012 | 17% (39) | 83% (191) | 229 |
| Millennials: 1981-1996 | 31% (210) | 69% (473) | 684 |
| GenXers: 1965-1980 | 15% (75) | 85% (430) | 505 |
| Baby Boomers: 1946-1964 | 5% (28) | 95% (565) | 593 |
| PID: Dem (no lean) | 24% (219) | 76% (676) | 895 |
| PID: Ind (no lean) | 11% (59) | 89% (484) | 543 |
| PID: Rep (no lean) | 13% (80) | 87% (539) | 618 |
| PID/Gender: Dem Men | 38% (172) | 62% (280) | 452 |
| PID/Gender: Dem Women | 11% (46) | 89% (391) | 438 |
| PID/Gender: Ind Men | 17% (44) | 83% (215) | 258 |
| PID/Gender: Ind Women | 5% (15) | 95% (266) | 281 |
| PID/Gender: Rep Men | 23% (64) | 77% (212) | 276 |
| PID/Gender: Rep Women | 5% (16) | 95% (327) | 343 |
| Ideo: Liberal (1-3) | 20% (119) | 80% (467) | 585 |
| Ideo: Moderate (4) | 13% (87) | 87% (561) | 648 |
| Ideo: Conservative (5-7) | 20% (140) | 80% (552) | 691 |
| Educ: < College | 14% (194) | 86% (1149) | 1344 |
| Educ: Bachelors degree | 18% (85) | 82% (376) | 461 |
| Educ: Post-grad | 31% (78) | 69% (173) | 251 |
| Income: Under 50k | 11% (122) | 89% (967) | 1089 |
| Income: 50k-100k | 21% (123) | 79% (472) | 596 |
| Income: 100k+ | 30% (112) | 70% (259) | 372 |
| Ethnicity: White | 17% (267) | 83% (1309) | 1576 |
| Ethnicity: Hispanic | 26% (93) | 74% (270) | 363 |

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Table MCSP3_3: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports federations

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 17% (357) | 83% (1699) | 2056 |
| Ethnicity: Black | 22% (60) | 78% (207) | 267 |
| Ethnicity: Other | 14% (30) | 86% (182) | 213 |
| All Christian | 16% (157) | 84% (809) | 967 |
| All Non-Christian | 40% (81) | 60% (123) | 203 |
| Atheist | 10% (8) | 90% (68) | 76 |
| Agnostic/Nothing in particular | 12% (58) | 88% (438) | 496 |
| Something Else | 17% (54) | 83% (260) | 314 |
| Religious Non-Protestant/Catholic | 35% (81) | 65% (148) | 229 |
| Evangelical | 23% (126) | 77% (423) | 549 |
| Non-Evangelical | 11% (76) | 89% (602) | 678 |
| Community: Urban | 30% (205) | 70% (485) | 690 |
| Community: Suburban | 12% (113) | 88% (794) | 907 |
| Community: Rural | 8% (39) | 92% (419) | 458 |
| Employ: Private Sector | 24% (168) | 76% (520) | 688 |
| Employ: Government | 37% (54) | 63% (93) | 147 |
| Employ: Self-Employed | 16% (33) | 84% (171) | 203 |
| Employ: Homemaker | 5% (6) | 95% (118) | 124 |
| Employ: Student | 21% (13) | 79% (50) | 63 |
| Employ: Retired | 6% (31) | 94% (469) | 500 |
| Employ: Unemployed | 15% (30) | 85% (169) | 199 |
| Employ: Other | 17% (22) | 83% (108) | 130 |
| Military HH: Yes | 18% (44) | 82% (199) | 243 |
| Military HH: No | 17% (313) | 83% (1500) | 1813 |
| 2022 House Vote: Democrat | 24% (205) | 76% (640) | 846 |
| 2022 House Vote: Republican | 13% (85) | 87% (548) | 633 |
| 2022 House Vote: Didnt Vote | 12% (67) | 88% (476) | 542 |
| 2020 Vote: Joe Biden | 24% (217) | 76% (687) | 904 |
| 2020 Vote: Donald Trump | 12% (79) | 88% (578) | 657 |
| 2020 Vote: Other | 4% (2) | 96% (48) | 50 |
| 2020 Vote: Didn't Vote | 13% (59) | 87% (386) | 445 |

Continued on next page

Table MCSP3_3: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports federations

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 17% (357) | 83% (1699) | 2056 |
| 2018 House Vote: Democrat | 26% (193) | 74% (560) | 753 |
| 2018 House Vote: Republican | 14% (77) | 86% (477) | 554 |
| 2018 House Vote: Didnt Vote | 12% (87) | 88% (632) | 718 |
| 4-Region: Northeast | 21% (75) | 79% (273) | 348 |
| 4-Region: Midwest | 12% (53) | 88% (376) | 428 |
| 4-Region: South | 15% (123) | 85% (669) | 792 |
| 4-Region: West | 22% (107) | 78% (381) | 488 |
| Gen Z Sports Fan | 26% (36) | 74% (102) | 138 |
| Millennial Sports Fan | 40% (197) | 60% (295) | 492 |
| Gen X Sports Fan | 22% (73) | 78% (257) | 330 |
| Boomer Sports Fan | 6% (25) | 94% (376) | 401 |

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

Table MCSP3_4: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
 College athletes

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 21% (431) | 79% (1625) | 2056 |
| Gender: Male | 31% (305) | 69% (681) | 986 |
| Gender: Female | 12% (125) | 88% (936) | 1061 |
| Age: 18-34 | 29% (177) | 71% (438) | 615 |
| Age: 35-44 | 33% (119) | 67% (245) | 364 |
| Age: 45-64 | 15% (97) | 85% (563) | 660 |
| Age: 65+ | 9% (38) | 91% (379) | 417 |
| GenZers: 1997-2012 | 24% (54) | 76% (175) | 229 |
| Millennials: 1981-1996 | 32% (222) | 68% (462) | 684 |
| GenXers: 1965-1980 | 19% (93) | 81% (412) | 505 |
| Baby Boomers: 1946-1964 | 9% (52) | 91% (541) | 593 |
| PID: Dem (no lean) | 29% (262) | 71% (632) | 895 |
| PID: Ind (no lean) | 10% (55) | 90% (488) | 543 |
| PID: Rep (no lean) | 18% (113) | 82% (505) | 618 |
| PID/Gender: Dem Men | 40% (181) | 60% (271) | 452 |
| PID/Gender: Dem Women | 19% (82) | 81% (356) | 438 |
| PID/Gender: Ind Men | 15% (39) | 85% (219) | 258 |
| PID/Gender: Ind Women | 6% (16) | 94% (265) | 281 |
| PID/Gender: Rep Men | 31% (85) | 69% (190) | 276 |
| PID/Gender: Rep Women | 8% (28) | 92% (315) | 343 |
| Ideo: Liberal (1-3) | 24% (143) | 76% (443) | 585 |
| Ideo: Moderate (4) | 16% (104) | 84% (544) | 648 |
| Ideo: Conservative (5-7) | 25% (176) | 75% (515) | 691 |
| Educ: < College | 18% (237) | 82% (1107) | 1344 |
| Educ: Bachelors degree | 24% (109) | 76% (353) | 461 |
| Educ: Post-grad | 34% (86) | 66% (165) | 251 |
| Income: Under 50k | 14% (153) | 86% (936) | 1089 |
| Income: 50k-100k | 24% (146) | 76% (450) | 596 |
| Income: 100k+ | 36% (133) | 64% (239) | 372 |
| Ethnicity: White | 19% (304) | 81% (1272) | 1576 |
| Ethnicity: Hispanic | 24% (87) | 76% (276) | 363 |

Continued on next page

Table MCSP3_4: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
College athletes

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 21% (431) | 79% (1625) | 2056 |
| Ethnicity: Black | 34% (90) | 66% (177) | 267 |
| Ethnicity: Other | 17% (37) | 83% (176) | 213 |
| All Christian | 22% (208) | 78% (758) | 967 |
| All Non-Christian | 41% (84) | 59% (119) | 203 |
| Atheist | 14% (11) | 86% (65) | 76 |
| Agnostic/Nothing in particular | 13% (67) | 87% (429) | 496 |
| Something Else | 20% (61) | 80% (252) | 314 |
| Religious Non-Protestant/Catholic | 38% (87) | 62% (142) | 229 |
| Evangelical | 27% (149) | 73% (399) | 549 |
| Non-Evangelical | 15% (104) | 85% (574) | 678 |
| Community: Urban | 29% (197) | 71% (493) | 690 |
| Community: Suburban | 18% (166) | 82% (741) | 907 |
| Community: Rural | 15% (67) | 85% (391) | 458 |
| Employ: Private Sector | 31% (210) | 69% (478) | 688 |
| Employ: Government | 41% (60) | 59% (87) | 147 |
| Employ: Self-Employed | 19% (39) | 81% (165) | 203 |
| Employ: Homemaker | 9% (11) | 91% (113) | 124 |
| Employ: Student | 24% (15) | 76% (48) | 63 |
| Employ: Retired | 10% (52) | 90% (449) | 500 |
| Employ: Unemployed | 11% (21) | 89% (178) | 199 |
| Employ: Other | 17% (22) | 83% (108) | 130 |
| Military HH: Yes | 23% (57) | 77% (186) | 243 |
| Military HH: No | 21% (374) | 79% (1439) | 1813 |
| 2022 House Vote: Democrat | 29% (244) | 71% (602) | 846 |
| 2022 House Vote: Republican | 19% (121) | 81% (512) | 633 |
| 2022 House Vote: Didnt Vote | 12% (64) | 88% (478) | 542 |
| 2020 Vote: Joe Biden | 27% (248) | 73% (656) | 904 |
| 2020 Vote: Donald Trump | 17% (111) | 83% (546) | 657 |
| 2020 Vote: Other | 12% (6) | 88% (44) | 50 |
| 2020 Vote: Didn't Vote | 15% (66) | 85% (379) | 445 |

Continued on next page

Table MCSP3_4: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

College athletes

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 21% (431) | 79% (1625) | 2056 |
| 2018 House Vote: Democrat | 29% (221) | 71% (532) | 753 |
| 2018 House Vote: Republican | 17% (93) | 83% (460) | 554 |
| 2018 House Vote: Didnt Vote | 15% (111) | 85% (607) | 718 |
| 4-Region: Northeast | 23% (79) | 77% (268) | 348 |
| 4-Region: Midwest | 17% (72) | 83% (356) | 428 |
| 4-Region: South | 22% (172) | 78% (620) | 792 |
| 4-Region: West | 22% (107) | 78% (381) | 488 |
| Gen Z Sports Fan | 35% (48) | 65% (90) | 138 |
| Millennial Sports Fan | 43% (212) | 57% (280) | 492 |
| Gen X Sports Fan | 27% (89) | 73% (241) | 330 |
| Boomer Sports Fan | 13% (51) | 87% (350) | 401 |

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

Table MCSP3_5: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Professional athletes

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 31% (642) | 69% (1414) | 2056 |
| Gender: Male | 41% (404) | 59% (582) | 986 |
| Gender: Female | 22% (238) | 78% (824) | 1061 |
| Age: 18-34 | 45% (279) | 55% (336) | 615 |
| Age: 35-44 | 46% (168) | 54% (196) | 364 |
| Age: 45-64 | 23% (151) | 77% (509) | 660 |
| Age: 65+ | 10% (44) | 90% (374) | 417 |
| GenZers: 1997-2012 | 42% (96) | 58% (133) | 229 |
| Millennials: 1981-1996 | 48% (325) | 52% (358) | 684 |
| GenXers: 1965-1980 | 27% (134) | 73% (371) | 505 |
| Baby Boomers: 1946-1964 | 13% (79) | 87% (514) | 593 |
| PID: Dem (no lean) | 38% (338) | 62% (557) | 895 |
| PID: Ind (no lean) | 24% (133) | 76% (410) | 543 |
| PID: Rep (no lean) | 28% (171) | 72% (447) | 618 |
| PID/Gender: Dem Men | 50% (225) | 50% (226) | 452 |
| PID/Gender: Dem Women | 26% (113) | 74% (325) | 438 |
| PID/Gender: Ind Men | 31% (79) | 69% (179) | 258 |
| PID/Gender: Ind Women | 19% (53) | 81% (228) | 281 |
| PID/Gender: Rep Men | 36% (100) | 64% (176) | 276 |
| PID/Gender: Rep Women | 21% (72) | 79% (271) | 343 |
| Ideo: Liberal (1-3) | 35% (204) | 65% (381) | 585 |
| Ideo: Moderate (4) | 30% (193) | 70% (455) | 648 |
| Ideo: Conservative (5-7) | 32% (223) | 68% (469) | 691 |
| Educ: < College | 28% (382) | 72% (962) | 1344 |
| Educ: Bachelors degree | 34% (156) | 66% (305) | 461 |
| Educ: Post-grad | 42% (104) | 58% (147) | 251 |
| Income: Under 50k | 24% (259) | 76% (830) | 1089 |
| Income: 50k-100k | 38% (227) | 62% (369) | 596 |
| Income: 100k+ | 42% (156) | 58% (216) | 372 |
| Ethnicity: White | 28% (449) | 72% (1127) | 1576 |
| Ethnicity: Hispanic | 42% (154) | 58% (209) | 363 |

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Table MCSP3_5: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Professional athletes

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 31% (642) | 69% (1414) | 2056 |
| Ethnicity: Black | 44% (118) | 56% (149) | 267 |
| Ethnicity: Other | 35% (75) | 65% (138) | 213 |
| All Christian | 31% (296) | 69% (671) | 967 |
| All Non-Christian | 48% (99) | 52% (105) | 203 |
| Atheist | 17% (13) | 83% (63) | 76 |
| Agnostic/Nothing in particular | 27% (134) | 73% (363) | 496 |
| Something Else | 32% (101) | 68% (213) | 314 |
| Religious Non-Protestant/Catholic | 45% (104) | 55% (125) | 229 |
| Evangelical | 38% (207) | 62% (341) | 549 |
| Non-Evangelical | 25% (167) | 75% (511) | 678 |
| Community: Urban | 42% (291) | 58% (400) | 690 |
| Community: Suburban | 27% (244) | 73% (663) | 907 |
| Community: Rural | 23% (107) | 77% (351) | 458 |
| Employ: Private Sector | 42% (292) | 58% (396) | 688 |
| Employ: Government | 47% (69) | 53% (79) | 147 |
| Employ: Self-Employed | 37% (76) | 63% (127) | 203 |
| Employ: Homemaker | 26% (33) | 74% (91) | 124 |
| Employ: Student | 40% (25) | 60% (38) | 63 |
| Employ: Retired | 14% (68) | 86% (433) | 500 |
| Employ: Unemployed | 21% (43) | 79% (157) | 199 |
| Employ: Other | 29% (37) | 71% (93) | 130 |
| Military HH: Yes | 30% (74) | 70% (169) | 243 |
| Military HH: No | 31% (568) | 69% (1245) | 1813 |
| 2022 House Vote: Democrat | 38% (322) | 62% (524) | 846 |
| 2022 House Vote: Republican | 30% (187) | 70% (446) | 633 |
| 2022 House Vote: Didnt Vote | 23% (126) | 77% (417) | 542 |
| 2020 Vote: Joe Biden | 37% (335) | 63% (569) | 904 |
| 2020 Vote: Donald Trump | 27% (179) | 73% (478) | 657 |
| 2020 Vote: Other | 22% (11) | 78% (39) | 50 |
| 2020 Vote: Didn't Vote | 26% (118) | 74% (328) | 445 |

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Table MCSP3_5: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Professional athletes

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 31% (642) | 69% (1414) | 2056 |
| 2018 House Vote: Democrat | 39% (295) | 61% (458) | 753 |
| 2018 House Vote: Republican | 28% (158) | 72% (396) | 554 |
| 2018 House Vote: Didnt Vote | 26% (185) | 74% (533) | 718 |
| 4-Region: Northeast | 32% (113) | 68% (235) | 348 |
| 4-Region: Midwest | 32% (139) | 68% (289) | 428 |
| 4-Region: South | 28% (225) | 72% (567) | 792 |
| 4-Region: West | 34% (166) | 66% (322) | 488 |
| Gen Z Sports Fan | 61% (85) | 39% (53) | 138 |
| Millennial Sports Fan | 61% (298) | 39% (194) | 492 |
| Gen X Sports Fan | 38% (125) | 62% (205) | 330 |
| Boomer Sports Fan | 19% (75) | 81% (327) | 401 |

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

Table MCSP3_6: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 30% (623) | 70% (1433) | 2056 |
| Gender: Male | 36% (356) | 64% (630) | 986 |
| Gender: Female | 25% (267) | 75% (794) | 1061 |
| Age: 18-34 | 47% (288) | 53% (327) | 615 |
| Age: 35-44 | 44% (161) | 56% (202) | 364 |
| Age: 45-64 | 21% (140) | 79% (520) | 660 |
| Age: 65+ | 8% (34) | 92% (383) | 417 |
| GenZers: 1997-2012 | 46% (106) | 54% (123) | 229 |
| Millennials: 1981-1996 | 47% (321) | 53% (362) | 684 |
| GenXers: 1965-1980 | 25% (126) | 75% (379) | 505 |
| Baby Boomers: 1946-1964 | 12% (69) | 88% (524) | 593 |
| PID: Dem (no lean) | 37% (332) | 63% (563) | 895 |
| PID: Ind (no lean) | 24% (128) | 76% (415) | 543 |
| PID: Rep (no lean) | 27% (164) | 73% (454) | 618 |
| PID/Gender: Dem Men | 47% (213) | 53% (239) | 452 |
| PID/Gender: Dem Women | 27% (119) | 73% (319) | 438 |
| PID/Gender: Ind Men | 21% (54) | 79% (205) | 258 |
| PID/Gender: Ind Women | 26% (74) | 74% (207) | 281 |
| PID/Gender: Rep Men | 33% (90) | 67% (186) | 276 |
| PID/Gender: Rep Women | 22% (74) | 78% (268) | 343 |
| Ideo: Liberal (1-3) | 32% (187) | 68% (399) | 585 |
| Ideo: Moderate (4) | 30% (197) | 70% (451) | 648 |
| Ideo: Conservative (5-7) | 30% (205) | 70% (487) | 691 |
| Educ: < College | 27% (367) | 73% (977) | 1344 |
| Educ: Bachelors degree | 33% (154) | 67% (308) | 461 |
| Educ: Post-grad | 41% (103) | 59% (148) | 251 |
| Income: Under 50k | 23% (248) | 77% (841) | 1089 |
| Income: 50k-100k | 36% (213) | 64% (383) | 596 |
| Income: 100k+ | 44% (163) | 56% (209) | 372 |
| Ethnicity: White | 27% (423) | 73% (1153) | 1576 |
| Ethnicity: Hispanic | 41% (148) | 59% (215) | 363 |

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Table MCSP3_6: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 30% (623) | 70% (1433) | 2056 |
| Ethnicity: Black | 47% (125) | 53% (143) | 267 |
| Ethnicity: Other | 36% (76) | 64% (137) | 213 |
| All Christian | 29% (278) | 71% (688) | 967 |
| All Non-Christian | 46% (93) | 54% (110) | 203 |
| Atheist | 16% (12) | 84% (64) | 76 |
| Agnostic/Nothing in particular | 25% (125) | 75% (372) | 496 |
| Something Else | 37% (115) | 63% (199) | 314 |
| Religious Non-Protestant/Catholic | 41% (95) | 59% (134) | 229 |
| Evangelical | 38% (209) | 62% (340) | 549 |
| Non-Evangelical | 25% (169) | 75% (508) | 678 |
| Community: Urban | 42% (287) | 58% (403) | 690 |
| Community: Suburban | 26% (232) | 74% (675) | 907 |
| Community: Rural | 23% (104) | 77% (355) | 458 |
| Employ: Private Sector | 40% (276) | 60% (412) | 688 |
| Employ: Government | 48% (70) | 52% (77) | 147 |
| Employ: Self-Employed | 41% (84) | 59% (120) | 203 |
| Employ: Homemaker | 22% (27) | 78% (97) | 124 |
| Employ: Student | 44% (28) | 56% (36) | 63 |
| Employ: Retired | 11% (56) | 89% (444) | 500 |
| Employ: Unemployed | 24% (48) | 76% (151) | 199 |
| Employ: Other | 27% (34) | 73% (95) | 130 |
| Military HH: Yes | 26% (64) | 74% (179) | 243 |
| Military HH: No | 31% (559) | 69% (1253) | 1813 |
| 2022 House Vote: Democrat | 36% (305) | 64% (540) | 846 |
| 2022 House Vote: Republican | 27% (168) | 73% (464) | 633 |
| 2022 House Vote: Didnt Vote | 26% (143) | 74% (399) | 542 |
| 2020 Vote: Joe Biden | 35% (318) | 65% (586) | 904 |
| 2020 Vote: Donald Trump | 24% (159) | 76% (498) | 657 |
| 2020 Vote: Other | 15% (7) | 85% (43) | 50 |
| 2020 Vote: Didn't Vote | 31% (139) | 69% (306) | 445 |

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Table MCSP3_6: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 30% (623) | 70% (1433) | 2056 |
| 2018 House Vote: Democrat | 36% (272) | 64% (481) | 753 |
| 2018 House Vote: Republican | 25% (138) | 75% (415) | 554 |
| 2018 House Vote: Didnt Vote | 29% (208) | 71% (511) | 718 |
| 4-Region: Northeast | 35% (122) | 65% (225) | 348 |
| 4-Region: Midwest | 29% (124) | 71% (304) | 428 |
| 4-Region: South | 28% (224) | 72% (568) | 792 |
| 4-Region: West | 31% (153) | 69% (335) | 488 |
| Gen Z Sports Fan | 60% (83) | 40% (55) | 138 |
| Millennial Sports Fan | 56% (277) | 44% (215) | 492 |
| Gen X Sports Fan | 34% (114) | 66% (217) | 330 |
| Boomer Sports Fan | 15% (62) | 85% (339) | 401 |

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

Table MCSP3_7: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 28% (570) | 72% (1486) | 2056 |
| Gender: Male | 41% (409) | 59% (577) | 986 |
| Gender: Female | 15% (162) | 85% (900) | 1061 |
| Age: 18-34 | 39% (240) | 61% (374) | 615 |
| Age: 35-44 | 38% (138) | 62% (226) | 364 |
| Age: 45-64 | 23% (149) | 77% (511) | 660 |
| Age: 65+ | 10% (43) | 90% (374) | 417 |
| GenZers: 1997-2012 | 31% (70) | 69% (159) | 229 |
| Millennials: 1981-1996 | 42% (290) | 58% (393) | 684 |
| GenXers: 1965-1980 | 24% (123) | 76% (382) | 505 |
| Baby Boomers: 1946-1964 | 13% (80) | 87% (513) | 593 |
| PID: Dem (no lean) | 33% (293) | 67% (602) | 895 |
| PID: Ind (no lean) | 22% (119) | 78% (424) | 543 |
| PID: Rep (no lean) | 26% (158) | 74% (460) | 618 |
| PID/Gender: Dem Men | 47% (211) | 53% (240) | 452 |
| PID/Gender: Dem Women | 19% (82) | 81% (356) | 438 |
| PID/Gender: Ind Men | 33% (85) | 67% (174) | 258 |
| PID/Gender: Ind Women | 12% (35) | 88% (247) | 281 |
| PID/Gender: Rep Men | 41% (113) | 59% (163) | 276 |
| PID/Gender: Rep Women | 13% (45) | 87% (297) | 343 |
| Ideo: Liberal (1-3) | 30% (175) | 70% (410) | 585 |
| Ideo: Moderate (4) | 26% (167) | 74% (481) | 648 |
| Ideo: Conservative (5-7) | 31% (214) | 69% (477) | 691 |
| Educ: < College | 24% (320) | 76% (1023) | 1344 |
| Educ: Bachelors degree | 32% (150) | 68% (312) | 461 |
| Educ: Post-grad | 40% (100) | 60% (151) | 251 |
| Income: Under 50k | 21% (224) | 79% (865) | 1089 |
| Income: 50k-100k | 32% (190) | 68% (406) | 596 |
| Income: 100k+ | 42% (157) | 58% (215) | 372 |
| Ethnicity: White | 26% (417) | 74% (1159) | 1576 |
| Ethnicity: Hispanic | 36% (132) | 64% (231) | 363 |

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Table MCSP3_7: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 28% (570) | 72% (1486) | 2056 |
| Ethnicity: Black | 39% (105) | 61% (162) | 267 |
| Ethnicity: Other | 23% (48) | 77% (165) | 213 |
| All Christian | 28% (268) | 72% (699) | 967 |
| All Non-Christian | 48% (97) | 52% (107) | 203 |
| Atheist | 12% (9) | 88% (67) | 76 |
| Agnostic/Nothing in particular | 22% (110) | 78% (387) | 496 |
| Something Else | 28% (87) | 72% (227) | 314 |
| Religious Non-Protestant/Catholic | 43% (98) | 57% (131) | 229 |
| Evangelical | 33% (183) | 67% (366) | 549 |
| Non-Evangelical | 23% (154) | 77% (524) | 678 |
| Community: Urban | 37% (258) | 63% (432) | 690 |
| Community: Suburban | 24% (216) | 76% (692) | 907 |
| Community: Rural | 21% (97) | 79% (361) | 458 |
| Employ: Private Sector | 40% (277) | 60% (412) | 688 |
| Employ: Government | 42% (63) | 58% (85) | 147 |
| Employ: Self-Employed | 33% (68) | 67% (136) | 203 |
| Employ: Homemaker | 11% (14) | 89% (110) | 124 |
| Employ: Student | 27% (17) | 73% (46) | 63 |
| Employ: Retired | 14% (68) | 86% (433) | 500 |
| Employ: Unemployed | 18% (35) | 82% (164) | 199 |
| Employ: Other | 23% (29) | 77% (100) | 130 |
| Military HH: Yes | 29% (71) | 71% (172) | 243 |
| Military HH: No | 28% (499) | 72% (1313) | 1813 |
| 2022 House Vote: Democrat | 35% (295) | 65% (551) | 846 |
| 2022 House Vote: Republican | 27% (169) | 73% (464) | 633 |
| 2022 House Vote: Didnt Vote | 19% (102) | 81% (440) | 542 |
| 2020 Vote: Joe Biden | 34% (309) | 66% (595) | 904 |
| 2020 Vote: Donald Trump | 25% (163) | 75% (495) | 657 |
| 2020 Vote: Other | 18% (9) | 82% (41) | 50 |
| 2020 Vote: Didn't Vote | 20% (90) | 80% (355) | 445 |

Continued on next page

Table MCSP3_7: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

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

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 28% (570) | 72% (1486) | 2056 |
| 2018 House Vote: Democrat | 36% (268) | 64% (484) | 753 |
| 2018 House Vote: Republican | 25% (139) | 75% (415) | 554 |
| 2018 House Vote: Didnt Vote | 22% (160) | 78% (558) | 718 |
| 4-Region: Northeast | 30% (104) | 70% (244) | 348 |
| 4-Region: Midwest | 28% (120) | 72% (308) | 428 |
| 4-Region: South | 27% (212) | 73% (580) | 792 |
| 4-Region: West | 28% (134) | 72% (354) | 488 |
| Gen Z Sports Fan | 43% (59) | 57% (79) | 138 |
| Millennial Sports Fan | 55% (271) | 45% (221) | 492 |
| Gen X Sports Fan | 36% (119) | 64% (211) | 330 |
| Boomer Sports Fan | 18% (74) | 82% (327) | 401 |

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

Table MCSP3_8: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
 Sports media personalities

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 23% (475) | 77% (1581) | 2056 |
| Gender: Male | 34% (334) | 66% (652) | 986 |
| Gender: Female | 13% (141) | 87% (920) | 1061 |
| Age: 18-34 | 35% (216) | 65% (399) | 615 |
| Age: 35-44 | 37% (136) | 63% (228) | 364 |
| Age: 45-64 | 15% (96) | 85% (564) | 660 |
| Age: 65+ | 6% (27) | 94% (390) | 417 |
| GenZers: 1997-2012 | 30% (70) | 70% (159) | 229 |
| Millennials: 1981-1996 | 39% (267) | 61% (417) | 684 |
| GenXers: 1965-1980 | 17% (84) | 83% (421) | 505 |
| Baby Boomers: 1946-1964 | 8% (48) | 92% (546) | 593 |
| PID: Dem (no lean) | 31% (280) | 69% (614) | 895 |
| PID: Ind (no lean) | 15% (83) | 85% (460) | 543 |
| PID: Rep (no lean) | 18% (112) | 82% (506) | 618 |
| PID/Gender: Dem Men | 44% (201) | 56% (251) | 452 |
| PID/Gender: Dem Women | 18% (80) | 82% (358) | 438 |
| PID/Gender: Ind Men | 22% (57) | 78% (201) | 258 |
| PID/Gender: Ind Women | 9% (26) | 91% (255) | 281 |
| PID/Gender: Rep Men | 28% (76) | 72% (199) | 276 |
| PID/Gender: Rep Women | 10% (36) | 90% (307) | 343 |
| Ideo: Liberal (1-3) | 30% (174) | 70% (411) | 585 |
| Ideo: Moderate (4) | 19% (121) | 81% (527) | 648 |
| Ideo: Conservative (5-7) | 24% (165) | 76% (527) | 691 |
| Educ: < College | 20% (264) | 80% (1080) | 1344 |
| Educ: Bachelors degree | 26% (122) | 74% (340) | 461 |
| Educ: Post-grad | 36% (90) | 64% (161) | 251 |
| Income: Under 50k | 16% (173) | 84% (916) | 1089 |
| Income: 50k-100k | 30% (178) | 70% (418) | 596 |
| Income: 100k+ | 33% (124) | 67% (247) | 372 |
| Ethnicity: White | 22% (343) | 78% (1234) | 1576 |
| Ethnicity: Hispanic | 33% (118) | 67% (245) | 363 |

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Table MCSP3_8: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
Sports media personalities

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 23% (475) | 77% (1581) | 2056 |
| Ethnicity: Black | 35% (93) | 65% (174) | 267 |
| Ethnicity: Other | 19% (40) | 81% (173) | 213 |
| All Christian | 23% (218) | 77% (748) | 967 |
| All Non-Christian | 43% (87) | 57% (116) | 203 |
| Atheist | 14% (11) | 86% (65) | 76 |
| Agnostic/Nothing in particular | 18% (88) | 82% (408) | 496 |
| Something Else | 23% (71) | 77% (243) | 314 |
| Religious Non-Protestant/Catholic | 39% (89) | 61% (141) | 229 |
| Evangelical | 28% (152) | 72% (397) | 549 |
| Non-Evangelical | 18% (120) | 82% (558) | 678 |
| Community: Urban | 35% (243) | 65% (447) | 690 |
| Community: Suburban | 18% (167) | 82% (740) | 907 |
| Community: Rural | 14% (65) | 86% (394) | 458 |
| Employ: Private Sector | 33% (229) | 67% (459) | 688 |
| Employ: Government | 45% (67) | 55% (81) | 147 |
| Employ: Self-Employed | 22% (44) | 78% (159) | 203 |
| Employ: Homemaker | 13% (16) | 87% (108) | 124 |
| Employ: Student | 24% (15) | 76% (48) | 63 |
| Employ: Retired | 9% (45) | 91% (455) | 500 |
| Employ: Unemployed | 17% (33) | 83% (166) | 199 |
| Employ: Other | 20% (25) | 80% (105) | 130 |
| Military HH: Yes | 24% (59) | 76% (185) | 243 |
| Military HH: No | 23% (417) | 77% (1396) | 1813 |
| 2022 House Vote: Democrat | 31% (259) | 69% (587) | 846 |
| 2022 House Vote: Republican | 20% (123) | 80% (509) | 633 |
| 2022 House Vote: Didnt Vote | 16% (86) | 84% (457) | 542 |
| 2020 Vote: Joe Biden | 30% (267) | 70% (637) | 904 |
| 2020 Vote: Donald Trump | 18% (115) | 82% (542) | 657 |
| 2020 Vote: Other | 14% (7) | 86% (43) | 50 |
| 2020 Vote: Didn't Vote | 19% (86) | 81% (359) | 445 |

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Table MCSP3_8: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports media personalities

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 23% (475) | 77% (1581) | 2056 |
| 2018 House Vote: Democrat | 31% (232) | 69% (520) | 753 |
| 2018 House Vote: Republican | 18% (100) | 82% (454) | 554 |
| 2018 House Vote: Didnt Vote | 20% (141) | 80% (577) | 718 |
| 4-Region: Northeast | 27% (94) | 73% (254) | 348 |
| 4-Region: Midwest | 21% (90) | 79% (338) | 428 |
| 4-Region: South | 21% (164) | 79% (628) | 792 |
| 4-Region: West | 26% (126) | 74% (362) | 488 |
| Gen Z Sports Fan | 44% (61) | 56% (77) | 138 |
| Millennial Sports Fan | 51% (252) | 49% (240) | 492 |
| Gen X Sports Fan | 24% (80) | 76% (250) | 330 |
| Boomer Sports Fan | 11% (45) | 89% (356) | 401 |

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

Table MCSP3_9: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

College athletic programs

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 22% (451) | 78% (1605) | 2056 |
| Gender: Male | 34% (332) | 66% (654) | 986 |
| Gender: Female | 11% (119) | 89% (943) | 1061 |
| Age: 18-34 | 29% (177) | 71% (438) | 615 |
| Age: 35-44 | 32% (116) | 68% (248) | 364 |
| Age: 45-64 | 17% (111) | 83% (549) | 660 |
| Age: 65+ | 11% (46) | 89% (371) | 417 |
| GenZers: 1997-2012 | 20% (46) | 80% (184) | 229 |
| Millennials: 1981-1996 | 34% (235) | 66% (449) | 684 |
| GenXers: 1965-1980 | 18% (89) | 82% (416) | 505 |
| Baby Boomers: 1946-1964 | 13% (76) | 87% (517) | 593 |
| PID: Dem (no lean) | 27% (243) | 73% (652) | 895 |
| PID: Ind (no lean) | 13% (71) | 87% (472) | 543 |
| PID: Rep (no lean) | 22% (137) | 78% (481) | 618 |
| PID/Gender: Dem Men | 40% (180) | 60% (272) | 452 |
| PID/Gender: Dem Women | 14% (63) | 86% (375) | 438 |
| PID/Gender: Ind Men | 22% (56) | 78% (203) | 258 |
| PID/Gender: Ind Women | 5% (15) | 95% (266) | 281 |
| PID/Gender: Rep Men | 35% (97) | 65% (179) | 276 |
| PID/Gender: Rep Women | 12% (40) | 88% (302) | 343 |
| Ideo: Liberal (1-3) | 25% (147) | 75% (439) | 585 |
| Ideo: Moderate (4) | 16% (106) | 84% (542) | 648 |
| Ideo: Conservative (5-7) | 27% (190) | 73% (501) | 691 |
| Educ: < College | 17% (223) | 83% (1120) | 1344 |
| Educ: Bachelors degree | 28% (130) | 72% (332) | 461 |
| Educ: Post-grad | 39% (98) | 61% (153) | 251 |
| Income: Under 50k | 13% (144) | 87% (944) | 1089 |
| Income: 50k-100k | 27% (161) | 73% (434) | 596 |
| Income: 100k+ | 39% (145) | 61% (226) | 372 |
| Ethnicity: White | 23% (356) | 77% (1221) | 1576 |
| Ethnicity: Hispanic | 23% (83) | 77% (280) | 363 |

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Table MCSP3_9: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

College athletic programs

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 22% (451) | 78% (1605) | 2056 |
| Ethnicity: Black | 25% (68) | 75% (200) | 267 |
| Ethnicity: Other | 13% (28) | 87% (185) | 213 |
| All Christian | 26% (247) | 74% (720) | 967 |
| All Non-Christian | 39% (79) | 61% (124) | 203 |
| Atheist | 17% (13) | 83% (63) | 76 |
| Agnostic/Nothing in particular | 12% (59) | 88% (437) | 496 |
| Something Else | 17% (53) | 83% (261) | 314 |
| Religious Non-Protestant/Catholic | 36% (82) | 64% (147) | 229 |
| Evangelical | 27% (146) | 73% (403) | 549 |
| Non-Evangelical | 20% (136) | 80% (542) | 678 |
| Community: Urban | 30% (208) | 70% (482) | 690 |
| Community: Suburban | 18% (166) | 82% (741) | 907 |
| Community: Rural | 17% (77) | 83% (381) | 458 |
| Employ: Private Sector | 32% (222) | 68% (467) | 688 |
| Employ: Government | 39% (57) | 61% (90) | 147 |
| Employ: Self-Employed | 23% (46) | 77% (157) | 203 |
| Employ: Homemaker | 7% (8) | 93% (116) | 124 |
| Employ: Student | 21% (13) | 79% (50) | 63 |
| Employ: Retired | 13% (63) | 87% (437) | 500 |
| Employ: Unemployed | 11% (22) | 89% (178) | 199 |
| Employ: Other | 15% (20) | 85% (110) | 130 |
| Military HH: Yes | 27% (66) | 73% (178) | 243 |
| Military HH: No | 21% (385) | 79% (1427) | 1813 |
| 2022 House Vote: Democrat | 28% (238) | 72% (608) | 846 |
| 2022 House Vote: Republican | 24% (152) | 76% (481) | 633 |
| 2022 House Vote: Didnt Vote | 11% (59) | 89% (483) | 542 |
| 2020 Vote: Joe Biden | 27% (243) | 73% (661) | 904 |
| 2020 Vote: Donald Trump | 21% (139) | 79% (518) | 657 |
| 2020 Vote: Other | 15% (7) | 85% (43) | 50 |
| 2020 Vote: Didn't Vote | 14% (61) | 86% (384) | 445 |

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Table MCSP3_9: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?
College athletic programs

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 22% (451) | 78% (1605) | 2056 |
| 2018 House Vote: Democrat | 30% (226) | 70% (527) | 753 |
| 2018 House Vote: Republican | 22% (124) | 78% (429) | 554 |
| 2018 House Vote: Didnt Vote | 14% (98) | 86% (620) | 718 |
| 4-Region: Northeast | 24% (84) | 76% (263) | 348 |
| 4-Region: Midwest | 16% (70) | 84% (359) | 428 |
| 4-Region: South | 23% (179) | 77% (613) | 792 |
| 4-Region: West | 24% (119) | 76% (370) | 488 |
| Gen Z Sports Fan | 30% (42) | 70% (96) | 138 |
| Millennial Sports Fan | 44% (217) | 56% (275) | 492 |
| Gen X Sports Fan | 26% (85) | 74% (245) | 330 |
| Boomer Sports Fan | 18% (73) | 82% (328) | 401 |

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

Table MCSP3_10: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Football League (NFL)

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 37% (756) | 63% (1300) | 2056 |
| Gender: Male | 50% (489) | 50% (497) | 986 |
| Gender: Female | 25% (267) | 75% (794) | 1061 |
| Age: 18-34 | 44% (268) | 56% (347) | 615 |
| Age: 35-44 | 47% (171) | 53% (193) | 364 |
| Age: 45-64 | 34% (226) | 66% (434) | 660 |
| Age: 65+ | 22% (91) | 78% (326) | 417 |
| GenZers: 1997-2012 | 31% (72) | 69% (157) | 229 |
| Millennials: 1981-1996 | 50% (341) | 50% (342) | 684 |
| GenXers: 1965-1980 | 35% (178) | 65% (327) | 505 |
| Baby Boomers: 1946-1964 | 26% (154) | 74% (439) | 593 |
| PID: Dem (no lean) | 43% (388) | 57% (506) | 895 |
| PID: Ind (no lean) | 26% (142) | 74% (401) | 543 |
| PID: Rep (no lean) | 36% (226) | 64% (393) | 618 |
| PID/Gender: Dem Men | 59% (268) | 41% (184) | 452 |
| PID/Gender: Dem Women | 27% (120) | 73% (317) | 438 |
| PID/Gender: Ind Men | 34% (88) | 66% (170) | 258 |
| PID/Gender: Ind Women | 19% (54) | 81% (227) | 281 |
| PID/Gender: Rep Men | 48% (132) | 52% (143) | 276 |
| PID/Gender: Rep Women | 27% (93) | 73% (250) | 343 |
| Ideo: Liberal (1-3) | 37% (218) | 63% (368) | 585 |
| Ideo: Moderate (4) | 36% (232) | 64% (416) | 648 |
| Ideo: Conservative (5-7) | 40% (279) | 60% (412) | 691 |
| Educ: < College | 33% (445) | 67% (899) | 1344 |
| Educ: Bachelors degree | 39% (179) | 61% (282) | 461 |
| Educ: Post-grad | 53% (132) | 47% (119) | 251 |
| Income: Under 50k | 29% (318) | 71% (771) | 1089 |
| Income: 50k-100k | 42% (251) | 58% (345) | 596 |
| Income: 100k+ | 50% (187) | 50% (184) | 372 |
| Ethnicity: White | 35% (557) | 65% (1019) | 1576 |
| Ethnicity: Hispanic | 47% (170) | 53% (193) | 363 |

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Table MCSP3_10: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Football League (NFL)

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 37% (756) | 63% (1300) | 2056 |
| Ethnicity: Black | 49% (130) | 51% (137) | 267 |
| Ethnicity: Other | 32% (68) | 68% (144) | 213 |
| All Christian | 38% (365) | 62% (602) | 967 |
| All Non-Christian | 54% (110) | 46% (93) | 203 |
| Atheist | 23% (17) | 77% (59) | 76 |
| Agnostic/Nothing in particular | 28% (138) | 72% (358) | 496 |
| Something Else | 40% (126) | 60% (188) | 314 |
| Religious Non-Protestant/Catholic | 53% (121) | 47% (108) | 229 |
| Evangelical | 42% (230) | 58% (319) | 549 |
| Non-Evangelical | 35% (234) | 65% (444) | 678 |
| Community: Urban | 45% (310) | 55% (380) | 690 |
| Community: Suburban | 33% (303) | 67% (604) | 907 |
| Community: Rural | 31% (142) | 69% (316) | 458 |
| Employ: Private Sector | 48% (330) | 52% (358) | 688 |
| Employ: Government | 49% (72) | 51% (75) | 147 |
| Employ: Self-Employed | 43% (88) | 57% (116) | 203 |
| Employ: Homemaker | 21% (27) | 79% (98) | 124 |
| Employ: Student | 25% (16) | 75% (48) | 63 |
| Employ: Retired | 24% (122) | 76% (378) | 500 |
| Employ: Unemployed | 27% (53) | 73% (147) | 199 |
| Employ: Other | 38% (49) | 62% (81) | 130 |
| Military HH: Yes | 39% (95) | 61% (149) | 243 |
| Military HH: No | 36% (661) | 64% (1152) | 1813 |
| 2022 House Vote: Democrat | 46% (391) | 54% (454) | 846 |
| 2022 House Vote: Republican | 38% (240) | 62% (392) | 633 |
| 2022 House Vote: Didnt Vote | 22% (119) | 78% (424) | 542 |
| 2020 Vote: Joe Biden | 45% (405) | 55% (499) | 904 |
| 2020 Vote: Donald Trump | 37% (242) | 63% (415) | 657 |
| 2020 Vote: Other | 13% (7) | 87% (43) | 50 |
| 2020 Vote: Didn't Vote | 23% (102) | 77% (343) | 445 |

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Table MCSP3_10: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Football League (NFL)

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 37% (756) | 63% (1300) | 2056 |
| 2018 House Vote: Democrat | 46% (350) | 54% (403) | 753 |
| 2018 House Vote: Republican | 35% (192) | 65% (361) | 554 |
| 2018 House Vote: Didnt Vote | 29% (206) | 71% (513) | 718 |
| 4-Region: Northeast | 40% (140) | 60% (208) | 348 |
| 4-Region: Midwest | 33% (143) | 67% (286) | 428 |
| 4-Region: South | 37% (292) | 63% (500) | 792 |
| 4-Region: West | 37% (182) | 63% (307) | 488 |
| Gen Z Sports Fan | 45% (62) | 55% (76) | 138 |
| Millennial Sports Fan | 64% (315) | 36% (177) | 492 |
| Gen X Sports Fan | 49% (162) | 51% (168) | 330 |
| Boomer Sports Fan | 35% (140) | 65% (261) | 401 |

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

Table MCSP3_11: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Basketball Association (NBA)

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 29% (590) | 71% (1466) | 2056 |
| Gender: Male | 42% (414) | 58% (572) | 986 |
| Gender: Female | 17% (176) | 83% (885) | 1061 |
| Age: 18-34 | 42% (257) | 58% (358) | 615 |
| Age: 35-44 | 42% (152) | 58% (212) | 364 |
| Age: 45-64 | 20% (132) | 80% (528) | 660 |
| Age: 65+ | 12% (49) | 88% (368) | 417 |
| GenZers: 1997-2012 | 36% (83) | 64% (146) | 229 |
| Millennials: 1981-1996 | 45% (309) | 55% (374) | 684 |
| GenXers: 1965-1980 | 22% (112) | 78% (393) | 505 |
| Baby Boomers: 1946-1964 | 13% (79) | 87% (514) | 593 |
| PID: Dem (no lean) | 39% (346) | 61% (548) | 895 |
| PID: Ind (no lean) | 21% (115) | 79% (428) | 543 |
| PID: Rep (no lean) | 21% (129) | 79% (489) | 618 |
| PID/Gender: Dem Men | 54% (244) | 46% (208) | 452 |
| PID/Gender: Dem Women | 23% (102) | 77% (335) | 438 |
| PID/Gender: Ind Men | 30% (79) | 70% (180) | 258 |
| PID/Gender: Ind Women | 13% (36) | 87% (245) | 281 |
| PID/Gender: Rep Men | 33% (91) | 67% (185) | 276 |
| PID/Gender: Rep Women | 11% (38) | 89% (305) | 343 |
| Ideo: Liberal (1-3) | 33% (194) | 67% (391) | 585 |
| Ideo: Moderate (4) | 28% (179) | 72% (469) | 648 |
| Ideo: Conservative (5-7) | 28% (191) | 72% (501) | 691 |
| Educ: < College | 26% (343) | 74% (1001) | 1344 |
| Educ: Bachelors degree | 30% (137) | 70% (324) | 461 |
| Educ: Post-grad | 44% (110) | 56% (141) | 251 |
| Income: Under 50k | 22% (236) | 78% (853) | 1089 |
| Income: 50k-100k | 34% (201) | 66% (395) | 596 |
| Income: 100k+ | 41% (153) | 59% (218) | 372 |
| Ethnicity: White | 25% (391) | 75% (1185) | 1576 |
| Ethnicity: Hispanic | 38% (140) | 62% (223) | 363 |

Continued on next page

Table MCSP3_11: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Basketball Association (NBA)

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 29% (590) | 71% (1466) | 2056 |
| Ethnicity: Black | 49% (131) | 51% (136) | 267 |
| Ethnicity: Other | 32% (68) | 68% (145) | 213 |
| All Christian | 26% (256) | 74% (711) | 967 |
| All Non-Christian | 53% (108) | 47% (96) | 203 |
| Atheist | 21% (16) | 79% (60) | 76 |
| Agnostic/Nothing in particular | 25% (125) | 75% (371) | 496 |
| Something Else | 27% (86) | 73% (228) | 314 |
| Religious Non-Protestant/Catholic | 48% (111) | 52% (118) | 229 |
| Evangelical | 30% (164) | 70% (384) | 549 |
| Non-Evangelical | 23% (158) | 77% (520) | 678 |
| Community: Urban | 44% (305) | 56% (386) | 690 |
| Community: Suburban | 22% (201) | 78% (707) | 907 |
| Community: Rural | 18% (85) | 82% (374) | 458 |
| Employ: Private Sector | 39% (269) | 61% (419) | 688 |
| Employ: Government | 47% (70) | 53% (77) | 147 |
| Employ: Self-Employed | 37% (74) | 63% (129) | 203 |
| Employ: Homemaker | 15% (18) | 85% (106) | 124 |
| Employ: Student | 26% (16) | 74% (47) | 63 |
| Employ: Retired | 14% (71) | 86% (430) | 500 |
| Employ: Unemployed | 20% (41) | 80% (159) | 199 |
| Employ: Other | 24% (31) | 76% (99) | 130 |
| Military HH: Yes | 27% (66) | 73% (177) | 243 |
| Military HH: No | 29% (524) | 71% (1289) | 1813 |
| 2022 House Vote: Democrat | 39% (326) | 61% (520) | 846 |
| 2022 House Vote: Republican | 24% (152) | 76% (481) | 633 |
| 2022 House Vote: Didnt Vote | 20% (106) | 80% (436) | 542 |
| 2020 Vote: Joe Biden | 37% (336) | 63% (568) | 904 |
| 2020 Vote: Donald Trump | 21% (136) | 79% (521) | 657 |
| 2020 Vote: Other | 13% (7) | 87% (43) | 50 |
| 2020 Vote: Didn't Vote | 25% (111) | 75% (334) | 445 |

Continued on next page

Table MCSP3_11: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Basketball Association (NBA)

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 29% (590) | 71% (1466) | 2056 |
| 2018 House Vote: Democrat | 40% (297) | 60% (455) | 753 |
| 2018 House Vote: Republican | 21% (114) | 79% (440) | 554 |
| 2018 House Vote: Didnt Vote | 24% (176) | 76% (543) | 718 |
| 4-Region: Northeast | 30% (104) | 70% (243) | 348 |
| 4-Region: Midwest | 26% (111) | 74% (317) | 428 |
| 4-Region: South | 26% (204) | 74% (588) | 792 |
| 4-Region: West | 35% (171) | 65% (317) | 488 |
| Gen Z Sports Fan | 55% (76) | 45% (62) | 138 |
| Millennial Sports Fan | 57% (281) | 43% (211) | 492 |
| Gen X Sports Fan | 32% (106) | 68% (224) | 330 |
| Boomer Sports Fan | 17% (69) | 83% (332) | 401 |

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

Table MCSP3_12: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Baseball (MLB)

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 27% (554) | 73% (1502) | 2056 |
| Gender: Male | 39% (384) | 61% (602) | 986 |
| Gender: Female | 16% (171) | 84% (891) | 1061 |
| Age: 18-34 | 31% (191) | 69% (424) | 615 |
| Age: 35-44 | 39% (143) | 61% (221) | 364 |
| Age: 45-64 | 23% (152) | 77% (508) | 660 |
| Age: 65+ | 16% (68) | 84% (349) | 417 |
| GenZers: 1997-2012 | 23% (52) | 77% (177) | 229 |
| Millennials: 1981-1996 | 38% (261) | 62% (423) | 684 |
| GenXers: 1965-1980 | 25% (124) | 75% (381) | 505 |
| Baby Boomers: 1946-1964 | 19% (110) | 81% (483) | 593 |
| PID: Dem (no lean) | 33% (291) | 67% (604) | 895 |
| PID: Ind (no lean) | 20% (110) | 80% (433) | 543 |
| PID: Rep (no lean) | 25% (153) | 75% (466) | 618 |
| PID/Gender: Dem Men | 48% (217) | 52% (235) | 452 |
| PID/Gender: Dem Women | 17% (74) | 83% (364) | 438 |
| PID/Gender: Ind Men | 26% (68) | 74% (190) | 258 |
| PID/Gender: Ind Women | 15% (42) | 85% (239) | 281 |
| PID/Gender: Rep Men | 36% (98) | 64% (177) | 276 |
| PID/Gender: Rep Women | 16% (54) | 84% (288) | 343 |
| Ideo: Liberal (1-3) | 29% (169) | 71% (416) | 585 |
| Ideo: Moderate (4) | 23% (151) | 77% (497) | 648 |
| Ideo: Conservative (5-7) | 31% (215) | 69% (477) | 691 |
| Educ: < College | 23% (303) | 77% (1040) | 1344 |
| Educ: Bachelors degree | 31% (144) | 69% (317) | 461 |
| Educ: Post-grad | 43% (107) | 57% (144) | 251 |
| Income: Under 50k | 19% (203) | 81% (885) | 1089 |
| Income: 50k-100k | 33% (196) | 67% (399) | 596 |
| Income: 100k+ | 42% (155) | 58% (217) | 372 |
| Ethnicity: White | 28% (437) | 72% (1139) | 1576 |
| Ethnicity: Hispanic | 37% (134) | 63% (229) | 363 |

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Table MCSP3_12: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Baseball (MLB)

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 27% (554) | 73% (1502) | 2056 |
| Ethnicity: Black | 26% (69) | 74% (198) | 267 |
| Ethnicity: Other | 23% (48) | 77% (165) | 213 |
| All Christian | 31% (298) | 69% (668) | 967 |
| All Non-Christian | 46% (93) | 54% (110) | 203 |
| Atheist | 16% (12) | 84% (64) | 76 |
| Agnostic/Nothing in particular | 18% (88) | 82% (408) | 496 |
| Something Else | 20% (63) | 80% (251) | 314 |
| Religious Non-Protestant/Catholic | 44% (100) | 56% (129) | 229 |
| Evangelical | 31% (168) | 69% (380) | 549 |
| Non-Evangelical | 25% (171) | 75% (507) | 678 |
| Community: Urban | 36% (247) | 64% (444) | 690 |
| Community: Suburban | 24% (216) | 76% (692) | 907 |
| Community: Rural | 20% (92) | 80% (366) | 458 |
| Employ: Private Sector | 36% (251) | 64% (437) | 688 |
| Employ: Government | 47% (69) | 53% (78) | 147 |
| Employ: Self-Employed | 26% (53) | 74% (151) | 203 |
| Employ: Homemaker | 15% (18) | 85% (106) | 124 |
| Employ: Student | 21% (13) | 79% (50) | 63 |
| Employ: Retired | 17% (87) | 83% (413) | 500 |
| Employ: Unemployed | 15% (31) | 85% (169) | 199 |
| Employ: Other | 25% (33) | 75% (97) | 130 |
| Military HH: Yes | 31% (76) | 69% (167) | 243 |
| Military HH: No | 26% (478) | 74% (1335) | 1813 |
| 2022 House Vote: Democrat | 33% (283) | 67% (563) | 846 |
| 2022 House Vote: Republican | 28% (174) | 72% (458) | 633 |
| 2022 House Vote: Didnt Vote | 17% (92) | 83% (451) | 542 |
| 2020 Vote: Joe Biden | 32% (292) | 68% (612) | 904 |
| 2020 Vote: Donald Trump | 25% (166) | 75% (491) | 657 |
| 2020 Vote: Other | 14% (7) | 86% (43) | 50 |
| 2020 Vote: Didn't Vote | 20% (89) | 80% (356) | 445 |

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Table MCSP3_12: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Baseball (MLB)

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 27% (554) | 73% (1502) | 2056 |
| 2018 House Vote: Democrat | 33% (252) | 67% (501) | 753 |
| 2018 House Vote: Republican | 26% (145) | 74% (409) | 554 |
| 2018 House Vote: Didnt Vote | 22% (155) | 78% (564) | 718 |
| 4-Region: Northeast | 33% (115) | 67% (233) | 348 |
| 4-Region: Midwest | 24% (102) | 76% (327) | 428 |
| 4-Region: South | 24% (192) | 76% (600) | 792 |
| 4-Region: West | 30% (146) | 70% (342) | 488 |
| Gen Z Sports Fan | 36% (50) | 64% (88) | 138 |
| Millennial Sports Fan | 49% (242) | 51% (250) | 492 |
| Gen X Sports Fan | 36% (119) | 64% (211) | 330 |
| Boomer Sports Fan | 26% (105) | 74% (297) | 401 |

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

Table MCSP3_13: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Hockey League (NHL)

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 20% (411) | 80% (1645) | 2056 |
| Gender: Male | 31% (305) | 69% (681) | 986 |
| Gender: Female | 10% (107) | 90% (955) | 1061 |
| Age: 18-34 | 27% (165) | 73% (450) | 615 |
| Age: 35-44 | 30% (109) | 70% (254) | 364 |
| Age: 45-64 | 16% (105) | 84% (555) | 660 |
| Age: 65+ | 8% (32) | 92% (385) | 417 |
| GenZers: 1997-2012 | 21% (49) | 79% (180) | 229 |
| Millennials: 1981-1996 | 31% (213) | 69% (470) | 684 |
| GenXers: 1965-1980 | 17% (87) | 83% (417) | 505 |
| Baby Boomers: 1946-1964 | 10% (57) | 90% (537) | 593 |
| PID: Dem (no lean) | 26% (235) | 74% (659) | 895 |
| PID: Ind (no lean) | 13% (68) | 87% (475) | 543 |
| PID: Rep (no lean) | 17% (108) | 83% (510) | 618 |
| PID/Gender: Dem Men | 39% (176) | 61% (276) | 452 |
| PID/Gender: Dem Women | 14% (59) | 86% (378) | 438 |
| PID/Gender: Ind Men | 18% (46) | 82% (213) | 258 |
| PID/Gender: Ind Women | 8% (22) | 92% (259) | 281 |
| PID/Gender: Rep Men | 30% (83) | 70% (193) | 276 |
| PID/Gender: Rep Women | 7% (25) | 93% (318) | 343 |
| Ideo: Liberal (1-3) | 24% (139) | 76% (447) | 585 |
| Ideo: Moderate (4) | 16% (103) | 84% (545) | 648 |
| Ideo: Conservative (5-7) | 23% (157) | 77% (535) | 691 |
| Educ: < College | 17% (224) | 83% (1120) | 1344 |
| Educ: Bachelors degree | 22% (100) | 78% (362) | 461 |
| Educ: Post-grad | 35% (88) | 65% (163) | 251 |
| Income: Under 50k | 13% (140) | 87% (949) | 1089 |
| Income: 50k-100k | 24% (146) | 76% (450) | 596 |
| Income: 100k+ | 34% (125) | 66% (246) | 372 |
| Ethnicity: White | 21% (335) | 79% (1241) | 1576 |
| Ethnicity: Hispanic | 24% (86) | 76% (277) | 363 |

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Table MCSP3_13: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Hockey League (NHL)

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 20% (411) | 80% (1645) | 2056 |
| Ethnicity: Black | 18% (47) | 82% (220) | 267 |
| Ethnicity: Other | 14% (29) | 86% (183) | 213 |
| All Christian | 21% (202) | 79% (765) | 967 |
| All Non-Christian | 43% (88) | 57% (116) | 203 |
| Atheist | 15% (11) | 85% (65) | 76 |
| Agnostic/Nothing in particular | 11% (57) | 89% (440) | 496 |
| Something Else | 17% (54) | 83% (260) | 314 |
| Religious Non-Protestant/Catholic | 42% (96) | 58% (134) | 229 |
| Evangelical | 21% (115) | 79% (433) | 549 |
| Non-Evangelical | 18% (120) | 82% (558) | 678 |
| Community: Urban | 31% (214) | 69% (476) | 690 |
| Community: Suburban | 16% (148) | 84% (760) | 907 |
| Community: Rural | 11% (50) | 89% (409) | 458 |
| Employ: Private Sector | 29% (199) | 71% (490) | 688 |
| Employ: Government | 37% (55) | 63% (92) | 147 |
| Employ: Self-Employed | 23% (47) | 77% (157) | 203 |
| Employ: Homemaker | 4% (6) | 96% (119) | 124 |
| Employ: Student | 25% (16) | 75% (48) | 63 |
| Employ: Retired | 9% (44) | 91% (457) | 500 |
| Employ: Unemployed | 14% (27) | 86% (172) | 199 |
| Employ: Other | 15% (19) | 85% (111) | 130 |
| Military HH: Yes | 23% (55) | 77% (189) | 243 |
| Military HH: No | 20% (357) | 80% (1456) | 1813 |
| 2022 House Vote: Democrat | 26% (223) | 74% (623) | 846 |
| 2022 House Vote: Republican | 19% (118) | 81% (515) | 633 |
| 2022 House Vote: Didnt Vote | 12% (65) | 88% (478) | 542 |
| 2020 Vote: Joe Biden | 26% (231) | 74% (673) | 904 |
| 2020 Vote: Donald Trump | 17% (110) | 83% (547) | 657 |
| 2020 Vote: Other | 10% (5) | 90% (45) | 50 |
| 2020 Vote: Didn't Vote | 15% (65) | 85% (380) | 445 |

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Table MCSP3_13: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

National Hockey League (NHL)

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 20% (411) | 80% (1645) | 2056 |
| 2018 House Vote: Democrat | 27% (206) | 73% (547) | 753 |
| 2018 House Vote: Republican | 18% (99) | 82% (455) | 554 |
| 2018 House Vote: Didnt Vote | 15% (104) | 85% (614) | 718 |
| 4-Region: Northeast | 30% (105) | 70% (243) | 348 |
| 4-Region: Midwest | 16% (70) | 84% (359) | 428 |
| 4-Region: South | 15% (123) | 85% (669) | 792 |
| 4-Region: West | 23% (114) | 77% (374) | 488 |
| Gen Z Sports Fan | 32% (44) | 68% (94) | 138 |
| Millennial Sports Fan | 41% (200) | 59% (292) | 492 |
| Gen X Sports Fan | 26% (86) | 74% (245) | 330 |
| Boomer Sports Fan | 13% (51) | 87% (350) | 401 |

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

Table MCSP3_14: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Soccer (MLS)

| Demographic | Yes | No | Total N |
|--------------------------|-----------|------------|---------|
| Adults | 18% (363) | 82% (1693) | 2056 |
| Gender: Male | 27% (270) | 73% (716) | 986 |
| Gender: Female | 9% (92) | 91% (969) | 1061 |
| Age: 18-34 | 25% (153) | 75% (461) | 615 |
| Age: 35-44 | 33% (119) | 67% (244) | 364 |
| Age: 45-64 | 11% (73) | 89% (587) | 660 |
| Age: 65+ | 4% (17) | 96% (401) | 417 |
| GenZers: 1997-2012 | 17% (38) | 83% (191) | 229 |
| Millennials: 1981-1996 | 33% (223) | 67% (461) | 684 |
| GenXers: 1965-1980 | 13% (68) | 87% (437) | 505 |
| Baby Boomers: 1946-1964 | 6% (33) | 94% (560) | 593 |
| PID: Dem (no lean) | 25% (228) | 75% (667) | 895 |
| PID: Ind (no lean) | 10% (53) | 90% (490) | 543 |
| PID: Rep (no lean) | 13% (82) | 87% (536) | 618 |
| PID/Gender: Dem Men | 40% (183) | 60% (269) | 452 |
| PID/Gender: Dem Women | 10% (45) | 90% (393) | 438 |
| PID/Gender: Ind Men | 12% (32) | 88% (227) | 258 |
| PID/Gender: Ind Women | 8% (21) | 92% (260) | 281 |
| PID/Gender: Rep Men | 20% (56) | 80% (220) | 276 |
| PID/Gender: Rep Women | 8% (26) | 92% (317) | 343 |
| Ideo: Liberal (1-3) | 21% (121) | 79% (464) | 585 |
| Ideo: Moderate (4) | 13% (84) | 87% (564) | 648 |
| Ideo: Conservative (5-7) | 21% (147) | 79% (545) | 691 |
| Educ: < College | 14% (188) | 86% (1156) | 1344 |
| Educ: Bachelors degree | 18% (82) | 82% (380) | 461 |
| Educ: Post-grad | 37% (93) | 63% (158) | 251 |
| Income: Under 50k | 10% (108) | 90% (981) | 1089 |
| Income: 50k-100k | 23% (135) | 77% (461) | 596 |
| Income: 100k+ | 32% (120) | 68% (252) | 372 |
| Ethnicity: White | 18% (278) | 82% (1298) | 1576 |
| Ethnicity: Hispanic | 29% (104) | 71% (259) | 363 |

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Table MCSP3_14: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Soccer (MLS)

| Demographic | Yes | No | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults | 18% (363) | 82% (1693) | 2056 |
| Ethnicity: Black | 21% (55) | 79% (212) | 267 |
| Ethnicity: Other | 14% (29) | 86% (183) | 213 |
| All Christian | 19% (184) | 81% (782) | 967 |
| All Non-Christian | 49% (99) | 51% (104) | 203 |
| Atheist | 6% (5) | 94% (71) | 76 |
| Agnostic/Nothing in particular | 7% (37) | 93% (460) | 496 |
| Something Else | 12% (38) | 88% (276) | 314 |
| Religious Non-Protestant/Catholic | 44% (101) | 56% (128) | 229 |
| Evangelical | 22% (119) | 78% (430) | 549 |
| Non-Evangelical | 13% (86) | 87% (591) | 678 |
| Community: Urban | 31% (217) | 69% (474) | 690 |
| Community: Suburban | 12% (112) | 88% (796) | 907 |
| Community: Rural | 7% (34) | 93% (424) | 458 |
| Employ: Private Sector | 27% (184) | 73% (504) | 688 |
| Employ: Government | 40% (59) | 60% (88) | 147 |
| Employ: Self-Employed | 22% (45) | 78% (158) | 203 |
| Employ: Homemaker | 10% (12) | 90% (112) | 124 |
| Employ: Student | 14% (9) | 86% (54) | 63 |
| Employ: Retired | 5% (26) | 95% (474) | 500 |
| Employ: Unemployed | 9% (17) | 91% (182) | 199 |
| Employ: Other | 8% (10) | 92% (120) | 130 |
| Military HH: Yes | 19% (45) | 81% (198) | 243 |
| Military HH: No | 17% (317) | 83% (1496) | 1813 |
| 2022 House Vote: Democrat | 25% (211) | 75% (635) | 846 |
| 2022 House Vote: Republican | 13% (80) | 87% (553) | 633 |
| 2022 House Vote: Didnt Vote | 13% (68) | 87% (474) | 542 |
| 2020 Vote: Joe Biden | 24% (214) | 76% (690) | 904 |
| 2020 Vote: Donald Trump | 11% (74) | 89% (583) | 657 |
| 2020 Vote: Other | 12% (6) | 88% (44) | 50 |
| 2020 Vote: Didn't Vote | 15% (69) | 85% (377) | 445 |

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Table MCSP3_14: Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Major League Soccer (MLS)

| Demographic | Yes | No | Total N |
|-----------------------------|-----------|------------|---------|
| Adults | 18% (363) | 82% (1693) | 2056 |
| 2018 House Vote: Democrat | 26% (196) | 74% (557) | 753 |
| 2018 House Vote: Republican | 11% (61) | 89% (493) | 554 |
| 2018 House Vote: Didnt Vote | 15% (104) | 85% (614) | 718 |
| 4-Region: Northeast | 22% (75) | 78% (272) | 348 |
| 4-Region: Midwest | 10% (44) | 90% (384) | 428 |
| 4-Region: South | 16% (124) | 84% (668) | 792 |
| 4-Region: West | 24% (119) | 76% (369) | 488 |
| Gen Z Sports Fan | 25% (35) | 75% (103) | 138 |
| Millennial Sports Fan | 41% (203) | 59% (289) | 492 |
| Gen X Sports Fan | 19% (63) | 81% (267) | 330 |
| Boomer Sports Fan | 8% (31) | 92% (371) | 401 |

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

Table MCSP4_1: How often do you use social media to stay updated on each of the following sports related content?

Sports game highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 17% | (357) | 23% | (482) | 13% | (274) | 46% | (942) | 2056 |
| Gender: Male | 26% | (258) | 28% | (278) | 14% | (142) | 31% | (308) | 986 |
| Gender: Female | 9% | (99) | 19% | (202) | 12% | (132) | 59% | (627) | 1061 |
| Age: 18-34 | 25% | (152) | 27% | (168) | 12% | (76) | 36% | (219) | 615 |
| Age: 35-44 | 24% | (86) | 28% | (102) | 12% | (45) | 36% | (130) | 364 |
| Age: 45-64 | 14% | (93) | 23% | (155) | 13% | (88) | 49% | (324) | 660 |
| Age: 65+ | 6% | (26) | 14% | (57) | 16% | (65) | 65% | (270) | 417 |
| GenZers: 1997-2012 | 16% | (37) | 26% | (61) | 14% | (33) | 43% | (98) | 229 |
| Millennials: 1981-1996 | 28% | (189) | 28% | (191) | 12% | (84) | 32% | (219) | 684 |
| GenXers: 1965-1980 | 15% | (76) | 23% | (118) | 13% | (67) | 48% | (244) | 505 |
| Baby Boomers: 1946-1964 | 9% | (53) | 17% | (103) | 14% | (86) | 59% | (352) | 593 |
| PID: Dem (no lean) | 22% | (200) | 25% | (221) | 11% | (98) | 42% | (375) | 895 |
| PID: Ind (no lean) | 10% | (56) | 23% | (127) | 16% | (87) | 50% | (272) | 543 |
| PID: Rep (no lean) | 16% | (100) | 22% | (134) | 14% | (89) | 48% | (295) | 618 |
| PID/Gender: Dem Men | 30% | (137) | 30% | (137) | 13% | (57) | 27% | (120) | 452 |
| PID/Gender: Dem Women | 14% | (63) | 19% | (81) | 9% | (41) | 58% | (252) | 438 |
| PID/Gender: Ind Men | 19% | (49) | 25% | (64) | 17% | (45) | 39% | (101) | 258 |
| PID/Gender: Ind Women | 3% | (8) | 22% | (63) | 15% | (42) | 60% | (168) | 281 |
| PID/Gender: Rep Men | 26% | (72) | 28% | (77) | 14% | (40) | 32% | (88) | 276 |
| PID/Gender: Rep Women | 8% | (29) | 17% | (58) | 14% | (49) | 60% | (207) | 343 |
| Ideo: Liberal (1-3) | 16% | (93) | 26% | (155) | 14% | (85) | 43% | (253) | 585 |
| Ideo: Moderate (4) | 16% | (104) | 24% | (154) | 12% | (77) | 48% | (313) | 648 |
| Ideo: Conservative (5-7) | 22% | (151) | 22% | (155) | 14% | (98) | 42% | (288) | 691 |
| Educ: < College | 16% | (215) | 20% | (267) | 12% | (165) | 52% | (696) | 1344 |
| Educ: Bachelors degree | 15% | (71) | 32% | (146) | 16% | (74) | 37% | (171) | 461 |
| Educ: Post-grad | 29% | (72) | 27% | (69) | 14% | (35) | 30% | (75) | 251 |
| Income: Under 50k | 13% | (140) | 20% | (213) | 12% | (134) | 55% | (601) | 1089 |
| Income: 50k-100k | 19% | (112) | 27% | (162) | 16% | (96) | 38% | (226) | 596 |
| Income: 100k+ | 28% | (105) | 29% | (108) | 12% | (45) | 31% | (114) | 372 |
| Ethnicity: White | 17% | (269) | 22% | (349) | 13% | (200) | 48% | (758) | 1576 |
| Ethnicity: Hispanic | 29% | (106) | 25% | (90) | 11% | (41) | 35% | (126) | 363 |
| Ethnicity: Black | 22% | (58) | 31% | (83) | 8% | (22) | 39% | (104) | 267 |

Continued on next page

Table MCSP4_1: How often do you use social media to stay updated on each of the following sports related content?
Sports game highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 17% | (357) | 23% | (482) | 13% | (274) | 46% | (942) | 2056 |
| Ethnicity: Other | 14% | (30) | 23% | (50) | 25% | (52) | 38% | (80) | 213 |
| All Christian | 19% | (185) | 23% | (226) | 14% | (133) | 44% | (423) | 967 |
| All Non-Christian | 28% | (58) | 29% | (59) | 19% | (39) | 23% | (48) | 203 |
| Atheist | 4% | (3) | 23% | (17) | 12% | (9) | 61% | (46) | 76 |
| Agnostic/Nothing in particular | 12% | (59) | 21% | (105) | 14% | (68) | 53% | (264) | 496 |
| Something Else | 17% | (52) | 24% | (75) | 8% | (25) | 52% | (162) | 314 |
| Religious Non-Protestant/Catholic | 28% | (63) | 28% | (64) | 19% | (43) | 26% | (60) | 229 |
| Evangelical | 23% | (124) | 25% | (136) | 10% | (57) | 42% | (231) | 549 |
| Non-Evangelical | 15% | (101) | 22% | (152) | 14% | (94) | 49% | (331) | 678 |
| Community: Urban | 23% | (162) | 28% | (193) | 12% | (81) | 37% | (255) | 690 |
| Community: Suburban | 15% | (137) | 23% | (212) | 15% | (133) | 47% | (426) | 907 |
| Community: Rural | 13% | (58) | 17% | (78) | 13% | (61) | 57% | (261) | 458 |
| Employ: Private Sector | 27% | (183) | 29% | (200) | 11% | (78) | 33% | (227) | 688 |
| Employ: Government | 19% | (29) | 29% | (43) | 22% | (33) | 29% | (43) | 147 |
| Employ: Self-Employed | 19% | (39) | 28% | (57) | 17% | (34) | 36% | (74) | 203 |
| Employ: Homemaker | 9% | (11) | 17% | (21) | 13% | (16) | 61% | (76) | 124 |
| Employ: Student | 11% | (7) | 25% | (16) | 26% | (17) | 37% | (24) | 63 |
| Employ: Retired | 8% | (39) | 17% | (84) | 13% | (66) | 62% | (311) | 500 |
| Employ: Unemployed | 13% | (25) | 20% | (40) | 8% | (17) | 59% | (118) | 199 |
| Employ: Other | 19% | (25) | 17% | (22) | 10% | (13) | 54% | (70) | 130 |
| Military HH: Yes | 13% | (31) | 23% | (56) | 11% | (27) | 53% | (130) | 243 |
| Military HH: No | 18% | (326) | 24% | (427) | 14% | (247) | 45% | (813) | 1813 |
| 2022 House Vote: Democrat | 23% | (191) | 27% | (226) | 12% | (97) | 39% | (332) | 846 |
| 2022 House Vote: Republican | 18% | (112) | 23% | (147) | 15% | (93) | 44% | (281) | 633 |
| 2022 House Vote: Didn't Vote | 10% | (53) | 19% | (103) | 14% | (74) | 58% | (313) | 542 |
| 2020 Vote: Joe Biden | 21% | (193) | 24% | (218) | 13% | (114) | 42% | (379) | 904 |
| 2020 Vote: Donald Trump | 17% | (109) | 23% | (151) | 14% | (90) | 47% | (307) | 657 |
| 2020 Vote: Other | 14% | (7) | 24% | (12) | 15% | (7) | 48% | (24) | 50 |
| 2020 Vote: Didn't Vote | 11% | (49) | 23% | (101) | 14% | (63) | 52% | (232) | 445 |

Continued on next page

Table MCSP4_1: How often do you use social media to stay updated on each of the following sports related content?
Sports game highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 17% | (357) | 23% | (482) | 13% | (274) | 46% | (942) | 2056 |
| 2018 House Vote: Democrat | 22% | (165) | 27% | (201) | 12% | (91) | 39% | (296) | 753 |
| 2018 House Vote: Republican | 17% | (93) | 23% | (127) | 14% | (77) | 46% | (257) | 554 |
| 2018 House Vote: Didnt Vote | 14% | (98) | 21% | (147) | 14% | (100) | 52% | (374) | 718 |
| 4-Region: Northeast | 19% | (65) | 26% | (92) | 13% | (45) | 42% | (146) | 348 |
| 4-Region: Midwest | 15% | (65) | 23% | (99) | 12% | (50) | 50% | (213) | 428 |
| 4-Region: South | 18% | (139) | 22% | (177) | 12% | (93) | 48% | (383) | 792 |
| 4-Region: West | 18% | (87) | 24% | (115) | 18% | (86) | 41% | (201) | 488 |
| Gen Z Sports Fan | 26% | (35) | 34% | (46) | 17% | (23) | 24% | (33) | 138 |
| Millennial Sports Fan | 37% | (182) | 35% | (172) | 12% | (60) | 16% | (77) | 492 |
| Gen X Sports Fan | 22% | (72) | 32% | (106) | 15% | (50) | 31% | (102) | 330 |
| Boomer Sports Fan | 13% | (52) | 24% | (97) | 16% | (63) | 47% | (188) | 401 |

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

Table MCSP4_2: How often do you use social media to stay updated on each of the following sports related content?
 Player highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 15% | (309) | 22% | (457) | 14% | (280) | 49% | (1009) | 2056 |
| Gender: Male | 23% | (225) | 27% | (264) | 15% | (145) | 36% | (352) | 986 |
| Gender: Female | 8% | (84) | 18% | (193) | 13% | (136) | 61% | (649) | 1061 |
| Age: 18-34 | 24% | (150) | 23% | (142) | 15% | (89) | 38% | (234) | 615 |
| Age: 35-44 | 19% | (71) | 28% | (104) | 16% | (58) | 36% | (131) | 364 |
| Age: 45-64 | 11% | (71) | 25% | (165) | 12% | (78) | 52% | (346) | 660 |
| Age: 65+ | 4% | (16) | 11% | (47) | 13% | (55) | 72% | (299) | 417 |
| GenZers: 1997-2012 | 19% | (45) | 19% | (43) | 18% | (42) | 44% | (100) | 229 |
| Millennials: 1981-1996 | 24% | (166) | 27% | (185) | 14% | (97) | 34% | (235) | 684 |
| GenXers: 1965-1980 | 13% | (64) | 26% | (131) | 12% | (62) | 49% | (248) | 505 |
| Baby Boomers: 1946-1964 | 6% | (33) | 16% | (92) | 12% | (71) | 67% | (397) | 593 |
| PID: Dem (no lean) | 20% | (175) | 23% | (210) | 13% | (115) | 44% | (395) | 895 |
| PID: Ind (no lean) | 9% | (49) | 23% | (122) | 13% | (71) | 55% | (300) | 543 |
| PID: Rep (no lean) | 14% | (85) | 20% | (125) | 15% | (94) | 51% | (314) | 618 |
| PID/Gender: Dem Men | 27% | (120) | 30% | (134) | 16% | (73) | 28% | (126) | 452 |
| PID/Gender: Dem Women | 13% | (55) | 17% | (76) | 10% | (43) | 60% | (264) | 438 |
| PID/Gender: Ind Men | 16% | (40) | 25% | (64) | 10% | (27) | 49% | (127) | 258 |
| PID/Gender: Ind Women | 3% | (9) | 21% | (58) | 16% | (45) | 60% | (169) | 281 |
| PID/Gender: Rep Men | 24% | (65) | 24% | (66) | 17% | (46) | 36% | (99) | 276 |
| PID/Gender: Rep Women | 6% | (20) | 17% | (59) | 14% | (48) | 63% | (216) | 343 |
| Ideo: Liberal (1-3) | 15% | (91) | 22% | (128) | 17% | (102) | 45% | (265) | 585 |
| Ideo: Moderate (4) | 13% | (84) | 25% | (162) | 11% | (73) | 51% | (330) | 648 |
| Ideo: Conservative (5-7) | 18% | (128) | 22% | (152) | 12% | (80) | 48% | (332) | 691 |
| Educ: < College | 14% | (190) | 19% | (254) | 13% | (168) | 54% | (732) | 1344 |
| Educ: Bachelors degree | 14% | (63) | 28% | (130) | 17% | (78) | 41% | (191) | 461 |
| Educ: Post-grad | 22% | (56) | 29% | (74) | 14% | (34) | 35% | (87) | 251 |
| Income: Under 50k | 11% | (118) | 19% | (208) | 13% | (139) | 57% | (625) | 1089 |
| Income: 50k-100k | 17% | (99) | 24% | (146) | 17% | (98) | 42% | (253) | 596 |
| Income: 100k+ | 25% | (92) | 28% | (104) | 12% | (43) | 36% | (132) | 372 |
| Ethnicity: White | 14% | (226) | 22% | (342) | 13% | (201) | 51% | (807) | 1576 |
| Ethnicity: Hispanic | 25% | (90) | 27% | (99) | 12% | (43) | 36% | (132) | 363 |
| Ethnicity: Black | 23% | (62) | 25% | (67) | 13% | (34) | 39% | (105) | 267 |

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Table MCSP4_2: How often do you use social media to stay updated on each of the following sports related content?
Player highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 15% | (309) | 22% | (457) | 14% | (280) | 49% | (1009) | 2056 |
| Ethnicity: Other | 10% | (21) | 23% | (48) | 21% | (45) | 46% | (98) | 213 |
| All Christian | 16% | (156) | 23% | (224) | 13% | (127) | 48% | (460) | 967 |
| All Non-Christian | 23% | (48) | 33% | (67) | 16% | (32) | 28% | (57) | 203 |
| Atheist | 6% | (4) | 21% | (16) | 11% | (8) | 62% | (47) | 76 |
| Agnostic/Nothing in particular | 10% | (50) | 19% | (95) | 16% | (77) | 55% | (274) | 496 |
| Something Else | 16% | (52) | 17% | (54) | 11% | (36) | 55% | (172) | 314 |
| Religious Non-Protestant/Catholic | 21% | (48) | 33% | (77) | 15% | (35) | 30% | (69) | 229 |
| Evangelical | 21% | (115) | 23% | (127) | 11% | (60) | 45% | (246) | 549 |
| Non-Evangelical | 12% | (85) | 20% | (132) | 14% | (97) | 54% | (364) | 678 |
| Community: Urban | 21% | (143) | 27% | (184) | 14% | (95) | 39% | (269) | 690 |
| Community: Suburban | 13% | (116) | 22% | (204) | 13% | (122) | 51% | (465) | 907 |
| Community: Rural | 11% | (50) | 15% | (69) | 14% | (64) | 60% | (275) | 458 |
| Employ: Private Sector | 24% | (165) | 28% | (190) | 13% | (90) | 35% | (243) | 688 |
| Employ: Government | 20% | (29) | 33% | (48) | 18% | (26) | 30% | (44) | 147 |
| Employ: Self-Employed | 17% | (35) | 25% | (51) | 11% | (22) | 47% | (95) | 203 |
| Employ: Homemaker | 5% | (6) | 15% | (19) | 16% | (20) | 64% | (80) | 124 |
| Employ: Student | 18% | (12) | 24% | (15) | 13% | (8) | 45% | (29) | 63 |
| Employ: Retired | 6% | (31) | 13% | (64) | 12% | (62) | 69% | (343) | 500 |
| Employ: Unemployed | 8% | (15) | 20% | (40) | 17% | (34) | 55% | (110) | 199 |
| Employ: Other | 12% | (16) | 23% | (29) | 14% | (18) | 51% | (67) | 130 |
| Military HH: Yes | 11% | (27) | 22% | (53) | 14% | (33) | 54% | (130) | 243 |
| Military HH: No | 16% | (282) | 22% | (404) | 14% | (247) | 49% | (879) | 1813 |
| 2022 House Vote: Democrat | 19% | (161) | 26% | (217) | 13% | (110) | 42% | (358) | 846 |
| 2022 House Vote: Republican | 15% | (95) | 21% | (133) | 15% | (93) | 49% | (313) | 633 |
| 2022 House Vote: Didnt Vote | 10% | (53) | 19% | (101) | 13% | (69) | 59% | (320) | 542 |
| 2020 Vote: Joe Biden | 18% | (164) | 24% | (216) | 13% | (119) | 45% | (405) | 904 |
| 2020 Vote: Donald Trump | 14% | (94) | 21% | (136) | 15% | (96) | 50% | (331) | 657 |
| 2020 Vote: Other | 12% | (6) | 27% | (14) | 10% | (5) | 51% | (25) | 50 |
| 2020 Vote: Didn't Vote | 10% | (46) | 21% | (91) | 14% | (60) | 56% | (248) | 445 |

Continued on next page

Table MCSP4_2: How often do you use social media to stay updated on each of the following sports related content?
 Player highlights

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 15% | (309) | 22% | (457) | 14% | (280) | 49% | (1009) | 2056 |
| 2018 House Vote: Democrat | 19% | (145) | 26% | (193) | 14% | (107) | 41% | (308) | 753 |
| 2018 House Vote: Republican | 14% | (79) | 22% | (119) | 15% | (82) | 49% | (273) | 554 |
| 2018 House Vote: Didnt Vote | 12% | (85) | 19% | (138) | 12% | (87) | 57% | (409) | 718 |
| 4-Region: Northeast | 17% | (60) | 23% | (79) | 13% | (44) | 47% | (165) | 348 |
| 4-Region: Midwest | 13% | (55) | 21% | (88) | 14% | (59) | 53% | (226) | 428 |
| 4-Region: South | 16% | (124) | 22% | (172) | 12% | (93) | 51% | (403) | 792 |
| 4-Region: West | 14% | (70) | 24% | (118) | 17% | (84) | 44% | (216) | 488 |
| Gen Z Sports Fan | 30% | (41) | 26% | (35) | 18% | (25) | 27% | (37) | 138 |
| Millennial Sports Fan | 32% | (159) | 34% | (168) | 16% | (78) | 18% | (87) | 492 |
| Gen X Sports Fan | 18% | (60) | 35% | (114) | 14% | (48) | 33% | (109) | 330 |
| Boomer Sports Fan | 8% | (33) | 22% | (87) | 16% | (64) | 54% | (217) | 401 |

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

Table MCSP4_3: How often do you use social media to stay updated on each of the following sports related content?
Sports news (e.g.,injury updates, schedule reminders)

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 15% | (301) | 23% | (464) | 15% | (304) | 48% | (987) | 2056 |
| Gender: Male | 21% | (203) | 28% | (279) | 17% | (166) | 34% | (338) | 986 |
| Gender: Female | 9% | (98) | 17% | (185) | 13% | (138) | 60% | (640) | 1061 |
| Age: 18-34 | 21% | (127) | 27% | (165) | 15% | (93) | 37% | (229) | 615 |
| Age: 35-44 | 22% | (80) | 23% | (82) | 18% | (64) | 38% | (137) | 364 |
| Age: 45-64 | 11% | (71) | 23% | (150) | 14% | (93) | 52% | (346) | 660 |
| Age: 65+ | 5% | (22) | 16% | (67) | 13% | (53) | 66% | (275) | 417 |
| GenZers: 1997-2012 | 12% | (28) | 27% | (62) | 16% | (37) | 45% | (102) | 229 |
| Millennials: 1981-1996 | 24% | (166) | 25% | (171) | 17% | (117) | 34% | (230) | 684 |
| GenXers: 1965-1980 | 13% | (66) | 22% | (112) | 12% | (63) | 52% | (264) | 505 |
| Baby Boomers: 1946-1964 | 7% | (39) | 19% | (111) | 14% | (84) | 60% | (359) | 593 |
| PID: Dem (no lean) | 19% | (166) | 24% | (216) | 14% | (121) | 44% | (392) | 895 |
| PID: Ind (no lean) | 8% | (46) | 20% | (108) | 19% | (102) | 53% | (287) | 543 |
| PID: Rep (no lean) | 14% | (90) | 23% | (140) | 13% | (80) | 50% | (308) | 618 |
| PID/Gender: Dem Men | 24% | (108) | 30% | (138) | 17% | (78) | 28% | (128) | 452 |
| PID/Gender: Dem Women | 13% | (57) | 18% | (78) | 10% | (43) | 59% | (259) | 438 |
| PID/Gender: Ind Men | 14% | (36) | 22% | (58) | 20% | (51) | 44% | (114) | 258 |
| PID/Gender: Ind Women | 3% | (10) | 18% | (50) | 18% | (52) | 61% | (170) | 281 |
| PID/Gender: Rep Men | 21% | (59) | 30% | (83) | 13% | (37) | 35% | (97) | 276 |
| PID/Gender: Rep Women | 9% | (31) | 17% | (57) | 13% | (43) | 62% | (211) | 343 |
| Ideo: Liberal (1-3) | 15% | (87) | 25% | (149) | 15% | (88) | 45% | (262) | 585 |
| Ideo: Moderate (4) | 11% | (74) | 23% | (149) | 16% | (105) | 50% | (321) | 648 |
| Ideo: Conservative (5-7) | 19% | (132) | 21% | (148) | 14% | (96) | 46% | (315) | 691 |
| Educ: < College | 13% | (179) | 19% | (249) | 14% | (186) | 54% | (729) | 1344 |
| Educ: Bachelors degree | 15% | (68) | 32% | (146) | 16% | (72) | 38% | (176) | 461 |
| Educ: Post-grad | 22% | (54) | 28% | (69) | 18% | (46) | 33% | (82) | 251 |
| Income: Under 50k | 10% | (110) | 18% | (194) | 14% | (152) | 58% | (632) | 1089 |
| Income: 50k-100k | 16% | (94) | 29% | (171) | 15% | (92) | 40% | (239) | 596 |
| Income: 100k+ | 26% | (97) | 27% | (99) | 16% | (60) | 31% | (116) | 372 |
| Ethnicity: White | 15% | (231) | 22% | (339) | 14% | (214) | 50% | (792) | 1576 |
| Ethnicity: Hispanic | 23% | (84) | 24% | (88) | 15% | (54) | 38% | (136) | 363 |
| Ethnicity: Black | 18% | (48) | 27% | (72) | 13% | (36) | 42% | (111) | 267 |

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**Table MCSP4_3: How often do you use social media to stay updated on each of the following sports related content?
 Sports news (e.g.,injury updates, schedule reminders)**

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 15% | (301) | 23% | (464) | 15% | (304) | 48% | (987) | 2056 |
| Ethnicity: Other | 10% | (21) | 25% | (53) | 25% | (54) | 39% | (84) | 213 |
| All Christian | 17% | (162) | 24% | (228) | 13% | (128) | 46% | (449) | 967 |
| All Non-Christian | 21% | (44) | 31% | (63) | 23% | (47) | 25% | (50) | 203 |
| Atheist | 4% | (3) | 17% | (13) | 14% | (11) | 64% | (49) | 76 |
| Agnostic/Nothing in particular | 11% | (56) | 19% | (96) | 15% | (75) | 54% | (270) | 496 |
| Something Else | 12% | (36) | 21% | (64) | 14% | (44) | 54% | (169) | 314 |
| Religious Non-Protestant/Catholic | 19% | (44) | 31% | (72) | 22% | (51) | 27% | (63) | 229 |
| Evangelical | 20% | (108) | 23% | (125) | 13% | (72) | 44% | (244) | 549 |
| Non-Evangelical | 13% | (85) | 22% | (150) | 13% | (91) | 52% | (351) | 678 |
| Community: Urban | 20% | (137) | 24% | (166) | 16% | (109) | 40% | (279) | 690 |
| Community: Suburban | 13% | (119) | 24% | (220) | 14% | (125) | 49% | (444) | 907 |
| Community: Rural | 10% | (45) | 17% | (78) | 15% | (70) | 58% | (264) | 458 |
| Employ: Private Sector | 24% | (163) | 26% | (179) | 13% | (93) | 37% | (254) | 688 |
| Employ: Government | 16% | (23) | 30% | (45) | 25% | (37) | 29% | (43) | 147 |
| Employ: Self-Employed | 16% | (33) | 27% | (54) | 15% | (30) | 43% | (87) | 203 |
| Employ: Homemaker | 5% | (7) | 18% | (22) | 14% | (17) | 63% | (78) | 124 |
| Employ: Student | 9% | (5) | 40% | (25) | 16% | (10) | 35% | (23) | 63 |
| Employ: Retired | 6% | (32) | 16% | (82) | 13% | (64) | 64% | (323) | 500 |
| Employ: Unemployed | 12% | (24) | 13% | (27) | 17% | (34) | 57% | (115) | 199 |
| Employ: Other | 11% | (14) | 23% | (30) | 15% | (19) | 51% | (66) | 130 |
| Military HH: Yes | 13% | (31) | 21% | (52) | 13% | (33) | 52% | (128) | 243 |
| Military HH: No | 15% | (270) | 23% | (412) | 15% | (271) | 47% | (859) | 1813 |
| 2022 House Vote: Democrat | 19% | (157) | 25% | (211) | 16% | (131) | 41% | (347) | 846 |
| 2022 House Vote: Republican | 14% | (86) | 25% | (158) | 13% | (85) | 48% | (304) | 633 |
| 2022 House Vote: Didnt Vote | 10% | (55) | 16% | (89) | 15% | (82) | 58% | (316) | 542 |
| 2020 Vote: Joe Biden | 17% | (152) | 25% | (227) | 15% | (135) | 43% | (390) | 904 |
| 2020 Vote: Donald Trump | 13% | (88) | 23% | (153) | 14% | (89) | 50% | (327) | 657 |
| 2020 Vote: Other | 15% | (7) | 16% | (8) | 16% | (8) | 54% | (27) | 50 |
| 2020 Vote: Didn't Vote | 12% | (54) | 17% | (76) | 16% | (72) | 55% | (243) | 445 |

Continued on next page

**Table MCSP4_3: How often do you use social media to stay updated on each of the following sports related content?
Sports news (e.g.,injury updates, schedule reminders)**

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|-------|---------|
| Adults | 15% | (301) | 23% | (464) | 15% | (304) | 48% | (987) | 2056 |
| 2018 House Vote: Democrat | 19% | (140) | 25% | (186) | 16% | (120) | 41% | (307) | 753 |
| 2018 House Vote: Republican | 12% | (68) | 26% | (144) | 14% | (79) | 47% | (263) | 554 |
| 2018 House Vote: Didnt Vote | 13% | (93) | 18% | (130) | 14% | (97) | 55% | (398) | 718 |
| 4-Region: Northeast | 15% | (53) | 25% | (88) | 16% | (54) | 44% | (153) | 348 |
| 4-Region: Midwest | 14% | (58) | 20% | (84) | 15% | (66) | 51% | (220) | 428 |
| 4-Region: South | 16% | (124) | 20% | (162) | 12% | (97) | 52% | (409) | 792 |
| 4-Region: West | 13% | (65) | 27% | (131) | 18% | (87) | 42% | (205) | 488 |
| Gen Z Sports Fan | 20% | (28) | 35% | (48) | 19% | (26) | 26% | (36) | 138 |
| Millennial Sports Fan | 33% | (161) | 32% | (156) | 18% | (90) | 17% | (85) | 492 |
| Gen X Sports Fan | 19% | (63) | 31% | (103) | 14% | (47) | 36% | (118) | 330 |
| Boomer Sports Fan | 9% | (37) | 25% | (102) | 19% | (75) | 47% | (187) | 401 |

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

Table MCSP4_4: How often do you use social media to stay updated on each of the following sports related content?
Behind-the-scenes sports content

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 9% | (184) | 22% | (448) | 14% | (287) | 55% | (1137) | 2056 |
| Gender: Male | 13% | (133) | 29% | (282) | 16% | (159) | 42% | (412) | 986 |
| Gender: Female | 5% | (51) | 16% | (166) | 12% | (129) | 67% | (716) | 1061 |
| Age: 18-34 | 16% | (99) | 26% | (162) | 15% | (89) | 43% | (264) | 615 |
| Age: 35-44 | 12% | (42) | 29% | (106) | 16% | (59) | 43% | (156) | 364 |
| Age: 45-64 | 6% | (37) | 22% | (143) | 14% | (92) | 59% | (388) | 660 |
| Age: 65+ | 1% | (5) | 9% | (37) | 11% | (47) | 79% | (329) | 417 |
| GenZers: 1997-2012 | 8% | (19) | 29% | (66) | 13% | (30) | 49% | (113) | 229 |
| Millennials: 1981-1996 | 17% | (118) | 27% | (182) | 16% | (112) | 40% | (272) | 684 |
| GenXers: 1965-1980 | 7% | (36) | 24% | (119) | 12% | (62) | 57% | (288) | 505 |
| Baby Boomers: 1946-1964 | 1% | (9) | 14% | (80) | 13% | (76) | 72% | (428) | 593 |
| PID: Dem (no lean) | 12% | (109) | 26% | (235) | 13% | (120) | 48% | (430) | 895 |
| PID: Ind (no lean) | 4% | (20) | 18% | (97) | 14% | (78) | 64% | (348) | 543 |
| PID: Rep (no lean) | 9% | (55) | 19% | (116) | 14% | (89) | 58% | (358) | 618 |
| PID/Gender: Dem Men | 18% | (81) | 33% | (149) | 16% | (71) | 33% | (150) | 452 |
| PID/Gender: Dem Women | 6% | (28) | 20% | (86) | 11% | (49) | 63% | (275) | 438 |
| PID/Gender: Ind Men | 4% | (12) | 21% | (55) | 19% | (50) | 55% | (141) | 258 |
| PID/Gender: Ind Women | 3% | (8) | 15% | (42) | 10% | (28) | 72% | (203) | 281 |
| PID/Gender: Rep Men | 15% | (40) | 28% | (78) | 14% | (37) | 44% | (120) | 276 |
| PID/Gender: Rep Women | 4% | (15) | 11% | (38) | 15% | (52) | 69% | (238) | 343 |
| Ideo: Liberal (1-3) | 10% | (60) | 24% | (141) | 13% | (77) | 53% | (308) | 585 |
| Ideo: Moderate (4) | 7% | (44) | 22% | (143) | 15% | (99) | 56% | (362) | 648 |
| Ideo: Conservative (5-7) | 11% | (77) | 21% | (147) | 14% | (96) | 54% | (372) | 691 |
| Educ: < College | 8% | (112) | 18% | (245) | 13% | (172) | 61% | (815) | 1344 |
| Educ: Bachelors degree | 8% | (37) | 29% | (133) | 17% | (76) | 46% | (214) | 461 |
| Educ: Post-grad | 14% | (35) | 28% | (70) | 15% | (39) | 43% | (107) | 251 |
| Income: Under 50k | 6% | (65) | 16% | (176) | 13% | (145) | 64% | (702) | 1089 |
| Income: 50k-100k | 10% | (58) | 27% | (162) | 15% | (92) | 48% | (284) | 596 |
| Income: 100k+ | 16% | (60) | 30% | (111) | 14% | (50) | 40% | (150) | 372 |
| Ethnicity: White | 9% | (145) | 21% | (324) | 13% | (204) | 57% | (903) | 1576 |
| Ethnicity: Hispanic | 18% | (64) | 28% | (101) | 13% | (48) | 41% | (151) | 363 |
| Ethnicity: Black | 12% | (32) | 28% | (74) | 15% | (39) | 46% | (123) | 267 |

Continued on next page

Table MCSP4_4: How often do you use social media to stay updated on each of the following sports related content?
Behind-the-scenes sports content

| Demographic | Often | Sometimes | Rarely | Never | Total N |
|-----------------------------------|-----------|-----------|-----------|------------|---------|
| Adults | 9% (184) | 22% (448) | 14% (287) | 55% (1137) | 2056 |
| Ethnicity: Other | 3% (7) | 24% (50) | 21% (44) | 52% (111) | 213 |
| All Christian | 10% (96) | 22% (212) | 14% (137) | 54% (522) | 967 |
| All Non-Christian | 15% (30) | 35% (72) | 18% (36) | 32% (65) | 203 |
| Atheist | 1% (1) | 16% (12) | 14% (11) | 69% (53) | 76 |
| Agnostic/Nothing in particular | 4% (21) | 21% (106) | 14% (68) | 61% (301) | 496 |
| Something Else | 11% (36) | 15% (46) | 11% (36) | 62% (196) | 314 |
| Religious Non-Protestant/Catholic | 16% (36) | 33% (75) | 18% (41) | 34% (78) | 229 |
| Evangelical | 14% (77) | 22% (120) | 12% (67) | 52% (285) | 549 |
| Non-Evangelical | 6% (44) | 19% (127) | 15% (99) | 60% (409) | 678 |
| Community: Urban | 12% (85) | 27% (188) | 15% (102) | 46% (316) | 690 |
| Community: Suburban | 8% (72) | 22% (196) | 13% (118) | 57% (522) | 907 |
| Community: Rural | 6% (28) | 14% (65) | 15% (67) | 65% (299) | 458 |
| Employ: Private Sector | 14% (97) | 30% (207) | 15% (105) | 41% (280) | 688 |
| Employ: Government | 17% (26) | 31% (46) | 16% (23) | 36% (53) | 147 |
| Employ: Self-Employed | 9% (18) | 26% (52) | 16% (33) | 50% (101) | 203 |
| Employ: Homemaker | 6% (7) | 12% (14) | 7% (9) | 75% (93) | 124 |
| Employ: Student | 9% (6) | 21% (13) | 17% (11) | 53% (34) | 63 |
| Employ: Retired | 1% (7) | 12% (61) | 12% (61) | 74% (372) | 500 |
| Employ: Unemployed | 7% (13) | 14% (27) | 17% (33) | 63% (125) | 199 |
| Employ: Other | 8% (10) | 21% (28) | 10% (13) | 61% (79) | 130 |
| Military HH: Yes | 6% (14) | 20% (49) | 11% (28) | 62% (152) | 243 |
| Military HH: No | 9% (170) | 22% (399) | 14% (260) | 54% (985) | 1813 |
| 2022 House Vote: Democrat | 13% (108) | 26% (218) | 13% (109) | 49% (411) | 846 |
| 2022 House Vote: Republican | 8% (49) | 20% (124) | 15% (98) | 57% (362) | 633 |
| 2022 House Vote: Didn't Vote | 5% (25) | 19% (101) | 14% (77) | 63% (340) | 542 |
| 2020 Vote: Joe Biden | 12% (110) | 24% (214) | 13% (122) | 51% (458) | 904 |
| 2020 Vote: Donald Trump | 7% (49) | 19% (126) | 14% (93) | 59% (389) | 657 |
| 2020 Vote: Other | 9% (4) | 22% (11) | 12% (6) | 57% (29) | 50 |
| 2020 Vote: Didn't Vote | 5% (20) | 22% (98) | 15% (66) | 59% (261) | 445 |

Continued on next page

Table MCSP4_4: How often do you use social media to stay updated on each of the following sports related content?
 Behind-the-scenes sports content

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 9% | (184) | 22% | (448) | 14% | (287) | 55% | (1137) | 2056 |
| 2018 House Vote: Democrat | 12% | (91) | 26% | (195) | 13% | (100) | 49% | (366) | 753 |
| 2018 House Vote: Republican | 8% | (42) | 20% | (108) | 16% | (91) | 57% | (313) | 554 |
| 2018 House Vote: Didnt Vote | 7% | (50) | 20% | (142) | 13% | (94) | 60% | (432) | 718 |
| 4-Region: Northeast | 12% | (41) | 20% | (68) | 15% | (51) | 54% | (188) | 348 |
| 4-Region: Midwest | 8% | (33) | 22% | (93) | 12% | (50) | 59% | (251) | 428 |
| 4-Region: South | 8% | (61) | 22% | (172) | 12% | (98) | 58% | (461) | 792 |
| 4-Region: West | 10% | (48) | 24% | (115) | 18% | (88) | 48% | (237) | 488 |
| Gen Z Sports Fan | 10% | (14) | 41% | (56) | 17% | (23) | 32% | (45) | 138 |
| Millennial Sports Fan | 23% | (113) | 35% | (170) | 19% | (93) | 24% | (116) | 492 |
| Gen X Sports Fan | 11% | (36) | 33% | (108) | 14% | (46) | 43% | (141) | 330 |
| Boomer Sports Fan | 2% | (8) | 19% | (78) | 17% | (69) | 61% | (246) | 401 |

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

Table MCSP4_5: How often do you use social media to stay updated on each of the following sports related content?

Team giveaways

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 8% | (156) | 15% | (302) | 15% | (313) | 63% | (1285) | 2056 |
| Gender: Male | 13% | (124) | 21% | (203) | 17% | (172) | 49% | (487) | 986 |
| Gender: Female | 3% | (32) | 9% | (99) | 13% | (140) | 74% | (790) | 1061 |
| Age: 18-34 | 13% | (83) | 17% | (105) | 19% | (118) | 50% | (310) | 615 |
| Age: 35-44 | 12% | (43) | 24% | (88) | 15% | (53) | 49% | (180) | 364 |
| Age: 45-64 | 4% | (28) | 14% | (93) | 13% | (88) | 68% | (450) | 660 |
| Age: 65+ | — | (2) | 4% | (16) | 13% | (54) | 83% | (346) | 417 |
| GenZers: 1997-2012 | 6% | (14) | 17% | (39) | 20% | (45) | 57% | (131) | 229 |
| Millennials: 1981-1996 | 15% | (106) | 21% | (141) | 17% | (115) | 47% | (322) | 684 |
| GenXers: 1965-1980 | 6% | (29) | 15% | (77) | 13% | (64) | 66% | (335) | 505 |
| Baby Boomers: 1946-1964 | 1% | (7) | 7% | (44) | 15% | (86) | 77% | (456) | 593 |
| PID: Dem (no lean) | 11% | (99) | 19% | (166) | 16% | (142) | 55% | (488) | 895 |
| PID: Ind (no lean) | 3% | (16) | 10% | (55) | 14% | (76) | 73% | (397) | 543 |
| PID: Rep (no lean) | 7% | (41) | 13% | (82) | 15% | (95) | 65% | (400) | 618 |
| PID/Gender: Dem Men | 17% | (76) | 27% | (121) | 18% | (82) | 38% | (173) | 452 |
| PID/Gender: Dem Women | 5% | (23) | 10% | (45) | 14% | (60) | 71% | (310) | 438 |
| PID/Gender: Ind Men | 4% | (10) | 13% | (33) | 18% | (48) | 65% | (168) | 258 |
| PID/Gender: Ind Women | 2% | (6) | 8% | (22) | 10% | (28) | 80% | (225) | 281 |
| PID/Gender: Rep Men | 14% | (38) | 18% | (49) | 15% | (42) | 53% | (146) | 276 |
| PID/Gender: Rep Women | 1% | (3) | 9% | (32) | 15% | (52) | 74% | (255) | 343 |
| Ideo: Liberal (1-3) | 10% | (56) | 14% | (84) | 18% | (104) | 58% | (341) | 585 |
| Ideo: Moderate (4) | 6% | (38) | 15% | (96) | 15% | (100) | 64% | (414) | 648 |
| Ideo: Conservative (5-7) | 8% | (57) | 16% | (112) | 15% | (101) | 61% | (421) | 691 |
| Educ: < College | 6% | (87) | 13% | (168) | 14% | (191) | 67% | (897) | 1344 |
| Educ: Bachelors degree | 7% | (34) | 17% | (81) | 18% | (82) | 57% | (264) | 461 |
| Educ: Post-grad | 14% | (35) | 21% | (53) | 16% | (39) | 49% | (124) | 251 |
| Income: Under 50k | 5% | (50) | 10% | (113) | 15% | (159) | 70% | (766) | 1089 |
| Income: 50k-100k | 10% | (57) | 18% | (106) | 16% | (96) | 57% | (337) | 596 |
| Income: 100k+ | 13% | (49) | 22% | (83) | 15% | (57) | 49% | (182) | 372 |
| Ethnicity: White | 8% | (127) | 14% | (215) | 15% | (231) | 64% | (1003) | 1576 |
| Ethnicity: Hispanic | 13% | (45) | 18% | (65) | 20% | (73) | 49% | (179) | 363 |
| Ethnicity: Black | 9% | (24) | 20% | (54) | 15% | (41) | 56% | (149) | 267 |

Continued on next page

Table MCSP4_5: How often do you use social media to stay updated on each of the following sports related content?
 Team giveaways

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 8% | (156) | 15% | (302) | 15% | (313) | 63% | (1285) | 2056 |
| Ethnicity: Other | 3% | (6) | 16% | (33) | 19% | (41) | 63% | (133) | 213 |
| All Christian | 7% | (71) | 17% | (166) | 15% | (141) | 61% | (588) | 967 |
| All Non-Christian | 17% | (34) | 25% | (51) | 18% | (37) | 40% | (81) | 203 |
| Atheist | 1% | (1) | 6% | (5) | 17% | (13) | 76% | (58) | 76 |
| Agnostic/Nothing in particular | 5% | (25) | 10% | (49) | 17% | (82) | 69% | (340) | 496 |
| Something Else | 8% | (24) | 10% | (32) | 13% | (40) | 69% | (218) | 314 |
| Religious Non-Protestant/Catholic | 15% | (34) | 25% | (58) | 18% | (41) | 42% | (96) | 229 |
| Evangelical | 11% | (60) | 18% | (101) | 13% | (69) | 58% | (318) | 549 |
| Non-Evangelical | 4% | (27) | 13% | (85) | 15% | (102) | 68% | (464) | 678 |
| Community: Urban | 12% | (86) | 19% | (130) | 16% | (107) | 53% | (368) | 690 |
| Community: Suburban | 6% | (57) | 13% | (118) | 16% | (146) | 65% | (587) | 907 |
| Community: Rural | 3% | (13) | 12% | (54) | 13% | (60) | 72% | (331) | 458 |
| Employ: Private Sector | 13% | (90) | 20% | (141) | 18% | (121) | 49% | (336) | 688 |
| Employ: Government | 14% | (21) | 20% | (30) | 17% | (25) | 49% | (72) | 147 |
| Employ: Self-Employed | 6% | (12) | 19% | (39) | 19% | (39) | 56% | (113) | 203 |
| Employ: Homemaker | 2% | (2) | 9% | (11) | 8% | (10) | 81% | (100) | 124 |
| Employ: Student | 8% | (5) | 16% | (10) | 20% | (13) | 56% | (36) | 63 |
| Employ: Retired | 1% | (6) | 7% | (34) | 13% | (66) | 79% | (395) | 500 |
| Employ: Unemployed | 7% | (14) | 8% | (15) | 13% | (26) | 72% | (144) | 199 |
| Employ: Other | 3% | (4) | 17% | (22) | 10% | (13) | 69% | (90) | 130 |
| Military HH: Yes | 5% | (13) | 15% | (36) | 14% | (35) | 66% | (159) | 243 |
| Military HH: No | 8% | (143) | 15% | (266) | 15% | (278) | 62% | (1126) | 1813 |
| 2022 House Vote: Democrat | 11% | (90) | 19% | (159) | 17% | (140) | 54% | (456) | 846 |
| 2022 House Vote: Republican | 5% | (35) | 14% | (88) | 15% | (98) | 65% | (412) | 633 |
| 2022 House Vote: Didn't Vote | 6% | (31) | 10% | (54) | 12% | (68) | 72% | (390) | 542 |
| 2020 Vote: Joe Biden | 11% | (100) | 18% | (159) | 16% | (144) | 55% | (500) | 904 |
| 2020 Vote: Donald Trump | 5% | (35) | 13% | (84) | 14% | (91) | 68% | (448) | 657 |
| 2020 Vote: Other | 1% | (1) | 5% | (3) | 26% | (13) | 67% | (33) | 50 |
| 2020 Vote: Didn't Vote | 5% | (20) | 13% | (57) | 14% | (64) | 68% | (304) | 445 |

Continued on next page

Table MCSP4_5: How often do you use social media to stay updated on each of the following sports related content?

Team giveaways

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 8% | (156) | 15% | (302) | 15% | (313) | 63% | (1285) | 2056 |
| 2018 House Vote: Democrat | 11% | (82) | 19% | (144) | 16% | (121) | 54% | (406) | 753 |
| 2018 House Vote: Republican | 5% | (29) | 13% | (73) | 16% | (86) | 66% | (366) | 554 |
| 2018 House Vote: Didnt Vote | 6% | (45) | 11% | (83) | 14% | (103) | 68% | (488) | 718 |
| 4-Region: Northeast | 9% | (30) | 18% | (64) | 14% | (50) | 59% | (205) | 348 |
| 4-Region: Midwest | 8% | (33) | 11% | (48) | 19% | (80) | 62% | (268) | 428 |
| 4-Region: South | 7% | (57) | 15% | (117) | 13% | (102) | 65% | (516) | 792 |
| 4-Region: West | 7% | (36) | 15% | (74) | 17% | (81) | 61% | (297) | 488 |
| Gen Z Sports Fan | 10% | (14) | 27% | (37) | 23% | (32) | 40% | (55) | 138 |
| Millennial Sports Fan | 21% | (102) | 27% | (132) | 20% | (98) | 33% | (160) | 492 |
| Gen X Sports Fan | 8% | (26) | 21% | (70) | 16% | (52) | 55% | (182) | 330 |
| Boomer Sports Fan | 1% | (6) | 10% | (42) | 19% | (77) | 69% | (276) | 401 |

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

Table MCSP4_6: How often do you use social media to stay updated on each of the following sports related content?
 Fantasy sports

| Demographic | Often | Sometimes | Rarely | Never | Total N |
|--------------------------|-----------|-----------|-----------|------------|---------|
| Adults | 8% (168) | 13% (266) | 10% (211) | 69% (1411) | 2056 |
| Gender: Male | 14% (135) | 19% (187) | 12% (121) | 55% (542) | 986 |
| Gender: Female | 3% (33) | 7% (79) | 8% (90) | 81% (860) | 1061 |
| Age: 18-34 | 15% (89) | 19% (114) | 15% (92) | 52% (319) | 615 |
| Age: 35-44 | 12% (43) | 23% (82) | 12% (42) | 54% (196) | 364 |
| Age: 45-64 | 5% (32) | 9% (58) | 9% (58) | 77% (511) | 660 |
| Age: 65+ | 1% (4) | 3% (11) | 4% (19) | 92% (384) | 417 |
| GenZers: 1997-2012 | 8% (19) | 18% (42) | 15% (34) | 58% (134) | 229 |
| Millennials: 1981-1996 | 16% (111) | 20% (140) | 14% (94) | 50% (338) | 684 |
| GenXers: 1965-1980 | 6% (31) | 12% (60) | 8% (42) | 74% (372) | 505 |
| Baby Boomers: 1946-1964 | 1% (7) | 4% (24) | 7% (41) | 88% (521) | 593 |
| PID: Dem (no lean) | 11% (97) | 18% (158) | 10% (91) | 61% (549) | 895 |
| PID: Ind (no lean) | 5% (27) | 9% (51) | 10% (55) | 76% (410) | 543 |
| PID: Rep (no lean) | 7% (45) | 9% (58) | 10% (65) | 73% (451) | 618 |
| PID/Gender: Dem Men | 18% (83) | 26% (120) | 11% (52) | 44% (198) | 452 |
| PID/Gender: Dem Women | 3% (14) | 9% (38) | 9% (40) | 79% (347) | 438 |
| PID/Gender: Ind Men | 7% (19) | 9% (23) | 13% (35) | 70% (182) | 258 |
| PID/Gender: Ind Women | 3% (8) | 10% (28) | 7% (21) | 80% (225) | 281 |
| PID/Gender: Rep Men | 12% (34) | 16% (45) | 13% (35) | 59% (162) | 276 |
| PID/Gender: Rep Women | 3% (11) | 4% (13) | 9% (30) | 84% (289) | 343 |
| Ideo: Liberal (1-3) | 8% (49) | 15% (86) | 11% (64) | 66% (386) | 585 |
| Ideo: Moderate (4) | 6% (40) | 13% (87) | 11% (71) | 70% (451) | 648 |
| Ideo: Conservative (5-7) | 11% (77) | 12% (80) | 10% (69) | 67% (465) | 691 |
| Educ: < College | 7% (89) | 11% (142) | 10% (128) | 73% (985) | 1344 |
| Educ: Bachelors degree | 8% (39) | 16% (72) | 11% (53) | 65% (298) | 461 |
| Educ: Post-grad | 16% (41) | 21% (52) | 12% (31) | 51% (128) | 251 |
| Income: Under 50k | 4% (44) | 10% (104) | 10% (106) | 77% (835) | 1089 |
| Income: 50k-100k | 10% (59) | 14% (85) | 11% (65) | 65% (387) | 596 |
| Income: 100k+ | 17% (65) | 21% (78) | 11% (41) | 51% (189) | 372 |
| Ethnicity: White | 8% (133) | 12% (194) | 9% (138) | 71% (1112) | 1576 |
| Ethnicity: Hispanic | 11% (38) | 18% (64) | 10% (37) | 62% (224) | 363 |
| Ethnicity: Black | 10% (27) | 18% (49) | 16% (41) | 56% (150) | 267 |

Continued on next page

Table MCSP4_6: How often do you use social media to stay updated on each of the following sports related content?

Fantasy sports

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 8% | (168) | 13% | (266) | 10% | (211) | 69% | (1411) | 2056 |
| Ethnicity: Other | 4% | (9) | 11% | (23) | 15% | (32) | 70% | (149) | 213 |
| All Christian | 9% | (89) | 12% | (120) | 9% | (90) | 69% | (667) | 967 |
| All Non-Christian | 16% | (32) | 30% | (61) | 16% | (32) | 39% | (80) | 203 |
| Atheist | 5% | (4) | 3% | (2) | 5% | (4) | 87% | (66) | 76 |
| Agnostic/Nothing in particular | 6% | (28) | 10% | (50) | 12% | (58) | 73% | (361) | 496 |
| Something Else | 5% | (15) | 11% | (34) | 9% | (28) | 75% | (237) | 314 |
| Religious Non-Protestant/Catholic | 14% | (32) | 27% | (62) | 16% | (37) | 43% | (99) | 229 |
| Evangelical | 11% | (59) | 16% | (87) | 9% | (52) | 64% | (351) | 549 |
| Non-Evangelical | 6% | (39) | 9% | (59) | 8% | (55) | 77% | (525) | 678 |
| Community: Urban | 14% | (96) | 18% | (128) | 13% | (87) | 55% | (379) | 690 |
| Community: Suburban | 6% | (55) | 12% | (105) | 10% | (87) | 73% | (660) | 907 |
| Community: Rural | 4% | (17) | 7% | (33) | 8% | (37) | 81% | (371) | 458 |
| Employ: Private Sector | 13% | (88) | 18% | (126) | 13% | (93) | 55% | (382) | 688 |
| Employ: Government | 16% | (24) | 27% | (40) | 17% | (24) | 40% | (59) | 147 |
| Employ: Self-Employed | 13% | (27) | 13% | (26) | 10% | (19) | 65% | (131) | 203 |
| Employ: Homemaker | 1% | (2) | 7% | (9) | 6% | (7) | 86% | (107) | 124 |
| Employ: Student | 13% | (8) | 22% | (14) | 14% | (9) | 51% | (32) | 63 |
| Employ: Retired | 1% | (7) | 3% | (17) | 6% | (28) | 90% | (449) | 500 |
| Employ: Unemployed | 3% | (6) | 8% | (15) | 12% | (24) | 77% | (154) | 199 |
| Employ: Other | 5% | (6) | 15% | (20) | 5% | (7) | 75% | (97) | 130 |
| Military HH: Yes | 6% | (15) | 13% | (31) | 11% | (26) | 70% | (172) | 243 |
| Military HH: No | 8% | (154) | 13% | (235) | 10% | (185) | 68% | (1239) | 1813 |
| 2022 House Vote: Democrat | 11% | (96) | 17% | (145) | 10% | (89) | 61% | (516) | 846 |
| 2022 House Vote: Republican | 7% | (45) | 10% | (63) | 10% | (65) | 73% | (461) | 633 |
| 2022 House Vote: Didn't Vote | 5% | (28) | 10% | (55) | 10% | (54) | 75% | (406) | 542 |
| 2020 Vote: Joe Biden | 10% | (93) | 17% | (152) | 10% | (94) | 63% | (566) | 904 |
| 2020 Vote: Donald Trump | 6% | (43) | 9% | (58) | 10% | (63) | 75% | (493) | 657 |
| 2020 Vote: Other | 5% | (2) | 8% | (4) | 15% | (8) | 72% | (36) | 50 |
| 2020 Vote: Didn't Vote | 7% | (30) | 12% | (52) | 10% | (47) | 71% | (316) | 445 |

Continued on next page

Table MCSP4_6: How often do you use social media to stay updated on each of the following sports related content?
 Fantasy sports

| Demographic | Often | Sometimes | Rarely | Never | Total N |
|-----------------------------|-----------|-----------|-----------|------------|---------|
| Adults | 8% (168) | 13% (266) | 10% (211) | 69% (1411) | 2056 |
| 2018 House Vote: Democrat | 11% (85) | 17% (130) | 11% (80) | 61% (458) | 753 |
| 2018 House Vote: Republican | 7% (38) | 10% (57) | 10% (54) | 73% (405) | 554 |
| 2018 House Vote: Didnt Vote | 6% (45) | 11% (77) | 11% (76) | 72% (520) | 718 |
| 4-Region: Northeast | 10% (34) | 14% (50) | 11% (39) | 65% (225) | 348 |
| 4-Region: Midwest | 6% (27) | 10% (44) | 10% (44) | 73% (313) | 428 |
| 4-Region: South | 8% (67) | 12% (93) | 10% (80) | 70% (551) | 792 |
| 4-Region: West | 8% (40) | 16% (79) | 10% (48) | 66% (321) | 488 |
| Gen Z Sports Fan | 14% (19) | 28% (38) | 17% (23) | 41% (57) | 138 |
| Millennial Sports Fan | 21% (105) | 26% (130) | 16% (77) | 37% (180) | 492 |
| Gen X Sports Fan | 9% (31) | 15% (51) | 10% (35) | 65% (214) | 330 |
| Boomer Sports Fan | 2% (6) | 6% (24) | 9% (37) | 83% (333) | 401 |

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

Table MCSP4_7: How often do you use social media to stay updated on each of the following sports related content?

Sports betting

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 9% | (176) | 13% | (262) | 11% | (223) | 68% | (1395) | 2056 |
| Gender: Male | 14% | (138) | 19% | (184) | 13% | (124) | 55% | (541) | 986 |
| Gender: Female | 4% | (39) | 7% | (78) | 9% | (99) | 80% | (845) | 1061 |
| Age: 18-34 | 16% | (97) | 20% | (121) | 12% | (76) | 52% | (322) | 615 |
| Age: 35-44 | 13% | (47) | 20% | (71) | 11% | (40) | 57% | (206) | 364 |
| Age: 45-64 | 4% | (29) | 7% | (47) | 13% | (84) | 76% | (499) | 660 |
| Age: 65+ | 1% | (3) | 5% | (23) | 6% | (23) | 88% | (368) | 417 |
| GenZers: 1997-2012 | 8% | (18) | 20% | (47) | 14% | (31) | 58% | (133) | 229 |
| Millennials: 1981-1996 | 18% | (120) | 19% | (133) | 12% | (79) | 51% | (351) | 684 |
| GenXers: 1965-1980 | 6% | (31) | 10% | (48) | 13% | (67) | 71% | (359) | 505 |
| Baby Boomers: 1946-1964 | 1% | (6) | 6% | (34) | 8% | (45) | 86% | (509) | 593 |
| PID: Dem (no lean) | 12% | (107) | 16% | (144) | 11% | (101) | 61% | (543) | 895 |
| PID: Ind (no lean) | 5% | (25) | 10% | (53) | 12% | (64) | 74% | (400) | 543 |
| PID: Rep (no lean) | 7% | (45) | 11% | (65) | 9% | (57) | 73% | (451) | 618 |
| PID/Gender: Dem Men | 19% | (85) | 23% | (106) | 12% | (56) | 45% | (205) | 452 |
| PID/Gender: Dem Women | 5% | (22) | 9% | (38) | 10% | (45) | 76% | (333) | 438 |
| PID/Gender: Ind Men | 7% | (19) | 13% | (33) | 13% | (33) | 67% | (174) | 258 |
| PID/Gender: Ind Women | 2% | (6) | 7% | (20) | 11% | (32) | 79% | (223) | 281 |
| PID/Gender: Rep Men | 12% | (33) | 16% | (45) | 13% | (35) | 59% | (162) | 276 |
| PID/Gender: Rep Women | 3% | (11) | 6% | (20) | 7% | (23) | 84% | (289) | 343 |
| Ideo: Liberal (1-3) | 11% | (63) | 13% | (75) | 11% | (64) | 65% | (383) | 585 |
| Ideo: Moderate (4) | 7% | (44) | 12% | (78) | 14% | (89) | 68% | (438) | 648 |
| Ideo: Conservative (5-7) | 9% | (65) | 14% | (95) | 9% | (62) | 68% | (469) | 691 |
| Educ: < College | 7% | (93) | 11% | (144) | 10% | (136) | 72% | (970) | 1344 |
| Educ: Bachelors degree | 10% | (45) | 13% | (62) | 12% | (56) | 65% | (298) | 461 |
| Educ: Post-grad | 15% | (38) | 22% | (56) | 12% | (31) | 50% | (126) | 251 |
| Income: Under 50k | 5% | (60) | 9% | (100) | 10% | (111) | 75% | (818) | 1089 |
| Income: 50k-100k | 9% | (56) | 15% | (90) | 13% | (75) | 63% | (375) | 596 |
| Income: 100k+ | 16% | (61) | 19% | (72) | 10% | (37) | 54% | (202) | 372 |
| Ethnicity: White | 9% | (135) | 12% | (183) | 10% | (156) | 70% | (1103) | 1576 |
| Ethnicity: Hispanic | 13% | (47) | 15% | (54) | 12% | (45) | 60% | (218) | 363 |
| Ethnicity: Black | 13% | (34) | 16% | (44) | 14% | (36) | 57% | (153) | 267 |

Continued on next page

Table MCSP4_7: How often do you use social media to stay updated on each of the following sports related content?
Sports betting

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 9% | (176) | 13% | (262) | 11% | (223) | 68% | (1395) | 2056 |
| Ethnicity: Other | 4% | (8) | 16% | (35) | 15% | (31) | 65% | (139) | 213 |
| All Christian | 9% | (83) | 12% | (116) | 11% | (103) | 69% | (665) | 967 |
| All Non-Christian | 23% | (47) | 30% | (62) | 11% | (22) | 36% | (73) | 203 |
| Atheist | 2% | (1) | 6% | (5) | 12% | (9) | 80% | (61) | 76 |
| Agnostic/Nothing in particular | 6% | (28) | 11% | (52) | 12% | (57) | 72% | (358) | 496 |
| Something Else | 5% | (17) | 9% | (27) | 10% | (32) | 76% | (238) | 314 |
| Religious Non-Protestant/Catholic | 20% | (47) | 27% | (62) | 14% | (32) | 39% | (88) | 229 |
| Evangelical | 11% | (59) | 13% | (72) | 8% | (46) | 68% | (372) | 549 |
| Non-Evangelical | 5% | (36) | 10% | (65) | 11% | (75) | 74% | (503) | 678 |
| Community: Urban | 14% | (98) | 17% | (115) | 12% | (82) | 57% | (396) | 690 |
| Community: Suburban | 7% | (65) | 11% | (104) | 11% | (102) | 70% | (637) | 907 |
| Community: Rural | 3% | (14) | 9% | (43) | 9% | (39) | 79% | (362) | 458 |
| Employ: Private Sector | 14% | (96) | 18% | (122) | 12% | (84) | 56% | (386) | 688 |
| Employ: Government | 19% | (28) | 18% | (26) | 19% | (28) | 44% | (65) | 147 |
| Employ: Self-Employed | 12% | (24) | 15% | (30) | 12% | (24) | 62% | (126) | 203 |
| Employ: Homemaker | 2% | (2) | 6% | (7) | 6% | (8) | 86% | (107) | 124 |
| Employ: Student | 11% | (7) | 27% | (17) | 10% | (7) | 51% | (33) | 63 |
| Employ: Retired | 1% | (6) | 6% | (29) | 5% | (25) | 88% | (440) | 500 |
| Employ: Unemployed | 3% | (7) | 9% | (18) | 14% | (27) | 74% | (148) | 199 |
| Employ: Other | 4% | (5) | 11% | (14) | 16% | (20) | 69% | (90) | 130 |
| Military HH: Yes | 7% | (18) | 7% | (18) | 11% | (26) | 74% | (181) | 243 |
| Military HH: No | 9% | (158) | 13% | (244) | 11% | (197) | 67% | (1214) | 1813 |
| 2022 House Vote: Democrat | 12% | (98) | 16% | (136) | 11% | (94) | 61% | (519) | 846 |
| 2022 House Vote: Republican | 7% | (46) | 10% | (63) | 10% | (65) | 72% | (458) | 633 |
| 2022 House Vote: Didnt Vote | 6% | (30) | 11% | (61) | 11% | (62) | 72% | (390) | 542 |
| 2020 Vote: Joe Biden | 12% | (105) | 15% | (134) | 11% | (98) | 63% | (567) | 904 |
| 2020 Vote: Donald Trump | 6% | (41) | 10% | (63) | 10% | (66) | 74% | (487) | 657 |
| 2020 Vote: Other | 8% | (4) | 4% | (2) | 10% | (5) | 78% | (39) | 50 |
| 2020 Vote: Didn't Vote | 6% | (26) | 14% | (63) | 12% | (55) | 68% | (301) | 445 |

Continued on next page

Table MCSP4_7: How often do you use social media to stay updated on each of the following sports related content?

Sports betting

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 9% | (176) | 13% | (262) | 11% | (223) | 68% | (1395) | 2056 |
| 2018 House Vote: Democrat | 13% | (98) | 15% | (111) | 11% | (84) | 61% | (459) | 753 |
| 2018 House Vote: Republican | 6% | (33) | 11% | (60) | 9% | (52) | 74% | (409) | 554 |
| 2018 House Vote: Didnt Vote | 6% | (46) | 12% | (89) | 12% | (86) | 69% | (497) | 718 |
| 4-Region: Northeast | 11% | (38) | 16% | (57) | 14% | (48) | 59% | (205) | 348 |
| 4-Region: Midwest | 5% | (23) | 11% | (46) | 9% | (40) | 74% | (318) | 428 |
| 4-Region: South | 8% | (62) | 12% | (94) | 10% | (82) | 70% | (555) | 792 |
| 4-Region: West | 11% | (54) | 13% | (65) | 11% | (53) | 65% | (317) | 488 |
| Gen Z Sports Fan | 12% | (17) | 30% | (41) | 14% | (19) | 44% | (61) | 138 |
| Millennial Sports Fan | 23% | (114) | 25% | (122) | 12% | (61) | 40% | (194) | 492 |
| Gen X Sports Fan | 9% | (29) | 13% | (42) | 17% | (57) | 61% | (203) | 330 |
| Boomer Sports Fan | 1% | (6) | 8% | (33) | 11% | (43) | 80% | (319) | 401 |

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

Table MCSP4_8: How often do you use social media to stay updated on each of the following sports related content?
 Game day content

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|--------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 14% | (297) | 24% | (490) | 12% | (242) | 50% | (1027) | 2056 |
| Gender: Male | 20% | (193) | 30% | (292) | 14% | (140) | 37% | (361) | 986 |
| Gender: Female | 10% | (104) | 19% | (198) | 10% | (102) | 62% | (657) | 1061 |
| Age: 18-34 | 20% | (121) | 26% | (161) | 15% | (90) | 40% | (243) | 615 |
| Age: 35-44 | 21% | (78) | 29% | (105) | 12% | (44) | 38% | (136) | 364 |
| Age: 45-64 | 12% | (77) | 24% | (161) | 10% | (63) | 54% | (359) | 660 |
| Age: 65+ | 5% | (22) | 15% | (64) | 11% | (44) | 69% | (288) | 417 |
| GenZers: 1997-2012 | 10% | (23) | 26% | (59) | 16% | (36) | 49% | (111) | 229 |
| Millennials: 1981-1996 | 24% | (163) | 28% | (189) | 13% | (92) | 35% | (239) | 684 |
| GenXers: 1965-1980 | 14% | (70) | 25% | (127) | 10% | (51) | 51% | (257) | 505 |
| Baby Boomers: 1946-1964 | 6% | (38) | 18% | (108) | 9% | (56) | 66% | (391) | 593 |
| PID: Dem (no lean) | 20% | (179) | 22% | (201) | 11% | (99) | 46% | (415) | 895 |
| PID: Ind (no lean) | 7% | (39) | 22% | (121) | 13% | (69) | 58% | (314) | 543 |
| PID: Rep (no lean) | 13% | (79) | 27% | (168) | 12% | (73) | 48% | (298) | 618 |
| PID/Gender: Dem Men | 26% | (116) | 27% | (123) | 15% | (67) | 32% | (147) | 452 |
| PID/Gender: Dem Women | 15% | (64) | 18% | (78) | 7% | (33) | 60% | (263) | 438 |
| PID/Gender: Ind Men | 11% | (29) | 26% | (67) | 16% | (40) | 47% | (122) | 258 |
| PID/Gender: Ind Women | 4% | (10) | 19% | (54) | 10% | (29) | 67% | (189) | 281 |
| PID/Gender: Rep Men | 18% | (49) | 37% | (102) | 12% | (33) | 34% | (92) | 276 |
| PID/Gender: Rep Women | 9% | (30) | 19% | (67) | 12% | (40) | 60% | (205) | 343 |
| Ideo: Liberal (1-3) | 15% | (88) | 25% | (145) | 13% | (78) | 47% | (274) | 585 |
| Ideo: Moderate (4) | 12% | (76) | 23% | (151) | 12% | (80) | 53% | (340) | 648 |
| Ideo: Conservative (5-7) | 18% | (126) | 24% | (169) | 11% | (78) | 46% | (319) | 691 |
| Educ: < College | 13% | (174) | 21% | (287) | 11% | (143) | 55% | (739) | 1344 |
| Educ: Bachelors degree | 13% | (61) | 30% | (140) | 15% | (71) | 41% | (190) | 461 |
| Educ: Post-grad | 25% | (62) | 25% | (64) | 11% | (28) | 39% | (98) | 251 |
| Income: Under 50k | 11% | (114) | 21% | (225) | 11% | (115) | 58% | (634) | 1089 |
| Income: 50k-100k | 14% | (86) | 28% | (168) | 14% | (85) | 43% | (256) | 596 |
| Income: 100k+ | 26% | (97) | 26% | (96) | 11% | (42) | 37% | (136) | 372 |
| Ethnicity: White | 16% | (244) | 22% | (354) | 11% | (177) | 51% | (801) | 1576 |
| Ethnicity: Hispanic | 26% | (96) | 24% | (87) | 12% | (44) | 38% | (137) | 363 |
| Ethnicity: Black | 14% | (38) | 29% | (79) | 12% | (33) | 44% | (118) | 267 |

Continued on next page

Table MCSP4_8: How often do you use social media to stay updated on each of the following sports related content?

Game day content

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 14% | (297) | 24% | (490) | 12% | (242) | 50% | (1027) | 2056 |
| Ethnicity: Other | 7% | (15) | 27% | (58) | 15% | (32) | 51% | (108) | 213 |
| All Christian | 17% | (166) | 24% | (234) | 12% | (113) | 47% | (453) | 967 |
| All Non-Christian | 23% | (46) | 32% | (65) | 16% | (32) | 30% | (60) | 203 |
| Atheist | 2% | (2) | 18% | (14) | 11% | (9) | 68% | (52) | 76 |
| Agnostic/Nothing in particular | 9% | (44) | 24% | (118) | 10% | (50) | 57% | (284) | 496 |
| Something Else | 12% | (39) | 19% | (59) | 12% | (38) | 57% | (177) | 314 |
| Religious Non-Protestant/Catholic | 23% | (52) | 30% | (68) | 15% | (34) | 32% | (74) | 229 |
| Evangelical | 20% | (109) | 23% | (126) | 12% | (68) | 45% | (246) | 549 |
| Non-Evangelical | 12% | (84) | 23% | (157) | 11% | (74) | 54% | (363) | 678 |
| Community: Urban | 20% | (136) | 27% | (183) | 11% | (76) | 43% | (296) | 690 |
| Community: Suburban | 13% | (114) | 25% | (224) | 12% | (105) | 51% | (465) | 907 |
| Community: Rural | 10% | (48) | 18% | (83) | 13% | (61) | 58% | (267) | 458 |
| Employ: Private Sector | 21% | (147) | 29% | (198) | 12% | (82) | 38% | (261) | 688 |
| Employ: Government | 16% | (23) | 35% | (52) | 14% | (21) | 35% | (52) | 147 |
| Employ: Self-Employed | 17% | (35) | 27% | (55) | 16% | (33) | 39% | (80) | 203 |
| Employ: Homemaker | 8% | (10) | 14% | (17) | 17% | (21) | 61% | (76) | 124 |
| Employ: Student | 8% | (5) | 27% | (17) | 18% | (11) | 48% | (31) | 63 |
| Employ: Retired | 7% | (35) | 17% | (85) | 10% | (50) | 66% | (331) | 500 |
| Employ: Unemployed | 11% | (21) | 20% | (41) | 7% | (15) | 62% | (123) | 199 |
| Employ: Other | 16% | (21) | 20% | (25) | 7% | (9) | 57% | (75) | 130 |
| Military HH: Yes | 12% | (28) | 26% | (64) | 13% | (31) | 50% | (121) | 243 |
| Military HH: No | 15% | (269) | 24% | (426) | 12% | (211) | 50% | (906) | 1813 |
| 2022 House Vote: Democrat | 20% | (171) | 24% | (205) | 11% | (94) | 45% | (377) | 846 |
| 2022 House Vote: Republican | 13% | (82) | 27% | (170) | 12% | (75) | 48% | (305) | 633 |
| 2022 House Vote: Didn't Vote | 8% | (44) | 20% | (110) | 12% | (64) | 60% | (324) | 542 |
| 2020 Vote: Joe Biden | 19% | (169) | 23% | (209) | 12% | (105) | 47% | (421) | 904 |
| 2020 Vote: Donald Trump | 12% | (82) | 27% | (179) | 11% | (75) | 49% | (321) | 657 |
| 2020 Vote: Other | 7% | (4) | 17% | (8) | 23% | (11) | 54% | (27) | 50 |
| 2020 Vote: Didn't Vote | 10% | (43) | 21% | (94) | 11% | (50) | 58% | (259) | 445 |

Continued on next page

Table MCSP4_8: How often do you use social media to stay updated on each of the following sports related content?
 Game day content

| Demographic | Often | | Sometimes | | Rarely | | Never | | Total N |
|-----------------------------|-------|-------|-----------|-------|--------|-------|-------|--------|---------|
| Adults | 14% | (297) | 24% | (490) | 12% | (242) | 50% | (1027) | 2056 |
| 2018 House Vote: Democrat | 19% | (145) | 25% | (191) | 11% | (83) | 44% | (334) | 753 |
| 2018 House Vote: Republican | 11% | (63) | 27% | (151) | 12% | (69) | 49% | (271) | 554 |
| 2018 House Vote: Didnt Vote | 12% | (89) | 20% | (144) | 12% | (83) | 56% | (402) | 718 |
| 4-Region: Northeast | 14% | (49) | 24% | (84) | 15% | (52) | 47% | (162) | 348 |
| 4-Region: Midwest | 14% | (61) | 25% | (105) | 10% | (44) | 51% | (217) | 428 |
| 4-Region: South | 15% | (116) | 24% | (187) | 11% | (84) | 51% | (406) | 792 |
| 4-Region: West | 14% | (70) | 24% | (115) | 13% | (62) | 49% | (241) | 488 |
| Gen Z Sports Fan | 16% | (23) | 35% | (48) | 18% | (25) | 31% | (43) | 138 |
| Millennial Sports Fan | 32% | (160) | 34% | (168) | 15% | (74) | 18% | (90) | 492 |
| Gen X Sports Fan | 21% | (70) | 33% | (109) | 13% | (42) | 33% | (110) | 330 |
| Boomer Sports Fan | 9% | (36) | 25% | (101) | 13% | (53) | 53% | (211) | 401 |

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

Table MCSP5_1: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports game highlights

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|--------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (441) | 27% | (559) | 9% | (192) | 29% | (602) | 13% | (263) | 2056 |
| Gender: Male | 30% | (298) | 33% | (324) | 8% | (83) | 19% | (192) | 9% | (90) | 986 |
| Gender: Female | 13% | (143) | 22% | (235) | 10% | (109) | 38% | (401) | 16% | (173) | 1061 |
| Age: 18-34 | 29% | (181) | 26% | (158) | 11% | (66) | 20% | (123) | 14% | (87) | 615 |
| Age: 35-44 | 27% | (97) | 32% | (115) | 10% | (36) | 22% | (78) | 10% | (38) | 364 |
| Age: 45-64 | 20% | (130) | 26% | (175) | 9% | (58) | 33% | (215) | 13% | (83) | 660 |
| Age: 65+ | 8% | (33) | 27% | (111) | 8% | (32) | 44% | (186) | 13% | (56) | 417 |
| GenZers: 1997-2012 | 19% | (44) | 21% | (48) | 17% | (39) | 24% | (56) | 18% | (42) | 229 |
| Millennials: 1981-1996 | 32% | (218) | 31% | (209) | 8% | (55) | 19% | (128) | 11% | (74) | 684 |
| GenXers: 1965-1980 | 22% | (111) | 25% | (125) | 10% | (51) | 30% | (153) | 13% | (65) | 505 |
| Baby Boomers: 1946-1964 | 11% | (65) | 28% | (165) | 7% | (44) | 41% | (245) | 13% | (75) | 593 |
| PID: Dem (no lean) | 29% | (259) | 26% | (230) | 9% | (78) | 27% | (243) | 10% | (86) | 895 |
| PID: Ind (no lean) | 13% | (73) | 28% | (151) | 11% | (58) | 30% | (165) | 18% | (97) | 543 |
| PID: Rep (no lean) | 18% | (109) | 29% | (178) | 9% | (56) | 31% | (194) | 13% | (81) | 618 |
| PID/Gender: Dem Men | 38% | (172) | 31% | (139) | 7% | (34) | 17% | (76) | 7% | (31) | 452 |
| PID/Gender: Dem Women | 20% | (87) | 21% | (91) | 10% | (44) | 37% | (162) | 12% | (54) | 438 |
| PID/Gender: Ind Men | 21% | (55) | 33% | (84) | 10% | (27) | 24% | (62) | 12% | (31) | 258 |
| PID/Gender: Ind Women | 6% | (18) | 24% | (67) | 11% | (31) | 35% | (100) | 23% | (65) | 281 |
| PID/Gender: Rep Men | 26% | (71) | 36% | (100) | 8% | (22) | 20% | (54) | 10% | (28) | 276 |
| PID/Gender: Rep Women | 11% | (38) | 23% | (78) | 10% | (34) | 41% | (140) | 15% | (53) | 343 |
| Ideo: Liberal (1-3) | 25% | (146) | 29% | (169) | 10% | (58) | 29% | (169) | 8% | (44) | 585 |
| Ideo: Moderate (4) | 19% | (122) | 25% | (164) | 11% | (72) | 30% | (194) | 15% | (96) | 648 |
| Ideo: Conservative (5-7) | 24% | (165) | 29% | (198) | 8% | (54) | 29% | (201) | 11% | (73) | 691 |
| Educ: < College | 20% | (275) | 23% | (311) | 9% | (124) | 33% | (439) | 15% | (195) | 1344 |
| Educ: Bachelors degree | 20% | (94) | 35% | (160) | 11% | (50) | 23% | (107) | 11% | (51) | 461 |
| Educ: Post-grad | 29% | (72) | 35% | (88) | 7% | (19) | 22% | (55) | 7% | (17) | 251 |
| Income: Under 50k | 17% | (182) | 24% | (265) | 9% | (100) | 34% | (367) | 16% | (175) | 1089 |
| Income: 50k-100k | 23% | (137) | 31% | (188) | 9% | (56) | 26% | (155) | 10% | (59) | 596 |
| Income: 100k+ | 33% | (122) | 29% | (106) | 10% | (36) | 21% | (80) | 8% | (28) | 372 |
| Ethnicity: White | 21% | (328) | 26% | (403) | 10% | (154) | 32% | (497) | 12% | (194) | 1576 |
| Ethnicity: Hispanic | 37% | (133) | 24% | (87) | 11% | (39) | 17% | (62) | 12% | (42) | 363 |

Continued on next page

**Table MCSP5_1: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Sports game highlights**

| Demographic | Very interested | Somewhat interested | Somewhat uninterested | Very uninterested | Don't know / No opinion | Total N |
|-----------------------------------|-----------------|---------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 21% (441) | 27% (559) | 9% (192) | 29% (602) | 13% (263) | 2056 |
| Ethnicity: Black | 28% (74) | 30% (80) | 5% (14) | 20% (54) | 17% (46) | 267 |
| Ethnicity: Other | 18% (39) | 35% (75) | 12% (25) | 24% (51) | 11% (23) | 213 |
| All Christian | 23% (220) | 28% (269) | 10% (95) | 28% (275) | 11% (107) | 967 |
| All Non-Christian | 41% (84) | 26% (52) | 6% (12) | 18% (37) | 9% (19) | 203 |
| Atheist | 9% (7) | 22% (17) | 17% (13) | 31% (24) | 21% (16) | 76 |
| Agnostic/Nothing in particular | 17% (82) | 25% (125) | 11% (52) | 34% (167) | 14% (70) | 496 |
| Something Else | 15% (48) | 30% (95) | 6% (20) | 32% (99) | 16% (51) | 314 |
| Religious Non-Protestant/Catholic | 39% (90) | 25% (58) | 7% (16) | 19% (43) | 9% (22) | 229 |
| Evangelical | 25% (139) | 28% (156) | 8% (45) | 25% (139) | 13% (69) | 549 |
| Non-Evangelical | 17% (113) | 29% (196) | 9% (63) | 33% (221) | 13% (85) | 678 |
| Community: Urban | 29% (203) | 29% (199) | 8% (56) | 22% (155) | 11% (77) | 690 |
| Community: Suburban | 18% (165) | 27% (245) | 11% (102) | 31% (281) | 13% (114) | 907 |
| Community: Rural | 16% (73) | 25% (115) | 7% (34) | 36% (165) | 16% (72) | 458 |
| Employ: Private Sector | 32% (217) | 28% (195) | 9% (64) | 23% (161) | 7% (51) | 688 |
| Employ: Government | 33% (49) | 28% (41) | 10% (14) | 24% (35) | 6% (8) | 147 |
| Employ: Self-Employed | 24% (49) | 31% (64) | 9% (19) | 24% (49) | 11% (23) | 203 |
| Employ: Homemaker | 13% (16) | 23% (28) | 13% (16) | 30% (38) | 22% (27) | 124 |
| Employ: Student | 22% (14) | 22% (14) | 17% (11) | 23% (14) | 17% (11) | 63 |
| Employ: Retired | 10% (48) | 26% (128) | 8% (41) | 41% (207) | 15% (76) | 500 |
| Employ: Unemployed | 11% (22) | 33% (65) | 9% (17) | 31% (61) | 17% (33) | 199 |
| Employ: Other | 20% (26) | 18% (23) | 8% (10) | 28% (36) | 27% (35) | 130 |
| Military HH: Yes | 19% (46) | 25% (62) | 10% (25) | 32% (77) | 14% (34) | 243 |
| Military HH: No | 22% (395) | 27% (497) | 9% (167) | 29% (525) | 13% (229) | 1813 |
| 2022 House Vote: Democrat | 28% (241) | 28% (235) | 9% (76) | 26% (221) | 9% (73) | 846 |
| 2022 House Vote: Republican | 21% (135) | 30% (187) | 8% (52) | 31% (194) | 10% (64) | 633 |
| 2022 House Vote: Didnt Vote | 11% (61) | 24% (128) | 11% (59) | 33% (178) | 21% (116) | 542 |
| 2020 Vote: Joe Biden | 28% (252) | 27% (248) | 8% (75) | 27% (245) | 9% (84) | 904 |
| 2020 Vote: Donald Trump | 19% (125) | 29% (188) | 9% (58) | 32% (208) | 12% (79) | 657 |
| 2020 Vote: Other | 18% (9) | 16% (8) | 12% (6) | 32% (16) | 23% (11) | 50 |
| 2020 Vote: Didn't Vote | 12% (56) | 26% (115) | 12% (54) | 30% (132) | 20% (89) | 445 |

Continued on next page

Table MCSP5_1: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports game highlights

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (441) | 27% | (559) | 9% | (192) | 29% | (602) | 13% | (263) | 2056 |
| 2018 House Vote: Democrat | 29% | (219) | 28% | (213) | 8% | (63) | 25% | (191) | 9% | (66) | 753 |
| 2018 House Vote: Republican | 20% | (111) | 31% | (171) | 8% | (44) | 30% | (167) | 11% | (62) | 554 |
| 2018 House Vote: Didnt Vote | 15% | (106) | 23% | (169) | 11% | (82) | 33% | (235) | 18% | (127) | 718 |
| 4-Region: Northeast | 23% | (79) | 30% | (103) | 10% | (35) | 28% | (97) | 9% | (33) | 348 |
| 4-Region: Midwest | 22% | (94) | 23% | (99) | 9% | (39) | 34% | (146) | 12% | (50) | 428 |
| 4-Region: South | 20% | (160) | 25% | (194) | 8% | (67) | 31% | (246) | 16% | (124) | 792 |
| 4-Region: West | 22% | (108) | 33% | (162) | 10% | (51) | 23% | (112) | 11% | (56) | 488 |
| Gen Z Sports Fan | 29% | (40) | 27% | (38) | 22% | (31) | 10% | (14) | 11% | (16) | 138 |
| Millennial Sports Fan | 42% | (206) | 37% | (182) | 8% | (40) | 7% | (35) | 6% | (30) | 492 |
| Gen X Sports Fan | 31% | (103) | 35% | (117) | 10% | (34) | 15% | (51) | 8% | (26) | 330 |
| Boomer Sports Fan | 16% | (63) | 35% | (142) | 9% | (37) | 30% | (121) | 10% | (39) | 401 |

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

Table MCSP5_2: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Player highlights

| Demographic | Very interested | Somewhat interested | Somewhat uninterested | Very uninterested | Don't know / No opinion | Total N |
|--------------------------|-----------------|---------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 20% (402) | 25% (522) | 9% (193) | 32% (656) | 14% (284) | 2056 |
| Gender: Male | 28% (277) | 30% (300) | 9% (93) | 23% (223) | 9% (93) | 986 |
| Gender: Female | 12% (124) | 21% (222) | 9% (100) | 40% (425) | 18% (190) | 1061 |
| Age: 18-34 | 29% (178) | 23% (143) | 10% (63) | 23% (143) | 14% (88) | 615 |
| Age: 35-44 | 27% (98) | 31% (112) | 9% (34) | 20% (73) | 13% (46) | 364 |
| Age: 45-64 | 16% (108) | 25% (162) | 8% (56) | 37% (246) | 13% (89) | 660 |
| Age: 65+ | 4% (18) | 25% (105) | 10% (40) | 47% (194) | 15% (61) | 417 |
| GenZers: 1997-2012 | 21% (47) | 16% (36) | 16% (36) | 29% (67) | 19% (43) | 229 |
| Millennials: 1981-1996 | 32% (216) | 30% (202) | 8% (52) | 19% (131) | 12% (82) | 684 |
| GenXers: 1965-1980 | 19% (96) | 23% (117) | 10% (50) | 33% (167) | 15% (75) | 505 |
| Baby Boomers: 1946-1964 | 7% (40) | 26% (156) | 9% (51) | 45% (270) | 13% (77) | 593 |
| PID: Dem (no lean) | 26% (229) | 26% (232) | 8% (74) | 30% (265) | 11% (94) | 895 |
| PID: Ind (no lean) | 12% (63) | 25% (134) | 9% (50) | 36% (194) | 19% (103) | 543 |
| PID: Rep (no lean) | 18% (109) | 25% (156) | 11% (69) | 32% (197) | 14% (87) | 618 |
| PID/Gender: Dem Men | 34% (155) | 31% (139) | 8% (38) | 19% (86) | 8% (34) | 452 |
| PID/Gender: Dem Women | 17% (74) | 21% (93) | 8% (37) | 40% (174) | 14% (60) | 438 |
| PID/Gender: Ind Men | 18% (47) | 29% (76) | 10% (27) | 30% (78) | 12% (30) | 258 |
| PID/Gender: Ind Women | 6% (16) | 21% (58) | 8% (23) | 40% (113) | 25% (72) | 281 |
| PID/Gender: Rep Men | 27% (75) | 31% (85) | 10% (28) | 21% (59) | 10% (28) | 276 |
| PID/Gender: Rep Women | 10% (34) | 21% (71) | 12% (41) | 40% (139) | 17% (58) | 343 |
| Ideo: Liberal (1-3) | 22% (128) | 27% (159) | 9% (52) | 33% (193) | 9% (53) | 585 |
| Ideo: Moderate (4) | 17% (112) | 25% (159) | 9% (57) | 33% (216) | 16% (105) | 648 |
| Ideo: Conservative (5-7) | 22% (154) | 26% (179) | 11% (77) | 30% (205) | 11% (77) | 691 |
| Educ: < College | 18% (241) | 22% (293) | 8% (109) | 36% (489) | 16% (211) | 1344 |
| Educ: Bachelors degree | 19% (87) | 34% (158) | 11% (52) | 24% (109) | 12% (56) | 461 |
| Educ: Post-grad | 29% (74) | 28% (71) | 13% (31) | 23% (58) | 7% (17) | 251 |
| Income: Under 50k | 13% (145) | 24% (258) | 9% (101) | 36% (396) | 17% (189) | 1089 |
| Income: 50k-100k | 23% (136) | 27% (163) | 9% (55) | 29% (174) | 11% (67) | 596 |
| Income: 100k+ | 32% (121) | 27% (101) | 10% (37) | 23% (85) | 7% (27) | 372 |
| Ethnicity: White | 19% (296) | 24% (378) | 9% (144) | 35% (549) | 13% (210) | 1576 |
| Ethnicity: Hispanic | 32% (116) | 20% (74) | 8% (30) | 24% (89) | 15% (54) | 363 |

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**Table MCSP5_2: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Player highlights**

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (402) | 25% | (522) | 9% | (193) | 32% | (656) | 14% | (284) | 2056 |
| Ethnicity: Black | 25% | (66) | 30% | (80) | 10% | (26) | 18% | (48) | 17% | (46) | 267 |
| Ethnicity: Other | 19% | (40) | 30% | (64) | 11% | (22) | 28% | (59) | 13% | (27) | 213 |
| All Christian | 21% | (199) | 28% | (267) | 10% | (99) | 29% | (281) | 13% | (122) | 967 |
| All Non-Christian | 37% | (75) | 26% | (53) | 9% | (18) | 18% | (37) | 10% | (21) | 203 |
| Atheist | 10% | (8) | 20% | (15) | 10% | (7) | 38% | (29) | 22% | (17) | 76 |
| Agnostic/Nothing in particular | 15% | (74) | 22% | (109) | 11% | (53) | 38% | (187) | 15% | (74) | 496 |
| Something Else | 15% | (47) | 25% | (78) | 5% | (16) | 39% | (122) | 16% | (50) | 314 |
| Religious Non-Protestant/Catholic | 36% | (81) | 25% | (58) | 10% | (22) | 19% | (43) | 11% | (25) | 229 |
| Evangelical | 24% | (134) | 24% | (130) | 10% | (55) | 30% | (165) | 12% | (65) | 549 |
| Non-Evangelical | 14% | (95) | 30% | (205) | 8% | (53) | 33% | (222) | 15% | (103) | 678 |
| Community: Urban | 28% | (196) | 26% | (179) | 10% | (67) | 25% | (169) | 11% | (79) | 690 |
| Community: Suburban | 17% | (153) | 26% | (233) | 9% | (82) | 34% | (311) | 14% | (129) | 907 |
| Community: Rural | 12% | (53) | 24% | (110) | 9% | (43) | 38% | (176) | 17% | (76) | 458 |
| Employ: Private Sector | 30% | (205) | 29% | (200) | 8% | (54) | 25% | (175) | 8% | (55) | 688 |
| Employ: Government | 33% | (49) | 18% | (27) | 12% | (17) | 26% | (39) | 10% | (15) | 147 |
| Employ: Self-Employed | 23% | (47) | 26% | (54) | 10% | (20) | 28% | (56) | 13% | (27) | 203 |
| Employ: Homemaker | 10% | (12) | 24% | (30) | 12% | (14) | 32% | (40) | 23% | (28) | 124 |
| Employ: Student | 25% | (16) | 20% | (13) | 24% | (15) | 16% | (10) | 15% | (10) | 63 |
| Employ: Retired | 7% | (34) | 25% | (126) | 10% | (48) | 43% | (214) | 16% | (79) | 500 |
| Employ: Unemployed | 9% | (17) | 29% | (57) | 7% | (15) | 39% | (77) | 16% | (32) | 199 |
| Employ: Other | 17% | (22) | 12% | (16) | 8% | (10) | 35% | (45) | 28% | (37) | 130 |
| Military HH: Yes | 18% | (44) | 25% | (60) | 9% | (22) | 37% | (90) | 11% | (27) | 243 |
| Military HH: No | 20% | (358) | 25% | (462) | 9% | (171) | 31% | (566) | 14% | (256) | 1813 |
| 2022 House Vote: Democrat | 25% | (214) | 28% | (240) | 8% | (65) | 29% | (242) | 10% | (85) | 846 |
| 2022 House Vote: Republican | 20% | (124) | 26% | (166) | 12% | (74) | 32% | (201) | 11% | (68) | 633 |
| 2022 House Vote: Didnt Vote | 11% | (58) | 20% | (110) | 10% | (52) | 37% | (200) | 23% | (124) | 542 |
| 2020 Vote: Joe Biden | 25% | (226) | 27% | (246) | 8% | (71) | 30% | (267) | 10% | (94) | 904 |
| 2020 Vote: Donald Trump | 17% | (109) | 26% | (171) | 11% | (75) | 33% | (216) | 13% | (86) | 657 |
| 2020 Vote: Other | 20% | (10) | 15% | (8) | 6% | (3) | 41% | (21) | 18% | (9) | 50 |
| 2020 Vote: Didn't Vote | 13% | (57) | 22% | (97) | 10% | (44) | 34% | (152) | 21% | (95) | 445 |

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Table MCSP5_2: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Player highlights

| Demographic | Very interested | Somewhat interested | Somewhat uninterested | Very uninterested | Don't know / No opinion | Total N |
|-----------------------------|-----------------|---------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 20% (402) | 25% (522) | 9% (193) | 32% (656) | 14% (284) | 2056 |
| 2018 House Vote: Democrat | 26% (192) | 30% (223) | 8% (59) | 28% (212) | 9% (67) | 753 |
| 2018 House Vote: Republican | 18% (101) | 25% (140) | 12% (65) | 33% (180) | 12% (67) | 554 |
| 2018 House Vote: Didnt Vote | 14% (103) | 21% (152) | 9% (67) | 35% (254) | 20% (142) | 718 |
| 4-Region: Northeast | 24% (84) | 23% (79) | 11% (37) | 32% (112) | 10% (36) | 348 |
| 4-Region: Midwest | 16% (69) | 23% (100) | 9% (39) | 38% (161) | 14% (59) | 428 |
| 4-Region: South | 18% (145) | 23% (181) | 9% (71) | 33% (259) | 17% (136) | 792 |
| 4-Region: West | 21% (103) | 33% (162) | 9% (45) | 25% (124) | 11% (53) | 488 |
| Gen Z Sports Fan | 31% (43) | 17% (24) | 21% (29) | 18% (25) | 13% (17) | 138 |
| Millennial Sports Fan | 41% (200) | 37% (183) | 7% (36) | 7% (36) | 7% (37) | 492 |
| Gen X Sports Fan | 28% (91) | 32% (107) | 12% (39) | 18% (59) | 10% (34) | 330 |
| Boomer Sports Fan | 10% (39) | 35% (141) | 11% (42) | 36% (144) | 9% (35) | 401 |

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

**Table MCSP5_3: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports news (e.g.,injury updates, schedule reminders)**

| Demographic | Very interested | Somewhat interested | Somewhat uninterested | Very uninterested | Don't know / No opinion | Total N |
|--------------------------|-----------------|---------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 20% (407) | 25% (505) | 10% (207) | 31% (636) | 15% (300) | 2056 |
| Gender: Male | 28% (276) | 30% (298) | 10% (94) | 21% (206) | 11% (112) | 986 |
| Gender: Female | 12% (131) | 20% (208) | 11% (113) | 40% (423) | 18% (187) | 1061 |
| Age: 18-34 | 26% (157) | 27% (167) | 10% (59) | 21% (130) | 16% (101) | 615 |
| Age: 35-44 | 29% (104) | 24% (88) | 13% (47) | 21% (77) | 13% (47) | 364 |
| Age: 45-64 | 18% (117) | 25% (164) | 9% (61) | 34% (227) | 14% (92) | 660 |
| Age: 65+ | 7% (29) | 21% (86) | 9% (39) | 49% (203) | 14% (60) | 417 |
| GenZers: 1997-2012 | 17% (40) | 24% (54) | 13% (29) | 25% (58) | 21% (48) | 229 |
| Millennials: 1981-1996 | 30% (204) | 27% (186) | 10% (70) | 19% (132) | 13% (91) | 684 |
| GenXers: 1965-1980 | 20% (102) | 23% (118) | 10% (50) | 32% (162) | 14% (73) | 505 |
| Baby Boomers: 1946-1964 | 10% (58) | 23% (139) | 9% (53) | 44% (263) | 14% (81) | 593 |
| PID: Dem (no lean) | 25% (226) | 24% (217) | 10% (94) | 28% (251) | 12% (106) | 895 |
| PID: Ind (no lean) | 12% (64) | 25% (133) | 12% (64) | 33% (180) | 19% (101) | 543 |
| PID: Rep (no lean) | 19% (118) | 25% (155) | 8% (49) | 33% (205) | 15% (92) | 618 |
| PID/Gender: Dem Men | 33% (150) | 29% (133) | 10% (46) | 17% (77) | 10% (47) | 452 |
| PID/Gender: Dem Women | 17% (77) | 19% (84) | 11% (48) | 39% (169) | 14% (59) | 438 |
| PID/Gender: Ind Men | 19% (49) | 31% (81) | 11% (29) | 28% (71) | 11% (28) | 258 |
| PID/Gender: Ind Women | 5% (15) | 18% (52) | 12% (35) | 38% (107) | 26% (73) | 281 |
| PID/Gender: Rep Men | 28% (78) | 30% (84) | 7% (19) | 21% (58) | 14% (38) | 276 |
| PID/Gender: Rep Women | 12% (40) | 21% (72) | 9% (30) | 43% (147) | 16% (55) | 343 |
| Ideo: Liberal (1-3) | 21% (125) | 26% (155) | 12% (69) | 31% (183) | 9% (54) | 585 |
| Ideo: Moderate (4) | 17% (109) | 25% (160) | 11% (73) | 31% (198) | 17% (108) | 648 |
| Ideo: Conservative (5-7) | 24% (166) | 25% (170) | 8% (56) | 31% (217) | 12% (83) | 691 |
| Educ: < College | 17% (233) | 23% (303) | 9% (116) | 35% (473) | 16% (219) | 1344 |
| Educ: Bachelors degree | 21% (97) | 29% (133) | 14% (64) | 23% (107) | 13% (61) | 461 |
| Educ: Post-grad | 31% (77) | 28% (69) | 11% (28) | 23% (57) | 8% (20) | 251 |
| Income: Under 50k | 15% (162) | 22% (241) | 10% (108) | 35% (380) | 18% (198) | 1089 |
| Income: 50k-100k | 20% (120) | 29% (174) | 9% (56) | 30% (178) | 11% (68) | 596 |
| Income: 100k+ | 34% (126) | 24% (90) | 12% (43) | 21% (78) | 9% (34) | 372 |
| Ethnicity: White | 20% (317) | 24% (373) | 9% (142) | 34% (531) | 14% (214) | 1576 |
| Ethnicity: Hispanic | 34% (124) | 23% (82) | 7% (24) | 23% (85) | 13% (47) | 363 |

Continued on next page

**Table MCSP5_3: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Sports news (e.g., injury updates, schedule reminders)**

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (407) | 25% | (505) | 10% | (207) | 31% | (636) | 15% | (300) | 2056 |
| Ethnicity: Black | 23% | (61) | 28% | (74) | 12% | (33) | 19% | (50) | 19% | (50) | 267 |
| Ethnicity: Other | 14% | (30) | 27% | (58) | 15% | (33) | 26% | (56) | 17% | (36) | 213 |
| All Christian | 22% | (209) | 25% | (240) | 11% | (102) | 30% | (293) | 13% | (123) | 967 |
| All Non-Christian | 38% | (77) | 27% | (54) | 8% | (17) | 16% | (33) | 11% | (23) | 203 |
| Atheist | 5% | (4) | 25% | (19) | 10% | (8) | 36% | (27) | 24% | (18) | 76 |
| Agnostic/Nothing in particular | 14% | (70) | 21% | (102) | 12% | (61) | 36% | (181) | 16% | (82) | 496 |
| Something Else | 15% | (48) | 29% | (90) | 6% | (20) | 33% | (103) | 17% | (53) | 314 |
| Religious Non-Protestant/Catholic | 36% | (82) | 26% | (60) | 9% | (22) | 17% | (39) | 11% | (26) | 229 |
| Evangelical | 25% | (135) | 26% | (143) | 8% | (45) | 28% | (156) | 13% | (70) | 549 |
| Non-Evangelical | 16% | (108) | 25% | (170) | 10% | (70) | 33% | (227) | 15% | (102) | 678 |
| Community: Urban | 28% | (196) | 26% | (178) | 9% | (62) | 24% | (162) | 13% | (92) | 690 |
| Community: Suburban | 16% | (145) | 25% | (224) | 12% | (105) | 34% | (306) | 14% | (128) | 907 |
| Community: Rural | 14% | (66) | 23% | (104) | 9% | (40) | 37% | (168) | 18% | (80) | 458 |
| Employ: Private Sector | 28% | (193) | 29% | (197) | 10% | (71) | 24% | (162) | 9% | (65) | 688 |
| Employ: Government | 32% | (47) | 24% | (35) | 9% | (14) | 28% | (41) | 7% | (10) | 147 |
| Employ: Self-Employed | 23% | (47) | 25% | (51) | 10% | (20) | 31% | (64) | 11% | (22) | 203 |
| Employ: Homemaker | 10% | (13) | 26% | (32) | 10% | (13) | 30% | (37) | 24% | (30) | 124 |
| Employ: Student | 24% | (15) | 27% | (17) | 18% | (11) | 16% | (10) | 15% | (9) | 63 |
| Employ: Retired | 8% | (38) | 23% | (115) | 9% | (43) | 44% | (220) | 17% | (84) | 500 |
| Employ: Unemployed | 16% | (31) | 21% | (41) | 13% | (26) | 30% | (60) | 21% | (41) | 199 |
| Employ: Other | 19% | (24) | 13% | (17) | 7% | (9) | 32% | (42) | 29% | (37) | 130 |
| Military HH: Yes | 20% | (48) | 23% | (55) | 8% | (20) | 35% | (85) | 14% | (35) | 243 |
| Military HH: No | 20% | (359) | 25% | (450) | 10% | (187) | 30% | (551) | 15% | (265) | 1813 |
| 2022 House Vote: Democrat | 25% | (215) | 25% | (212) | 11% | (89) | 28% | (236) | 11% | (94) | 846 |
| 2022 House Vote: Republican | 21% | (132) | 26% | (165) | 9% | (58) | 32% | (203) | 12% | (75) | 633 |
| 2022 House Vote: Didnt Vote | 11% | (59) | 22% | (119) | 10% | (54) | 35% | (188) | 23% | (123) | 542 |
| 2020 Vote: Joe Biden | 23% | (212) | 26% | (238) | 10% | (94) | 28% | (257) | 11% | (102) | 904 |
| 2020 Vote: Donald Trump | 19% | (125) | 26% | (168) | 8% | (54) | 33% | (217) | 14% | (94) | 657 |
| 2020 Vote: Other | 15% | (8) | 22% | (11) | 7% | (3) | 36% | (18) | 20% | (10) | 50 |
| 2020 Vote: Didn't Vote | 14% | (63) | 20% | (88) | 12% | (55) | 33% | (145) | 21% | (94) | 445 |

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Table MCSP5_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports news (e.g.,injury updates, schedule reminders)*

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (407) | 25% | (505) | 10% | (207) | 31% | (636) | 15% | (300) | 2056 |
| 2018 House Vote: Democrat | 25% | (190) | 26% | (199) | 10% | (76) | 27% | (206) | 11% | (82) | 753 |
| 2018 House Vote: Republican | 20% | (111) | 26% | (146) | 10% | (58) | 31% | (172) | 12% | (67) | 554 |
| 2018 House Vote: Didnt Vote | 15% | (105) | 21% | (152) | 9% | (66) | 35% | (251) | 20% | (143) | 718 |
| 4-Region: Northeast | 25% | (86) | 23% | (79) | 11% | (37) | 31% | (107) | 11% | (39) | 348 |
| 4-Region: Midwest | 17% | (73) | 24% | (101) | 10% | (45) | 35% | (148) | 14% | (61) | 428 |
| 4-Region: South | 18% | (146) | 23% | (184) | 10% | (76) | 32% | (256) | 16% | (129) | 792 |
| 4-Region: West | 21% | (102) | 29% | (142) | 10% | (49) | 26% | (125) | 14% | (70) | 488 |
| Gen Z Sports Fan | 28% | (39) | 31% | (43) | 10% | (14) | 16% | (23) | 15% | (20) | 138 |
| Millennial Sports Fan | 40% | (195) | 34% | (167) | 10% | (47) | 7% | (36) | 10% | (47) | 492 |
| Gen X Sports Fan | 29% | (97) | 33% | (109) | 11% | (37) | 17% | (56) | 9% | (30) | 330 |
| Boomer Sports Fan | 14% | (58) | 30% | (119) | 11% | (46) | 34% | (135) | 11% | (45) | 401 |

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

Table MCSP5_4: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Behind-the-scenes content

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|--------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 15% | (308) | 22% | (459) | 13% | (265) | 34% | (705) | 15% | (318) | 2056 |
| Gender: Male | 21% | (205) | 29% | (285) | 14% | (134) | 26% | (252) | 11% | (110) | 986 |
| Gender: Female | 10% | (103) | 16% | (175) | 12% | (131) | 42% | (445) | 20% | (208) | 1061 |
| Age: 18-34 | 20% | (126) | 25% | (157) | 13% | (80) | 24% | (150) | 17% | (103) | 615 |
| Age: 35-44 | 26% | (94) | 24% | (88) | 15% | (53) | 22% | (79) | 13% | (49) | 364 |
| Age: 45-64 | 12% | (78) | 24% | (156) | 12% | (78) | 39% | (260) | 13% | (88) | 660 |
| Age: 65+ | 2% | (10) | 14% | (59) | 13% | (55) | 52% | (216) | 19% | (78) | 417 |
| GenZers: 1997-2012 | 14% | (33) | 18% | (41) | 17% | (39) | 28% | (65) | 23% | (52) | 229 |
| Millennials: 1981-1996 | 25% | (174) | 28% | (188) | 12% | (84) | 21% | (145) | 13% | (92) | 684 |
| GenXers: 1965-1980 | 15% | (77) | 24% | (121) | 11% | (56) | 35% | (178) | 14% | (73) | 505 |
| Baby Boomers: 1946-1964 | 4% | (21) | 17% | (102) | 14% | (82) | 50% | (296) | 16% | (92) | 593 |
| PID: Dem (no lean) | 21% | (185) | 24% | (211) | 11% | (102) | 31% | (279) | 13% | (119) | 895 |
| PID: Ind (no lean) | 8% | (45) | 18% | (100) | 17% | (95) | 38% | (204) | 18% | (99) | 543 |
| PID: Rep (no lean) | 13% | (79) | 24% | (148) | 11% | (68) | 36% | (222) | 16% | (101) | 618 |
| PID/Gender: Dem Men | 28% | (125) | 29% | (130) | 13% | (57) | 21% | (96) | 10% | (44) | 452 |
| PID/Gender: Dem Women | 14% | (59) | 18% | (81) | 10% | (45) | 41% | (178) | 17% | (75) | 438 |
| PID/Gender: Ind Men | 11% | (29) | 25% | (66) | 20% | (53) | 31% | (80) | 12% | (31) | 258 |
| PID/Gender: Ind Women | 5% | (15) | 12% | (35) | 15% | (42) | 43% | (122) | 24% | (67) | 281 |
| PID/Gender: Rep Men | 18% | (50) | 32% | (89) | 9% | (24) | 28% | (77) | 13% | (35) | 276 |
| PID/Gender: Rep Women | 8% | (28) | 17% | (59) | 13% | (45) | 42% | (145) | 19% | (66) | 343 |
| Ideo: Liberal (1-3) | 18% | (103) | 21% | (124) | 15% | (89) | 35% | (204) | 11% | (65) | 585 |
| Ideo: Moderate (4) | 13% | (86) | 25% | (165) | 11% | (73) | 34% | (222) | 16% | (103) | 648 |
| Ideo: Conservative (5-7) | 16% | (113) | 22% | (154) | 13% | (90) | 34% | (235) | 14% | (99) | 691 |
| Educ: < College | 13% | (173) | 20% | (268) | 12% | (167) | 38% | (505) | 17% | (231) | 1344 |
| Educ: Bachelors degree | 17% | (78) | 26% | (119) | 13% | (61) | 30% | (137) | 14% | (65) | 461 |
| Educ: Post-grad | 23% | (58) | 29% | (72) | 15% | (37) | 25% | (63) | 9% | (22) | 251 |
| Income: Under 50k | 9% | (98) | 19% | (210) | 14% | (149) | 38% | (416) | 20% | (217) | 1089 |
| Income: 50k-100k | 21% | (122) | 25% | (151) | 11% | (64) | 32% | (188) | 12% | (70) | 596 |
| Income: 100k+ | 24% | (88) | 27% | (99) | 14% | (52) | 27% | (101) | 9% | (32) | 372 |
| Ethnicity: White | 15% | (232) | 21% | (324) | 13% | (200) | 37% | (580) | 15% | (241) | 1576 |
| Ethnicity: Hispanic | 25% | (90) | 22% | (80) | 14% | (53) | 21% | (77) | 18% | (64) | 363 |

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Table MCSP5_4: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Behind-the-scenes content

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 15% | (308) | 22% | (459) | 13% | (265) | 34% | (705) | 15% | (318) | 2056 |
| Ethnicity: Black | 19% | (51) | 29% | (77) | 11% | (30) | 23% | (62) | 17% | (47) | 267 |
| Ethnicity: Other | 12% | (25) | 27% | (58) | 17% | (36) | 30% | (63) | 14% | (31) | 213 |
| All Christian | 17% | (165) | 21% | (200) | 14% | (134) | 34% | (331) | 14% | (136) | 967 |
| All Non-Christian | 30% | (60) | 31% | (63) | 12% | (24) | 15% | (31) | 12% | (25) | 203 |
| Atheist | 4% | (3) | 21% | (16) | 11% | (8) | 43% | (33) | 21% | (16) | 76 |
| Agnostic/Nothing in particular | 9% | (43) | 21% | (104) | 14% | (68) | 40% | (199) | 16% | (81) | 496 |
| Something Else | 11% | (36) | 24% | (76) | 10% | (31) | 35% | (111) | 19% | (61) | 314 |
| Religious Non-Protestant/Catholic | 27% | (62) | 31% | (71) | 12% | (29) | 18% | (40) | 12% | (28) | 229 |
| Evangelical | 20% | (112) | 22% | (122) | 11% | (62) | 31% | (170) | 15% | (83) | 549 |
| Non-Evangelical | 11% | (76) | 21% | (140) | 14% | (97) | 38% | (256) | 16% | (108) | 678 |
| Community: Urban | 22% | (150) | 26% | (177) | 14% | (95) | 26% | (181) | 13% | (87) | 690 |
| Community: Suburban | 13% | (114) | 23% | (204) | 13% | (118) | 37% | (333) | 15% | (138) | 907 |
| Community: Rural | 9% | (43) | 17% | (78) | 11% | (52) | 42% | (191) | 20% | (93) | 458 |
| Employ: Private Sector | 25% | (173) | 26% | (182) | 13% | (86) | 27% | (185) | 9% | (62) | 688 |
| Employ: Government | 31% | (45) | 24% | (36) | 10% | (14) | 28% | (41) | 8% | (11) | 147 |
| Employ: Self-Employed | 14% | (29) | 29% | (59) | 11% | (23) | 31% | (63) | 14% | (29) | 203 |
| Employ: Homemaker | 4% | (4) | 15% | (19) | 20% | (25) | 37% | (46) | 24% | (30) | 124 |
| Employ: Student | 14% | (9) | 22% | (14) | 26% | (16) | 21% | (13) | 17% | (11) | 63 |
| Employ: Retired | 4% | (22) | 16% | (78) | 12% | (62) | 49% | (243) | 19% | (94) | 500 |
| Employ: Unemployed | 7% | (15) | 22% | (43) | 13% | (27) | 37% | (74) | 21% | (41) | 199 |
| Employ: Other | 8% | (11) | 22% | (28) | 8% | (11) | 31% | (40) | 30% | (39) | 130 |
| Military HH: Yes | 14% | (35) | 19% | (46) | 12% | (30) | 41% | (100) | 14% | (33) | 243 |
| Military HH: No | 15% | (273) | 23% | (414) | 13% | (235) | 33% | (605) | 16% | (285) | 1813 |
| 2022 House Vote: Democrat | 21% | (178) | 24% | (204) | 12% | (104) | 31% | (261) | 12% | (98) | 846 |
| 2022 House Vote: Republican | 14% | (88) | 22% | (137) | 15% | (98) | 36% | (230) | 13% | (80) | 633 |
| 2022 House Vote: Didnt Vote | 7% | (39) | 20% | (110) | 11% | (60) | 37% | (199) | 25% | (134) | 542 |
| 2020 Vote: Joe Biden | 20% | (180) | 24% | (215) | 13% | (115) | 32% | (292) | 11% | (101) | 904 |
| 2020 Vote: Donald Trump | 13% | (85) | 22% | (148) | 13% | (88) | 37% | (243) | 14% | (94) | 657 |
| 2020 Vote: Other | 10% | (5) | 17% | (9) | 15% | (8) | 35% | (18) | 22% | (11) | 50 |
| 2020 Vote: Didn't Vote | 9% | (38) | 20% | (88) | 12% | (54) | 34% | (153) | 25% | (113) | 445 |

Continued on next page

Table MCSP5_4: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Behind-the-scenes content

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 15% | (308) | 22% | (459) | 13% | (265) | 34% | (705) | 15% | (318) | 2056 |
| 2018 House Vote: Democrat | 22% | (168) | 25% | (185) | 12% | (92) | 31% | (232) | 10% | (77) | 753 |
| 2018 House Vote: Republican | 13% | (72) | 23% | (129) | 14% | (79) | 36% | (199) | 14% | (76) | 554 |
| 2018 House Vote: Didnt Vote | 9% | (67) | 19% | (140) | 12% | (88) | 37% | (264) | 22% | (159) | 718 |
| 4-Region: Northeast | 17% | (59) | 25% | (86) | 14% | (48) | 31% | (109) | 13% | (46) | 348 |
| 4-Region: Midwest | 13% | (57) | 22% | (92) | 10% | (41) | 41% | (177) | 14% | (61) | 428 |
| 4-Region: South | 14% | (114) | 20% | (157) | 12% | (96) | 36% | (284) | 18% | (142) | 792 |
| 4-Region: West | 16% | (79) | 26% | (125) | 16% | (80) | 28% | (135) | 14% | (69) | 488 |
| Gen Z Sports Fan | 21% | (29) | 26% | (36) | 21% | (29) | 15% | (21) | 18% | (24) | 138 |
| Millennial Sports Fan | 34% | (165) | 34% | (166) | 12% | (61) | 10% | (51) | 10% | (49) | 492 |
| Gen X Sports Fan | 21% | (71) | 34% | (111) | 13% | (45) | 23% | (74) | 9% | (29) | 330 |
| Boomer Sports Fan | 5% | (20) | 24% | (95) | 16% | (66) | 41% | (166) | 13% | (54) | 401 |

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

Table MCSP5_5: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Team giveaways

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|--------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 14% | (295) | 20% | (403) | 11% | (229) | 39% | (802) | 16% | (327) | 2056 |
| Gender: Male | 20% | (202) | 25% | (246) | 12% | (122) | 30% | (297) | 12% | (119) | 986 |
| Gender: Female | 9% | (93) | 15% | (157) | 10% | (107) | 47% | (497) | 20% | (207) | 1061 |
| Age: 18-34 | 21% | (132) | 23% | (142) | 11% | (69) | 29% | (177) | 15% | (95) | 615 |
| Age: 35-44 | 23% | (82) | 28% | (103) | 11% | (39) | 24% | (88) | 14% | (51) | 364 |
| Age: 45-64 | 11% | (73) | 18% | (121) | 11% | (73) | 44% | (292) | 15% | (101) | 660 |
| Age: 65+ | 2% | (8) | 9% | (37) | 11% | (48) | 59% | (245) | 19% | (79) | 417 |
| GenZers: 1997-2012 | 11% | (24) | 22% | (50) | 13% | (31) | 36% | (83) | 18% | (41) | 229 |
| Millennials: 1981-1996 | 26% | (179) | 27% | (181) | 10% | (71) | 23% | (156) | 14% | (97) | 684 |
| GenXers: 1965-1980 | 14% | (70) | 20% | (99) | 11% | (53) | 40% | (203) | 16% | (80) | 505 |
| Baby Boomers: 1946-1964 | 4% | (21) | 12% | (68) | 12% | (71) | 57% | (336) | 16% | (97) | 593 |
| PID: Dem (no lean) | 20% | (183) | 22% | (196) | 9% | (84) | 35% | (313) | 13% | (118) | 895 |
| PID: Ind (no lean) | 7% | (39) | 17% | (93) | 14% | (76) | 42% | (230) | 19% | (105) | 543 |
| PID: Rep (no lean) | 12% | (73) | 19% | (115) | 11% | (68) | 42% | (258) | 17% | (104) | 618 |
| PID/Gender: Dem Men | 27% | (124) | 27% | (124) | 10% | (47) | 23% | (103) | 12% | (54) | 452 |
| PID/Gender: Dem Women | 14% | (59) | 16% | (72) | 9% | (38) | 47% | (205) | 15% | (64) | 438 |
| PID/Gender: Ind Men | 10% | (26) | 21% | (55) | 20% | (52) | 38% | (98) | 11% | (28) | 258 |
| PID/Gender: Ind Women | 5% | (13) | 13% | (38) | 9% | (25) | 46% | (130) | 27% | (76) | 281 |
| PID/Gender: Rep Men | 19% | (52) | 24% | (67) | 8% | (23) | 35% | (97) | 13% | (36) | 276 |
| PID/Gender: Rep Women | 6% | (21) | 14% | (47) | 13% | (45) | 47% | (161) | 20% | (68) | 343 |
| Ideo: Liberal (1-3) | 18% | (103) | 22% | (130) | 11% | (66) | 39% | (228) | 10% | (59) | 585 |
| Ideo: Moderate (4) | 12% | (79) | 20% | (129) | 12% | (81) | 39% | (250) | 17% | (109) | 648 |
| Ideo: Conservative (5-7) | 16% | (109) | 18% | (127) | 11% | (73) | 40% | (276) | 15% | (106) | 691 |
| Educ: < College | 13% | (177) | 18% | (237) | 11% | (148) | 41% | (555) | 17% | (227) | 1344 |
| Educ: Bachelors degree | 14% | (63) | 24% | (111) | 11% | (49) | 36% | (168) | 15% | (71) | 461 |
| Educ: Post-grad | 22% | (56) | 22% | (55) | 13% | (32) | 32% | (79) | 12% | (30) | 251 |
| Income: Under 50k | 10% | (109) | 16% | (172) | 12% | (135) | 42% | (460) | 20% | (213) | 1089 |
| Income: 50k-100k | 18% | (109) | 23% | (138) | 8% | (49) | 37% | (222) | 13% | (78) | 596 |
| Income: 100k+ | 21% | (78) | 25% | (92) | 12% | (45) | 32% | (121) | 10% | (36) | 372 |
| Ethnicity: White | 14% | (224) | 19% | (297) | 10% | (161) | 41% | (650) | 15% | (244) | 1576 |
| Ethnicity: Hispanic | 25% | (92) | 21% | (75) | 10% | (36) | 28% | (103) | 16% | (57) | 363 |

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Table MCSP5_5: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Team giveaways

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 14% | (295) | 20% | (403) | 11% | (229) | 39% | (802) | 16% | (327) | 2056 |
| Ethnicity: Black | 16% | (44) | 26% | (68) | 12% | (33) | 25% | (67) | 20% | (55) | 267 |
| Ethnicity: Other | 13% | (27) | 18% | (38) | 17% | (35) | 40% | (84) | 13% | (28) | 213 |
| All Christian | 15% | (143) | 21% | (206) | 10% | (100) | 39% | (376) | 15% | (141) | 967 |
| All Non-Christian | 34% | (70) | 20% | (40) | 7% | (15) | 24% | (49) | 15% | (30) | 203 |
| Atheist | 7% | (6) | 12% | (9) | 7% | (6) | 49% | (37) | 25% | (19) | 76 |
| Agnostic/Nothing in particular | 8% | (40) | 19% | (92) | 15% | (74) | 43% | (212) | 16% | (78) | 496 |
| Something Else | 12% | (36) | 18% | (56) | 11% | (35) | 41% | (128) | 18% | (58) | 314 |
| Religious Non-Protestant/Catholic | 33% | (76) | 19% | (43) | 8% | (18) | 26% | (59) | 15% | (34) | 229 |
| Evangelical | 17% | (93) | 20% | (109) | 11% | (62) | 36% | (197) | 16% | (88) | 549 |
| Non-Evangelical | 11% | (72) | 21% | (144) | 10% | (67) | 42% | (286) | 16% | (108) | 678 |
| Community: Urban | 22% | (150) | 23% | (157) | 11% | (76) | 30% | (209) | 14% | (98) | 690 |
| Community: Suburban | 11% | (103) | 20% | (183) | 11% | (99) | 42% | (385) | 15% | (137) | 907 |
| Community: Rural | 9% | (42) | 14% | (63) | 12% | (54) | 45% | (208) | 20% | (91) | 458 |
| Employ: Private Sector | 21% | (143) | 26% | (182) | 11% | (76) | 32% | (218) | 10% | (70) | 688 |
| Employ: Government | 37% | (55) | 17% | (25) | 7% | (10) | 30% | (44) | 9% | (13) | 147 |
| Employ: Self-Employed | 14% | (28) | 24% | (48) | 12% | (25) | 35% | (71) | 16% | (32) | 203 |
| Employ: Homemaker | 4% | (5) | 18% | (22) | 13% | (16) | 40% | (50) | 26% | (32) | 124 |
| Employ: Student | 13% | (8) | 26% | (17) | 18% | (12) | 26% | (17) | 17% | (11) | 63 |
| Employ: Retired | 4% | (18) | 11% | (55) | 12% | (60) | 54% | (272) | 19% | (96) | 500 |
| Employ: Unemployed | 11% | (22) | 15% | (30) | 11% | (21) | 44% | (88) | 19% | (38) | 199 |
| Employ: Other | 12% | (16) | 19% | (25) | 7% | (9) | 33% | (43) | 28% | (36) | 130 |
| Military HH: Yes | 11% | (27) | 22% | (54) | 10% | (24) | 43% | (105) | 13% | (33) | 243 |
| Military HH: No | 15% | (268) | 19% | (349) | 11% | (205) | 38% | (697) | 16% | (294) | 1813 |
| 2022 House Vote: Democrat | 20% | (172) | 23% | (194) | 10% | (86) | 35% | (295) | 12% | (98) | 846 |
| 2022 House Vote: Republican | 13% | (82) | 18% | (117) | 14% | (86) | 41% | (263) | 13% | (85) | 633 |
| 2022 House Vote: Didn't Vote | 7% | (40) | 16% | (87) | 10% | (54) | 42% | (227) | 25% | (135) | 542 |
| 2020 Vote: Joe Biden | 20% | (176) | 21% | (190) | 11% | (102) | 36% | (328) | 12% | (108) | 904 |
| 2020 Vote: Donald Trump | 11% | (70) | 19% | (125) | 12% | (78) | 44% | (287) | 15% | (96) | 657 |
| 2020 Vote: Other | 3% | (1) | 20% | (10) | 13% | (7) | 36% | (18) | 28% | (14) | 50 |
| 2020 Vote: Didn't Vote | 11% | (48) | 17% | (77) | 10% | (42) | 38% | (169) | 24% | (109) | 445 |

Continued on next page

Table MCSP5_5: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Team giveaways

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 14% | (295) | 20% | (403) | 11% | (229) | 39% | (802) | 16% | (327) | 2056 |
| 2018 House Vote: Democrat | 20% | (152) | 23% | (176) | 11% | (85) | 34% | (258) | 11% | (82) | 753 |
| 2018 House Vote: Republican | 12% | (66) | 17% | (97) | 11% | (64) | 44% | (246) | 15% | (82) | 554 |
| 2018 House Vote: Didnt Vote | 10% | (75) | 17% | (125) | 11% | (77) | 40% | (287) | 21% | (154) | 718 |
| 4-Region: Northeast | 20% | (70) | 20% | (71) | 10% | (36) | 36% | (125) | 13% | (46) | 348 |
| 4-Region: Midwest | 12% | (51) | 19% | (80) | 11% | (48) | 44% | (187) | 15% | (62) | 428 |
| 4-Region: South | 12% | (96) | 20% | (158) | 10% | (78) | 40% | (313) | 19% | (147) | 792 |
| 4-Region: West | 16% | (79) | 19% | (94) | 14% | (67) | 36% | (178) | 15% | (71) | 488 |
| Gen Z Sports Fan | 17% | (24) | 33% | (45) | 14% | (20) | 24% | (33) | 12% | (16) | 138 |
| Millennial Sports Fan | 34% | (167) | 32% | (159) | 10% | (52) | 13% | (64) | 10% | (50) | 492 |
| Gen X Sports Fan | 19% | (64) | 28% | (92) | 13% | (43) | 28% | (93) | 12% | (38) | 330 |
| Boomer Sports Fan | 5% | (21) | 17% | (66) | 13% | (53) | 51% | (205) | 14% | (56) | 401 |

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

Table MCSP5_6: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Fantasy sports

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|--------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 12% | (240) | 13% | (268) | 9% | (194) | 49% | (1012) | 17% | (341) | 2056 |
| Gender: Male | 19% | (185) | 19% | (185) | 10% | (97) | 40% | (392) | 13% | (127) | 986 |
| Gender: Female | 5% | (55) | 8% | (83) | 9% | (97) | 58% | (613) | 20% | (213) | 1061 |
| Age: 18-34 | 20% | (123) | 17% | (103) | 12% | (73) | 35% | (214) | 17% | (102) | 615 |
| Age: 35-44 | 20% | (72) | 21% | (77) | 10% | (36) | 33% | (121) | 16% | (57) | 364 |
| Age: 45-64 | 5% | (34) | 10% | (69) | 9% | (60) | 60% | (394) | 16% | (104) | 660 |
| Age: 65+ | 3% | (11) | 5% | (19) | 6% | (25) | 68% | (283) | 19% | (78) | 417 |
| GenZers: 1997-2012 | 12% | (27) | 14% | (32) | 17% | (40) | 34% | (79) | 23% | (52) | 229 |
| Millennials: 1981-1996 | 23% | (160) | 20% | (140) | 8% | (58) | 34% | (232) | 14% | (95) | 684 |
| GenXers: 1965-1980 | 7% | (37) | 12% | (62) | 10% | (51) | 53% | (266) | 18% | (89) | 505 |
| Baby Boomers: 1946-1964 | 3% | (15) | 5% | (32) | 7% | (43) | 69% | (408) | 16% | (96) | 593 |
| PID: Dem (no lean) | 18% | (158) | 15% | (132) | 9% | (84) | 44% | (392) | 14% | (129) | 895 |
| PID: Ind (no lean) | 4% | (20) | 11% | (62) | 12% | (64) | 52% | (282) | 21% | (115) | 543 |
| PID: Rep (no lean) | 10% | (62) | 12% | (74) | 7% | (46) | 55% | (339) | 16% | (98) | 618 |
| PID/Gender: Dem Men | 27% | (122) | 22% | (98) | 8% | (35) | 32% | (146) | 11% | (50) | 452 |
| PID/Gender: Dem Women | 8% | (36) | 8% | (34) | 11% | (48) | 55% | (242) | 18% | (78) | 438 |
| PID/Gender: Ind Men | 6% | (17) | 13% | (35) | 16% | (42) | 47% | (122) | 17% | (43) | 258 |
| PID/Gender: Ind Women | 1% | (4) | 10% | (28) | 8% | (22) | 56% | (157) | 25% | (71) | 281 |
| PID/Gender: Rep Men | 17% | (46) | 19% | (52) | 7% | (19) | 45% | (124) | 12% | (34) | 276 |
| PID/Gender: Rep Women | 4% | (15) | 6% | (22) | 8% | (27) | 63% | (215) | 19% | (64) | 343 |
| Ideo: Liberal (1-3) | 15% | (88) | 14% | (80) | 9% | (51) | 51% | (300) | 11% | (66) | 585 |
| Ideo: Moderate (4) | 8% | (53) | 14% | (89) | 13% | (83) | 46% | (301) | 19% | (122) | 648 |
| Ideo: Conservative (5-7) | 14% | (97) | 13% | (89) | 8% | (57) | 51% | (352) | 14% | (98) | 691 |
| Educ: < College | 9% | (127) | 11% | (147) | 10% | (134) | 51% | (685) | 19% | (251) | 1344 |
| Educ: Bachelors degree | 12% | (55) | 15% | (69) | 9% | (40) | 50% | (229) | 15% | (69) | 461 |
| Educ: Post-grad | 23% | (59) | 21% | (52) | 8% | (20) | 39% | (99) | 9% | (21) | 251 |
| Income: Under 50k | 7% | (78) | 9% | (102) | 9% | (103) | 53% | (575) | 21% | (230) | 1089 |
| Income: 50k-100k | 14% | (82) | 16% | (98) | 9% | (55) | 48% | (283) | 13% | (77) | 596 |
| Income: 100k+ | 21% | (80) | 18% | (67) | 10% | (36) | 42% | (154) | 9% | (34) | 372 |
| Ethnicity: White | 11% | (171) | 13% | (199) | 9% | (138) | 52% | (813) | 16% | (254) | 1576 |
| Ethnicity: Hispanic | 15% | (55) | 16% | (57) | 14% | (49) | 35% | (128) | 20% | (74) | 363 |

Continued on next page

Table MCSP5_6: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Fantasy sports

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 12% | (240) | 13% | (268) | 9% | (194) | 49% | (1012) | 17% | (341) | 2056 |
| Ethnicity: Black | 18% | (49) | 16% | (43) | 13% | (34) | 32% | (86) | 21% | (56) | 267 |
| Ethnicity: Other | 10% | (20) | 12% | (26) | 10% | (22) | 53% | (113) | 15% | (31) | 213 |
| All Christian | 11% | (109) | 14% | (131) | 9% | (84) | 50% | (484) | 16% | (158) | 967 |
| All Non-Christian | 34% | (69) | 18% | (36) | 8% | (17) | 27% | (55) | 13% | (27) | 203 |
| Atheist | 3% | (2) | 11% | (9) | 5% | (4) | 58% | (44) | 22% | (17) | 76 |
| Agnostic/Nothing in particular | 8% | (38) | 11% | (53) | 12% | (61) | 53% | (262) | 16% | (81) | 496 |
| Something Else | 7% | (22) | 12% | (39) | 9% | (27) | 53% | (167) | 19% | (59) | 314 |
| Religious Non-Protestant/Catholic | 31% | (71) | 16% | (37) | 9% | (20) | 31% | (71) | 13% | (30) | 229 |
| Evangelical | 15% | (81) | 13% | (73) | 9% | (49) | 46% | (255) | 17% | (91) | 549 |
| Non-Evangelical | 6% | (40) | 13% | (91) | 8% | (57) | 55% | (372) | 17% | (118) | 678 |
| Community: Urban | 20% | (137) | 18% | (125) | 8% | (59) | 38% | (263) | 15% | (107) | 690 |
| Community: Suburban | 8% | (74) | 11% | (104) | 11% | (98) | 54% | (486) | 16% | (145) | 907 |
| Community: Rural | 6% | (30) | 8% | (38) | 8% | (37) | 57% | (263) | 20% | (89) | 458 |
| Employ: Private Sector | 19% | (130) | 18% | (120) | 11% | (74) | 42% | (286) | 11% | (77) | 688 |
| Employ: Government | 31% | (45) | 20% | (30) | 6% | (9) | 34% | (51) | 8% | (12) | 147 |
| Employ: Self-Employed | 13% | (26) | 17% | (34) | 10% | (21) | 45% | (92) | 15% | (31) | 203 |
| Employ: Homemaker | 3% | (4) | 9% | (12) | 7% | (8) | 56% | (70) | 24% | (30) | 124 |
| Employ: Student | 19% | (12) | 14% | (9) | 27% | (17) | 20% | (13) | 21% | (13) | 63 |
| Employ: Retired | 2% | (10) | 6% | (30) | 7% | (34) | 66% | (328) | 20% | (98) | 500 |
| Employ: Unemployed | 4% | (7) | 10% | (19) | 11% | (22) | 55% | (109) | 21% | (42) | 199 |
| Employ: Other | 5% | (6) | 10% | (13) | 7% | (9) | 49% | (64) | 30% | (39) | 130 |
| Military HH: Yes | 8% | (19) | 17% | (41) | 8% | (19) | 52% | (126) | 16% | (38) | 243 |
| Military HH: No | 12% | (222) | 13% | (227) | 10% | (175) | 49% | (886) | 17% | (303) | 1813 |
| 2022 House Vote: Democrat | 17% | (143) | 16% | (136) | 9% | (79) | 45% | (382) | 13% | (106) | 846 |
| 2022 House Vote: Republican | 10% | (60) | 12% | (78) | 10% | (63) | 55% | (346) | 13% | (85) | 633 |
| 2022 House Vote: Didnt Vote | 6% | (35) | 9% | (51) | 9% | (49) | 49% | (267) | 26% | (140) | 542 |
| 2020 Vote: Joe Biden | 17% | (151) | 15% | (134) | 10% | (92) | 46% | (415) | 12% | (112) | 904 |
| 2020 Vote: Donald Trump | 8% | (52) | 11% | (73) | 8% | (55) | 57% | (375) | 15% | (102) | 657 |
| 2020 Vote: Other | 5% | (2) | 12% | (6) | 5% | (3) | 55% | (27) | 23% | (12) | 50 |
| 2020 Vote: Didn't Vote | 8% | (36) | 12% | (54) | 10% | (44) | 44% | (195) | 26% | (116) | 445 |

Continued on next page

Table MCSP5_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
 Fantasy sports

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 12% | (240) | 13% | (268) | 9% | (194) | 49% | (1012) | 17% | (341) | 2056 |
| 2018 House Vote: Democrat | 18% | (138) | 16% | (120) | 8% | (57) | 46% | (349) | 12% | (89) | 753 |
| 2018 House Vote: Republican | 8% | (45) | 12% | (64) | 9% | (50) | 56% | (312) | 15% | (83) | 554 |
| 2018 House Vote: Didnt Vote | 8% | (57) | 11% | (82) | 11% | (82) | 47% | (339) | 22% | (159) | 718 |
| 4-Region: Northeast | 16% | (56) | 15% | (52) | 10% | (33) | 47% | (163) | 13% | (45) | 348 |
| 4-Region: Midwest | 8% | (35) | 9% | (37) | 12% | (50) | 57% | (244) | 15% | (63) | 428 |
| 4-Region: South | 10% | (80) | 14% | (110) | 9% | (68) | 47% | (375) | 20% | (159) | 792 |
| 4-Region: West | 14% | (70) | 14% | (69) | 9% | (44) | 47% | (230) | 15% | (75) | 488 |
| Gen Z Sports Fan | 15% | (21) | 20% | (28) | 25% | (35) | 21% | (29) | 18% | (25) | 138 |
| Millennial Sports Fan | 31% | (150) | 24% | (117) | 9% | (44) | 27% | (130) | 10% | (51) | 492 |
| Gen X Sports Fan | 10% | (33) | 18% | (59) | 13% | (43) | 45% | (149) | 14% | (47) | 330 |
| Boomer Sports Fan | 3% | (14) | 8% | (31) | 7% | (29) | 68% | (272) | 14% | (55) | 401 |

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

Table MCSP5_7: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports betting

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|--------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 13% | (271) | 14% | (278) | 8% | (170) | 49% | (1011) | 16% | (326) | 2056 |
| Gender: Male | 20% | (199) | 19% | (187) | 8% | (80) | 40% | (399) | 12% | (121) | 986 |
| Gender: Female | 7% | (72) | 9% | (91) | 8% | (90) | 57% | (604) | 19% | (204) | 1061 |
| Age: 18-34 | 21% | (129) | 18% | (110) | 11% | (66) | 36% | (222) | 14% | (89) | 615 |
| Age: 35-44 | 19% | (69) | 20% | (72) | 11% | (40) | 36% | (131) | 14% | (52) | 364 |
| Age: 45-64 | 8% | (54) | 11% | (71) | 7% | (44) | 57% | (376) | 17% | (115) | 660 |
| Age: 65+ | 5% | (20) | 6% | (25) | 5% | (20) | 67% | (282) | 17% | (70) | 417 |
| GenZers: 1997-2012 | 15% | (34) | 14% | (33) | 15% | (33) | 36% | (83) | 20% | (46) | 229 |
| Millennials: 1981-1996 | 23% | (157) | 20% | (135) | 10% | (67) | 35% | (237) | 13% | (88) | 684 |
| GenXers: 1965-1980 | 10% | (51) | 13% | (64) | 6% | (32) | 52% | (264) | 19% | (94) | 505 |
| Baby Boomers: 1946-1964 | 4% | (25) | 8% | (45) | 6% | (37) | 67% | (396) | 15% | (89) | 593 |
| PID: Dem (no lean) | 19% | (169) | 16% | (140) | 6% | (52) | 46% | (413) | 14% | (121) | 895 |
| PID: Ind (no lean) | 7% | (36) | 12% | (67) | 10% | (56) | 51% | (276) | 20% | (109) | 543 |
| PID: Rep (no lean) | 11% | (67) | 12% | (71) | 10% | (62) | 52% | (322) | 16% | (96) | 618 |
| PID/Gender: Dem Men | 27% | (123) | 22% | (99) | 5% | (24) | 34% | (156) | 11% | (51) | 452 |
| PID/Gender: Dem Women | 10% | (46) | 9% | (41) | 7% | (28) | 58% | (252) | 16% | (70) | 438 |
| PID/Gender: Ind Men | 11% | (27) | 17% | (43) | 11% | (29) | 50% | (129) | 12% | (30) | 258 |
| PID/Gender: Ind Women | 3% | (9) | 8% | (24) | 9% | (26) | 51% | (144) | 28% | (78) | 281 |
| PID/Gender: Rep Men | 18% | (49) | 17% | (46) | 10% | (27) | 41% | (114) | 15% | (40) | 276 |
| PID/Gender: Rep Women | 5% | (18) | 7% | (26) | 10% | (35) | 61% | (208) | 16% | (56) | 343 |
| Ideo: Liberal (1-3) | 16% | (96) | 13% | (76) | 7% | (40) | 54% | (313) | 10% | (60) | 585 |
| Ideo: Moderate (4) | 12% | (79) | 15% | (95) | 10% | (68) | 45% | (289) | 18% | (117) | 648 |
| Ideo: Conservative (5-7) | 13% | (88) | 14% | (97) | 8% | (54) | 51% | (354) | 14% | (97) | 691 |
| Educ: < College | 11% | (153) | 12% | (163) | 8% | (101) | 51% | (690) | 18% | (236) | 1344 |
| Educ: Bachelors degree | 13% | (62) | 14% | (65) | 11% | (50) | 48% | (222) | 14% | (63) | 461 |
| Educ: Post-grad | 22% | (56) | 20% | (50) | 8% | (19) | 39% | (99) | 10% | (26) | 251 |
| Income: Under 50k | 9% | (101) | 12% | (126) | 8% | (90) | 53% | (575) | 18% | (197) | 1089 |
| Income: 50k-100k | 14% | (82) | 16% | (98) | 8% | (45) | 47% | (282) | 15% | (89) | 596 |
| Income: 100k+ | 24% | (88) | 15% | (54) | 9% | (35) | 41% | (154) | 11% | (41) | 372 |
| Ethnicity: White | 13% | (199) | 12% | (195) | 8% | (123) | 51% | (806) | 16% | (253) | 1576 |
| Ethnicity: Hispanic | 22% | (82) | 12% | (43) | 7% | (25) | 40% | (146) | 19% | (67) | 363 |

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Table MCSP5_7: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports betting

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 13% | (271) | 14% | (278) | 8% | (170) | 49% | (1011) | 16% | (326) | 2056 |
| Ethnicity: Black | 17% | (45) | 19% | (52) | 9% | (24) | 38% | (102) | 16% | (44) | 267 |
| Ethnicity: Other | 13% | (27) | 15% | (31) | 11% | (23) | 48% | (103) | 14% | (29) | 213 |
| All Christian | 14% | (131) | 12% | (120) | 8% | (80) | 50% | (483) | 16% | (153) | 967 |
| All Non-Christian | 33% | (66) | 19% | (40) | 10% | (21) | 26% | (53) | 12% | (24) | 203 |
| Atheist | 5% | (4) | 9% | (7) | 7% | (5) | 57% | (43) | 22% | (16) | 76 |
| Agnostic/Nothing in particular | 11% | (52) | 13% | (64) | 9% | (45) | 52% | (259) | 15% | (76) | 496 |
| Something Else | 6% | (18) | 15% | (48) | 6% | (19) | 55% | (172) | 18% | (57) | 314 |
| Religious Non-Protestant/Catholic | 31% | (72) | 19% | (44) | 10% | (22) | 28% | (65) | 12% | (27) | 229 |
| Evangelical | 14% | (78) | 11% | (60) | 6% | (32) | 52% | (287) | 17% | (92) | 549 |
| Non-Evangelical | 9% | (62) | 14% | (93) | 9% | (63) | 51% | (345) | 17% | (115) | 678 |
| Community: Urban | 21% | (145) | 16% | (112) | 8% | (54) | 40% | (278) | 15% | (101) | 690 |
| Community: Suburban | 11% | (97) | 13% | (120) | 9% | (82) | 52% | (470) | 15% | (138) | 907 |
| Community: Rural | 6% | (29) | 10% | (46) | 8% | (35) | 57% | (262) | 19% | (87) | 458 |
| Employ: Private Sector | 20% | (134) | 20% | (136) | 9% | (62) | 41% | (284) | 11% | (72) | 688 |
| Employ: Government | 28% | (41) | 13% | (19) | 6% | (9) | 40% | (60) | 13% | (19) | 147 |
| Employ: Self-Employed | 12% | (24) | 16% | (34) | 10% | (19) | 48% | (98) | 14% | (28) | 203 |
| Employ: Homemaker | 3% | (3) | 6% | (8) | 12% | (15) | 54% | (68) | 24% | (30) | 124 |
| Employ: Student | 17% | (11) | 21% | (14) | 14% | (9) | 28% | (18) | 19% | (12) | 63 |
| Employ: Retired | 5% | (24) | 6% | (32) | 6% | (28) | 66% | (329) | 17% | (87) | 500 |
| Employ: Unemployed | 11% | (22) | 12% | (25) | 10% | (20) | 47% | (94) | 19% | (38) | 199 |
| Employ: Other | 8% | (11) | 9% | (12) | 6% | (8) | 46% | (60) | 31% | (40) | 130 |
| Military HH: Yes | 10% | (25) | 13% | (31) | 7% | (16) | 55% | (133) | 15% | (38) | 243 |
| Military HH: No | 14% | (246) | 14% | (247) | 8% | (154) | 48% | (877) | 16% | (289) | 1813 |
| 2022 House Vote: Democrat | 17% | (145) | 16% | (133) | 7% | (60) | 47% | (402) | 13% | (106) | 846 |
| 2022 House Vote: Republican | 12% | (76) | 13% | (81) | 9% | (58) | 53% | (335) | 13% | (82) | 633 |
| 2022 House Vote: Didnt Vote | 9% | (47) | 11% | (59) | 9% | (49) | 48% | (258) | 24% | (129) | 542 |
| 2020 Vote: Joe Biden | 17% | (156) | 15% | (137) | 7% | (64) | 48% | (438) | 12% | (110) | 904 |
| 2020 Vote: Donald Trump | 10% | (69) | 12% | (77) | 9% | (57) | 54% | (355) | 15% | (100) | 657 |
| 2020 Vote: Other | 3% | (1) | 6% | (3) | 16% | (8) | 59% | (29) | 17% | (8) | 50 |
| 2020 Vote: Didn't Vote | 10% | (45) | 14% | (61) | 9% | (42) | 42% | (188) | 24% | (108) | 445 |

Continued on next page

Table MCSP5_7: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Sports betting

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|--------|-------------------------|-------|---------|
| Adults | 13% | (271) | 14% | (278) | 8% | (170) | 49% | (1011) | 16% | (326) | 2056 |
| 2018 House Vote: Democrat | 18% | (134) | 16% | (118) | 8% | (57) | 48% | (361) | 11% | (83) | 753 |
| 2018 House Vote: Republican | 10% | (53) | 13% | (74) | 8% | (47) | 54% | (301) | 14% | (79) | 554 |
| 2018 House Vote: Didnt Vote | 12% | (84) | 11% | (82) | 9% | (64) | 46% | (332) | 22% | (157) | 718 |
| 4-Region: Northeast | 21% | (72) | 16% | (55) | 9% | (32) | 44% | (153) | 10% | (36) | 348 |
| 4-Region: Midwest | 9% | (40) | 13% | (55) | 8% | (35) | 54% | (232) | 15% | (66) | 428 |
| 4-Region: South | 10% | (83) | 13% | (101) | 8% | (62) | 49% | (389) | 20% | (157) | 792 |
| 4-Region: West | 16% | (77) | 14% | (67) | 8% | (40) | 48% | (236) | 14% | (67) | 488 |
| Gen Z Sports Fan | 22% | (30) | 19% | (26) | 18% | (25) | 27% | (37) | 15% | (20) | 138 |
| Millennial Sports Fan | 30% | (148) | 25% | (122) | 10% | (47) | 27% | (130) | 9% | (44) | 492 |
| Gen X Sports Fan | 14% | (48) | 17% | (57) | 8% | (25) | 45% | (148) | 16% | (53) | 330 |
| Boomer Sports Fan | 6% | (25) | 11% | (45) | 7% | (29) | 64% | (257) | 11% | (46) | 401 |

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

Table MCSP5_8: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Game day content

| Demographic | Very interested | Somewhat interested | Somewhat uninterested | Very uninterested | Don't know / No opinion | Total N |
|--------------------------|-----------------|---------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 20% (406) | 25% (504) | 10% (210) | 30% (622) | 15% (314) | 2056 |
| Gender: Male | 28% (276) | 29% (284) | 11% (113) | 20% (201) | 11% (112) | 986 |
| Gender: Female | 12% (130) | 21% (220) | 9% (97) | 39% (413) | 19% (202) | 1061 |
| Age: 18-34 | 26% (157) | 27% (167) | 11% (65) | 20% (126) | 16% (101) | 615 |
| Age: 35-44 | 29% (105) | 24% (87) | 12% (45) | 21% (75) | 14% (52) | 364 |
| Age: 45-64 | 18% (117) | 26% (170) | 10% (63) | 33% (217) | 14% (93) | 660 |
| Age: 65+ | 7% (28) | 19% (80) | 9% (37) | 49% (204) | 16% (69) | 417 |
| GenZers: 1997-2012 | 13% (31) | 29% (67) | 14% (33) | 24% (54) | 19% (45) | 229 |
| Millennials: 1981-1996 | 32% (217) | 25% (172) | 10% (67) | 19% (130) | 14% (97) | 684 |
| GenXers: 1965-1980 | 20% (103) | 24% (121) | 10% (48) | 31% (157) | 15% (77) | 505 |
| Baby Boomers: 1946-1964 | 8% (49) | 23% (138) | 10% (60) | 44% (259) | 15% (87) | 593 |
| PID: Dem (no lean) | 25% (223) | 25% (223) | 10% (88) | 27% (244) | 13% (117) | 895 |
| PID: Ind (no lean) | 11% (62) | 24% (131) | 13% (68) | 32% (176) | 19% (106) | 543 |
| PID: Rep (no lean) | 20% (121) | 24% (149) | 9% (54) | 33% (203) | 15% (91) | 618 |
| PID/Gender: Dem Men | 34% (153) | 29% (131) | 9% (39) | 17% (76) | 12% (53) | 452 |
| PID/Gender: Dem Women | 16% (70) | 21% (92) | 11% (49) | 37% (163) | 15% (64) | 438 |
| PID/Gender: Ind Men | 19% (48) | 26% (68) | 17% (45) | 26% (67) | 12% (31) | 258 |
| PID/Gender: Ind Women | 5% (14) | 23% (63) | 8% (24) | 38% (106) | 26% (74) | 281 |
| PID/Gender: Rep Men | 27% (75) | 31% (85) | 11% (29) | 21% (58) | 10% (28) | 276 |
| PID/Gender: Rep Women | 13% (46) | 19% (64) | 7% (24) | 42% (145) | 19% (64) | 343 |
| Ideo: Liberal (1-3) | 22% (128) | 26% (153) | 12% (68) | 30% (178) | 10% (58) | 585 |
| Ideo: Moderate (4) | 18% (119) | 24% (153) | 11% (73) | 30% (193) | 17% (109) | 648 |
| Ideo: Conservative (5-7) | 22% (150) | 25% (171) | 9% (64) | 30% (210) | 14% (95) | 691 |
| Educ: < College | 18% (235) | 22% (292) | 10% (133) | 34% (457) | 17% (227) | 1344 |
| Educ: Bachelors degree | 21% (95) | 31% (142) | 11% (51) | 24% (109) | 14% (64) | 461 |
| Educ: Post-grad | 30% (76) | 28% (70) | 10% (25) | 23% (57) | 9% (23) | 251 |
| Income: Under 50k | 15% (161) | 22% (234) | 11% (116) | 34% (370) | 19% (208) | 1089 |
| Income: 50k-100k | 23% (134) | 28% (169) | 9% (54) | 28% (165) | 12% (73) | 596 |
| Income: 100k+ | 30% (111) | 27% (100) | 11% (40) | 23% (87) | 9% (34) | 372 |
| Ethnicity: White | 20% (314) | 24% (373) | 10% (151) | 32% (512) | 14% (227) | 1576 |
| Ethnicity: Hispanic | 32% (116) | 24% (86) | 8% (28) | 20% (71) | 17% (62) | 363 |

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Table MCSP5_8: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
Game day content

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (406) | 25% | (504) | 10% | (210) | 30% | (622) | 15% | (314) | 2056 |
| Ethnicity: Black | 22% | (58) | 28% | (76) | 10% | (26) | 21% | (56) | 20% | (52) | 267 |
| Ethnicity: Other | 16% | (35) | 26% | (55) | 16% | (33) | 26% | (55) | 16% | (35) | 213 |
| All Christian | 22% | (210) | 25% | (242) | 10% | (94) | 30% | (287) | 14% | (133) | 967 |
| All Non-Christian | 38% | (78) | 21% | (43) | 12% | (24) | 16% | (32) | 13% | (26) | 203 |
| Atheist | 8% | (6) | 21% | (16) | 11% | (8) | 38% | (29) | 22% | (17) | 76 |
| Agnostic/Nothing in particular | 15% | (74) | 22% | (107) | 13% | (62) | 35% | (173) | 16% | (80) | 496 |
| Something Else | 12% | (38) | 30% | (95) | 7% | (21) | 32% | (101) | 19% | (59) | 314 |
| Religious Non-Protestant/Catholic | 37% | (85) | 21% | (48) | 12% | (28) | 17% | (39) | 13% | (29) | 229 |
| Evangelical | 23% | (128) | 27% | (148) | 8% | (45) | 27% | (148) | 14% | (79) | 549 |
| Non-Evangelical | 15% | (105) | 26% | (177) | 10% | (65) | 33% | (223) | 16% | (108) | 678 |
| Community: Urban | 27% | (186) | 25% | (175) | 10% | (69) | 25% | (170) | 13% | (89) | 690 |
| Community: Suburban | 17% | (152) | 25% | (228) | 11% | (102) | 32% | (288) | 15% | (137) | 907 |
| Community: Rural | 15% | (68) | 22% | (101) | 8% | (38) | 36% | (164) | 19% | (88) | 458 |
| Employ: Private Sector | 30% | (206) | 28% | (190) | 11% | (73) | 23% | (157) | 9% | (62) | 688 |
| Employ: Government | 29% | (42) | 29% | (43) | 8% | (12) | 26% | (38) | 8% | (12) | 147 |
| Employ: Self-Employed | 21% | (43) | 31% | (62) | 8% | (15) | 27% | (54) | 14% | (28) | 203 |
| Employ: Homemaker | 10% | (13) | 22% | (27) | 11% | (13) | 31% | (38) | 26% | (33) | 124 |
| Employ: Student | 10% | (6) | 31% | (19) | 21% | (13) | 21% | (13) | 17% | (11) | 63 |
| Employ: Retired | 9% | (46) | 19% | (96) | 11% | (55) | 44% | (219) | 17% | (84) | 500 |
| Employ: Unemployed | 11% | (22) | 24% | (49) | 11% | (21) | 31% | (61) | 23% | (46) | 199 |
| Employ: Other | 21% | (27) | 13% | (17) | 5% | (7) | 32% | (41) | 29% | (38) | 130 |
| Military HH: Yes | 19% | (46) | 24% | (57) | 9% | (22) | 35% | (84) | 14% | (34) | 243 |
| Military HH: No | 20% | (360) | 25% | (447) | 10% | (188) | 30% | (538) | 15% | (280) | 1813 |
| 2022 House Vote: Democrat | 25% | (215) | 26% | (222) | 9% | (80) | 27% | (228) | 12% | (101) | 846 |
| 2022 House Vote: Republican | 21% | (132) | 25% | (156) | 11% | (68) | 32% | (205) | 12% | (73) | 633 |
| 2022 House Vote: Didnt Vote | 10% | (56) | 21% | (116) | 10% | (57) | 33% | (180) | 25% | (133) | 542 |
| 2020 Vote: Joe Biden | 25% | (224) | 24% | (220) | 11% | (96) | 28% | (257) | 12% | (106) | 904 |
| 2020 Vote: Donald Trump | 19% | (124) | 26% | (171) | 9% | (58) | 33% | (217) | 13% | (88) | 657 |
| 2020 Vote: Other | 15% | (8) | 25% | (12) | 7% | (3) | 33% | (17) | 20% | (10) | 50 |
| 2020 Vote: Didn't Vote | 11% | (51) | 23% | (101) | 12% | (52) | 30% | (132) | 25% | (110) | 445 |

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Table MCSP5_8: And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?
 Game day content

| Demographic | Very interested | | Somewhat interested | | Somewhat uninterested | | Very uninterested | | Don't know / No opinion | | Total N |
|-----------------------------|-----------------|-------|---------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (406) | 25% | (504) | 10% | (210) | 30% | (622) | 15% | (314) | 2056 |
| 2018 House Vote: Democrat | 26% | (194) | 27% | (204) | 10% | (75) | 26% | (198) | 11% | (81) | 753 |
| 2018 House Vote: Republican | 20% | (112) | 24% | (134) | 11% | (60) | 31% | (174) | 13% | (74) | 554 |
| 2018 House Vote: Didnt Vote | 14% | (98) | 22% | (157) | 10% | (71) | 34% | (241) | 21% | (151) | 718 |
| 4-Region: Northeast | 22% | (78) | 24% | (83) | 11% | (37) | 32% | (111) | 11% | (38) | 348 |
| 4-Region: Midwest | 19% | (80) | 24% | (104) | 9% | (39) | 34% | (146) | 14% | (59) | 428 |
| 4-Region: South | 19% | (151) | 24% | (193) | 9% | (68) | 30% | (241) | 17% | (138) | 792 |
| 4-Region: West | 20% | (97) | 25% | (124) | 13% | (65) | 25% | (124) | 16% | (78) | 488 |
| Gen Z Sports Fan | 20% | (28) | 37% | (51) | 19% | (26) | 12% | (16) | 12% | (17) | 138 |
| Millennial Sports Fan | 42% | (209) | 30% | (148) | 9% | (44) | 8% | (37) | 11% | (55) | 492 |
| Gen X Sports Fan | 28% | (94) | 34% | (112) | 11% | (38) | 17% | (55) | 10% | (32) | 330 |
| Boomer Sports Fan | 12% | (48) | 32% | (126) | 12% | (48) | 33% | (131) | 12% | (48) | 401 |

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

Table MCSP6_1: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Game recaps

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (102) | 6% (139) | 13% (294) | 7% (143) | 13% (297) | 4% (98) | 51% (1129) | 2202 |
| Gender: Male | 8% (82) | 9% (98) | 20% (213) | 10% (102) | 14% (148) | 5% (50) | 35% (375) | 1068 |
| Gender: Female | 2% (20) | 4% (41) | 7% (81) | 4% (42) | 13% (149) | 4% (48) | 66% (745) | 1126 |
| Age: 18-34 | 9% (55) | 8% (53) | 15% (94) | 10% (62) | 13% (80) | 4% (23) | 42% (264) | 631 |
| Age: 35-44 | 6% (22) | 9% (35) | 16% (61) | 8% (28) | 17% (64) | 4% (13) | 40% (149) | 372 |
| Age: 45-64 | 3% (20) | 6% (41) | 13% (96) | 6% (39) | 13% (90) | 5% (36) | 55% (390) | 711 |
| Age: 65+ | 1% (5) | 2% (10) | 9% (44) | 3% (14) | 13% (63) | 5% (25) | 67% (326) | 487 |
| GenZers: 1997-2012 | 4% (9) | 7% (17) | 12% (28) | 11% (27) | 12% (28) | 3% (8) | 50% (118) | 235 |
| Millennials: 1981-1996 | 9% (66) | 10% (67) | 17% (119) | 8% (56) | 15% (102) | 4% (25) | 38% (267) | 702 |
| GenXers: 1965-1980 | 3% (16) | 7% (36) | 14% (71) | 6% (31) | 14% (76) | 4% (20) | 52% (274) | 525 |
| Baby Boomers: 1946-1964 | 2% (11) | 3% (18) | 10% (70) | 4% (29) | 12% (84) | 6% (43) | 63% (435) | 690 |
| PID: Dem (no lean) | 7% (63) | 8% (79) | 15% (142) | 7% (69) | 12% (113) | 3% (28) | 48% (448) | 941 |
| PID: Ind (no lean) | 2% (11) | 4% (22) | 11% (63) | 5% (30) | 16% (92) | 6% (35) | 57% (333) | 586 |
| PID: Rep (no lean) | 4% (29) | 6% (38) | 13% (89) | 7% (45) | 14% (92) | 5% (34) | 51% (347) | 674 |
| PID/Gender: Dem Men | 11% (50) | 11% (54) | 21% (100) | 10% (48) | 12% (56) | 3% (13) | 32% (152) | 472 |
| PID/Gender: Dem Women | 3% (13) | 5% (25) | 9% (42) | 4% (20) | 12% (57) | 3% (15) | 63% (291) | 464 |
| PID/Gender: Ind Men | 2% (7) | 5% (15) | 18% (51) | 7% (20) | 18% (52) | 7% (19) | 42% (120) | 283 |
| PID/Gender: Ind Women | 1% (4) | 2% (7) | 4% (12) | 3% (10) | 13% (40) | 5% (16) | 70% (210) | 299 |
| PID/Gender: Rep Men | 8% (25) | 9% (29) | 20% (62) | 11% (34) | 13% (40) | 6% (17) | 33% (104) | 312 |
| PID/Gender: Rep Women | 1% (3) | 3% (9) | 7% (27) | 3% (11) | 14% (52) | 5% (17) | 67% (243) | 363 |
| Ideo: Liberal (1-3) | 7% (41) | 9% (54) | 15% (92) | 7% (45) | 13% (83) | 3% (21) | 46% (288) | 622 |
| Ideo: Moderate (4) | 4% (25) | 5% (32) | 11% (76) | 7% (47) | 14% (93) | 6% (39) | 54% (373) | 685 |
| Ideo: Conservative (5-7) | 4% (32) | 7% (50) | 15% (112) | 6% (47) | 14% (105) | 4% (30) | 49% (366) | 742 |
| Educ: < College | 4% (58) | 5% (66) | 12% (174) | 6% (80) | 13% (192) | 4% (54) | 57% (814) | 1439 |
| Educ: Bachelors degree | 4% (21) | 8% (39) | 15% (72) | 8% (39) | 15% (72) | 6% (30) | 44% (211) | 485 |
| Educ: Post-grad | 8% (22) | 12% (34) | 17% (48) | 9% (24) | 12% (34) | 5% (13) | 37% (103) | 278 |
| Income: Under 50k | 3% (40) | 3% (41) | 11% (128) | 5% (57) | 13% (155) | 4% (52) | 60% (695) | 1166 |
| Income: 50k-100k | 5% (31) | 9% (58) | 15% (96) | 8% (49) | 14% (92) | 5% (30) | 45% (289) | 645 |
| Income: 100k+ | 8% (31) | 10% (41) | 18% (70) | 10% (37) | 13% (51) | 4% (16) | 37% (145) | 391 |
| Ethnicity: White | 4% (73) | 7% (112) | 12% (208) | 5% (85) | 13% (226) | 5% (83) | 54% (912) | 1699 |

Continued on next page

Table MCSP6_1: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Game recaps

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (102) | 6% (139) | 13% (294) | 7% (143) | 13% (297) | 4% (98) | 51% (1129) | 2202 |
| Ethnicity: Hispanic | 7% (28) | 7% (26) | 18% (69) | 5% (18) | 19% (72) | 4% (16) | 40% (150) | 379 |
| Ethnicity: Black | 9% (27) | 6% (16) | 19% (52) | 11% (30) | 14% (39) | 3% (7) | 40% (112) | 283 |
| Ethnicity: Other | 1% (3) | 5% (11) | 16% (34) | 13% (28) | 15% (32) | 3% (7) | 48% (104) | 220 |
| All Christian | 4% (42) | 7% (77) | 14% (145) | 6% (63) | 14% (145) | 4% (41) | 51% (523) | 1036 |
| All Non-Christian | 12% (26) | 10% (22) | 19% (41) | 12% (25) | 13% (28) | 4% (9) | 29% (61) | 211 |
| Atheist | 2% (2) | 5% (4) | 7% (6) | 9% (7) | 7% (6) | 5% (4) | 66% (54) | 82 |
| Agnostic/Nothing in particular | 3% (18) | 4% (24) | 10% (52) | 6% (33) | 16% (85) | 3% (14) | 58% (314) | 540 |
| Something Else | 4% (15) | 4% (13) | 15% (50) | 5% (16) | 10% (34) | 9% (29) | 53% (176) | 332 |
| Religious Non-Protestant/Catholic | 11% (26) | 9% (22) | 18% (42) | 11% (26) | 13% (31) | 4% (9) | 34% (82) | 237 |
| Evangelical | 6% (37) | 8% (44) | 14% (80) | 7% (39) | 13% (73) | 6% (32) | 47% (275) | 580 |
| Non-Evangelical | 2% (18) | 6% (40) | 15% (112) | 5% (38) | 13% (98) | 5% (36) | 53% (393) | 735 |
| Community: Urban | 7% (52) | 8% (58) | 18% (128) | 7% (49) | 15% (105) | 3% (25) | 42% (305) | 722 |
| Community: Suburban | 4% (39) | 6% (55) | 11% (110) | 8% (78) | 15% (144) | 4% (44) | 52% (515) | 986 |
| Community: Rural | 2% (11) | 5% (26) | 11% (56) | 3% (16) | 10% (48) | 6% (29) | 62% (308) | 494 |
| Employ: Private Sector | 8% (57) | 11% (78) | 17% (121) | 10% (70) | 15% (109) | 5% (34) | 34% (240) | 709 |
| Employ: Government | 6% (9) | 13% (20) | 14% (22) | 11% (17) | 16% (26) | 1% (1) | 40% (63) | 158 |
| Employ: Self-Employed | 5% (10) | 6% (14) | 17% (37) | 3% (6) | 12% (26) | 5% (10) | 52% (110) | 214 |
| Employ: Homemaker | 2% (3) | 1% (2) | 8% (10) | 3% (4) | 21% (28) | 5% (6) | 60% (80) | 133 |
| Employ: Student | 4% (2) | 3% (2) | 13% (8) | 14% (9) | 13% (8) | 10% (6) | 44% (28) | 63 |
| Employ: Retired | 1% (4) | 2% (13) | 9% (49) | 4% (24) | 13% (72) | 4% (23) | 68% (384) | 568 |
| Employ: Unemployed | 5% (12) | 3% (6) | 12% (26) | 5% (11) | 9% (20) | 6% (14) | 61% (136) | 225 |
| Employ: Other | 3% (4) | 3% (4) | 15% (20) | 2% (3) | 7% (10) | 3% (4) | 66% (88) | 133 |
| Military HH: Yes | 5% (12) | 6% (16) | 13% (35) | 4% (10) | 10% (27) | 8% (22) | 54% (143) | 266 |
| Military HH: No | 5% (90) | 6% (123) | 13% (259) | 7% (133) | 14% (270) | 4% (76) | 51% (985) | 1936 |
| 2022 House Vote: Democrat | 7% (63) | 8% (73) | 16% (145) | 7% (67) | 12% (107) | 4% (35) | 46% (415) | 905 |
| 2022 House Vote: Republican | 4% (30) | 7% (46) | 16% (107) | 6% (38) | 15% (99) | 5% (35) | 48% (329) | 685 |
| 2022 House Vote: Didnt Vote | 1% (8) | 3% (19) | 7% (39) | 6% (35) | 15% (86) | 5% (27) | 62% (358) | 573 |

Continued on next page

Table MCSP6_1: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?
Game recaps

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (102) | 6% (139) | 13% (294) | 7% (143) | 13% (297) | 4% (98) | 51% (1129) | 2202 |
| 2020 Vote: Joe Biden | 7% (67) | 7% (68) | 15% (142) | 7% (71) | 13% (126) | 3% (33) | 48% (459) | 965 |
| 2020 Vote: Donald Trump | 3% (25) | 6% (44) | 14% (101) | 6% (43) | 13% (95) | 6% (40) | 51% (367) | 714 |
| 2020 Vote: Other | 4% (2) | 7% (4) | 19% (11) | 3% (2) | 8% (4) | 3% (2) | 56% (32) | 56 |
| 2020 Vote: Didn't Vote | 2% (8) | 5% (24) | 9% (41) | 6% (28) | 16% (72) | 5% (22) | 58% (271) | 466 |
| 2018 House Vote: Democrat | 7% (60) | 8% (65) | 16% (132) | 7% (58) | 12% (96) | 4% (32) | 45% (362) | 806 |
| 2018 House Vote: Republican | 3% (17) | 7% (43) | 16% (96) | 6% (35) | 14% (86) | 7% (39) | 47% (283) | 600 |
| 2018 House Vote: Didnt Vote | 3% (24) | 4% (31) | 8% (60) | 6% (49) | 14% (109) | 3% (26) | 60% (457) | 756 |
| 4-Region: Northeast | 7% (25) | 8% (31) | 13% (50) | 6% (22) | 13% (48) | 5% (19) | 49% (190) | 386 |
| 4-Region: Midwest | 4% (19) | 4% (19) | 14% (62) | 7% (30) | 15% (68) | 4% (17) | 53% (240) | 455 |
| 4-Region: South | 4% (35) | 7% (58) | 12% (102) | 7% (56) | 12% (103) | 3% (27) | 55% (459) | 840 |
| 4-Region: West | 4% (23) | 6% (30) | 15% (80) | 7% (35) | 15% (78) | 6% (34) | 46% (240) | 521 |
| Gen Z Sports Fan | 6% (8) | 11% (15) | 18% (25) | 17% (24) | 12% (17) | 5% (7) | 32% (44) | 140 |
| Millennial Sports Fan | 13% (64) | 12% (61) | 22% (110) | 11% (54) | 17% (84) | 4% (19) | 22% (108) | 500 |
| Gen X Sports Fan | 4% (15) | 10% (35) | 18% (62) | 7% (25) | 20% (67) | 5% (16) | 36% (124) | 343 |
| Boomer Sports Fan | 2% (11) | 4% (18) | 15% (69) | 5% (24) | 16% (70) | 8% (38) | 49% (219) | 449 |

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

Table MCSP6_2: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Game highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 9% (195) | 12% (261) | 6% (142) | 13% (293) | 7% (145) | 47% (1043) | 2202 |
| Gender: Male | 9% (99) | 15% (155) | 17% (180) | 9% (95) | 14% (144) | 5% (54) | 32% (341) | 1068 |
| Gender: Female | 2% (24) | 4% (40) | 7% (81) | 4% (48) | 13% (149) | 8% (90) | 62% (694) | 1126 |
| Age: 18-34 | 10% (63) | 12% (76) | 14% (86) | 9% (56) | 12% (75) | 5% (35) | 38% (240) | 631 |
| Age: 35-44 | 7% (27) | 11% (41) | 16% (59) | 8% (28) | 14% (53) | 8% (31) | 35% (132) | 372 |
| Age: 45-64 | 4% (25) | 7% (51) | 12% (87) | 6% (45) | 13% (92) | 6% (44) | 52% (368) | 711 |
| Age: 65+ | 1% (7) | 6% (27) | 6% (29) | 3% (14) | 15% (72) | 7% (35) | 62% (303) | 487 |
| GenZers: 1997-2012 | 6% (14) | 11% (26) | 11% (25) | 8% (18) | 13% (30) | 7% (17) | 45% (105) | 235 |
| Millennials: 1981-1996 | 10% (73) | 13% (89) | 15% (106) | 9% (63) | 13% (91) | 6% (41) | 34% (238) | 702 |
| GenXers: 1965-1980 | 4% (22) | 8% (41) | 13% (70) | 7% (35) | 13% (67) | 7% (37) | 48% (253) | 525 |
| Baby Boomers: 1946-1964 | 2% (14) | 5% (35) | 9% (59) | 4% (25) | 14% (93) | 7% (50) | 60% (414) | 690 |
| PID: Dem (no lean) | 8% (77) | 10% (95) | 13% (125) | 9% (81) | 13% (118) | 7% (63) | 41% (382) | 941 |
| PID: Ind (no lean) | 3% (15) | 5% (31) | 11% (63) | 4% (26) | 14% (80) | 8% (49) | 55% (324) | 586 |
| PID: Rep (no lean) | 5% (31) | 10% (69) | 11% (74) | 5% (36) | 14% (95) | 5% (33) | 50% (337) | 674 |
| PID/Gender: Dem Men | 13% (62) | 16% (75) | 18% (86) | 11% (52) | 11% (53) | 5% (24) | 25% (120) | 472 |
| PID/Gender: Dem Women | 3% (15) | 4% (20) | 8% (39) | 6% (30) | 14% (65) | 8% (39) | 55% (257) | 464 |
| PID/Gender: Ind Men | 4% (10) | 9% (25) | 17% (49) | 5% (14) | 18% (50) | 4% (13) | 43% (122) | 283 |
| PID/Gender: Ind Women | 1% (4) | 2% (6) | 5% (14) | 4% (11) | 10% (30) | 12% (36) | 66% (199) | 299 |
| PID/Gender: Rep Men | 8% (26) | 18% (55) | 15% (45) | 9% (29) | 13% (41) | 6% (17) | 32% (98) | 312 |
| PID/Gender: Rep Women | 1% (5) | 4% (14) | 8% (28) | 2% (7) | 15% (54) | 4% (15) | 66% (239) | 363 |
| Ideo: Liberal (1-3) | 7% (45) | 10% (65) | 12% (72) | 7% (46) | 15% (91) | 8% (50) | 41% (254) | 622 |
| Ideo: Moderate (4) | 4% (27) | 7% (47) | 13% (92) | 6% (44) | 11% (77) | 7% (45) | 51% (353) | 685 |
| Ideo: Conservative (5-7) | 6% (48) | 10% (76) | 12% (91) | 7% (49) | 15% (112) | 5% (38) | 44% (330) | 742 |
| Educ: < College | 5% (73) | 7% (104) | 10% (144) | 6% (84) | 12% (178) | 7% (94) | 53% (762) | 1439 |
| Educ: Bachelors degree | 4% (20) | 11% (54) | 15% (72) | 7% (32) | 17% (82) | 8% (37) | 39% (188) | 485 |
| Educ: Post-grad | 10% (29) | 13% (37) | 16% (46) | 9% (26) | 12% (33) | 5% (15) | 33% (93) | 278 |
| Income: Under 50k | 3% (41) | 6% (66) | 10% (117) | 6% (65) | 12% (145) | 7% (79) | 56% (654) | 1166 |
| Income: 50k-100k | 6% (39) | 11% (72) | 12% (76) | 7% (47) | 15% (98) | 6% (42) | 42% (271) | 645 |
| Income: 100k+ | 11% (43) | 15% (57) | 17% (68) | 8% (30) | 13% (50) | 6% (24) | 30% (119) | 391 |
| Ethnicity: White | 5% (89) | 8% (143) | 11% (181) | 6% (106) | 13% (217) | 7% (115) | 50% (850) | 1699 |

Continued on next page

Table MCSP6_2: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Game highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 9% (195) | 12% (261) | 6% (142) | 13% (293) | 7% (145) | 47% (1043) | 2202 |
| Ethnicity: Hispanic | 8% (30) | 14% (53) | 12% (47) | 10% (38) | 11% (43) | 9% (36) | 35% (132) | 379 |
| Ethnicity: Black | 10% (28) | 11% (30) | 17% (47) | 8% (23) | 12% (34) | 6% (17) | 36% (103) | 283 |
| Ethnicity: Other | 2% (5) | 10% (22) | 15% (34) | 6% (14) | 19% (42) | 6% (13) | 41% (90) | 220 |
| All Christian | 6% (61) | 10% (107) | 12% (120) | 6% (64) | 14% (149) | 7% (75) | 44% (460) | 1036 |
| All Non-Christian | 11% (24) | 16% (35) | 15% (31) | 13% (28) | 14% (30) | 4% (8) | 27% (56) | 211 |
| Atheist | 2% (2) | 4% (4) | 7% (5) | 9% (7) | 12% (10) | 2% (1) | 64% (53) | 82 |
| Agnostic/Nothing in particular | 4% (22) | 6% (30) | 12% (63) | 4% (24) | 13% (69) | 8% (41) | 54% (291) | 540 |
| Something Else | 4% (14) | 6% (19) | 13% (42) | 6% (19) | 11% (35) | 6% (20) | 55% (183) | 332 |
| Religious Non-Protestant/Catholic | 10% (24) | 15% (35) | 13% (31) | 15% (35) | 14% (34) | 4% (9) | 29% (69) | 237 |
| Evangelical | 7% (43) | 11% (63) | 12% (68) | 6% (37) | 12% (71) | 6% (33) | 46% (265) | 580 |
| Non-Evangelical | 4% (30) | 8% (60) | 12% (85) | 5% (39) | 15% (107) | 8% (60) | 48% (356) | 735 |
| Community: Urban | 8% (57) | 10% (76) | 17% (126) | 8% (57) | 13% (90) | 5% (34) | 39% (282) | 722 |
| Community: Suburban | 5% (52) | 8% (82) | 11% (104) | 6% (58) | 16% (153) | 7% (68) | 48% (470) | 986 |
| Community: Rural | 3% (14) | 8% (37) | 6% (32) | 6% (27) | 10% (50) | 9% (43) | 59% (291) | 494 |
| Employ: Private Sector | 8% (59) | 14% (99) | 16% (112) | 10% (68) | 14% (100) | 6% (45) | 32% (226) | 709 |
| Employ: Government | 14% (22) | 14% (23) | 7% (11) | 14% (21) | 11% (17) | 8% (12) | 33% (52) | 158 |
| Employ: Self-Employed | 5% (11) | 11% (23) | 18% (38) | 3% (6) | 11% (23) | 7% (16) | 45% (95) | 214 |
| Employ: Homemaker | 3% (3) | 2% (2) | 9% (13) | 2% (2) | 22% (30) | 3% (4) | 59% (78) | 133 |
| Employ: Student | 7% (4) | 8% (5) | 10% (6) | 10% (6) | 12% (8) | 10% (6) | 44% (28) | 63 |
| Employ: Retired | 1% (6) | 4% (22) | 7% (41) | 3% (18) | 15% (87) | 8% (44) | 61% (349) | 568 |
| Employ: Unemployed | 4% (9) | 5% (10) | 13% (29) | 5% (11) | 8% (17) | 6% (12) | 60% (136) | 225 |
| Employ: Other | 5% (7) | 8% (10) | 9% (11) | 6% (8) | 9% (12) | 3% (4) | 60% (80) | 133 |
| Military HH: Yes | 6% (15) | 8% (22) | 10% (25) | 6% (17) | 12% (31) | 6% (15) | 53% (141) | 266 |
| Military HH: No | 6% (108) | 9% (173) | 12% (236) | 7% (126) | 14% (262) | 7% (130) | 47% (902) | 1936 |
| 2022 House Vote: Democrat | 9% (79) | 10% (94) | 14% (123) | 9% (78) | 12% (107) | 6% (59) | 40% (365) | 905 |
| 2022 House Vote: Republican | 5% (33) | 11% (74) | 13% (88) | 5% (31) | 14% (99) | 6% (40) | 47% (320) | 685 |
| 2022 House Vote: Didnt Vote | 2% (11) | 5% (26) | 8% (48) | 6% (33) | 14% (80) | 7% (41) | 59% (336) | 573 |

Continued on next page

Table MCSP6_2: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Game highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 9% (195) | 12% (261) | 6% (142) | 13% (293) | 7% (145) | 47% (1043) | 2202 |
| 2020 Vote: Joe Biden | 8% (72) | 10% (101) | 13% (128) | 8% (73) | 13% (125) | 7% (65) | 41% (400) | 965 |
| 2020 Vote: Donald Trump | 5% (34) | 9% (63) | 12% (85) | 5% (39) | 14% (100) | 5% (35) | 50% (359) | 714 |
| 2020 Vote: Other | 4% (2) | 6% (3) | 11% (6) | 6% (3) | 7% (4) | 6% (3) | 60% (34) | 56 |
| 2020 Vote: Didn't Vote | 3% (14) | 6% (27) | 9% (42) | 6% (27) | 14% (64) | 9% (42) | 54% (250) | 466 |
| 2018 House Vote: Democrat | 10% (78) | 11% (85) | 14% (117) | 8% (62) | 13% (102) | 6% (48) | 39% (314) | 806 |
| 2018 House Vote: Republican | 4% (24) | 11% (64) | 14% (83) | 5% (30) | 13% (79) | 6% (36) | 47% (283) | 600 |
| 2018 House Vote: Didnt Vote | 3% (20) | 6% (45) | 8% (59) | 7% (50) | 14% (106) | 8% (61) | 55% (415) | 756 |
| 4-Region: Northeast | 7% (27) | 12% (48) | 10% (39) | 7% (28) | 13% (51) | 5% (18) | 45% (174) | 386 |
| 4-Region: Midwest | 4% (19) | 6% (29) | 14% (64) | 5% (23) | 14% (65) | 8% (34) | 49% (222) | 455 |
| 4-Region: South | 5% (38) | 8% (71) | 11% (92) | 7% (59) | 12% (98) | 7% (56) | 51% (426) | 840 |
| 4-Region: West | 7% (38) | 9% (47) | 13% (67) | 6% (33) | 15% (79) | 7% (36) | 42% (221) | 521 |
| Gen Z Sports Fan | 8% (12) | 17% (24) | 14% (19) | 11% (16) | 14% (20) | 10% (14) | 26% (36) | 140 |
| Millennial Sports Fan | 14% (71) | 17% (85) | 19% (97) | 11% (54) | 16% (81) | 5% (25) | 17% (87) | 500 |
| Gen X Sports Fan | 6% (20) | 11% (38) | 18% (62) | 9% (31) | 16% (56) | 9% (32) | 30% (103) | 343 |
| Boomer Sports Fan | 3% (13) | 7% (29) | 13% (57) | 5% (22) | 18% (80) | 9% (42) | 46% (205) | 449 |

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

Table MCSP6_3: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Player highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 6% (129) | 12% (255) | 6% (125) | 13% (284) | 6% (134) | 52% (1152) | 2202 |
| Gender: Male | 9% (101) | 9% (99) | 17% (184) | 8% (90) | 12% (133) | 4% (47) | 39% (413) | 1068 |
| Gender: Female | 2% (22) | 3% (30) | 6% (71) | 3% (35) | 13% (151) | 7% (84) | 65% (733) | 1126 |
| Age: 18-34 | 10% (64) | 9% (57) | 15% (98) | 8% (48) | 12% (78) | 6% (38) | 39% (249) | 631 |
| Age: 35-44 | 8% (29) | 8% (28) | 16% (58) | 8% (29) | 15% (56) | 6% (22) | 40% (149) | 372 |
| Age: 45-64 | 3% (24) | 5% (32) | 11% (77) | 5% (37) | 13% (90) | 6% (46) | 57% (405) | 711 |
| Age: 65+ | 1% (6) | 2% (11) | 5% (22) | 2% (11) | 12% (60) | 6% (27) | 72% (349) | 487 |
| GenZers: 1997-2012 | 5% (11) | 10% (23) | 10% (24) | 8% (18) | 13% (31) | 7% (15) | 48% (112) | 235 |
| Millennials: 1981-1996 | 11% (78) | 9% (60) | 18% (126) | 8% (55) | 13% (88) | 6% (42) | 36% (253) | 702 |
| GenXers: 1965-1980 | 4% (22) | 5% (26) | 11% (57) | 6% (31) | 16% (83) | 6% (31) | 52% (274) | 525 |
| Baby Boomers: 1946-1964 | 2% (12) | 2% (16) | 7% (47) | 3% (20) | 11% (75) | 6% (43) | 69% (477) | 690 |
| PID: Dem (no lean) | 8% (79) | 8% (78) | 11% (107) | 7% (64) | 13% (124) | 7% (64) | 45% (426) | 941 |
| PID: Ind (no lean) | 2% (14) | 3% (20) | 10% (59) | 5% (29) | 13% (76) | 6% (34) | 60% (354) | 586 |
| PID: Rep (no lean) | 4% (30) | 5% (31) | 13% (89) | 5% (32) | 12% (84) | 5% (35) | 55% (372) | 674 |
| PID/Gender: Dem Men | 14% (64) | 12% (56) | 16% (75) | 10% (45) | 13% (60) | 6% (26) | 31% (146) | 472 |
| PID/Gender: Dem Women | 3% (15) | 5% (21) | 7% (32) | 4% (19) | 14% (64) | 8% (36) | 60% (277) | 464 |
| PID/Gender: Ind Men | 4% (10) | 6% (17) | 17% (48) | 7% (19) | 14% (40) | 3% (7) | 50% (142) | 283 |
| PID/Gender: Ind Women | 1% (4) | 1% (3) | 4% (11) | 3% (10) | 12% (36) | 9% (27) | 70% (209) | 299 |
| PID/Gender: Rep Men | 8% (26) | 8% (26) | 20% (62) | 8% (26) | 11% (33) | 5% (14) | 40% (125) | 312 |
| PID/Gender: Rep Women | 1% (4) | 2% (6) | 8% (27) | 2% (6) | 14% (51) | 6% (21) | 68% (247) | 363 |
| Ideo: Liberal (1-3) | 7% (44) | 8% (47) | 11% (67) | 6% (40) | 13% (79) | 8% (53) | 47% (291) | 622 |
| Ideo: Moderate (4) | 3% (21) | 5% (36) | 11% (76) | 6% (40) | 13% (92) | 5% (36) | 56% (385) | 685 |
| Ideo: Conservative (5-7) | 7% (55) | 6% (42) | 14% (102) | 5% (40) | 14% (100) | 5% (35) | 50% (368) | 742 |
| Educ: < College | 5% (71) | 4% (63) | 10% (149) | 5% (72) | 12% (176) | 6% (89) | 57% (820) | 1439 |
| Educ: Bachelors degree | 5% (24) | 7% (36) | 13% (65) | 7% (33) | 15% (71) | 7% (36) | 46% (221) | 485 |
| Educ: Post-grad | 10% (28) | 11% (30) | 15% (41) | 7% (20) | 13% (37) | 3% (9) | 40% (112) | 278 |
| Income: Under 50k | 3% (39) | 4% (46) | 10% (111) | 4% (50) | 13% (147) | 6% (73) | 60% (701) | 1166 |
| Income: 50k-100k | 5% (34) | 7% (45) | 13% (83) | 7% (46) | 13% (86) | 6% (38) | 49% (314) | 645 |
| Income: 100k+ | 13% (50) | 10% (38) | 16% (61) | 8% (29) | 13% (52) | 6% (23) | 35% (137) | 391 |
| Ethnicity: White | 5% (91) | 5% (89) | 11% (182) | 5% (82) | 12% (200) | 6% (109) | 56% (947) | 1699 |

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Table MCSP6_3: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Player highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 6% (129) | 12% (255) | 6% (125) | 13% (284) | 6% (134) | 52% (1152) | 2202 |
| Ethnicity: Hispanic | 8% (31) | 6% (22) | 19% (71) | 7% (26) | 13% (51) | 10% (37) | 37% (141) | 379 |
| Ethnicity: Black | 8% (24) | 7% (20) | 20% (56) | 8% (22) | 13% (36) | 4% (11) | 40% (114) | 283 |
| Ethnicity: Other | 4% (9) | 9% (20) | 8% (17) | 9% (21) | 22% (48) | 6% (14) | 42% (91) | 220 |
| All Christian | 6% (64) | 6% (63) | 12% (124) | 5% (51) | 14% (144) | 6% (58) | 51% (532) | 1036 |
| All Non-Christian | 12% (26) | 12% (25) | 17% (36) | 10% (21) | 15% (31) | 3% (6) | 31% (65) | 211 |
| Atheist | 2% (2) | 8% (7) | 3% (2) | 4% (3) | 7% (6) | 9% (7) | 67% (55) | 82 |
| Agnostic/Nothing in particular | 3% (16) | 4% (24) | 9% (50) | 6% (34) | 12% (63) | 8% (41) | 58% (313) | 540 |
| Something Else | 5% (16) | 3% (10) | 13% (42) | 5% (15) | 12% (40) | 7% (22) | 56% (187) | 332 |
| Religious Non-Protestant/Catholic | 11% (26) | 11% (26) | 15% (36) | 10% (23) | 16% (38) | 3% (7) | 34% (81) | 237 |
| Evangelical | 10% (58) | 6% (33) | 11% (66) | 6% (37) | 14% (79) | 4% (22) | 49% (285) | 580 |
| Non-Evangelical | 3% (20) | 5% (35) | 13% (97) | 4% (26) | 13% (96) | 7% (54) | 55% (406) | 735 |
| Community: Urban | 9% (62) | 8% (60) | 16% (116) | 7% (47) | 12% (88) | 6% (42) | 43% (308) | 722 |
| Community: Suburban | 5% (52) | 5% (51) | 9% (91) | 6% (61) | 14% (141) | 7% (66) | 53% (523) | 986 |
| Community: Rural | 2% (9) | 4% (18) | 10% (48) | 3% (16) | 11% (55) | 5% (26) | 65% (322) | 494 |
| Employ: Private Sector | 9% (64) | 9% (66) | 16% (113) | 9% (64) | 14% (98) | 6% (45) | 36% (258) | 709 |
| Employ: Government | 14% (22) | 9% (15) | 15% (23) | 8% (12) | 13% (20) | 8% (13) | 33% (52) | 158 |
| Employ: Self-Employed | 5% (11) | 6% (13) | 16% (34) | 6% (13) | 10% (21) | 4% (9) | 52% (112) | 214 |
| Employ: Homemaker | 1% (2) | — (0) | 7% (10) | 2% (3) | 24% (31) | 4% (5) | 62% (82) | 133 |
| Employ: Student | 4% (2) | 13% (9) | 6% (4) | 13% (8) | 12% (7) | 6% (4) | 46% (29) | 63 |
| Employ: Retired | 1% (6) | 2% (12) | 5% (31) | 3% (18) | 11% (63) | 7% (40) | 70% (398) | 568 |
| Employ: Unemployed | 4% (10) | 4% (10) | 11% (25) | 2% (5) | 11% (26) | 6% (13) | 61% (137) | 225 |
| Employ: Other | 5% (6) | 3% (4) | 11% (15) | 2% (3) | 13% (17) | 4% (5) | 63% (84) | 133 |
| Military HH: Yes | 5% (14) | 5% (12) | 10% (27) | 6% (16) | 9% (24) | 5% (14) | 60% (158) | 266 |
| Military HH: No | 6% (109) | 6% (116) | 12% (228) | 6% (109) | 13% (260) | 6% (120) | 51% (994) | 1936 |
| 2022 House Vote: Democrat | 8% (74) | 9% (78) | 12% (113) | 7% (62) | 13% (117) | 6% (50) | 45% (411) | 905 |
| 2022 House Vote: Republican | 5% (35) | 4% (29) | 15% (102) | 4% (24) | 13% (91) | 5% (33) | 54% (370) | 685 |
| 2022 House Vote: Didnt Vote | 2% (12) | 4% (21) | 7% (38) | 7% (38) | 11% (66) | 8% (48) | 61% (350) | 573 |

Continued on next page

Table MCSP6_3: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?
Player highlights

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 6% (123) | 6% (129) | 12% (255) | 6% (125) | 13% (284) | 6% (134) | 52% (1152) | 2202 |
| 2020 Vote: Joe Biden | 8% (81) | 7% (66) | 12% (112) | 6% (62) | 14% (135) | 6% (56) | 47% (453) | 965 |
| 2020 Vote: Donald Trump | 4% (27) | 4% (30) | 13% (96) | 5% (32) | 13% (93) | 5% (33) | 56% (402) | 714 |
| 2020 Vote: Other | 6% (3) | 5% (3) | 19% (11) | 3% (2) | 8% (5) | 5% (3) | 54% (30) | 56 |
| 2020 Vote: Didn't Vote | 3% (12) | 6% (30) | 8% (37) | 6% (28) | 11% (51) | 9% (41) | 57% (267) | 466 |
| 2018 House Vote: Democrat | 9% (74) | 7% (60) | 13% (107) | 7% (59) | 12% (100) | 6% (52) | 44% (354) | 806 |
| 2018 House Vote: Republican | 4% (25) | 5% (30) | 15% (90) | 4% (22) | 13% (78) | 5% (28) | 54% (326) | 600 |
| 2018 House Vote: Didnt Vote | 3% (24) | 5% (39) | 7% (52) | 6% (43) | 13% (100) | 7% (54) | 59% (445) | 756 |
| 4-Region: Northeast | 7% (27) | 5% (20) | 14% (56) | 7% (25) | 12% (44) | 6% (24) | 49% (190) | 386 |
| 4-Region: Midwest | 4% (17) | 6% (26) | 11% (52) | 4% (16) | 12% (52) | 6% (27) | 58% (264) | 455 |
| 4-Region: South | 6% (47) | 4% (31) | 11% (95) | 6% (54) | 13% (108) | 5% (42) | 55% (462) | 840 |
| 4-Region: West | 6% (32) | 10% (51) | 10% (53) | 6% (30) | 15% (79) | 8% (41) | 45% (236) | 521 |
| Gen Z Sports Fan | 8% (11) | 15% (21) | 15% (21) | 12% (16) | 9% (13) | 10% (14) | 32% (45) | 140 |
| Millennial Sports Fan | 15% (75) | 11% (56) | 24% (119) | 10% (48) | 16% (81) | 6% (28) | 18% (92) | 500 |
| Gen X Sports Fan | 6% (21) | 8% (26) | 14% (50) | 7% (23) | 21% (71) | 9% (29) | 36% (122) | 343 |
| Boomer Sports Fan | 3% (12) | 4% (16) | 10% (46) | 4% (17) | 14% (63) | 8% (38) | 57% (256) | 449 |

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

Table MCSP6_4: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?
Behind the scenes player or team content

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (78) | 5% (106) | 10% (217) | 6% (143) | 11% (241) | 5% (117) | 59% (1301) | 2202 |
| Gender: Male | 6% (61) | 8% (84) | 14% (151) | 9% (92) | 12% (133) | 6% (63) | 45% (485) | 1068 |
| Gender: Female | 2% (17) | 2% (22) | 6% (66) | 4% (49) | 10% (108) | 5% (55) | 72% (809) | 1126 |
| Age: 18-34 | 7% (42) | 6% (38) | 14% (86) | 10% (61) | 12% (77) | 5% (35) | 46% (293) | 631 |
| Age: 35-44 | 4% (16) | 8% (30) | 15% (56) | 10% (38) | 12% (45) | 6% (24) | 44% (163) | 372 |
| Age: 45-64 | 2% (17) | 4% (30) | 9% (66) | 5% (36) | 10% (75) | 6% (41) | 63% (448) | 711 |
| Age: 65+ | 1% (3) | 1% (7) | 2% (9) | 2% (8) | 9% (45) | 4% (18) | 82% (397) | 487 |
| GenZers: 1997-2012 | 3% (7) | 5% (11) | 8% (20) | 11% (25) | 12% (28) | 6% (13) | 56% (130) | 235 |
| Millennials: 1981-1996 | 7% (49) | 8% (56) | 16% (113) | 10% (72) | 12% (84) | 5% (33) | 42% (295) | 702 |
| GenXers: 1965-1980 | 3% (16) | 5% (25) | 10% (53) | 6% (29) | 12% (64) | 8% (41) | 56% (296) | 525 |
| Baby Boomers: 1946-1964 | 1% (5) | 2% (11) | 4% (28) | 2% (16) | 9% (61) | 4% (30) | 78% (539) | 690 |
| PID: Dem (no lean) | 6% (57) | 7% (64) | 12% (109) | 8% (76) | 11% (106) | 5% (50) | 51% (480) | 941 |
| PID: Ind (no lean) | 1% (8) | 2% (13) | 8% (45) | 4% (25) | 10% (58) | 5% (30) | 69% (406) | 586 |
| PID: Rep (no lean) | 2% (13) | 4% (28) | 9% (63) | 6% (42) | 11% (77) | 6% (37) | 61% (415) | 674 |
| PID/Gender: Dem Men | 10% (47) | 10% (50) | 14% (68) | 11% (52) | 14% (64) | 5% (25) | 35% (166) | 472 |
| PID/Gender: Dem Women | 2% (10) | 3% (14) | 9% (41) | 5% (22) | 9% (41) | 5% (25) | 67% (311) | 464 |
| PID/Gender: Ind Men | 2% (5) | 4% (11) | 13% (38) | 5% (15) | 11% (30) | 6% (17) | 59% (168) | 283 |
| PID/Gender: Ind Women | 1% (4) | 1% (2) | 2% (7) | 3% (10) | 9% (28) | 5% (14) | 78% (234) | 299 |
| PID/Gender: Rep Men | 3% (9) | 7% (23) | 14% (45) | 8% (24) | 12% (38) | 7% (21) | 49% (151) | 312 |
| PID/Gender: Rep Women | 1% (3) | 1% (5) | 5% (18) | 5% (17) | 11% (39) | 5% (16) | 73% (263) | 363 |
| Ideo: Liberal (1-3) | 6% (37) | 6% (35) | 10% (63) | 7% (46) | 12% (78) | 5% (32) | 53% (331) | 622 |
| Ideo: Moderate (4) | 2% (16) | 4% (29) | 9% (65) | 7% (49) | 10% (71) | 5% (35) | 61% (420) | 685 |
| Ideo: Conservative (5-7) | 3% (23) | 5% (38) | 11% (83) | 6% (46) | 12% (87) | 5% (40) | 57% (426) | 742 |
| Educ: < College | 4% (51) | 3% (41) | 9% (134) | 6% (82) | 10% (139) | 5% (71) | 64% (920) | 1439 |
| Educ: Bachelors degree | 3% (14) | 7% (33) | 10% (47) | 7% (33) | 15% (73) | 7% (34) | 52% (251) | 485 |
| Educ: Post-grad | 5% (14) | 11% (32) | 13% (35) | 10% (28) | 10% (29) | 4% (12) | 46% (129) | 278 |
| Income: Under 50k | 2% (27) | 2% (22) | 9% (102) | 5% (63) | 10% (111) | 5% (57) | 67% (783) | 1166 |
| Income: 50k-100k | 4% (28) | 6% (42) | 11% (68) | 7% (45) | 12% (77) | 6% (37) | 54% (348) | 645 |
| Income: 100k+ | 6% (23) | 11% (42) | 12% (46) | 9% (35) | 14% (53) | 6% (24) | 43% (169) | 391 |
| Ethnicity: White | 3% (56) | 5% (78) | 9% (157) | 6% (102) | 10% (168) | 5% (92) | 62% (1046) | 1699 |

Continued on next page

**Table MCSP6_4: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?
Behind the scenes player or team content**

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (78) | 5% (106) | 10% (217) | 6% (143) | 11% (241) | 5% (117) | 59% (1301) | 2202 |
| Ethnicity: Hispanic | 6% (23) | 3% (11) | 18% (69) | 11% (42) | 10% (38) | 9% (33) | 43% (164) | 379 |
| Ethnicity: Black | 8% (21) | 5% (15) | 15% (42) | 9% (26) | 13% (36) | 3% (9) | 47% (134) | 283 |
| Ethnicity: Other | — (1) | 6% (13) | 8% (17) | 7% (15) | 17% (37) | 8% (17) | 55% (121) | 220 |
| All Christian | 3% (36) | 6% (61) | 10% (101) | 5% (49) | 12% (126) | 5% (49) | 59% (615) | 1036 |
| All Non-Christian | 10% (22) | 10% (20) | 15% (32) | 15% (32) | 11% (24) | 4% (9) | 34% (72) | 211 |
| Atheist | 2% (1) | 1% (1) | 6% (5) | 10% (8) | 5% (4) | 7% (6) | 70% (57) | 82 |
| Agnostic/Nothing in particular | 1% (8) | 3% (17) | 8% (42) | 7% (38) | 11% (59) | 5% (25) | 65% (350) | 540 |
| Something Else | 3% (12) | 2% (7) | 11% (36) | 5% (16) | 8% (27) | 9% (28) | 62% (207) | 332 |
| Religious Non-Protestant/Catholic | 9% (22) | 9% (21) | 14% (33) | 16% (38) | 11% (27) | 4% (10) | 37% (87) | 237 |
| Evangelical | 6% (34) | 5% (32) | 11% (62) | 5% (31) | 9% (53) | 7% (39) | 57% (328) | 580 |
| Non-Evangelical | 1% (11) | 4% (31) | 10% (72) | 3% (25) | 13% (93) | 5% (35) | 64% (467) | 735 |
| Community: Urban | 6% (44) | 8% (57) | 12% (90) | 8% (59) | 11% (81) | 5% (37) | 49% (353) | 722 |
| Community: Suburban | 3% (25) | 4% (38) | 9% (89) | 6% (58) | 12% (117) | 6% (62) | 60% (596) | 986 |
| Community: Rural | 2% (9) | 2% (10) | 8% (37) | 5% (25) | 9% (43) | 4% (18) | 71% (351) | 494 |
| Employ: Private Sector | 5% (34) | 10% (69) | 13% (92) | 10% (73) | 13% (94) | 7% (48) | 42% (299) | 709 |
| Employ: Government | 11% (17) | 5% (9) | 14% (22) | 12% (19) | 13% (21) | 4% (6) | 41% (64) | 158 |
| Employ: Self-Employed | 4% (8) | 4% (9) | 14% (31) | 11% (23) | 8% (18) | 3% (7) | 56% (119) | 214 |
| Employ: Homemaker | 1% (1) | 1% (1) | 7% (9) | 2% (3) | 17% (23) | 4% (5) | 68% (90) | 133 |
| Employ: Student | 7% (5) | 4% (2) | 13% (9) | 6% (4) | 11% (7) | 8% (5) | 51% (32) | 63 |
| Employ: Retired | — (2) | 2% (10) | 3% (17) | 1% (8) | 9% (51) | 5% (31) | 79% (450) | 568 |
| Employ: Unemployed | 4% (8) | 3% (6) | 8% (18) | 3% (8) | 7% (15) | 5% (11) | 71% (159) | 225 |
| Employ: Other | 3% (4) | — (1) | 15% (20) | 5% (6) | 9% (12) | 3% (4) | 65% (87) | 133 |
| Military HH: Yes | 2% (7) | 5% (13) | 9% (25) | 4% (10) | 9% (23) | 7% (20) | 64% (169) | 266 |
| Military HH: No | 4% (71) | 5% (93) | 10% (192) | 7% (132) | 11% (218) | 5% (98) | 58% (1132) | 1936 |
| 2022 House Vote: Democrat | 6% (56) | 7% (63) | 12% (110) | 7% (61) | 11% (102) | 6% (50) | 51% (463) | 905 |
| 2022 House Vote: Republican | 2% (15) | 5% (31) | 9% (63) | 7% (48) | 12% (84) | 4% (31) | 60% (412) | 685 |
| 2022 House Vote: Didnt Vote | 1% (6) | 2% (11) | 7% (40) | 5% (31) | 9% (52) | 6% (35) | 69% (397) | 573 |

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Table MCSP6_4: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Behind the scenes player or team content

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (78) | 5% (106) | 10% (217) | 6% (143) | 11% (241) | 5% (117) | 59% (1301) | 2202 |
| 2020 Vote: Joe Biden | 5% (49) | 6% (62) | 12% (117) | 6% (57) | 12% (113) | 5% (53) | 53% (514) | 965 |
| 2020 Vote: Donald Trump | 2% (16) | 4% (31) | 8% (55) | 6% (45) | 11% (82) | 5% (35) | 63% (451) | 714 |
| 2020 Vote: Other | 3% (2) | 2% (1) | 11% (6) | 2% (1) | 4% (2) | 7% (4) | 71% (40) | 56 |
| 2020 Vote: Didn't Vote | 3% (12) | 3% (12) | 8% (38) | 8% (39) | 9% (44) | 6% (26) | 63% (296) | 466 |
| 2018 House Vote: Democrat | 7% (55) | 7% (58) | 12% (94) | 6% (48) | 12% (94) | 5% (43) | 51% (413) | 806 |
| 2018 House Vote: Republican | 2% (12) | 5% (30) | 9% (55) | 7% (42) | 11% (67) | 4% (27) | 61% (368) | 600 |
| 2018 House Vote: Didnt Vote | 1% (10) | 2% (18) | 9% (65) | 7% (51) | 10% (75) | 6% (48) | 65% (489) | 756 |
| 4-Region: Northeast | 6% (23) | 5% (21) | 9% (36) | 6% (22) | 9% (35) | 6% (21) | 59% (227) | 386 |
| 4-Region: Midwest | 2% (8) | 4% (18) | 8% (34) | 9% (39) | 11% (51) | 5% (24) | 61% (280) | 455 |
| 4-Region: South | 3% (26) | 3% (29) | 11% (88) | 5% (42) | 11% (94) | 5% (42) | 62% (520) | 840 |
| 4-Region: West | 4% (20) | 7% (38) | 11% (58) | 8% (40) | 12% (61) | 6% (31) | 53% (274) | 521 |
| Gen Z Sports Fan | 5% (7) | 8% (11) | 13% (18) | 16% (22) | 11% (16) | 5% (7) | 42% (59) | 140 |
| Millennial Sports Fan | 9% (47) | 11% (54) | 21% (106) | 12% (60) | 15% (73) | 5% (26) | 27% (134) | 500 |
| Gen X Sports Fan | 4% (15) | 7% (25) | 14% (46) | 7% (24) | 17% (58) | 9% (29) | 42% (145) | 343 |
| Boomer Sports Fan | 1% (5) | 2% (11) | 6% (26) | 3% (13) | 11% (51) | 6% (27) | 70% (317) | 449 |

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

Table MCSP6_5: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Interviews with players

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (95) | 4% (95) | 11% (241) | 7% (144) | 12% (256) | 6% (133) | 56% (1237) | 2202 |
| Gender: Male | 7% (77) | 6% (68) | 17% (182) | 8% (89) | 13% (135) | 5% (53) | 43% (463) | 1068 |
| Gender: Female | 2% (18) | 2% (26) | 5% (60) | 5% (56) | 11% (120) | 7% (80) | 68% (766) | 1126 |
| Age: 18-34 | 7% (45) | 6% (40) | 14% (89) | 8% (53) | 13% (81) | 6% (37) | 45% (287) | 631 |
| Age: 35-44 | 8% (30) | 7% (24) | 13% (48) | 10% (37) | 12% (45) | 6% (24) | 44% (164) | 372 |
| Age: 45-64 | 3% (20) | 3% (21) | 12% (83) | 6% (42) | 12% (82) | 6% (40) | 60% (424) | 711 |
| Age: 65+ | — (1) | 2% (10) | 4% (22) | 3% (12) | 10% (48) | 7% (32) | 74% (362) | 487 |
| GenZers: 1997-2012 | 3% (7) | 5% (12) | 12% (29) | 8% (18) | 13% (30) | 8% (20) | 51% (120) | 235 |
| Millennials: 1981-1996 | 9% (65) | 7% (51) | 14% (102) | 10% (69) | 12% (85) | 5% (34) | 42% (296) | 702 |
| GenXers: 1965-1980 | 3% (16) | 4% (19) | 13% (69) | 6% (31) | 13% (66) | 7% (35) | 55% (288) | 525 |
| Baby Boomers: 1946-1964 | 1% (7) | 2% (10) | 6% (41) | 4% (25) | 10% (69) | 6% (40) | 72% (498) | 690 |
| PID: Dem (no lean) | 7% (68) | 6% (55) | 13% (118) | 8% (78) | 11% (106) | 6% (53) | 49% (464) | 941 |
| PID: Ind (no lean) | 1% (8) | 2% (9) | 7% (41) | 6% (35) | 11% (64) | 8% (46) | 65% (383) | 586 |
| PID: Rep (no lean) | 3% (19) | 4% (30) | 12% (82) | 5% (32) | 13% (86) | 5% (34) | 58% (391) | 674 |
| PID/Gender: Dem Men | 12% (56) | 8% (38) | 19% (88) | 11% (54) | 12% (57) | 4% (19) | 34% (161) | 472 |
| PID/Gender: Dem Women | 2% (12) | 4% (17) | 7% (30) | 5% (24) | 11% (50) | 7% (34) | 64% (298) | 464 |
| PID/Gender: Ind Men | 2% (5) | 2% (7) | 12% (34) | 7% (19) | 13% (37) | 6% (16) | 58% (165) | 283 |
| PID/Gender: Ind Women | 1% (3) | 1% (3) | 2% (7) | 5% (16) | 9% (27) | 10% (30) | 71% (214) | 299 |
| PID/Gender: Rep Men | 5% (16) | 7% (23) | 19% (60) | 5% (16) | 13% (42) | 6% (18) | 44% (137) | 312 |
| PID/Gender: Rep Women | 1% (3) | 2% (7) | 6% (22) | 4% (16) | 12% (44) | 4% (16) | 70% (254) | 363 |
| Ideo: Liberal (1-3) | 6% (37) | 6% (38) | 12% (72) | 7% (44) | 12% (72) | 6% (39) | 51% (320) | 622 |
| Ideo: Moderate (4) | 2% (15) | 3% (18) | 10% (71) | 8% (54) | 12% (85) | 7% (46) | 58% (395) | 685 |
| Ideo: Conservative (5-7) | 6% (41) | 5% (35) | 13% (94) | 6% (43) | 12% (91) | 5% (38) | 54% (400) | 742 |
| Educ: < College | 4% (52) | 3% (49) | 9% (131) | 6% (80) | 10% (149) | 6% (81) | 62% (896) | 1439 |
| Educ: Bachelors degree | 5% (24) | 4% (19) | 14% (66) | 7% (35) | 16% (78) | 7% (34) | 47% (229) | 485 |
| Educ: Post-grad | 7% (20) | 9% (26) | 16% (44) | 11% (30) | 10% (28) | 7% (18) | 40% (112) | 278 |
| Income: Under 50k | 3% (33) | 3% (36) | 8% (96) | 5% (58) | 10% (119) | 6% (69) | 65% (755) | 1166 |
| Income: 50k-100k | 4% (24) | 5% (29) | 12% (79) | 9% (56) | 13% (85) | 6% (39) | 52% (333) | 645 |
| Income: 100k+ | 10% (38) | 7% (29) | 17% (67) | 8% (30) | 13% (52) | 6% (25) | 38% (149) | 391 |
| Ethnicity: White | 4% (72) | 4% (65) | 10% (177) | 6% (106) | 10% (178) | 7% (118) | 58% (982) | 1699 |

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Table MCSP6_5: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Interviews with players

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (95) | 4% (95) | 11% (241) | 7% (144) | 12% (256) | 6% (133) | 56% (1237) | 2202 |
| Ethnicity: Hispanic | 7% (25) | 4% (16) | 15% (57) | 12% (46) | 9% (33) | 9% (34) | 44% (167) | 379 |
| Ethnicity: Black | 7% (19) | 6% (18) | 14% (40) | 9% (25) | 14% (41) | 4% (13) | 45% (128) | 283 |
| Ethnicity: Other | 2% (4) | 5% (12) | 11% (25) | 6% (14) | 17% (37) | 1% (2) | 58% (127) | 220 |
| All Christian | 4% (39) | 5% (57) | 11% (118) | 7% (68) | 12% (129) | 7% (70) | 54% (557) | 1036 |
| All Non-Christian | 13% (27) | 7% (16) | 18% (39) | 13% (28) | 11% (23) | 5% (10) | 33% (69) | 211 |
| Atheist | — (0) | 2% (2) | 7% (6) | 1% (1) | 10% (8) | 2% (1) | 78% (64) | 82 |
| Agnostic/Nothing in particular | 3% (14) | 3% (16) | 9% (47) | 6% (31) | 11% (58) | 6% (34) | 63% (340) | 540 |
| Something Else | 5% (15) | 1% (4) | 10% (32) | 5% (17) | 12% (38) | 6% (18) | 62% (207) | 332 |
| Religious Non-Protestant/Catholic | 12% (27) | 7% (16) | 16% (39) | 13% (30) | 13% (31) | 5% (11) | 35% (82) | 237 |
| Evangelical | 8% (44) | 5% (30) | 10% (56) | 7% (38) | 10% (60) | 7% (42) | 54% (311) | 580 |
| Non-Evangelical | 1% (9) | 4% (27) | 12% (88) | 6% (43) | 13% (97) | 6% (43) | 58% (429) | 735 |
| Community: Urban | 7% (52) | 6% (45) | 14% (98) | 8% (61) | 13% (96) | 5% (36) | 46% (334) | 722 |
| Community: Suburban | 4% (37) | 4% (37) | 11% (105) | 7% (65) | 11% (112) | 6% (55) | 58% (574) | 986 |
| Community: Rural | 1% (7) | 3% (12) | 8% (38) | 4% (19) | 10% (48) | 8% (42) | 67% (329) | 494 |
| Employ: Private Sector | 7% (51) | 7% (47) | 15% (109) | 10% (72) | 14% (100) | 7% (49) | 40% (281) | 709 |
| Employ: Government | 14% (22) | 7% (11) | 11% (17) | 12% (19) | 17% (27) | 4% (6) | 35% (56) | 158 |
| Employ: Self-Employed | 2% (5) | 6% (12) | 13% (28) | 9% (19) | 10% (22) | 6% (13) | 53% (114) | 214 |
| Employ: Homemaker | 1% (2) | — (0) | 8% (11) | 4% (6) | 11% (14) | 6% (8) | 70% (93) | 133 |
| Employ: Student | 2% (1) | 5% (3) | 17% (10) | 4% (3) | 13% (9) | 9% (5) | 50% (32) | 63 |
| Employ: Retired | — (0) | 2% (13) | 6% (32) | 3% (16) | 9% (53) | 6% (36) | 73% (417) | 568 |
| Employ: Unemployed | 4% (9) | 3% (8) | 9% (20) | 3% (6) | 8% (18) | 4% (10) | 69% (154) | 225 |
| Employ: Other | 4% (5) | — (1) | 10% (13) | 3% (4) | 10% (13) | 4% (6) | 69% (91) | 133 |
| Military HH: Yes | 5% (14) | 5% (12) | 9% (23) | 5% (14) | 7% (19) | 8% (21) | 61% (162) | 266 |
| Military HH: No | 4% (81) | 4% (83) | 11% (218) | 7% (130) | 12% (237) | 6% (112) | 56% (1075) | 1936 |
| 2022 House Vote: Democrat | 7% (66) | 6% (54) | 12% (112) | 8% (71) | 12% (105) | 6% (54) | 49% (443) | 905 |
| 2022 House Vote: Republican | 3% (23) | 4% (28) | 13% (88) | 5% (34) | 13% (92) | 5% (37) | 56% (385) | 685 |
| 2022 House Vote: Didnt Vote | 1% (7) | 2% (12) | 7% (40) | 7% (39) | 9% (52) | 7% (42) | 67% (382) | 573 |

Continued on next page

Table MCSP6_5: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Interviews with players

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (95) | 4% (95) | 11% (241) | 7% (144) | 12% (256) | 6% (133) | 56% (1237) | 2202 |
| 2020 Vote: Joe Biden | 7% (67) | 6% (54) | 12% (117) | 7% (67) | 11% (109) | 6% (54) | 52% (497) | 965 |
| 2020 Vote: Donald Trump | 2% (17) | 4% (28) | 11% (79) | 5% (34) | 13% (95) | 5% (39) | 59% (423) | 714 |
| 2020 Vote: Other | 3% (2) | 3% (2) | 7% (4) | 6% (3) | 19% (11) | 2% (1) | 61% (34) | 56 |
| 2020 Vote: Didn't Vote | 2% (10) | 2% (11) | 9% (41) | 9% (40) | 9% (41) | 8% (39) | 61% (283) | 466 |
| 2018 House Vote: Democrat | 8% (61) | 6% (52) | 13% (108) | 8% (63) | 12% (94) | 5% (39) | 48% (389) | 806 |
| 2018 House Vote: Republican | 3% (17) | 5% (28) | 12% (74) | 6% (35) | 13% (79) | 5% (31) | 56% (336) | 600 |
| 2018 House Vote: Didnt Vote | 2% (18) | 2% (14) | 8% (57) | 6% (45) | 11% (79) | 8% (61) | 64% (481) | 756 |
| 4-Region: Northeast | 6% (24) | 5% (19) | 9% (35) | 8% (30) | 14% (54) | 5% (20) | 53% (204) | 386 |
| 4-Region: Midwest | 2% (10) | 4% (18) | 11% (50) | 6% (29) | 11% (51) | 8% (36) | 57% (261) | 455 |
| 4-Region: South | 4% (37) | 3% (27) | 11% (91) | 5% (46) | 11% (91) | 6% (52) | 59% (495) | 840 |
| 4-Region: West | 5% (24) | 6% (30) | 12% (65) | 8% (40) | 12% (60) | 5% (25) | 53% (277) | 521 |
| Gen Z Sports Fan | 5% (7) | 6% (8) | 19% (26) | 12% (17) | 15% (21) | 9% (13) | 34% (48) | 140 |
| Millennial Sports Fan | 12% (60) | 9% (47) | 20% (98) | 12% (60) | 15% (73) | 6% (30) | 26% (131) | 500 |
| Gen X Sports Fan | 5% (16) | 6% (19) | 17% (57) | 8% (27) | 17% (60) | 9% (31) | 39% (134) | 343 |
| Boomer Sports Fan | 1% (7) | 2% (10) | 9% (40) | 5% (24) | 14% (64) | 7% (31) | 61% (273) | 449 |

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

Table MCSP6_6: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Podcasts

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 3% (65) | 4% (88) | 7% (160) | 5% (111) | 7% (159) | 5% (114) | 68% (1505) | 2202 |
| Gender: Male | 4% (46) | 6% (69) | 11% (120) | 7% (75) | 10% (105) | 5% (58) | 56% (595) | 1068 |
| Gender: Female | 2% (18) | 2% (20) | 4% (39) | 3% (36) | 5% (55) | 5% (57) | 80% (901) | 1126 |
| Age: 18-34 | 6% (36) | 6% (41) | 12% (76) | 8% (49) | 11% (72) | 5% (35) | 51% (322) | 631 |
| Age: 35-44 | 3% (13) | 9% (33) | 12% (46) | 8% (31) | 8% (28) | 5% (19) | 54% (202) | 372 |
| Age: 45-64 | 2% (13) | 2% (13) | 4% (31) | 4% (26) | 7% (50) | 6% (45) | 75% (534) | 711 |
| Age: 65+ | 1% (4) | — (2) | 1% (6) | 1% (5) | 2% (9) | 3% (15) | 91% (446) | 487 |
| GenZers: 1997-2012 | 2% (5) | 5% (13) | 9% (21) | 9% (20) | 13% (30) | 8% (19) | 54% (127) | 235 |
| Millennials: 1981-1996 | 6% (43) | 8% (57) | 13% (93) | 8% (58) | 10% (67) | 4% (27) | 51% (356) | 702 |
| GenXers: 1965-1980 | 3% (14) | 2% (13) | 6% (33) | 4% (20) | 9% (45) | 7% (39) | 69% (362) | 525 |
| Baby Boomers: 1946-1964 | 1% (4) | 1% (6) | 2% (12) | 2% (12) | 2% (16) | 4% (27) | 89% (614) | 690 |
| PID: Dem (no lean) | 5% (48) | 6% (53) | 9% (85) | 6% (58) | 8% (74) | 5% (49) | 61% (574) | 941 |
| PID: Ind (no lean) | 1% (9) | 2% (10) | 4% (26) | 5% (32) | 6% (33) | 7% (38) | 75% (438) | 586 |
| PID: Rep (no lean) | 1% (9) | 4% (25) | 7% (49) | 3% (21) | 8% (52) | 4% (27) | 73% (492) | 674 |
| PID/Gender: Dem Men | 7% (35) | 8% (40) | 14% (66) | 10% (45) | 10% (48) | 5% (22) | 46% (216) | 472 |
| PID/Gender: Dem Women | 3% (13) | 3% (14) | 4% (19) | 3% (13) | 6% (26) | 6% (27) | 76% (353) | 464 |
| PID/Gender: Ind Men | 2% (5) | 3% (7) | 7% (21) | 5% (15) | 8% (22) | 7% (21) | 68% (191) | 283 |
| PID/Gender: Ind Women | 1% (3) | 1% (3) | 2% (4) | 6% (17) | 4% (11) | 6% (17) | 81% (243) | 299 |
| PID/Gender: Rep Men | 2% (6) | 7% (22) | 11% (33) | 5% (15) | 11% (35) | 5% (15) | 60% (187) | 312 |
| PID/Gender: Rep Women | 1% (3) | 1% (4) | 4% (16) | 2% (6) | 5% (18) | 3% (13) | 84% (305) | 363 |
| Ideo: Liberal (1-3) | 5% (30) | 5% (28) | 7% (44) | 8% (49) | 8% (51) | 5% (29) | 63% (392) | 622 |
| Ideo: Moderate (4) | 2% (16) | 4% (25) | 7% (47) | 5% (32) | 7% (50) | 7% (48) | 68% (468) | 685 |
| Ideo: Conservative (5-7) | 2% (17) | 5% (34) | 9% (64) | 4% (29) | 7% (50) | 3% (26) | 70% (523) | 742 |
| Educ: < College | 3% (39) | 3% (40) | 6% (90) | 4% (62) | 7% (103) | 4% (60) | 73% (1045) | 1439 |
| Educ: Bachelors degree | 3% (12) | 6% (29) | 7% (32) | 5% (24) | 9% (42) | 8% (39) | 63% (306) | 485 |
| Educ: Post-grad | 5% (14) | 7% (19) | 14% (38) | 9% (25) | 5% (13) | 5% (15) | 55% (153) | 278 |
| Income: Under 50k | 2% (21) | 3% (30) | 6% (68) | 4% (42) | 6% (75) | 4% (46) | 76% (885) | 1166 |
| Income: 50k-100k | 4% (26) | 6% (36) | 6% (41) | 5% (33) | 9% (55) | 6% (40) | 64% (415) | 645 |
| Income: 100k+ | 5% (18) | 6% (23) | 13% (51) | 9% (36) | 7% (29) | 7% (28) | 52% (205) | 391 |
| Ethnicity: White | 3% (47) | 3% (57) | 7% (118) | 4% (73) | 7% (119) | 5% (81) | 71% (1204) | 1699 |

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Table MCSP6_6: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Podcasts

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 3% (65) | 4% (88) | 7% (160) | 5% (111) | 7% (159) | 5% (114) | 68% (1505) | 2202 |
| Ethnicity: Hispanic | 4% (17) | 3% (13) | 13% (48) | 6% (22) | 10% (38) | 6% (24) | 57% (218) | 379 |
| Ethnicity: Black | 5% (13) | 9% (24) | 11% (31) | 6% (16) | 10% (27) | 5% (15) | 55% (157) | 283 |
| Ethnicity: Other | 3% (5) | 3% (7) | 5% (11) | 10% (21) | 6% (12) | 9% (19) | 65% (143) | 220 |
| All Christian | 2% (23) | 5% (52) | 6% (62) | 4% (41) | 7% (72) | 6% (57) | 70% (730) | 1036 |
| All Non-Christian | 9% (19) | 8% (16) | 12% (26) | 16% (34) | 9% (19) | 6% (13) | 40% (85) | 211 |
| Atheist | — (0) | 1% (1) | 4% (3) | 4% (4) | 8% (6) | — (0) | 83% (68) | 82 |
| Agnostic/Nothing in particular | 3% (16) | 2% (11) | 6% (35) | 5% (27) | 8% (42) | 5% (28) | 71% (382) | 540 |
| Something Else | 2% (7) | 3% (8) | 10% (34) | 2% (6) | 6% (20) | 5% (17) | 72% (240) | 332 |
| Religious Non-Protestant/Catholic | 8% (19) | 7% (17) | 11% (26) | 14% (34) | 8% (20) | 5% (13) | 46% (110) | 237 |
| Evangelical | 4% (23) | 5% (27) | 9% (52) | 3% (16) | 6% (37) | 5% (27) | 69% (398) | 580 |
| Non-Evangelical | 1% (6) | 4% (28) | 5% (39) | 4% (30) | 7% (53) | 6% (43) | 73% (536) | 735 |
| Community: Urban | 5% (39) | 7% (48) | 12% (86) | 6% (42) | 7% (53) | 5% (39) | 58% (415) | 722 |
| Community: Suburban | 2% (20) | 3% (27) | 6% (59) | 6% (55) | 8% (74) | 5% (49) | 71% (702) | 986 |
| Community: Rural | 1% (6) | 3% (14) | 3% (15) | 3% (14) | 6% (32) | 5% (26) | 78% (387) | 494 |
| Employ: Private Sector | 6% (40) | 7% (52) | 10% (71) | 8% (59) | 10% (69) | 8% (56) | 51% (361) | 709 |
| Employ: Government | 4% (7) | 7% (11) | 12% (19) | 8% (12) | 11% (18) | 9% (14) | 49% (77) | 158 |
| Employ: Self-Employed | 1% (3) | 4% (8) | 14% (30) | 4% (9) | 9% (18) | 4% (9) | 63% (135) | 214 |
| Employ: Homemaker | 2% (2) | — (0) | 3% (4) | 4% (5) | 4% (5) | 3% (3) | 85% (113) | 133 |
| Employ: Student | 1% (1) | 3% (2) | 5% (3) | 16% (10) | 10% (6) | 4% (3) | 61% (39) | 63 |
| Employ: Retired | 1% (3) | — (3) | 1% (8) | 1% (6) | 3% (16) | 3% (18) | 90% (514) | 568 |
| Employ: Unemployed | 2% (5) | 3% (6) | 7% (16) | 3% (7) | 9% (20) | 4% (8) | 72% (163) | 225 |
| Employ: Other | 2% (3) | 5% (7) | 7% (9) | 1% (1) | 5% (7) | 2% (2) | 78% (103) | 133 |
| Military HH: Yes | 3% (8) | 2% (6) | 3% (8) | 5% (14) | 5% (13) | 6% (15) | 76% (202) | 266 |
| Military HH: No | 3% (57) | 4% (82) | 8% (152) | 5% (97) | 8% (146) | 5% (100) | 67% (1302) | 1936 |
| 2022 House Vote: Democrat | 5% (47) | 5% (49) | 9% (81) | 6% (53) | 7% (66) | 6% (53) | 62% (557) | 905 |
| 2022 House Vote: Republican | 2% (13) | 4% (26) | 6% (42) | 4% (28) | 8% (54) | 4% (30) | 72% (491) | 685 |
| 2022 House Vote: Didnt Vote | 1% (5) | 2% (13) | 6% (33) | 5% (27) | 6% (34) | 5% (31) | 75% (430) | 573 |

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Table MCSP6_6: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Podcasts

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 3% (65) | 4% (88) | 7% (160) | 5% (111) | 7% (159) | 5% (114) | 68% (1505) | 2202 |
| 2020 Vote: Joe Biden | 5% (44) | 5% (53) | 9% (85) | 5% (52) | 7% (64) | 6% (56) | 63% (612) | 965 |
| 2020 Vote: Donald Trump | 2% (13) | 4% (26) | 5% (35) | 3% (23) | 8% (57) | 4% (26) | 75% (534) | 714 |
| 2020 Vote: Other | 3% (2) | 2% (1) | 7% (4) | 1% (0) | 7% (4) | 6% (3) | 74% (42) | 56 |
| 2020 Vote: Didn't Vote | 1% (6) | 2% (8) | 8% (36) | 8% (36) | 7% (33) | 6% (29) | 68% (317) | 466 |
| 2018 House Vote: Democrat | 6% (46) | 6% (50) | 9% (69) | 6% (45) | 7% (56) | 5% (40) | 62% (500) | 806 |
| 2018 House Vote: Republican | 2% (11) | 4% (22) | 6% (33) | 4% (24) | 8% (47) | 5% (27) | 73% (435) | 600 |
| 2018 House Vote: Didnt Vote | 1% (7) | 2% (17) | 7% (56) | 5% (40) | 7% (53) | 6% (46) | 71% (535) | 756 |
| 4-Region: Northeast | 6% (21) | 4% (17) | 7% (25) | 4% (17) | 8% (32) | 5% (18) | 66% (256) | 386 |
| 4-Region: Midwest | 2% (8) | 3% (13) | 7% (31) | 4% (19) | 9% (39) | 6% (28) | 70% (316) | 455 |
| 4-Region: South | 2% (17) | 4% (31) | 7% (57) | 4% (35) | 7% (58) | 5% (41) | 71% (600) | 840 |
| 4-Region: West | 3% (18) | 5% (28) | 9% (46) | 8% (41) | 6% (30) | 5% (27) | 64% (332) | 521 |
| Gen Z Sports Fan | 3% (4) | 8% (11) | 14% (19) | 10% (14) | 17% (24) | 8% (11) | 40% (56) | 140 |
| Millennial Sports Fan | 8% (41) | 11% (55) | 18% (89) | 9% (47) | 11% (56) | 5% (25) | 38% (188) | 500 |
| Gen X Sports Fan | 4% (13) | 3% (10) | 8% (27) | 5% (18) | 11% (38) | 10% (35) | 59% (203) | 343 |
| Boomer Sports Fan | 1% (2) | 1% (6) | 2% (11) | 3% (12) | 3% (12) | 6% (26) | 85% (381) | 449 |

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

Table MCSP6_7: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Live streams of games or co-streams of live games with commentary

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (94) | 7% (144) | 11% (241) | 6% (139) | 10% (227) | 5% (112) | 57% (1245) | 2202 |
| Gender: Male | 7% (73) | 10% (109) | 16% (167) | 8% (82) | 11% (115) | 5% (52) | 44% (470) | 1068 |
| Gender: Female | 2% (21) | 3% (34) | 7% (74) | 5% (57) | 10% (112) | 5% (60) | 68% (767) | 1126 |
| Age: 18-34 | 7% (47) | 9% (58) | 13% (83) | 9% (57) | 12% (73) | 4% (28) | 45% (285) | 631 |
| Age: 35-44 | 7% (25) | 10% (38) | 16% (58) | 6% (23) | 14% (52) | 8% (28) | 40% (147) | 372 |
| Age: 45-64 | 3% (18) | 5% (35) | 10% (75) | 7% (49) | 9% (64) | 6% (41) | 60% (429) | 711 |
| Age: 65+ | 1% (5) | 3% (13) | 5% (25) | 2% (9) | 8% (37) | 3% (14) | 79% (383) | 487 |
| GenZers: 1997-2012 | 4% (10) | 8% (20) | 11% (26) | 8% (20) | 11% (27) | 7% (16) | 50% (117) | 235 |
| Millennials: 1981-1996 | 9% (60) | 11% (74) | 15% (106) | 8% (57) | 12% (87) | 4% (31) | 41% (285) | 702 |
| GenXers: 1965-1980 | 3% (13) | 5% (28) | 12% (61) | 8% (41) | 10% (51) | 6% (31) | 57% (299) | 525 |
| Baby Boomers: 1946-1964 | 2% (11) | 3% (21) | 6% (41) | 3% (20) | 9% (59) | 4% (30) | 74% (508) | 690 |
| PID: Dem (no lean) | 7% (64) | 8% (76) | 12% (117) | 6% (59) | 11% (107) | 5% (46) | 50% (472) | 941 |
| PID: Ind (no lean) | 3% (16) | 4% (26) | 9% (55) | 5% (29) | 9% (52) | 6% (38) | 63% (371) | 586 |
| PID: Rep (no lean) | 2% (15) | 6% (42) | 10% (68) | 8% (51) | 10% (69) | 4% (28) | 60% (402) | 674 |
| PID/Gender: Dem Men | 10% (49) | 12% (55) | 18% (86) | 8% (40) | 12% (54) | 3% (16) | 36% (172) | 472 |
| PID/Gender: Dem Women | 3% (15) | 4% (20) | 7% (32) | 4% (19) | 11% (52) | 6% (30) | 64% (296) | 464 |
| PID/Gender: Ind Men | 4% (12) | 7% (20) | 14% (41) | 5% (14) | 9% (26) | 7% (20) | 53% (150) | 283 |
| PID/Gender: Ind Women | 1% (3) | 2% (6) | 5% (15) | 5% (15) | 9% (26) | 6% (18) | 73% (217) | 299 |
| PID/Gender: Rep Men | 4% (12) | 11% (33) | 13% (41) | 9% (28) | 11% (35) | 5% (16) | 47% (147) | 312 |
| PID/Gender: Rep Women | 1% (3) | 2% (9) | 8% (27) | 6% (23) | 9% (34) | 3% (12) | 70% (254) | 363 |
| Ideo: Liberal (1-3) | 6% (40) | 8% (48) | 11% (69) | 6% (40) | 12% (73) | 5% (34) | 51% (318) | 622 |
| Ideo: Moderate (4) | 3% (17) | 4% (28) | 10% (70) | 7% (49) | 10% (71) | 7% (45) | 59% (404) | 685 |
| Ideo: Conservative (5-7) | 5% (34) | 9% (65) | 12% (89) | 6% (45) | 10% (76) | 3% (22) | 55% (411) | 742 |
| Educ: < College | 4% (59) | 5% (76) | 10% (143) | 5% (79) | 8% (121) | 5% (76) | 62% (886) | 1439 |
| Educ: Bachelors degree | 2% (11) | 8% (37) | 11% (54) | 8% (37) | 14% (69) | 5% (27) | 52% (250) | 485 |
| Educ: Post-grad | 9% (24) | 11% (31) | 16% (44) | 8% (23) | 13% (36) | 3% (9) | 39% (109) | 278 |
| Income: Under 50k | 3% (35) | 5% (60) | 8% (94) | 4% (51) | 9% (109) | 5% (58) | 65% (758) | 1166 |
| Income: 50k-100k | 4% (25) | 6% (40) | 14% (89) | 9% (60) | 12% (75) | 4% (29) | 51% (327) | 645 |
| Income: 100k+ | 9% (34) | 11% (44) | 15% (58) | 7% (27) | 11% (43) | 6% (25) | 41% (160) | 391 |
| Ethnicity: White | 4% (66) | 6% (110) | 10% (170) | 6% (94) | 10% (170) | 6% (94) | 59% (995) | 1699 |

Continued on next page

Table MCSP6_7: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Live streams of games or co-streams of live games with commentary

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (94) | 7% (144) | 11% (241) | 6% (139) | 10% (227) | 5% (112) | 57% (1245) | 2202 |
| Ethnicity: Hispanic | 6% (24) | 9% (34) | 13% (48) | 9% (33) | 11% (40) | 7% (28) | 45% (172) | 379 |
| Ethnicity: Black | 9% (25) | 7% (20) | 16% (46) | 9% (26) | 12% (34) | 3% (8) | 44% (124) | 283 |
| Ethnicity: Other | 1% (3) | 6% (14) | 11% (25) | 9% (19) | 11% (23) | 5% (10) | 57% (125) | 220 |
| All Christian | 4% (41) | 8% (88) | 11% (111) | 6% (59) | 11% (110) | 5% (52) | 56% (576) | 1036 |
| All Non-Christian | 10% (22) | 12% (24) | 19% (40) | 12% (25) | 14% (29) | 3% (6) | 31% (65) | 211 |
| Atheist | — (0) | 2% (2) | 8% (7) | 4% (3) | 6% (5) | 5% (4) | 75% (61) | 82 |
| Agnostic/Nothing in particular | 3% (14) | 3% (18) | 9% (47) | 6% (32) | 9% (47) | 6% (30) | 65% (350) | 540 |
| Something Else | 5% (18) | 3% (12) | 11% (35) | 6% (20) | 11% (36) | 6% (20) | 58% (193) | 332 |
| Religious Non-Protestant/Catholic | 9% (22) | 11% (25) | 17% (41) | 11% (26) | 13% (31) | 3% (6) | 36% (86) | 237 |
| Evangelical | 8% (44) | 9% (50) | 11% (63) | 7% (41) | 10% (56) | 7% (40) | 49% (286) | 580 |
| Non-Evangelical | 2% (13) | 6% (46) | 10% (77) | 5% (33) | 11% (84) | 4% (30) | 61% (452) | 735 |
| Community: Urban | 7% (51) | 10% (71) | 16% (115) | 7% (48) | 12% (84) | 4% (31) | 45% (322) | 722 |
| Community: Suburban | 3% (30) | 5% (50) | 9% (93) | 7% (72) | 10% (103) | 6% (55) | 59% (583) | 986 |
| Community: Rural | 3% (13) | 5% (23) | 7% (32) | 4% (18) | 8% (40) | 5% (27) | 69% (340) | 494 |
| Employ: Private Sector | 5% (32) | 13% (89) | 15% (104) | 10% (68) | 12% (85) | 8% (54) | 39% (277) | 709 |
| Employ: Government | 11% (18) | 8% (12) | 14% (21) | 12% (18) | 12% (20) | 4% (6) | 39% (62) | 158 |
| Employ: Self-Employed | 6% (13) | 5% (12) | 14% (30) | 8% (18) | 12% (25) | 3% (5) | 52% (111) | 214 |
| Employ: Homemaker | 1% (1) | 3% (4) | 9% (12) | 3% (4) | 14% (19) | 2% (3) | 67% (89) | 133 |
| Employ: Student | 5% (3) | 6% (4) | 10% (6) | 9% (6) | 7% (5) | 9% (6) | 54% (34) | 63 |
| Employ: Retired | 2% (10) | 2% (14) | 6% (34) | 3% (15) | 9% (50) | 4% (23) | 74% (422) | 568 |
| Employ: Unemployed | 2% (6) | 3% (6) | 10% (22) | 4% (10) | 8% (17) | 6% (13) | 67% (151) | 225 |
| Employ: Other | 8% (11) | 2% (3) | 8% (11) | — (0) | 5% (7) | 1% (2) | 75% (100) | 133 |
| Military HH: Yes | 4% (11) | 4% (11) | 9% (25) | 6% (17) | 10% (27) | 5% (13) | 61% (162) | 266 |
| Military HH: No | 4% (83) | 7% (133) | 11% (216) | 6% (122) | 10% (200) | 5% (99) | 56% (1083) | 1936 |
| 2022 House Vote: Democrat | 7% (63) | 8% (73) | 13% (118) | 6% (55) | 12% (106) | 4% (36) | 50% (455) | 905 |
| 2022 House Vote: Republican | 3% (21) | 7% (51) | 11% (74) | 6% (39) | 10% (69) | 5% (33) | 58% (397) | 685 |
| 2022 House Vote: Didnt Vote | 2% (9) | 3% (19) | 8% (45) | 7% (43) | 8% (47) | 7% (39) | 65% (370) | 573 |

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Table MCSP6_7: How often in the past month did you watch the following kinds of sports content online, whether it be streaming services, video apps, etc.?

Live streams of games or co-streams of live games with commentary

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 4% (94) | 7% (144) | 11% (241) | 6% (139) | 10% (227) | 5% (112) | 57% (1245) | 2202 |
| 2020 Vote: Joe Biden | 6% (61) | 8% (73) | 12% (120) | 5% (51) | 11% (109) | 4% (43) | 53% (508) | 965 |
| 2020 Vote: Donald Trump | 3% (23) | 6% (43) | 10% (74) | 7% (49) | 10% (72) | 3% (23) | 60% (431) | 714 |
| 2020 Vote: Other | 4% (2) | 2% (1) | 15% (8) | 3% (2) | 11% (6) | 7% (4) | 58% (33) | 56 |
| 2020 Vote: Didn't Vote | 2% (9) | 6% (27) | 8% (39) | 8% (37) | 9% (40) | 9% (42) | 59% (273) | 466 |
| 2018 House Vote: Democrat | 8% (65) | 8% (64) | 14% (111) | 6% (47) | 11% (90) | 3% (27) | 50% (403) | 806 |
| 2018 House Vote: Republican | 2% (14) | 6% (39) | 12% (74) | 6% (35) | 10% (61) | 6% (37) | 57% (341) | 600 |
| 2018 House Vote: Didnt Vote | 2% (14) | 5% (41) | 7% (50) | 8% (57) | 9% (70) | 6% (48) | 63% (474) | 756 |
| 4-Region: Northeast | 6% (22) | 7% (26) | 12% (45) | 5% (18) | 10% (40) | 4% (14) | 57% (221) | 386 |
| 4-Region: Midwest | 2% (10) | 5% (22) | 10% (47) | 3% (15) | 9% (39) | 7% (30) | 64% (291) | 455 |
| 4-Region: South | 4% (31) | 7% (58) | 11% (91) | 8% (69) | 11% (90) | 4% (30) | 56% (471) | 840 |
| 4-Region: West | 6% (30) | 7% (38) | 11% (58) | 7% (37) | 11% (58) | 7% (38) | 50% (262) | 521 |
| Gen Z Sports Fan | 6% (9) | 12% (17) | 14% (20) | 11% (16) | 13% (19) | 9% (13) | 33% (47) | 140 |
| Millennial Sports Fan | 12% (58) | 14% (72) | 19% (97) | 10% (51) | 15% (75) | 4% (21) | 25% (125) | 500 |
| Gen X Sports Fan | 4% (13) | 8% (27) | 16% (54) | 11% (36) | 12% (42) | 7% (25) | 43% (146) | 343 |
| Boomer Sports Fan | 3% (11) | 4% (19) | 9% (41) | 4% (17) | 12% (55) | 6% (28) | 62% (278) | 449 |

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

Table MCSP7_1NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.

Twitch

| Demographic | Selected | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults | 6% (134) | 94% (2068) | 2202 |
| Gender: Male | 10% (108) | 90% (960) | 1068 |
| Gender: Female | 2% (26) | 98% (1100) | 1126 |
| Age: 18-34 | 13% (80) | 87% (552) | 631 |
| Age: 35-44 | 9% (33) | 91% (338) | 372 |
| Age: 45-64 | 3% (19) | 97% (692) | 711 |
| Age: 65+ | — (2) | 100% (485) | 487 |
| GenZers: 1997-2012 | 13% (31) | 87% (204) | 235 |
| Millennials: 1981-1996 | 11% (80) | 89% (622) | 702 |
| GenXers: 1965-1980 | 4% (20) | 96% (505) | 525 |
| Baby Boomers: 1946-1964 | 1% (4) | 99% (686) | 690 |
| PID: Dem (no lean) | 10% (90) | 90% (852) | 941 |
| PID: Ind (no lean) | 3% (15) | 97% (572) | 586 |
| PID: Rep (no lean) | 4% (30) | 96% (644) | 674 |
| PID/Gender: Dem Men | 16% (74) | 84% (398) | 472 |
| PID/Gender: Dem Women | 3% (15) | 97% (449) | 464 |
| PID/Gender: Ind Men | 3% (10) | 97% (274) | 283 |
| PID/Gender: Ind Women | 2% (5) | 98% (295) | 299 |
| PID/Gender: Rep Men | 8% (24) | 92% (288) | 312 |
| PID/Gender: Rep Women | 2% (6) | 98% (356) | 363 |
| Ideo: Liberal (1-3) | 6% (39) | 94% (583) | 622 |
| Ideo: Moderate (4) | 5% (37) | 95% (648) | 685 |
| Ideo: Conservative (5-7) | 7% (50) | 93% (693) | 742 |
| Educ: < College | 5% (67) | 95% (1372) | 1439 |
| Educ: Bachelors degree | 8% (37) | 92% (447) | 485 |
| Educ: Post-grad | 11% (30) | 89% (248) | 278 |
| Income: Under 50k | 3% (36) | 97% (1130) | 1166 |
| Income: 50k-100k | 8% (53) | 92% (592) | 645 |
| Income: 100k+ | 12% (46) | 88% (345) | 391 |
| Ethnicity: White | 6% (98) | 94% (1601) | 1699 |
| Ethnicity: Hispanic | 11% (41) | 89% (338) | 379 |

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Table MCSP7_1NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

Twitch

| Demographic | Selected | Not Selected | Total N |
|-----------------------------------|----------|--------------|---------|
| Adults | 6% (134) | 94% (2068) | 2202 |
| Ethnicity: Black | 8% (24) | 92% (259) | 283 |
| Ethnicity: Other | 6% (13) | 94% (207) | 220 |
| All Christian | 6% (62) | 94% (974) | 1036 |
| All Non-Christian | 15% (31) | 85% (180) | 211 |
| Atheist | 2% (2) | 98% (80) | 82 |
| Agnostic/Nothing in particular | 5% (26) | 95% (514) | 540 |
| Something Else | 4% (14) | 96% (318) | 332 |
| Religious Non-Protestant/Catholic | 13% (31) | 87% (206) | 237 |
| Evangelical | 7% (40) | 93% (540) | 580 |
| Non-Evangelical | 3% (26) | 97% (710) | 735 |
| Community: Urban | 11% (79) | 89% (643) | 722 |
| Community: Suburban | 4% (42) | 96% (944) | 986 |
| Community: Rural | 3% (14) | 97% (480) | 494 |
| Employ: Private Sector | 11% (79) | 89% (630) | 709 |
| Employ: Government | 11% (17) | 89% (140) | 158 |
| Employ: Self-Employed | 8% (16) | 92% (197) | 214 |
| Employ: Homemaker | — (0) | 100% (133) | 133 |
| Employ: Student | 7% (4) | 93% (59) | 63 |
| Employ: Retired | 1% (4) | 99% (564) | 568 |
| Employ: Unemployed | 5% (12) | 95% (213) | 225 |
| Employ: Other | 1% (2) | 99% (131) | 133 |
| Military HH: Yes | 6% (16) | 94% (250) | 266 |
| Military HH: No | 6% (119) | 94% (1818) | 1936 |
| 2022 House Vote: Democrat | 9% (79) | 91% (826) | 905 |
| 2022 House Vote: Republican | 5% (31) | 95% (653) | 685 |
| 2022 House Vote: Didn't Vote | 4% (22) | 96% (552) | 573 |
| 2020 Vote: Joe Biden | 8% (76) | 92% (889) | 965 |
| 2020 Vote: Donald Trump | 4% (25) | 96% (689) | 714 |
| 2020 Vote: Other | 2% (1) | 98% (55) | 56 |
| 2020 Vote: Didn't Vote | 7% (32) | 93% (434) | 466 |

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Table MCSP7_1NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.

Twitch

| Demographic | Selected | Not Selected | Total N |
|-----------------------------|----------|--------------|---------|
| Adults | 6% (134) | 94% (2068) | 2202 |
| 2018 House Vote: Democrat | 9% (74) | 91% (732) | 806 |
| 2018 House Vote: Republican | 4% (22) | 96% (578) | 600 |
| 2018 House Vote: Didnt Vote | 5% (38) | 95% (718) | 756 |
| 4-Region: Northeast | 6% (22) | 94% (364) | 386 |
| 4-Region: Midwest | 4% (18) | 96% (437) | 455 |
| 4-Region: South | 4% (33) | 96% (807) | 840 |
| 4-Region: West | 12% (61) | 88% (460) | 521 |
| Gen Z Sports Fan | 14% (20) | 86% (120) | 140 |
| Millennial Sports Fan | 15% (76) | 85% (424) | 500 |
| Gen X Sports Fan | 5% (19) | 95% (324) | 343 |
| Boomer Sports Fan | 1% (4) | 99% (446) | 449 |

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

Table MCSP7_2NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.

Facebook

| Demographic | Selected | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults | 24% (520) | 76% (1682) | 2202 |
| Gender: Male | 29% (311) | 71% (756) | 1068 |
| Gender: Female | 19% (209) | 81% (917) | 1126 |
| Age: 18-34 | 33% (208) | 67% (424) | 631 |
| Age: 35-44 | 43% (160) | 57% (212) | 372 |
| Age: 45-64 | 17% (119) | 83% (592) | 711 |
| Age: 65+ | 7% (33) | 93% (454) | 487 |
| GenZers: 1997-2012 | 25% (58) | 75% (176) | 235 |
| Millennials: 1981-1996 | 41% (285) | 59% (417) | 702 |
| GenXers: 1965-1980 | 22% (114) | 78% (411) | 525 |
| Baby Boomers: 1946-1964 | 9% (62) | 91% (629) | 690 |
| PID: Dem (no lean) | 30% (279) | 70% (663) | 941 |
| PID: Ind (no lean) | 19% (109) | 81% (477) | 586 |
| PID: Rep (no lean) | 20% (132) | 80% (542) | 674 |
| PID/Gender: Dem Men | 41% (195) | 59% (277) | 472 |
| PID/Gender: Dem Women | 18% (84) | 82% (380) | 464 |
| PID/Gender: Ind Men | 19% (53) | 81% (230) | 283 |
| PID/Gender: Ind Women | 19% (56) | 81% (243) | 299 |
| PID/Gender: Rep Men | 20% (63) | 80% (249) | 312 |
| PID/Gender: Rep Women | 19% (69) | 81% (294) | 363 |
| Ideo: Liberal (1-3) | 22% (140) | 78% (482) | 622 |
| Ideo: Moderate (4) | 24% (166) | 76% (519) | 685 |
| Ideo: Conservative (5-7) | 24% (178) | 76% (565) | 742 |
| Educ: < College | 21% (302) | 79% (1137) | 1439 |
| Educ: Bachelors degree | 23% (110) | 77% (375) | 485 |
| Educ: Post-grad | 39% (108) | 61% (170) | 278 |
| Income: Under 50k | 20% (233) | 80% (933) | 1166 |
| Income: 50k-100k | 24% (157) | 76% (488) | 645 |
| Income: 100k+ | 33% (130) | 67% (260) | 391 |
| Ethnicity: White | 23% (395) | 77% (1305) | 1699 |
| Ethnicity: Hispanic | 35% (132) | 65% (247) | 379 |

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Table MCSP7_2NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

Facebook

| Demographic | Selected | Not Selected | Total N |
|-----------------------------------|-----------|--------------|---------|
| Adults | 24% (520) | 76% (1682) | 2202 |
| Ethnicity: Black | 29% (82) | 71% (201) | 283 |
| Ethnicity: Other | 20% (44) | 80% (176) | 220 |
| All Christian | 21% (220) | 79% (816) | 1036 |
| All Non-Christian | 48% (101) | 52% (111) | 211 |
| Atheist | 12% (10) | 88% (72) | 82 |
| Agnostic/Nothing in particular | 21% (112) | 79% (428) | 540 |
| Something Else | 23% (78) | 77% (255) | 332 |
| Religious Non-Protestant/Catholic | 45% (107) | 55% (130) | 237 |
| Evangelical | 28% (164) | 72% (416) | 580 |
| Non-Evangelical | 15% (110) | 85% (626) | 735 |
| Community: Urban | 37% (265) | 63% (457) | 722 |
| Community: Suburban | 18% (174) | 82% (812) | 986 |
| Community: Rural | 16% (81) | 84% (413) | 494 |
| Employ: Private Sector | 32% (226) | 68% (482) | 709 |
| Employ: Government | 42% (67) | 58% (91) | 158 |
| Employ: Self-Employed | 29% (63) | 71% (151) | 214 |
| Employ: Homemaker | 19% (26) | 81% (107) | 133 |
| Employ: Student | 28% (18) | 72% (46) | 63 |
| Employ: Retired | 10% (57) | 90% (511) | 568 |
| Employ: Unemployed | 17% (37) | 83% (188) | 225 |
| Employ: Other | 20% (26) | 80% (107) | 133 |
| Military HH: Yes | 22% (57) | 78% (208) | 266 |
| Military HH: No | 24% (463) | 76% (1474) | 1936 |
| 2022 House Vote: Democrat | 28% (257) | 72% (648) | 905 |
| 2022 House Vote: Republican | 19% (131) | 81% (554) | 685 |
| 2022 House Vote: Didnt Vote | 22% (125) | 78% (449) | 573 |
| 2020 Vote: Joe Biden | 27% (263) | 73% (702) | 965 |
| 2020 Vote: Donald Trump | 18% (132) | 82% (583) | 714 |
| 2020 Vote: Other | 20% (11) | 80% (45) | 56 |
| 2020 Vote: Didn't Vote | 25% (115) | 75% (352) | 466 |

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Table MCSP7_2NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.

Facebook

| Demographic | Selected | | Not Selected | | Total N |
|-----------------------------|----------|-------|--------------|--------|---------|
| Adults | 24% | (520) | 76% | (1682) | 2202 |
| 2018 House Vote: Democrat | 29% | (236) | 71% | (570) | 806 |
| 2018 House Vote: Republican | 18% | (105) | 82% | (495) | 600 |
| 2018 House Vote: Didnt Vote | 23% | (174) | 77% | (582) | 756 |
| 4-Region: Northeast | 25% | (98) | 75% | (288) | 386 |
| 4-Region: Midwest | 20% | (91) | 80% | (364) | 455 |
| 4-Region: South | 23% | (197) | 77% | (643) | 840 |
| 4-Region: West | 26% | (134) | 74% | (388) | 521 |
| Gen Z Sports Fan | 31% | (43) | 69% | (97) | 140 |
| Millennial Sports Fan | 48% | (238) | 52% | (262) | 500 |
| Gen X Sports Fan | 25% | (86) | 75% | (257) | 343 |
| Boomer Sports Fan | 11% | (49) | 89% | (400) | 449 |

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

Table MCSP7_3NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

YouTube

| Demographic | Selected | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults | 33% (731) | 67% (1471) | 2202 |
| Gender: Male | 46% (494) | 54% (574) | 1068 |
| Gender: Female | 21% (237) | 79% (889) | 1126 |
| Age: 18-34 | 49% (310) | 51% (321) | 631 |
| Age: 35-44 | 46% (172) | 54% (200) | 372 |
| Age: 45-64 | 27% (195) | 73% (517) | 711 |
| Age: 65+ | 11% (54) | 89% (433) | 487 |
| GenZers: 1997-2012 | 49% (114) | 51% (120) | 235 |
| Millennials: 1981-1996 | 49% (344) | 51% (358) | 702 |
| GenXers: 1965-1980 | 30% (159) | 70% (365) | 525 |
| Baby Boomers: 1946-1964 | 16% (112) | 84% (578) | 690 |
| PID: Dem (no lean) | 39% (368) | 61% (574) | 941 |
| PID: Ind (no lean) | 29% (173) | 71% (414) | 586 |
| PID: Rep (no lean) | 28% (191) | 72% (484) | 674 |
| PID/Gender: Dem Men | 55% (258) | 45% (214) | 472 |
| PID/Gender: Dem Women | 23% (109) | 77% (355) | 464 |
| PID/Gender: Ind Men | 41% (115) | 59% (168) | 283 |
| PID/Gender: Ind Women | 19% (57) | 81% (242) | 299 |
| PID/Gender: Rep Men | 38% (120) | 62% (192) | 312 |
| PID/Gender: Rep Women | 20% (71) | 80% (292) | 363 |
| Ideo: Liberal (1-3) | 35% (215) | 65% (407) | 622 |
| Ideo: Moderate (4) | 34% (234) | 66% (451) | 685 |
| Ideo: Conservative (5-7) | 33% (242) | 67% (500) | 742 |
| Educ: < College | 31% (447) | 69% (992) | 1439 |
| Educ: Bachelors degree | 33% (158) | 67% (327) | 485 |
| Educ: Post-grad | 45% (126) | 55% (153) | 278 |
| Income: Under 50k | 28% (322) | 72% (844) | 1166 |
| Income: 50k-100k | 36% (235) | 64% (410) | 645 |
| Income: 100k+ | 44% (174) | 56% (217) | 391 |
| Ethnicity: White | 30% (504) | 70% (1195) | 1699 |
| Ethnicity: Hispanic | 48% (182) | 52% (197) | 379 |

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Table MCSP7_3NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

YouTube

| Demographic | Selected | Not Selected | Total N |
|-----------------------------------|-----------|--------------|---------|
| Adults | 33% (731) | 67% (1471) | 2202 |
| Ethnicity: Black | 45% (129) | 55% (154) | 283 |
| Ethnicity: Other | 45% (99) | 55% (121) | 220 |
| All Christian | 30% (310) | 70% (726) | 1036 |
| All Non-Christian | 56% (118) | 44% (94) | 211 |
| Atheist | 26% (21) | 74% (61) | 82 |
| Agnostic/Nothing in particular | 30% (160) | 70% (380) | 540 |
| Something Else | 37% (122) | 63% (210) | 332 |
| Religious Non-Protestant/Catholic | 52% (124) | 48% (114) | 237 |
| Evangelical | 38% (218) | 62% (362) | 580 |
| Non-Evangelical | 26% (194) | 74% (541) | 735 |
| Community: Urban | 46% (329) | 54% (393) | 722 |
| Community: Suburban | 31% (302) | 69% (684) | 986 |
| Community: Rural | 20% (100) | 80% (394) | 494 |
| Employ: Private Sector | 44% (313) | 56% (396) | 709 |
| Employ: Government | 43% (68) | 57% (90) | 158 |
| Employ: Self-Employed | 45% (97) | 55% (116) | 214 |
| Employ: Homemaker | 28% (37) | 72% (96) | 133 |
| Employ: Student | 48% (30) | 52% (33) | 63 |
| Employ: Retired | 14% (80) | 86% (488) | 568 |
| Employ: Unemployed | 34% (76) | 66% (149) | 225 |
| Employ: Other | 23% (30) | 77% (103) | 133 |
| Military HH: Yes | 24% (64) | 76% (201) | 266 |
| Military HH: No | 34% (667) | 66% (1269) | 1936 |
| 2022 House Vote: Democrat | 40% (365) | 60% (540) | 905 |
| 2022 House Vote: Republican | 30% (206) | 70% (479) | 685 |
| 2022 House Vote: Didnt Vote | 26% (151) | 74% (422) | 573 |
| 2020 Vote: Joe Biden | 39% (373) | 61% (592) | 965 |
| 2020 Vote: Donald Trump | 28% (201) | 72% (514) | 714 |
| 2020 Vote: Other | 31% (17) | 69% (39) | 56 |
| 2020 Vote: Didn't Vote | 30% (140) | 70% (326) | 466 |

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Table MCSP7_3NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.

YouTube

| Demographic | Selected | Not Selected | Total N |
|-----------------------------|-----------|--------------|---------|
| Adults | 33% (731) | 67% (1471) | 2202 |
| 2018 House Vote: Democrat | 39% (313) | 61% (492) | 806 |
| 2018 House Vote: Republican | 29% (173) | 71% (427) | 600 |
| 2018 House Vote: Didnt Vote | 31% (236) | 69% (520) | 756 |
| 4-Region: Northeast | 35% (135) | 65% (251) | 386 |
| 4-Region: Midwest | 28% (126) | 72% (329) | 455 |
| 4-Region: South | 31% (258) | 69% (582) | 840 |
| 4-Region: West | 41% (212) | 59% (310) | 521 |
| Gen Z Sports Fan | 62% (87) | 38% (53) | 140 |
| Millennial Sports Fan | 58% (291) | 42% (208) | 500 |
| Gen X Sports Fan | 42% (144) | 58% (198) | 343 |
| Boomer Sports Fan | 20% (90) | 80% (359) | 449 |

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

Table MCSP7_4NET: In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.
Other, please specify:

| Demographic | Selected | | Not Selected | | Total N |
|--------------------------|----------|------|--------------|--------|---------|
| Adults | 4% | (80) | 96% | (2122) | 2202 |
| Gender: Male | 4% | (42) | 96% | (1026) | 1068 |
| Gender: Female | 3% | (38) | 97% | (1088) | 1126 |
| Age: 18-34 | 3% | (19) | 97% | (612) | 631 |
| Age: 35-44 | 3% | (12) | 97% | (360) | 372 |
| Age: 45-64 | 4% | (28) | 96% | (684) | 711 |
| Age: 65+ | 4% | (21) | 96% | (466) | 487 |
| GenZers: 1997-2012 | 2% | (5) | 98% | (229) | 235 |
| Millennials: 1981-1996 | 3% | (24) | 97% | (678) | 702 |
| GenXers: 1965-1980 | 4% | (20) | 96% | (504) | 525 |
| Baby Boomers: 1946-1964 | 3% | (23) | 97% | (668) | 690 |
| PID: Dem (no lean) | 3% | (31) | 97% | (911) | 941 |
| PID: Ind (no lean) | 3% | (18) | 97% | (569) | 586 |
| PID: Rep (no lean) | 5% | (32) | 95% | (643) | 674 |
| PID/Gender: Dem Men | 2% | (11) | 98% | (461) | 472 |
| PID/Gender: Dem Women | 4% | (20) | 96% | (444) | 464 |
| PID/Gender: Ind Men | 5% | (15) | 95% | (269) | 283 |
| PID/Gender: Ind Women | 1% | (3) | 99% | (297) | 299 |
| PID/Gender: Rep Men | 5% | (16) | 95% | (296) | 312 |
| PID/Gender: Rep Women | 4% | (16) | 96% | (347) | 363 |
| Ideo: Liberal (1-3) | 4% | (24) | 96% | (599) | 622 |
| Ideo: Moderate (4) | 3% | (22) | 97% | (663) | 685 |
| Ideo: Conservative (5-7) | 4% | (33) | 96% | (709) | 742 |
| Educ: < College | 3% | (50) | 97% | (1389) | 1439 |
| Educ: Bachelors degree | 4% | (20) | 96% | (465) | 485 |
| Educ: Post-grad | 3% | (10) | 97% | (269) | 278 |
| Income: Under 50k | 3% | (35) | 97% | (1131) | 1166 |
| Income: 50k-100k | 4% | (24) | 96% | (621) | 645 |
| Income: 100k+ | 5% | (20) | 95% | (370) | 391 |
| Ethnicity: White | 4% | (60) | 96% | (1639) | 1699 |
| Ethnicity: Hispanic | 5% | (19) | 95% | (360) | 379 |

Continued on next page

Table MCSP7_4NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

Other, please specify:

| Demographic | Selected | | Not Selected | | Total N |
|-----------------------------------|----------|------|--------------|--------|---------|
| Adults | 4% | (80) | 96% | (2122) | 2202 |
| Ethnicity: Black | 4% | (11) | 96% | (272) | 283 |
| Ethnicity: Other | 4% | (9) | 96% | (211) | 220 |
| All Christian | 5% | (53) | 95% | (984) | 1036 |
| All Non-Christian | 2% | (5) | 98% | (207) | 211 |
| Atheist | 2% | (2) | 98% | (80) | 82 |
| Agnostic/Nothing in particular | 1% | (7) | 99% | (533) | 540 |
| Something Else | 4% | (14) | 96% | (318) | 332 |
| Religious Non-Protestant/Catholic | 4% | (10) | 96% | (227) | 237 |
| Evangelical | 3% | (18) | 97% | (561) | 580 |
| Non-Evangelical | 6% | (42) | 94% | (693) | 735 |
| Community: Urban | 3% | (20) | 97% | (702) | 722 |
| Community: Suburban | 4% | (38) | 96% | (948) | 986 |
| Community: Rural | 4% | (22) | 96% | (472) | 494 |
| Employ: Private Sector | 4% | (26) | 96% | (683) | 709 |
| Employ: Government | 1% | (2) | 99% | (156) | 158 |
| Employ: Self-Employed | 4% | (8) | 96% | (205) | 214 |
| Employ: Homemaker | 1% | (2) | 99% | (132) | 133 |
| Employ: Student | 1% | (0) | 99% | (63) | 63 |
| Employ: Retired | 4% | (21) | 96% | (547) | 568 |
| Employ: Unemployed | 2% | (5) | 98% | (220) | 225 |
| Employ: Other | 13% | (17) | 87% | (116) | 133 |
| Military HH: Yes | 6% | (16) | 94% | (249) | 266 |
| Military HH: No | 3% | (64) | 97% | (1873) | 1936 |
| 2022 House Vote: Democrat | 3% | (31) | 97% | (874) | 905 |
| 2022 House Vote: Republican | 5% | (35) | 95% | (649) | 685 |
| 2022 House Vote: Didnt Vote | 2% | (12) | 98% | (561) | 573 |
| 2020 Vote: Joe Biden | 3% | (33) | 97% | (932) | 965 |
| 2020 Vote: Donald Trump | 5% | (33) | 95% | (681) | 714 |
| 2020 Vote: Other | 3% | (2) | 97% | (54) | 56 |
| 2020 Vote: Didn't Vote | 3% | (13) | 97% | (454) | 466 |

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Table MCSP7_4NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*
Other, please specify:

| Demographic | Selected | | Not Selected | | Total N |
|-----------------------------|----------|------|--------------|--------|---------|
| Adults | 4% | (80) | 96% | (2122) | 2202 |
| 2018 House Vote: Democrat | 4% | (32) | 96% | (774) | 806 |
| 2018 House Vote: Republican | 4% | (24) | 96% | (576) | 600 |
| 2018 House Vote: Didnt Vote | 3% | (23) | 97% | (732) | 756 |
| 4-Region: Northeast | 5% | (18) | 95% | (368) | 386 |
| 4-Region: Midwest | 3% | (15) | 97% | (440) | 455 |
| 4-Region: South | 4% | (33) | 96% | (807) | 840 |
| 4-Region: West | 3% | (14) | 97% | (507) | 521 |
| Gen Z Sports Fan | 4% | (5) | 96% | (135) | 140 |
| Millennial Sports Fan | 4% | (22) | 96% | (478) | 500 |
| Gen X Sports Fan | 5% | (18) | 95% | (324) | 343 |
| Boomer Sports Fan | 5% | (21) | 95% | (428) | 449 |

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

Table MCSP7_5NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

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

| Demographic | Selected | Not Selected | Total N |
|--------------------------|------------|--------------|---------|
| Adults | 54% (1192) | 46% (1010) | 2202 |
| Gender: Male | 41% (437) | 59% (631) | 1068 |
| Gender: Female | 66% (747) | 34% (379) | 1126 |
| Age: 18-34 | 35% (223) | 65% (408) | 631 |
| Age: 35-44 | 36% (134) | 64% (238) | 372 |
| Age: 45-64 | 62% (444) | 38% (267) | 711 |
| Age: 65+ | 80% (390) | 20% (97) | 487 |
| GenZers: 1997-2012 | 39% (91) | 61% (144) | 235 |
| Millennials: 1981-1996 | 33% (233) | 67% (469) | 702 |
| GenXers: 1965-1980 | 58% (305) | 42% (219) | 525 |
| Baby Boomers: 1946-1964 | 75% (521) | 25% (169) | 690 |
| PID: Dem (no lean) | 48% (451) | 52% (490) | 941 |
| PID: Ind (no lean) | 60% (350) | 40% (236) | 586 |
| PID: Rep (no lean) | 58% (390) | 42% (284) | 674 |
| PID/Gender: Dem Men | 31% (144) | 69% (328) | 472 |
| PID/Gender: Dem Women | 65% (303) | 35% (161) | 464 |
| PID/Gender: Ind Men | 49% (138) | 51% (145) | 283 |
| PID/Gender: Ind Women | 70% (209) | 30% (90) | 299 |
| PID/Gender: Rep Men | 50% (155) | 50% (157) | 312 |
| PID/Gender: Rep Women | 65% (236) | 35% (127) | 363 |
| Ideo: Liberal (1-3) | 52% (321) | 48% (301) | 622 |
| Ideo: Moderate (4) | 56% (382) | 44% (303) | 685 |
| Ideo: Conservative (5-7) | 54% (403) | 46% (340) | 742 |
| Educ: < College | 57% (819) | 43% (620) | 1439 |
| Educ: Bachelors degree | 54% (261) | 46% (224) | 485 |
| Educ: Post-grad | 40% (112) | 60% (167) | 278 |
| Income: Under 50k | 60% (696) | 40% (470) | 1166 |
| Income: 50k-100k | 51% (330) | 49% (316) | 645 |
| Income: 100k+ | 43% (166) | 57% (224) | 391 |
| Ethnicity: White | 58% (986) | 42% (713) | 1699 |
| Ethnicity: Hispanic | 37% (139) | 63% (240) | 379 |

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Table MCSP7_5NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

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

| Demographic | Selected | | Not Selected | | Total N |
|-----------------------------------|----------|--------|--------------|--------|---------|
| Adults | 54% | (1192) | 46% | (1010) | 2202 |
| Ethnicity: Black | 39% | (112) | 61% | (171) | 283 |
| Ethnicity: Other | 43% | (94) | 57% | (126) | 220 |
| All Christian | 57% | (594) | 43% | (442) | 1036 |
| All Non-Christian | 24% | (50) | 76% | (161) | 211 |
| Atheist | 65% | (53) | 35% | (29) | 82 |
| Agnostic/Nothing in particular | 59% | (318) | 41% | (222) | 540 |
| Something Else | 53% | (176) | 47% | (156) | 332 |
| Religious Non-Protestant/Catholic | 29% | (69) | 71% | (168) | 237 |
| Evangelical | 50% | (291) | 50% | (288) | 580 |
| Non-Evangelical | 62% | (452) | 38% | (283) | 735 |
| Community: Urban | 38% | (275) | 62% | (447) | 722 |
| Community: Suburban | 59% | (580) | 41% | (406) | 986 |
| Community: Rural | 68% | (337) | 32% | (157) | 494 |
| Employ: Private Sector | 42% | (297) | 58% | (412) | 709 |
| Employ: Government | 38% | (60) | 62% | (98) | 158 |
| Employ: Self-Employed | 40% | (85) | 60% | (129) | 214 |
| Employ: Homemaker | 63% | (84) | 37% | (49) | 133 |
| Employ: Student | 34% | (22) | 66% | (42) | 63 |
| Employ: Retired | 76% | (430) | 24% | (138) | 568 |
| Employ: Unemployed | 60% | (136) | 40% | (89) | 225 |
| Employ: Other | 59% | (78) | 41% | (55) | 133 |
| Military HH: Yes | 60% | (160) | 40% | (106) | 266 |
| Military HH: No | 53% | (1032) | 47% | (905) | 1936 |
| 2022 House Vote: Democrat | 48% | (434) | 52% | (472) | 905 |
| 2022 House Vote: Republican | 57% | (393) | 43% | (291) | 685 |
| 2022 House Vote: Didnt Vote | 59% | (341) | 41% | (233) | 573 |
| 2020 Vote: Joe Biden | 50% | (486) | 50% | (479) | 965 |
| 2020 Vote: Donald Trump | 59% | (424) | 41% | (291) | 714 |
| 2020 Vote: Other | 57% | (32) | 43% | (24) | 56 |
| 2020 Vote: Didn't Vote | 54% | (250) | 46% | (216) | 466 |

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Table MCSP7_5NET: *In the past month, did you watch livestreams of sports games or replays of sports games on any of the following platforms? Please select all that apply.*

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

| Demographic | Selected | | Not Selected | | Total N |
|-----------------------------|----------|--------|--------------|--------|---------|
| Adults | 54% | (1192) | 46% | (1010) | 2202 |
| 2018 House Vote: Democrat | 48% | (389) | 52% | (416) | 806 |
| 2018 House Vote: Republican | 60% | (363) | 40% | (237) | 600 |
| 2018 House Vote: Didnt Vote | 55% | (412) | 45% | (343) | 756 |
| 4-Region: Northeast | 52% | (201) | 48% | (185) | 386 |
| 4-Region: Midwest | 60% | (274) | 40% | (181) | 455 |
| 4-Region: South | 56% | (470) | 44% | (370) | 840 |
| 4-Region: West | 47% | (247) | 53% | (274) | 521 |
| Gen Z Sports Fan | 27% | (37) | 73% | (103) | 140 |
| Millennial Sports Fan | 21% | (105) | 79% | (394) | 500 |
| Gen X Sports Fan | 47% | (161) | 53% | (182) | 343 |
| Boomer Sports Fan | 69% | (311) | 31% | (138) | 449 |

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

Table MCSP8: How much have you seen, read, or heard about the NFL announcing a multi-year agreement with Google granting YouTube TV and YouTube Primetime Channels exclusive rights to distribute NFL Sunday Ticket—the sports package that broadcasts NFL football games not available on local channels—to U.S. consumers starting with the 2023 NFL season?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|--------------------------|-------|-------|------|-------|----------|-------|----------------|--------|---------|
| Adults | 12% | (269) | 17% | (372) | 17% | (379) | 54% | (1182) | 2202 |
| Gender: Male | 20% | (214) | 21% | (226) | 18% | (197) | 40% | (429) | 1068 |
| Gender: Female | 5% | (54) | 13% | (146) | 16% | (181) | 66% | (744) | 1126 |
| Age: 18-34 | 18% | (115) | 22% | (139) | 20% | (126) | 40% | (252) | 631 |
| Age: 35-44 | 24% | (90) | 19% | (72) | 16% | (59) | 41% | (151) | 372 |
| Age: 45-64 | 8% | (56) | 18% | (127) | 16% | (110) | 59% | (417) | 711 |
| Age: 65+ | 2% | (8) | 7% | (34) | 17% | (84) | 74% | (362) | 487 |
| GenZers: 1997-2012 | 8% | (19) | 25% | (58) | 26% | (60) | 42% | (98) | 235 |
| Millennials: 1981-1996 | 25% | (175) | 20% | (139) | 16% | (116) | 39% | (272) | 702 |
| GenXers: 1965-1980 | 10% | (52) | 18% | (96) | 16% | (85) | 56% | (292) | 525 |
| Baby Boomers: 1946-1964 | 3% | (23) | 11% | (76) | 16% | (107) | 70% | (484) | 690 |
| PID: Dem (no lean) | 19% | (180) | 19% | (176) | 17% | (157) | 45% | (428) | 941 |
| PID: Ind (no lean) | 7% | (39) | 16% | (93) | 18% | (107) | 59% | (347) | 586 |
| PID: Rep (no lean) | 7% | (50) | 15% | (103) | 17% | (115) | 60% | (407) | 674 |
| PID/Gender: Dem Men | 31% | (145) | 24% | (111) | 17% | (79) | 29% | (138) | 472 |
| PID/Gender: Dem Women | 8% | (35) | 14% | (65) | 17% | (79) | 61% | (285) | 464 |
| PID/Gender: Ind Men | 10% | (30) | 20% | (56) | 20% | (57) | 50% | (141) | 283 |
| PID/Gender: Ind Women | 3% | (10) | 12% | (37) | 17% | (50) | 68% | (203) | 299 |
| PID/Gender: Rep Men | 13% | (40) | 19% | (60) | 20% | (62) | 48% | (150) | 312 |
| PID/Gender: Rep Women | 3% | (10) | 12% | (43) | 15% | (53) | 71% | (257) | 363 |
| Ideo: Liberal (1-3) | 16% | (97) | 18% | (112) | 17% | (105) | 50% | (308) | 622 |
| Ideo: Moderate (4) | 8% | (52) | 20% | (137) | 19% | (129) | 54% | (368) | 685 |
| Ideo: Conservative (5-7) | 16% | (115) | 15% | (112) | 17% | (123) | 53% | (392) | 742 |
| Educ: < College | 9% | (130) | 15% | (211) | 18% | (255) | 59% | (842) | 1439 |
| Educ: Bachelors degree | 11% | (55) | 23% | (113) | 18% | (86) | 48% | (231) | 485 |
| Educ: Post-grad | 30% | (84) | 17% | (48) | 13% | (38) | 39% | (109) | 278 |
| Income: Under 50k | 7% | (76) | 15% | (170) | 18% | (209) | 61% | (711) | 1166 |
| Income: 50k-100k | 14% | (93) | 19% | (125) | 18% | (116) | 48% | (311) | 645 |
| Income: 100k+ | 26% | (100) | 20% | (76) | 14% | (53) | 41% | (161) | 391 |
| Ethnicity: White | 12% | (208) | 15% | (254) | 17% | (282) | 56% | (955) | 1699 |
| Ethnicity: Hispanic | 16% | (61) | 19% | (74) | 23% | (85) | 42% | (159) | 379 |

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Table MCSP8: How much have you seen, read, or heard about the NFL announcing a multi-year agreement with Google granting YouTube TV and YouTube Primetime Channels exclusive rights to distribute NFL Sunday Ticket—the sports package that broadcasts NFL football games not available on local channels—to U.S. consumers starting with the 2023 NFL season?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|-----------------------------------|-------|-------|------|-------|----------|-------|----------------|--------|---------|
| Adults | 12% | (269) | 17% | (372) | 17% | (379) | 54% | (1182) | 2202 |
| Ethnicity: Black | 15% | (41) | 27% | (75) | 19% | (55) | 39% | (112) | 283 |
| Ethnicity: Other | 9% | (19) | 20% | (43) | 19% | (42) | 53% | (116) | 220 |
| All Christian | 11% | (113) | 18% | (183) | 18% | (183) | 54% | (558) | 1036 |
| All Non-Christian | 41% | (87) | 20% | (43) | 13% | (27) | 26% | (55) | 211 |
| Atheist | 2% | (2) | 24% | (19) | 15% | (12) | 59% | (48) | 82 |
| Agnostic/Nothing in particular | 7% | (39) | 13% | (71) | 19% | (103) | 61% | (327) | 540 |
| Something Else | 9% | (28) | 17% | (56) | 16% | (54) | 58% | (194) | 332 |
| Religious Non-Protestant/Catholic | 37% | (87) | 20% | (47) | 13% | (31) | 31% | (72) | 237 |
| Evangelical | 14% | (82) | 18% | (107) | 14% | (82) | 53% | (308) | 580 |
| Non-Evangelical | 7% | (52) | 16% | (121) | 20% | (145) | 57% | (417) | 735 |
| Community: Urban | 22% | (160) | 19% | (140) | 17% | (121) | 42% | (301) | 722 |
| Community: Suburban | 9% | (86) | 17% | (172) | 18% | (174) | 56% | (554) | 986 |
| Community: Rural | 4% | (22) | 12% | (60) | 17% | (85) | 66% | (327) | 494 |
| Employ: Private Sector | 17% | (123) | 22% | (159) | 20% | (144) | 40% | (283) | 709 |
| Employ: Government | 35% | (55) | 20% | (31) | 14% | (23) | 31% | (49) | 158 |
| Employ: Self-Employed | 18% | (39) | 21% | (45) | 15% | (32) | 46% | (98) | 214 |
| Employ: Homemaker | 3% | (4) | 11% | (14) | 18% | (24) | 68% | (91) | 133 |
| Employ: Student | 7% | (4) | 24% | (15) | 33% | (21) | 37% | (24) | 63 |
| Employ: Retired | 4% | (20) | 11% | (60) | 15% | (86) | 71% | (401) | 568 |
| Employ: Unemployed | 7% | (15) | 13% | (29) | 15% | (33) | 66% | (148) | 225 |
| Employ: Other | 7% | (9) | 14% | (19) | 12% | (16) | 67% | (89) | 133 |
| Military HH: Yes | 11% | (28) | 18% | (47) | 19% | (50) | 53% | (141) | 266 |
| Military HH: No | 12% | (241) | 17% | (325) | 17% | (329) | 54% | (1041) | 1936 |
| 2022 House Vote: Democrat | 18% | (165) | 21% | (192) | 16% | (144) | 45% | (403) | 905 |
| 2022 House Vote: Republican | 8% | (55) | 16% | (111) | 18% | (122) | 58% | (397) | 685 |
| 2022 House Vote: Didn't Vote | 8% | (47) | 11% | (63) | 19% | (111) | 62% | (353) | 573 |
| 2020 Vote: Joe Biden | 18% | (173) | 19% | (182) | 16% | (150) | 48% | (461) | 965 |
| 2020 Vote: Donald Trump | 7% | (47) | 15% | (108) | 17% | (120) | 62% | (440) | 714 |
| 2020 Vote: Other | 11% | (6) | 9% | (5) | 6% | (3) | 73% | (41) | 56 |
| 2020 Vote: Didn't Vote | 9% | (43) | 16% | (77) | 23% | (106) | 52% | (241) | 466 |

Continued on next page

Table MCSP8: How much have you seen, read, or heard about the NFL announcing a multi-year agreement with Google granting YouTube TV and YouTube Primetime Channels exclusive rights to distribute NFL Sunday Ticket—the sports package that broadcasts NFL football games not available on local channels—to U.S. consumers starting with the 2023 NFL season?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|-----------------------------|-------|-------|------|-------|----------|-------|----------------|--------|---------|
| Adults | 12% | (269) | 17% | (372) | 17% | (379) | 54% | (1182) | 2202 |
| 2018 House Vote: Democrat | 20% | (159) | 20% | (160) | 16% | (132) | 44% | (356) | 806 |
| 2018 House Vote: Republican | 6% | (38) | 17% | (104) | 18% | (110) | 58% | (347) | 600 |
| 2018 House Vote: Didnt Vote | 9% | (70) | 14% | (104) | 18% | (133) | 59% | (449) | 756 |
| 4-Region: Northeast | 16% | (64) | 16% | (63) | 17% | (64) | 51% | (195) | 386 |
| 4-Region: Midwest | 7% | (31) | 17% | (79) | 17% | (78) | 59% | (267) | 455 |
| 4-Region: South | 10% | (86) | 16% | (138) | 17% | (142) | 56% | (474) | 840 |
| 4-Region: West | 17% | (88) | 18% | (93) | 18% | (94) | 47% | (246) | 521 |
| Gen Z Sports Fan | 13% | (19) | 34% | (47) | 26% | (37) | 27% | (37) | 140 |
| Millennial Sports Fan | 33% | (162) | 24% | (118) | 18% | (88) | 26% | (131) | 500 |
| Gen X Sports Fan | 14% | (47) | 24% | (81) | 19% | (66) | 43% | (149) | 343 |
| Boomer Sports Fan | 5% | (21) | 16% | (72) | 22% | (99) | 57% | (257) | 449 |

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

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

TikTok

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 21% (457) | 7% (158) | 6% (138) | 4% (78) | 5% (116) | 2% (53) | 55% (1203) | 2202 |
| Gender: Male | 20% (212) | 8% (91) | 6% (59) | 3% (32) | 5% (50) | 2% (26) | 56% (599) | 1068 |
| Gender: Female | 21% (242) | 6% (66) | 7% (79) | 4% (46) | 6% (64) | 2% (27) | 53% (601) | 1126 |
| Age: 18-34 | 38% (243) | 11% (70) | 8% (49) | 4% (24) | 6% (40) | 2% (13) | 31% (193) | 631 |
| Age: 35-44 | 24% (90) | 11% (41) | 12% (45) | 8% (29) | 7% (24) | 3% (11) | 35% (132) | 372 |
| Age: 45-64 | 15% (109) | 5% (39) | 5% (34) | 2% (15) | 4% (29) | 3% (20) | 65% (466) | 711 |
| Age: 65+ | 3% (15) | 2% (8) | 2% (10) | 2% (10) | 5% (22) | 2% (9) | 85% (413) | 487 |
| GenZers: 1997-2012 | 52% (121) | 10% (23) | 5% (11) | 4% (10) | 5% (11) | 3% (7) | 22% (52) | 235 |
| Millennials: 1981-1996 | 28% (198) | 11% (81) | 10% (70) | 6% (41) | 7% (51) | 2% (16) | 35% (245) | 702 |
| GenXers: 1965-1980 | 18% (96) | 7% (38) | 7% (39) | 3% (17) | 4% (21) | 3% (16) | 57% (298) | 525 |
| Baby Boomers: 1946-1964 | 6% (40) | 2% (14) | 2% (17) | 1% (10) | 5% (32) | 2% (15) | 81% (562) | 690 |
| PID: Dem (no lean) | 26% (241) | 9% (85) | 7% (70) | 5% (43) | 5% (46) | 2% (18) | 47% (439) | 941 |
| PID: Ind (no lean) | 21% (123) | 4% (26) | 5% (31) | 3% (17) | 5% (27) | 4% (21) | 58% (341) | 586 |
| PID: Rep (no lean) | 14% (94) | 7% (47) | 5% (37) | 3% (17) | 6% (43) | 2% (14) | 63% (423) | 674 |
| PID/Gender: Dem Men | 28% (133) | 13% (61) | 7% (33) | 4% (18) | 4% (21) | 2% (11) | 41% (196) | 472 |
| PID/Gender: Dem Women | 22% (104) | 5% (24) | 8% (37) | 6% (26) | 5% (23) | 2% (7) | 52% (243) | 464 |
| PID/Gender: Ind Men | 15% (43) | 4% (12) | 4% (11) | 2% (7) | 4% (10) | 2% (6) | 69% (195) | 283 |
| PID/Gender: Ind Women | 27% (80) | 4% (13) | 7% (20) | 4% (11) | 6% (17) | 5% (15) | 48% (144) | 299 |
| PID/Gender: Rep Men | 11% (36) | 6% (18) | 5% (15) | 3% (8) | 6% (19) | 3% (9) | 67% (208) | 312 |
| PID/Gender: Rep Women | 16% (58) | 8% (29) | 6% (22) | 3% (9) | 7% (24) | 1% (5) | 59% (215) | 363 |
| Ideo: Liberal (1-3) | 23% (145) | 9% (53) | 7% (44) | 5% (30) | 4% (27) | 3% (22) | 48% (301) | 622 |
| Ideo: Moderate (4) | 21% (145) | 7% (50) | 7% (48) | 3% (20) | 5% (32) | 2% (13) | 55% (377) | 685 |
| Ideo: Conservative (5-7) | 17% (124) | 6% (46) | 5% (38) | 3% (25) | 6% (42) | 2% (13) | 61% (453) | 742 |
| Educ: < College | 23% (328) | 7% (95) | 6% (89) | 3% (39) | 5% (72) | 2% (34) | 54% (781) | 1439 |
| Educ: Bachelors degree | 14% (70) | 7% (36) | 6% (31) | 5% (22) | 5% (26) | 3% (13) | 59% (287) | 485 |
| Educ: Post-grad | 21% (60) | 10% (27) | 7% (18) | 6% (17) | 6% (17) | 2% (6) | 48% (135) | 278 |
| Income: Under 50k | 20% (238) | 6% (64) | 6% (64) | 3% (33) | 6% (67) | 3% (30) | 57% (669) | 1166 |
| Income: 50k-100k | 20% (130) | 9% (56) | 7% (46) | 4% (25) | 5% (30) | 2% (13) | 54% (345) | 645 |
| Income: 100k+ | 23% (90) | 10% (37) | 7% (27) | 5% (19) | 5% (19) | 3% (10) | 48% (188) | 391 |
| Ethnicity: White | 20% (336) | 7% (116) | 6% (99) | 4% (63) | 5% (80) | 2% (32) | 57% (974) | 1699 |
| Ethnicity: Hispanic | 36% (136) | 10% (37) | 6% (23) | 6% (23) | 6% (23) | 1% (4) | 35% (134) | 379 |

Continued on next page

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

TikTok

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 21% (457) | 7% (158) | 6% (138) | 4% (78) | 5% (116) | 2% (53) | 55% (1203) | 2202 |
| Ethnicity: Black | 31% (87) | 7% (19) | 9% (27) | 2% (6) | 8% (22) | 4% (12) | 39% (110) | 283 |
| Ethnicity: Other | 15% (34) | 10% (23) | 6% (13) | 4% (9) | 6% (13) | 4% (9) | 54% (119) | 220 |
| All Christian | 17% (179) | 6% (62) | 5% (53) | 3% (36) | 5% (48) | 2% (24) | 61% (635) | 1036 |
| All Non-Christian | 29% (61) | 13% (28) | 9% (20) | 8% (16) | 5% (10) | 3% (7) | 33% (69) | 211 |
| Atheist | 32% (26) | 7% (6) | 3% (2) | 4% (3) | 4% (3) | 1% (0) | 50% (41) | 82 |
| Agnostic/Nothing in particular | 21% (115) | 6% (32) | 7% (39) | 3% (18) | 6% (35) | 2% (13) | 53% (288) | 540 |
| Something Else | 23% (76) | 9% (30) | 7% (23) | 1% (5) | 6% (20) | 2% (8) | 51% (170) | 332 |
| Religious Non-Protestant/Catholic | 28% (67) | 12% (28) | 9% (22) | 7% (16) | 5% (12) | 4% (9) | 35% (83) | 237 |
| Evangelical | 22% (127) | 8% (44) | 6% (37) | 3% (15) | 4% (26) | 2% (14) | 55% (317) | 580 |
| Non-Evangelical | 15% (109) | 7% (48) | 5% (36) | 3% (23) | 5% (40) | 2% (16) | 63% (463) | 735 |
| Community: Urban | 27% (191) | 9% (68) | 8% (58) | 4% (27) | 6% (43) | 4% (27) | 43% (307) | 722 |
| Community: Suburban | 17% (170) | 7% (70) | 5% (50) | 3% (29) | 5% (47) | 2% (17) | 61% (602) | 986 |
| Community: Rural | 19% (96) | 4% (19) | 6% (31) | 5% (22) | 5% (25) | 2% (9) | 59% (293) | 494 |
| Employ: Private Sector | 25% (174) | 10% (70) | 7% (48) | 5% (34) | 6% (46) | 2% (14) | 45% (322) | 709 |
| Employ: Government | 31% (50) | 10% (17) | 11% (17) | 7% (11) | 5% (8) | — (0) | 35% (55) | 158 |
| Employ: Self-Employed | 17% (36) | 11% (23) | 11% (24) | 3% (7) | 4% (9) | 2% (4) | 51% (110) | 214 |
| Employ: Homemaker | 27% (36) | 7% (9) | 6% (8) | 3% (4) | 4% (5) | 4% (5) | 49% (66) | 133 |
| Employ: Student | 57% (36) | 10% (6) | 9% (6) | 5% (3) | 8% (5) | 1% (0) | 10% (6) | 63 |
| Employ: Retired | 5% (31) | 2% (9) | 2% (11) | 2% (11) | 4% (26) | 2% (14) | 82% (467) | 568 |
| Employ: Unemployed | 28% (62) | 7% (15) | 5% (11) | 2% (5) | 5% (12) | 3% (8) | 50% (112) | 225 |
| Employ: Other | 25% (33) | 6% (8) | 9% (12) | 1% (2) | 3% (4) | 6% (7) | 50% (66) | 133 |
| Military HH: Yes | 14% (38) | 7% (18) | 6% (16) | 1% (2) | 3% (8) | 4% (10) | 66% (175) | 266 |
| Military HH: No | 22% (420) | 7% (140) | 6% (122) | 4% (76) | 6% (108) | 2% (43) | 53% (1028) | 1936 |
| 2022 House Vote: Democrat | 24% (221) | 9% (80) | 7% (64) | 3% (30) | 3% (30) | 3% (25) | 50% (455) | 905 |
| 2022 House Vote: Republican | 13% (87) | 7% (47) | 5% (34) | 3% (21) | 5% (32) | 2% (12) | 66% (452) | 685 |
| 2022 House Vote: Didnt Vote | 25% (146) | 5% (27) | 6% (34) | 5% (26) | 9% (50) | 2% (14) | 48% (276) | 573 |
| 2020 Vote: Joe Biden | 22% (217) | 8% (78) | 7% (68) | 3% (34) | 3% (33) | 3% (28) | 53% (507) | 965 |
| 2020 Vote: Donald Trump | 13% (94) | 7% (47) | 5% (34) | 2% (18) | 5% (39) | 2% (13) | 66% (470) | 714 |
| 2020 Vote: Other | 3% (2) | 6% (3) | 11% (6) | — (0) | 6% (3) | — (0) | 74% (41) | 56 |
| 2020 Vote: Didn't Vote | 31% (144) | 6% (29) | 6% (29) | 6% (27) | 9% (40) | 3% (12) | 40% (185) | 466 |

Continued on next page

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

TikTok

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 21% (457) | 7% (158) | 6% (138) | 4% (78) | 5% (116) | 2% (53) | 55% (1203) | 2202 |
| 2018 House Vote: Democrat | 22% (176) | 9% (72) | 7% (54) | 3% (25) | 4% (32) | 3% (20) | 53% (426) | 806 |
| 2018 House Vote: Republican | 14% (86) | 7% (40) | 4% (27) | 2% (15) | 5% (27) | 2% (12) | 66% (394) | 600 |
| 2018 House Vote: Didnt Vote | 25% (190) | 6% (46) | 7% (53) | 5% (37) | 7% (54) | 3% (19) | 47% (357) | 756 |
| 4-Region: Northeast | 20% (76) | 8% (32) | 6% (22) | 4% (15) | 6% (24) | 3% (11) | 53% (205) | 386 |
| 4-Region: Midwest | 19% (85) | 8% (37) | 6% (28) | 2% (11) | 5% (20) | 3% (12) | 58% (262) | 455 |
| 4-Region: South | 21% (175) | 6% (48) | 7% (58) | 3% (28) | 6% (54) | 2% (21) | 54% (456) | 840 |
| 4-Region: West | 23% (121) | 8% (40) | 6% (30) | 5% (24) | 3% (17) | 2% (9) | 54% (279) | 521 |
| Gen Z Sports Fan | 45% (63) | 15% (21) | 5% (7) | 7% (10) | 7% (9) | 2% (3) | 20% (27) | 140 |
| Millennial Sports Fan | 30% (152) | 13% (65) | 10% (52) | 6% (28) | 7% (37) | 2% (10) | 31% (155) | 500 |
| Gen X Sports Fan | 21% (72) | 9% (29) | 8% (28) | 4% (14) | 4% (14) | 3% (9) | 51% (176) | 343 |
| Boomer Sports Fan | 7% (31) | 1% (6) | 3% (13) | 2% (7) | 5% (22) | 2% (8) | 80% (361) | 449 |

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

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

Instagram

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 27% (588) | 10% (211) | 9% (201) | 5% (109) | 6% (123) | 3% (77) | 41% (893) | 2202 |
| Gender: Male | 28% (294) | 10% (106) | 9% (101) | 6% (61) | 5% (52) | 3% (32) | 39% (421) | 1068 |
| Gender: Female | 26% (292) | 9% (105) | 9% (100) | 4% (46) | 6% (68) | 4% (45) | 42% (471) | 1126 |
| Age: 18-34 | 43% (270) | 13% (83) | 10% (62) | 6% (36) | 6% (41) | 3% (16) | 20% (124) | 631 |
| Age: 35-44 | 34% (127) | 12% (45) | 15% (56) | 5% (18) | 8% (30) | 5% (20) | 20% (76) | 372 |
| Age: 45-64 | 21% (151) | 8% (54) | 8% (60) | 5% (33) | 5% (34) | 3% (24) | 50% (355) | 711 |
| Age: 65+ | 8% (40) | 6% (30) | 5% (23) | 4% (22) | 4% (18) | 3% (16) | 69% (338) | 487 |
| GenZers: 1997-2012 | 45% (106) | 14% (32) | 9% (22) | 6% (14) | 6% (14) | 2% (4) | 18% (42) | 235 |
| Millennials: 1981-1996 | 39% (276) | 13% (89) | 12% (85) | 5% (37) | 7% (51) | 4% (29) | 19% (135) | 702 |
| GenXers: 1965-1980 | 26% (135) | 9% (49) | 10% (52) | 4% (19) | 5% (26) | 4% (19) | 43% (224) | 525 |
| Baby Boomers: 1946-1964 | 10% (69) | 5% (38) | 6% (41) | 5% (38) | 4% (30) | 3% (23) | 66% (452) | 690 |
| PID: Dem (no lean) | 33% (314) | 11% (108) | 10% (92) | 5% (50) | 5% (49) | 3% (33) | 31% (295) | 941 |
| PID: Ind (no lean) | 22% (128) | 8% (48) | 8% (49) | 5% (32) | 6% (35) | 4% (24) | 46% (270) | 586 |
| PID: Rep (no lean) | 22% (146) | 8% (56) | 9% (59) | 4% (26) | 6% (39) | 3% (21) | 49% (328) | 674 |
| PID/Gender: Dem Men | 37% (175) | 14% (65) | 10% (47) | 7% (34) | 4% (20) | 3% (13) | 25% (118) | 472 |
| PID/Gender: Dem Women | 30% (139) | 9% (43) | 10% (45) | 3% (15) | 6% (27) | 4% (20) | 38% (176) | 464 |
| PID/Gender: Ind Men | 19% (55) | 6% (16) | 10% (28) | 3% (8) | 5% (13) | 5% (13) | 53% (150) | 283 |
| PID/Gender: Ind Women | 24% (72) | 11% (32) | 7% (22) | 8% (23) | 7% (21) | 4% (11) | 40% (119) | 299 |
| PID/Gender: Rep Men | 21% (65) | 8% (25) | 8% (26) | 6% (18) | 6% (19) | 2% (7) | 49% (153) | 312 |
| PID/Gender: Rep Women | 22% (81) | 9% (31) | 9% (33) | 2% (8) | 5% (20) | 4% (14) | 48% (176) | 363 |
| Ideo: Liberal (1-3) | 31% (195) | 11% (66) | 9% (56) | 7% (41) | 6% (40) | 4% (23) | 32% (202) | 622 |
| Ideo: Moderate (4) | 27% (187) | 9% (65) | 10% (68) | 3% (24) | 5% (34) | 3% (21) | 42% (286) | 685 |
| Ideo: Conservative (5-7) | 21% (159) | 9% (70) | 9% (69) | 5% (36) | 6% (43) | 3% (19) | 47% (346) | 742 |
| Educ: < College | 25% (359) | 8% (117) | 8% (120) | 5% (69) | 6% (83) | 4% (57) | 44% (634) | 1439 |
| Educ: Bachelors degree | 29% (138) | 11% (55) | 12% (58) | 5% (23) | 5% (26) | 3% (14) | 35% (170) | 485 |
| Educ: Post-grad | 33% (91) | 14% (38) | 9% (24) | 6% (16) | 5% (14) | 2% (6) | 32% (90) | 278 |
| Income: Under 50k | 22% (256) | 8% (95) | 9% (107) | 5% (53) | 5% (62) | 5% (54) | 46% (539) | 1166 |
| Income: 50k-100k | 30% (191) | 10% (64) | 9% (60) | 6% (37) | 6% (36) | 2% (13) | 38% (244) | 645 |
| Income: 100k+ | 36% (140) | 13% (52) | 9% (34) | 5% (18) | 7% (25) | 2% (10) | 28% (111) | 391 |
| Ethnicity: White | 24% (406) | 10% (168) | 9% (148) | 5% (82) | 5% (85) | 4% (60) | 44% (750) | 1699 |
| Ethnicity: Hispanic | 40% (151) | 10% (40) | 12% (46) | 5% (18) | 5% (18) | 2% (9) | 26% (97) | 379 |

Continued on next page

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 27% (588) | 10% (211) | 9% (201) | 5% (109) | 6% (123) | 3% (77) | 41% (893) | 2202 |
| Ethnicity: Black | 38% (109) | 9% (25) | 11% (31) | 7% (20) | 8% (21) | 4% (11) | 23% (66) | 283 |
| Ethnicity: Other | 33% (73) | 8% (18) | 10% (22) | 3% (7) | 8% (17) | 2% (5) | 35% (78) | 220 |
| All Christian | 25% (255) | 10% (100) | 9% (97) | 5% (50) | 5% (48) | 3% (29) | 44% (458) | 1036 |
| All Non-Christian | 34% (72) | 14% (31) | 12% (24) | 4% (9) | 8% (16) | 4% (8) | 24% (51) | 211 |
| Atheist | 30% (24) | 10% (8) | 5% (4) | 7% (6) | 8% (6) | 3% (2) | 38% (31) | 82 |
| Agnostic/Nothing in particular | 30% (160) | 7% (40) | 8% (42) | 5% (28) | 6% (34) | 4% (23) | 39% (213) | 540 |
| Something Else | 23% (77) | 10% (33) | 10% (34) | 5% (16) | 6% (19) | 4% (15) | 42% (139) | 332 |
| Religious Non-Protestant/Catholic | 34% (80) | 13% (32) | 11% (27) | 5% (12) | 8% (19) | 3% (8) | 25% (60) | 237 |
| Evangelical | 28% (164) | 11% (65) | 7% (43) | 4% (26) | 6% (34) | 3% (18) | 40% (230) | 580 |
| Non-Evangelical | 20% (144) | 9% (63) | 11% (84) | 5% (34) | 4% (29) | 3% (25) | 48% (355) | 735 |
| Community: Urban | 36% (261) | 12% (85) | 10% (72) | 4% (28) | 5% (37) | 4% (25) | 30% (214) | 722 |
| Community: Suburban | 23% (228) | 9% (88) | 9% (90) | 6% (58) | 6% (61) | 4% (38) | 43% (423) | 986 |
| Community: Rural | 20% (99) | 8% (38) | 8% (39) | 5% (23) | 5% (25) | 3% (13) | 52% (257) | 494 |
| Employ: Private Sector | 34% (241) | 13% (89) | 10% (70) | 6% (41) | 7% (50) | 4% (26) | 27% (191) | 709 |
| Employ: Government | 40% (62) | 10% (15) | 15% (23) | 4% (7) | 5% (8) | 3% (4) | 24% (38) | 158 |
| Employ: Self-Employed | 29% (63) | 12% (27) | 16% (34) | 6% (12) | 5% (11) | 3% (7) | 28% (61) | 214 |
| Employ: Homemaker | 31% (41) | 10% (13) | 5% (6) | 1% (1) | 6% (8) | 5% (7) | 42% (56) | 133 |
| Employ: Student | 39% (25) | 7% (5) | 10% (6) | 7% (5) | 8% (5) | 3% (2) | 26% (17) | 63 |
| Employ: Retired | 10% (55) | 5% (31) | 5% (28) | 5% (28) | 4% (20) | 3% (16) | 69% (391) | 568 |
| Employ: Unemployed | 30% (68) | 9% (21) | 9% (20) | 4% (10) | 4% (9) | 3% (7) | 40% (90) | 225 |
| Employ: Other | 25% (33) | 8% (10) | 10% (13) | 4% (6) | 9% (12) | 7% (9) | 37% (50) | 133 |
| Military HH: Yes | 22% (57) | 8% (21) | 7% (17) | 6% (16) | 6% (16) | 3% (8) | 49% (131) | 266 |
| Military HH: No | 27% (531) | 10% (190) | 9% (183) | 5% (93) | 6% (108) | 4% (69) | 39% (763) | 1936 |
| 2022 House Vote: Democrat | 32% (292) | 11% (102) | 10% (87) | 5% (47) | 5% (45) | 3% (31) | 33% (302) | 905 |
| 2022 House Vote: Republican | 19% (127) | 9% (61) | 9% (60) | 4% (29) | 6% (40) | 3% (23) | 50% (345) | 685 |
| 2022 House Vote: Didnt Vote | 29% (164) | 8% (43) | 9% (50) | 5% (30) | 6% (36) | 4% (23) | 40% (228) | 573 |
| 2020 Vote: Joe Biden | 33% (314) | 10% (101) | 9% (90) | 5% (47) | 6% (54) | 4% (35) | 34% (325) | 965 |
| 2020 Vote: Donald Trump | 18% (131) | 8% (59) | 9% (62) | 5% (34) | 5% (39) | 3% (23) | 51% (365) | 714 |
| 2020 Vote: Other | 17% (9) | 11% (6) | 10% (6) | 5% (3) | 3% (1) | 2% (1) | 52% (29) | 56 |
| 2020 Vote: Didn't Vote | 29% (133) | 10% (45) | 9% (43) | 5% (25) | 6% (29) | 4% (17) | 37% (174) | 466 |

Continued on next page

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

Instagram

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 27% (588) | 10% (211) | 9% (201) | 5% (109) | 6% (123) | 3% (77) | 41% (893) | 2202 |
| 2018 House Vote: Democrat | 32% (258) | 11% (91) | 9% (75) | 5% (38) | 5% (42) | 4% (33) | 34% (270) | 806 |
| 2018 House Vote: Republican | 20% (118) | 8% (46) | 10% (58) | 5% (28) | 6% (37) | 3% (16) | 49% (297) | 600 |
| 2018 House Vote: Didnt Vote | 27% (208) | 10% (72) | 8% (60) | 6% (43) | 6% (42) | 3% (26) | 40% (303) | 756 |
| 4-Region: Northeast | 28% (110) | 11% (41) | 7% (26) | 5% (18) | 4% (14) | 5% (18) | 41% (159) | 386 |
| 4-Region: Midwest | 23% (104) | 8% (35) | 11% (52) | 4% (20) | 4% (17) | 3% (15) | 46% (211) | 455 |
| 4-Region: South | 27% (225) | 9% (77) | 9% (76) | 5% (41) | 7% (58) | 3% (27) | 40% (335) | 840 |
| 4-Region: West | 29% (149) | 11% (58) | 9% (46) | 6% (30) | 6% (34) | 3% (17) | 36% (188) | 521 |
| Gen Z Sports Fan | 43% (60) | 14% (20) | 11% (16) | 5% (7) | 7% (10) | 2% (3) | 17% (24) | 140 |
| Millennial Sports Fan | 43% (216) | 13% (63) | 12% (60) | 6% (31) | 6% (31) | 5% (23) | 15% (76) | 500 |
| Gen X Sports Fan | 29% (100) | 9% (32) | 10% (35) | 4% (13) | 6% (21) | 4% (12) | 38% (129) | 343 |
| Boomer Sports Fan | 12% (53) | 5% (24) | 8% (36) | 7% (32) | 5% (21) | 3% (13) | 60% (270) | 449 |

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

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

Facebook

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 46% (1006) | 16% (346) | 8% (186) | 4% (99) | 6% (133) | 4% (79) | 16% (353) | 2202 |
| Gender: Male | 42% (452) | 17% (178) | 8% (82) | 5% (55) | 6% (65) | 3% (32) | 19% (204) | 1068 |
| Gender: Female | 49% (554) | 15% (169) | 9% (104) | 4% (42) | 6% (68) | 4% (46) | 13% (143) | 1126 |
| Age: 18-34 | 45% (282) | 15% (92) | 9% (58) | 5% (31) | 6% (40) | 4% (26) | 16% (103) | 631 |
| Age: 35-44 | 57% (214) | 14% (53) | 9% (34) | 4% (13) | 6% (24) | 4% (13) | 6% (21) | 372 |
| Age: 45-64 | 47% (334) | 15% (105) | 9% (63) | 5% (33) | 6% (42) | 3% (19) | 16% (116) | 711 |
| Age: 65+ | 36% (178) | 20% (96) | 6% (32) | 4% (21) | 6% (28) | 4% (21) | 23% (113) | 487 |
| GenZers: 1997-2012 | 37% (88) | 11% (25) | 8% (18) | 5% (11) | 9% (22) | 8% (19) | 22% (52) | 235 |
| Millennials: 1981-1996 | 53% (371) | 15% (106) | 10% (70) | 5% (33) | 6% (39) | 2% (17) | 9% (66) | 702 |
| GenXers: 1965-1980 | 50% (264) | 17% (88) | 9% (45) | 4% (18) | 5% (28) | 2% (12) | 13% (68) | 525 |
| Baby Boomers: 1946-1964 | 39% (270) | 17% (114) | 7% (46) | 5% (35) | 6% (42) | 4% (30) | 22% (153) | 690 |
| PID: Dem (no lean) | 46% (437) | 18% (172) | 9% (80) | 4% (42) | 7% (62) | 3% (26) | 13% (122) | 941 |
| PID: Ind (no lean) | 42% (248) | 14% (80) | 8% (49) | 5% (28) | 6% (34) | 5% (29) | 20% (119) | 586 |
| PID: Rep (no lean) | 48% (322) | 14% (94) | 8% (57) | 4% (28) | 6% (38) | 4% (24) | 17% (113) | 674 |
| PID/Gender: Dem Men | 50% (236) | 18% (84) | 7% (33) | 5% (25) | 6% (31) | 2% (9) | 11% (54) | 472 |
| PID/Gender: Dem Women | 43% (201) | 19% (88) | 10% (47) | 3% (15) | 7% (31) | 4% (17) | 14% (65) | 464 |
| PID/Gender: Ind Men | 35% (100) | 16% (45) | 8% (24) | 5% (14) | 5% (14) | 3% (9) | 28% (78) | 283 |
| PID/Gender: Ind Women | 49% (148) | 12% (35) | 8% (25) | 5% (15) | 7% (20) | 6% (19) | 13% (38) | 299 |
| PID/Gender: Rep Men | 37% (116) | 15% (48) | 8% (25) | 5% (17) | 7% (21) | 4% (13) | 23% (72) | 312 |
| PID/Gender: Rep Women | 57% (205) | 13% (46) | 9% (32) | 3% (12) | 5% (17) | 3% (10) | 11% (41) | 363 |
| Ideo: Liberal (1-3) | 40% (248) | 17% (108) | 9% (58) | 5% (31) | 8% (48) | 4% (24) | 17% (106) | 622 |
| Ideo: Moderate (4) | 50% (343) | 15% (100) | 7% (50) | 5% (32) | 5% (32) | 4% (26) | 15% (101) | 685 |
| Ideo: Conservative (5-7) | 46% (342) | 16% (117) | 9% (66) | 4% (27) | 6% (47) | 3% (24) | 16% (120) | 742 |
| Educ: < College | 46% (666) | 15% (221) | 8% (118) | 4% (56) | 6% (82) | 4% (58) | 17% (238) | 1439 |
| Educ: Bachelors degree | 44% (215) | 18% (86) | 9% (42) | 6% (27) | 7% (34) | 3% (13) | 14% (68) | 485 |
| Educ: Post-grad | 45% (126) | 14% (39) | 9% (26) | 6% (16) | 6% (17) | 3% (8) | 17% (47) | 278 |
| Income: Under 50k | 46% (540) | 15% (179) | 8% (90) | 4% (45) | 6% (70) | 5% (53) | 16% (189) | 1166 |
| Income: 50k-100k | 44% (282) | 17% (108) | 9% (58) | 4% (27) | 7% (44) | 3% (18) | 17% (108) | 645 |
| Income: 100k+ | 47% (185) | 15% (59) | 9% (37) | 7% (27) | 5% (19) | 2% (8) | 14% (56) | 391 |
| Ethnicity: White | 47% (798) | 17% (287) | 8% (135) | 4% (68) | 5% (87) | 4% (61) | 16% (264) | 1699 |
| Ethnicity: Hispanic | 50% (190) | 15% (55) | 8% (29) | 3% (11) | 5% (19) | 4% (14) | 16% (61) | 379 |

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

Facebook

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 46% (1006) | 16% (346) | 8% (186) | 4% (99) | 6% (133) | 4% (79) | 16% (353) | 2202 |
| Ethnicity: Black | 48% (137) | 11% (30) | 12% (33) | 5% (14) | 8% (23) | 2% (5) | 15% (42) | 283 |
| Ethnicity: Other | 33% (72) | 13% (30) | 8% (18) | 7% (16) | 11% (23) | 6% (13) | 22% (47) | 220 |
| All Christian | 48% (498) | 16% (170) | 8% (80) | 4% (46) | 5% (51) | 3% (34) | 15% (157) | 1036 |
| All Non-Christian | 43% (91) | 18% (38) | 12% (25) | 7% (16) | 5% (12) | 2% (5) | 12% (25) | 211 |
| Atheist | 44% (36) | 13% (11) | 6% (5) | 6% (5) | 6% (5) | 5% (4) | 19% (16) | 82 |
| Agnostic/Nothing in particular | 41% (220) | 15% (82) | 9% (48) | 4% (22) | 7% (39) | 4% (22) | 20% (106) | 540 |
| Something Else | 48% (160) | 14% (46) | 8% (28) | 3% (10) | 8% (27) | 4% (13) | 15% (49) | 332 |
| Religious Non-Protestant/Catholic | 44% (105) | 18% (43) | 11% (27) | 7% (17) | 5% (13) | 2% (6) | 11% (27) | 237 |
| Evangelical | 52% (301) | 14% (82) | 8% (44) | 4% (21) | 6% (33) | 4% (20) | 13% (78) | 580 |
| Non-Evangelical | 44% (324) | 17% (128) | 8% (60) | 4% (30) | 6% (44) | 4% (26) | 17% (124) | 735 |
| Community: Urban | 51% (369) | 15% (107) | 9% (62) | 5% (35) | 4% (31) | 3% (19) | 14% (98) | 722 |
| Community: Suburban | 41% (404) | 15% (149) | 9% (87) | 5% (47) | 7% (72) | 4% (38) | 19% (188) | 986 |
| Community: Rural | 47% (233) | 18% (90) | 7% (37) | 3% (17) | 6% (30) | 4% (21) | 13% (67) | 494 |
| Employ: Private Sector | 50% (358) | 17% (120) | 9% (65) | 4% (29) | 6% (41) | 3% (19) | 11% (76) | 709 |
| Employ: Government | 44% (70) | 11% (17) | 14% (23) | 6% (10) | 8% (12) | 3% (5) | 14% (22) | 158 |
| Employ: Self-Employed | 41% (87) | 19% (42) | 11% (23) | 4% (9) | 5% (11) | 4% (8) | 16% (35) | 214 |
| Employ: Homemaker | 50% (67) | 12% (15) | 6% (8) | 2% (2) | 7% (10) | 7% (9) | 16% (22) | 133 |
| Employ: Student | 26% (16) | 6% (4) | 10% (6) | 9% (6) | 9% (5) | 7% (5) | 34% (21) | 63 |
| Employ: Retired | 41% (232) | 18% (103) | 7% (38) | 4% (23) | 7% (38) | 4% (23) | 20% (112) | 568 |
| Employ: Unemployed | 43% (97) | 13% (30) | 7% (15) | 5% (11) | 6% (13) | 2% (5) | 24% (53) | 225 |
| Employ: Other | 61% (80) | 11% (14) | 7% (9) | 7% (9) | 3% (4) | 4% (5) | 9% (11) | 133 |
| Military HH: Yes | 40% (105) | 20% (54) | 10% (26) | 5% (14) | 8% (20) | 3% (7) | 15% (39) | 266 |
| Military HH: No | 47% (901) | 15% (292) | 8% (160) | 4% (85) | 6% (113) | 4% (71) | 16% (314) | 1936 |
| 2022 House Vote: Democrat | 46% (418) | 18% (164) | 8% (74) | 4% (38) | 7% (59) | 3% (25) | 14% (127) | 905 |
| 2022 House Vote: Republican | 46% (312) | 15% (101) | 9% (59) | 4% (25) | 6% (40) | 4% (27) | 17% (120) | 685 |
| 2022 House Vote: Didnt Vote | 46% (261) | 13% (77) | 8% (46) | 6% (33) | 5% (31) | 5% (26) | 17% (100) | 573 |
| 2020 Vote: Joe Biden | 45% (434) | 19% (182) | 8% (82) | 4% (41) | 6% (55) | 3% (29) | 15% (144) | 965 |
| 2020 Vote: Donald Trump | 49% (351) | 13% (92) | 8% (59) | 4% (25) | 5% (38) | 4% (26) | 17% (123) | 714 |
| 2020 Vote: Other | 26% (15) | 16% (9) | 17% (10) | 6% (3) | 7% (4) | 4% (2) | 23% (13) | 56 |
| 2020 Vote: Didn't Vote | 44% (207) | 14% (63) | 8% (35) | 6% (29) | 8% (37) | 5% (22) | 16% (73) | 466 |

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 46% (1006) | 16% (346) | 8% (186) | 4% (99) | 6% (133) | 4% (79) | 16% (353) | 2202 |
| 2018 House Vote: Democrat | 47% (376) | 17% (139) | 10% (77) | 4% (32) | 6% (50) | 3% (23) | 14% (109) | 806 |
| 2018 House Vote: Republican | 46% (278) | 15% (88) | 9% (53) | 4% (24) | 5% (33) | 4% (21) | 17% (104) | 600 |
| 2018 House Vote: Didnt Vote | 45% (336) | 15% (113) | 7% (52) | 6% (42) | 7% (49) | 5% (34) | 17% (129) | 756 |
| 4-Region: Northeast | 46% (176) | 15% (56) | 9% (33) | 4% (15) | 6% (24) | 3% (11) | 18% (70) | 386 |
| 4-Region: Midwest | 51% (231) | 14% (65) | 8% (36) | 4% (19) | 4% (17) | 4% (18) | 15% (69) | 455 |
| 4-Region: South | 47% (391) | 16% (136) | 10% (83) | 5% (40) | 6% (54) | 3% (28) | 13% (108) | 840 |
| 4-Region: West | 40% (209) | 17% (89) | 7% (34) | 5% (24) | 7% (39) | 4% (21) | 20% (106) | 521 |
| Gen Z Sports Fan | 36% (50) | 13% (18) | 6% (9) | 3% (5) | 13% (18) | 6% (9) | 22% (30) | 140 |
| Millennial Sports Fan | 53% (266) | 15% (77) | 10% (52) | 5% (25) | 4% (22) | 2% (9) | 10% (49) | 500 |
| Gen X Sports Fan | 50% (172) | 18% (63) | 8% (29) | 4% (14) | 5% (17) | 2% (8) | 12% (40) | 343 |
| Boomer Sports Fan | 40% (181) | 17% (75) | 7% (31) | 6% (27) | 7% (29) | 5% (21) | 19% (85) | 449 |

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

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

Snapchat

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (327) | 7% (159) | 6% (140) | 3% (68) | 5% (109) | 3% (63) | 61% (1336) | 2202 |
| Gender: Male | 13% (135) | 8% (84) | 6% (62) | 4% (44) | 5% (57) | 3% (33) | 61% (654) | 1068 |
| Gender: Female | 17% (190) | 7% (75) | 7% (76) | 2% (24) | 5% (52) | 3% (31) | 60% (678) | 1126 |
| Age: 18-34 | 33% (207) | 11% (71) | 9% (55) | 3% (19) | 7% (46) | 3% (18) | 34% (215) | 631 |
| Age: 35-44 | 16% (61) | 12% (43) | 11% (43) | 6% (22) | 7% (27) | 4% (16) | 43% (161) | 372 |
| Age: 45-64 | 7% (49) | 5% (38) | 4% (32) | 2% (15) | 3% (24) | 4% (25) | 74% (528) | 711 |
| Age: 65+ | 2% (9) | 1% (7) | 2% (11) | 2% (12) | 2% (12) | 1% (4) | 89% (432) | 487 |
| GenZers: 1997-2012 | 44% (103) | 15% (34) | 8% (19) | 1% (3) | 10% (23) | 3% (7) | 20% (46) | 235 |
| Millennials: 1981-1996 | 23% (161) | 11% (74) | 10% (68) | 5% (37) | 7% (49) | 3% (23) | 41% (290) | 702 |
| GenXers: 1965-1980 | 8% (45) | 7% (37) | 7% (39) | 2% (11) | 4% (20) | 5% (26) | 66% (346) | 525 |
| Baby Boomers: 1946-1964 | 3% (18) | 2% (14) | 2% (13) | 2% (17) | 2% (16) | 1% (7) | 88% (606) | 690 |
| PID: Dem (no lean) | 17% (161) | 10% (98) | 8% (75) | 3% (30) | 5% (48) | 2% (21) | 54% (508) | 941 |
| PID: Ind (no lean) | 16% (96) | 5% (30) | 5% (30) | 4% (22) | 5% (28) | 2% (14) | 62% (366) | 586 |
| PID: Rep (no lean) | 10% (70) | 5% (32) | 5% (34) | 2% (16) | 5% (33) | 4% (28) | 68% (462) | 674 |
| PID/Gender: Dem Men | 21% (97) | 11% (54) | 8% (37) | 5% (23) | 6% (28) | 3% (13) | 47% (220) | 472 |
| PID/Gender: Dem Women | 13% (62) | 10% (44) | 8% (37) | 2% (8) | 4% (19) | 2% (8) | 62% (287) | 464 |
| PID/Gender: Ind Men | 5% (14) | 5% (13) | 5% (13) | 4% (12) | 3% (9) | 2% (5) | 76% (217) | 283 |
| PID/Gender: Ind Women | 27% (82) | 6% (17) | 6% (17) | 3% (10) | 6% (19) | 3% (9) | 49% (146) | 299 |
| PID/Gender: Rep Men | 7% (23) | 5% (17) | 4% (12) | 3% (9) | 6% (19) | 5% (14) | 70% (217) | 312 |
| PID/Gender: Rep Women | 13% (47) | 4% (15) | 6% (23) | 2% (6) | 4% (14) | 4% (14) | 68% (245) | 363 |
| Ideo: Liberal (1-3) | 15% (95) | 9% (56) | 5% (34) | 3% (18) | 6% (38) | 3% (18) | 58% (363) | 622 |
| Ideo: Moderate (4) | 16% (112) | 7% (46) | 8% (53) | 3% (18) | 4% (25) | 3% (17) | 61% (414) | 685 |
| Ideo: Conservative (5-7) | 10% (78) | 7% (52) | 6% (48) | 4% (27) | 5% (36) | 3% (23) | 65% (479) | 742 |
| Educ: < College | 16% (229) | 7% (96) | 6% (85) | 3% (42) | 4% (64) | 3% (42) | 61% (881) | 1439 |
| Educ: Bachelors degree | 10% (49) | 7% (36) | 8% (37) | 3% (14) | 6% (30) | 3% (14) | 63% (304) | 485 |
| Educ: Post-grad | 17% (49) | 10% (28) | 6% (18) | 4% (11) | 5% (15) | 2% (7) | 54% (151) | 278 |
| Income: Under 50k | 14% (158) | 7% (77) | 5% (60) | 2% (27) | 4% (51) | 3% (34) | 65% (758) | 1166 |
| Income: 50k-100k | 17% (107) | 7% (46) | 7% (46) | 4% (26) | 4% (27) | 3% (20) | 58% (373) | 645 |
| Income: 100k+ | 16% (61) | 9% (36) | 9% (34) | 4% (15) | 8% (31) | 2% (9) | 52% (205) | 391 |
| Ethnicity: White | 15% (251) | 7% (121) | 6% (109) | 3% (55) | 4% (69) | 2% (41) | 62% (1053) | 1699 |
| Ethnicity: Hispanic | 28% (107) | 12% (45) | 12% (45) | 3% (11) | 3% (10) | 3% (10) | 40% (153) | 379 |

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (327) | 7% (159) | 6% (140) | 3% (68) | 5% (109) | 3% (63) | 61% (1336) | 2202 |
| Ethnicity: Black | 21% (59) | 9% (25) | 6% (17) | 4% (12) | 6% (16) | 4% (11) | 50% (143) | 283 |
| Ethnicity: Other | 7% (16) | 6% (13) | 6% (14) | — (1) | 11% (24) | 5% (11) | 64% (140) | 220 |
| All Christian | 13% (134) | 6% (61) | 7% (71) | 4% (37) | 4% (44) | 2% (17) | 65% (672) | 1036 |
| All Non-Christian | 21% (45) | 11% (24) | 9% (18) | 8% (17) | 5% (11) | 6% (12) | 40% (84) | 211 |
| Atheist | 17% (14) | 4% (4) | 7% (6) | 1% (1) | 11% (9) | 2% (1) | 59% (48) | 82 |
| Agnostic/Nothing in particular | 15% (83) | 9% (46) | 5% (25) | 1% (6) | 6% (32) | 3% (15) | 62% (333) | 540 |
| Something Else | 15% (51) | 7% (25) | 6% (20) | 2% (7) | 4% (12) | 5% (18) | 60% (200) | 332 |
| Religious Non-Protestant/Catholic | 19% (46) | 11% (26) | 8% (18) | 7% (17) | 5% (13) | 5% (12) | 44% (105) | 237 |
| Evangelical | 16% (93) | 7% (39) | 7% (40) | 3% (18) | 5% (30) | 3% (20) | 59% (339) | 580 |
| Non-Evangelical | 11% (81) | 6% (43) | 7% (50) | 3% (23) | 3% (24) | 2% (15) | 68% (499) | 735 |
| Community: Urban | 20% (141) | 9% (62) | 8% (59) | 4% (28) | 7% (51) | 3% (22) | 50% (359) | 722 |
| Community: Suburban | 12% (117) | 7% (67) | 6% (55) | 2% (23) | 4% (40) | 3% (26) | 67% (659) | 986 |
| Community: Rural | 14% (69) | 6% (30) | 5% (26) | 4% (17) | 4% (18) | 3% (15) | 64% (318) | 494 |
| Employ: Private Sector | 17% (120) | 12% (82) | 9% (63) | 4% (27) | 6% (39) | 4% (26) | 50% (351) | 709 |
| Employ: Government | 30% (47) | 6% (9) | 9% (15) | 5% (8) | 10% (16) | 8% (12) | 32% (51) | 158 |
| Employ: Self-Employed | 12% (26) | 13% (29) | 10% (20) | 2% (4) | 5% (11) | 2% (5) | 56% (119) | 214 |
| Employ: Homemaker | 21% (27) | 8% (11) | 6% (8) | 3% (4) | 4% (6) | 4% (5) | 54% (72) | 133 |
| Employ: Student | 30% (19) | 12% (8) | 10% (6) | — (0) | 9% (6) | 3% (2) | 36% (23) | 63 |
| Employ: Retired | 3% (15) | 1% (7) | 2% (11) | 3% (15) | 2% (10) | 1% (8) | 88% (502) | 568 |
| Employ: Unemployed | 20% (45) | 5% (12) | 5% (10) | 2% (5) | 6% (14) | 2% (4) | 60% (135) | 225 |
| Employ: Other | 21% (27) | 2% (3) | 5% (7) | 4% (5) | 4% (6) | 1% (2) | 62% (83) | 133 |
| Military HH: Yes | 10% (28) | 6% (15) | 3% (8) | 2% (4) | 5% (14) | 3% (7) | 71% (190) | 266 |
| Military HH: No | 15% (299) | 7% (144) | 7% (132) | 3% (64) | 5% (95) | 3% (56) | 59% (1146) | 1936 |
| 2022 House Vote: Democrat | 17% (149) | 9% (85) | 7% (65) | 3% (29) | 6% (52) | 2% (16) | 56% (509) | 905 |
| 2022 House Vote: Republican | 9% (61) | 6% (38) | 5% (36) | 3% (21) | 3% (23) | 5% (31) | 69% (474) | 685 |
| 2022 House Vote: Didn't Vote | 20% (115) | 6% (35) | 6% (37) | 3% (17) | 5% (29) | 3% (17) | 56% (324) | 573 |
| 2020 Vote: Joe Biden | 15% (144) | 8% (80) | 7% (71) | 3% (26) | 5% (51) | 2% (20) | 59% (573) | 965 |
| 2020 Vote: Donald Trump | 9% (67) | 6% (40) | 6% (40) | 4% (26) | 3% (25) | 4% (29) | 69% (489) | 714 |
| 2020 Vote: Other | 11% (6) | 4% (2) | 2% (1) | 1% (0) | 2% (1) | 2% (1) | 78% (44) | 56 |
| 2020 Vote: Didn't Vote | 24% (110) | 8% (37) | 6% (28) | 3% (16) | 7% (33) | 3% (13) | 49% (230) | 466 |

Continued on next page

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

Snapchat

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (327) | 7% (159) | 6% (140) | 3% (68) | 5% (109) | 3% (63) | 61% (1336) | 2202 |
| 2018 House Vote: Democrat | 16% (125) | 8% (66) | 7% (54) | 3% (24) | 5% (43) | 2% (16) | 59% (478) | 806 |
| 2018 House Vote: Republican | 7% (44) | 6% (34) | 5% (32) | 2% (14) | 4% (24) | 4% (26) | 71% (426) | 600 |
| 2018 House Vote: Didnt Vote | 20% (154) | 8% (60) | 7% (52) | 4% (28) | 5% (41) | 3% (22) | 53% (399) | 756 |
| 4-Region: Northeast | 13% (51) | 5% (20) | 5% (18) | 3% (13) | 4% (15) | 4% (16) | 65% (251) | 386 |
| 4-Region: Midwest | 15% (69) | 8% (35) | 8% (36) | 2% (11) | 4% (16) | 3% (14) | 60% (274) | 455 |
| 4-Region: South | 16% (132) | 7% (62) | 7% (57) | 3% (27) | 5% (46) | 3% (24) | 59% (492) | 840 |
| 4-Region: West | 14% (75) | 8% (42) | 6% (29) | 3% (17) | 6% (31) | 2% (9) | 61% (319) | 521 |
| Gen Z Sports Fan | 40% (56) | 18% (26) | 7% (10) | 1% (2) | 11% (15) | 4% (6) | 18% (25) | 140 |
| Millennial Sports Fan | 26% (130) | 10% (51) | 11% (54) | 7% (33) | 7% (34) | 3% (15) | 37% (184) | 500 |
| Gen X Sports Fan | 10% (35) | 10% (34) | 8% (26) | 3% (11) | 4% (14) | 5% (16) | 61% (208) | 343 |
| Boomer Sports Fan | 3% (12) | 2% (7) | 3% (13) | 3% (13) | 3% (16) | 1% (4) | 86% (385) | 449 |

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

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 38% (827) | 15% (329) | 14% (312) | 7% (146) | 11% (253) | 4% (85) | 11% (249) | 2202 |
| Gender: Male | 43% (458) | 18% (190) | 13% (137) | 6% (60) | 9% (98) | 2% (27) | 9% (99) | 1068 |
| Gender: Female | 32% (365) | 12% (137) | 15% (174) | 8% (87) | 14% (155) | 5% (59) | 13% (150) | 1126 |
| Age: 18-34 | 52% (328) | 19% (119) | 11% (69) | 6% (39) | 7% (45) | 2% (14) | 3% (17) | 631 |
| Age: 35-44 | 46% (171) | 14% (51) | 15% (54) | 7% (25) | 9% (33) | 4% (13) | 6% (23) | 372 |
| Age: 45-64 | 33% (237) | 15% (108) | 16% (115) | 7% (48) | 13% (93) | 3% (25) | 12% (86) | 711 |
| Age: 65+ | 19% (91) | 10% (51) | 15% (74) | 7% (34) | 17% (81) | 7% (33) | 25% (123) | 487 |
| GenZers: 1997-2012 | 55% (130) | 21% (48) | 7% (16) | 5% (12) | 6% (15) | 3% (7) | 3% (6) | 235 |
| Millennials: 1981-1996 | 49% (344) | 16% (113) | 14% (98) | 7% (48) | 8% (54) | 3% (18) | 4% (26) | 702 |
| GenXers: 1965-1980 | 38% (200) | 14% (74) | 16% (83) | 8% (41) | 13% (67) | 3% (16) | 8% (42) | 525 |
| Baby Boomers: 1946-1964 | 21% (148) | 13% (91) | 16% (109) | 6% (38) | 15% (106) | 6% (39) | 23% (159) | 690 |
| PID: Dem (no lean) | 43% (409) | 15% (145) | 12% (111) | 7% (63) | 10% (94) | 3% (27) | 10% (93) | 941 |
| PID: Ind (no lean) | 38% (220) | 14% (84) | 16% (95) | 6% (35) | 11% (63) | 5% (29) | 10% (60) | 586 |
| PID: Rep (no lean) | 29% (198) | 15% (101) | 16% (107) | 7% (49) | 14% (95) | 4% (29) | 14% (96) | 674 |
| PID/Gender: Dem Men | 51% (242) | 19% (88) | 10% (48) | 6% (28) | 6% (30) | 2% (9) | 6% (28) | 472 |
| PID/Gender: Dem Women | 35% (164) | 12% (55) | 13% (62) | 8% (35) | 14% (64) | 4% (19) | 14% (65) | 464 |
| PID/Gender: Ind Men | 39% (109) | 18% (50) | 17% (49) | 3% (9) | 12% (33) | 4% (11) | 8% (22) | 283 |
| PID/Gender: Ind Women | 37% (109) | 11% (32) | 15% (46) | 8% (25) | 10% (30) | 6% (18) | 13% (38) | 299 |
| PID/Gender: Rep Men | 34% (106) | 16% (51) | 13% (41) | 7% (22) | 11% (36) | 2% (7) | 16% (49) | 312 |
| PID/Gender: Rep Women | 25% (92) | 14% (50) | 18% (66) | 7% (26) | 17% (60) | 6% (22) | 13% (47) | 363 |
| Ideo: Liberal (1-3) | 41% (253) | 16% (97) | 10% (64) | 9% (56) | 11% (67) | 3% (21) | 10% (64) | 622 |
| Ideo: Moderate (4) | 40% (275) | 15% (103) | 16% (108) | 5% (32) | 11% (77) | 4% (25) | 10% (65) | 685 |
| Ideo: Conservative (5-7) | 31% (227) | 15% (113) | 17% (128) | 7% (55) | 12% (91) | 4% (30) | 13% (100) | 742 |
| Educ: < College | 39% (559) | 15% (214) | 14% (199) | 5% (79) | 11% (165) | 3% (48) | 12% (175) | 1439 |
| Educ: Bachelors degree | 33% (160) | 16% (79) | 15% (73) | 10% (48) | 12% (57) | 5% (23) | 9% (44) | 485 |
| Educ: Post-grad | 39% (108) | 13% (36) | 14% (40) | 7% (19) | 11% (31) | 5% (14) | 11% (30) | 278 |
| Income: Under 50k | 37% (437) | 15% (170) | 15% (181) | 6% (66) | 12% (138) | 4% (49) | 11% (125) | 1166 |
| Income: 50k-100k | 37% (241) | 16% (105) | 12% (78) | 5% (34) | 10% (67) | 4% (23) | 15% (98) | 645 |
| Income: 100k+ | 38% (149) | 14% (54) | 14% (54) | 12% (47) | 12% (47) | 3% (13) | 7% (27) | 391 |
| Ethnicity: White | 34% (583) | 14% (245) | 15% (254) | 7% (118) | 12% (208) | 4% (72) | 13% (220) | 1699 |
| Ethnicity: Hispanic | 50% (191) | 16% (60) | 12% (46) | 5% (19) | 8% (30) | 2% (7) | 7% (27) | 379 |

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

YouTube

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 38% (827) | 15% (329) | 14% (312) | 7% (146) | 11% (253) | 4% (85) | 11% (249) | 2202 |
| Ethnicity: Black | 55% (155) | 9% (26) | 13% (37) | 4% (12) | 11% (32) | 2% (6) | 5% (14) | 283 |
| Ethnicity: Other | 41% (89) | 27% (58) | 9% (21) | 8% (17) | 6% (12) | 3% (7) | 7% (15) | 220 |
| All Christian | 35% (364) | 12% (124) | 16% (163) | 8% (79) | 12% (126) | 3% (35) | 14% (145) | 1036 |
| All Non-Christian | 42% (89) | 16% (33) | 12% (26) | 10% (22) | 10% (21) | 5% (10) | 5% (12) | 211 |
| Atheist | 42% (34) | 19% (15) | 11% (9) | 6% (5) | 10% (9) | 3% (2) | 9% (8) | 82 |
| Agnostic/Nothing in particular | 35% (187) | 19% (103) | 14% (78) | 6% (30) | 10% (56) | 5% (25) | 12% (62) | 540 |
| Something Else | 46% (153) | 16% (54) | 11% (37) | 3% (11) | 12% (41) | 4% (13) | 7% (23) | 332 |
| Religious Non-Protestant/Catholic | 39% (93) | 16% (37) | 15% (35) | 10% (23) | 11% (26) | 5% (11) | 5% (13) | 237 |
| Evangelical | 43% (249) | 15% (85) | 11% (66) | 6% (34) | 14% (81) | 3% (17) | 8% (48) | 580 |
| Non-Evangelical | 33% (245) | 12% (88) | 16% (121) | 7% (52) | 11% (81) | 4% (30) | 16% (117) | 735 |
| Community: Urban | 47% (336) | 15% (108) | 13% (94) | 8% (55) | 8% (61) | 3% (18) | 7% (49) | 722 |
| Community: Suburban | 35% (343) | 16% (154) | 14% (139) | 7% (65) | 12% (119) | 4% (43) | 13% (123) | 986 |
| Community: Rural | 30% (148) | 14% (67) | 16% (79) | 5% (26) | 15% (73) | 5% (24) | 16% (77) | 494 |
| Employ: Private Sector | 42% (298) | 16% (112) | 15% (109) | 6% (44) | 10% (74) | 4% (26) | 7% (46) | 709 |
| Employ: Government | 42% (67) | 15% (23) | 9% (14) | 14% (22) | 10% (16) | 3% (4) | 7% (11) | 158 |
| Employ: Self-Employed | 56% (119) | 15% (32) | 10% (21) | 5% (11) | 7% (15) | 3% (7) | 4% (9) | 214 |
| Employ: Homemaker | 25% (33) | 18% (24) | 16% (21) | 9% (12) | 14% (18) | 7% (9) | 11% (15) | 133 |
| Employ: Student | 48% (31) | 17% (10) | 11% (7) | 14% (9) | 4% (3) | 1% (1) | 4% (3) | 63 |
| Employ: Retired | 20% (115) | 12% (69) | 16% (91) | 6% (33) | 16% (91) | 6% (31) | 24% (137) | 568 |
| Employ: Unemployed | 48% (108) | 21% (46) | 9% (20) | 5% (10) | 9% (19) | 2% (5) | 7% (16) | 225 |
| Employ: Other | 42% (56) | 9% (12) | 22% (29) | 3% (5) | 12% (16) | 2% (2) | 10% (13) | 133 |
| Military HH: Yes | 29% (78) | 12% (32) | 16% (41) | 9% (24) | 13% (36) | 4% (10) | 17% (44) | 266 |
| Military HH: No | 39% (749) | 15% (298) | 14% (270) | 6% (122) | 11% (217) | 4% (75) | 11% (205) | 1936 |
| 2022 House Vote: Democrat | 43% (386) | 14% (125) | 12% (108) | 7% (60) | 11% (99) | 3% (28) | 11% (101) | 905 |
| 2022 House Vote: Republican | 28% (191) | 16% (110) | 17% (117) | 6% (44) | 13% (86) | 5% (36) | 15% (102) | 685 |
| 2022 House Vote: Didnt Vote | 42% (241) | 16% (89) | 14% (81) | 7% (39) | 11% (60) | 4% (21) | 7% (41) | 573 |
| 2020 Vote: Joe Biden | 41% (392) | 15% (142) | 12% (118) | 8% (74) | 11% (104) | 3% (32) | 11% (104) | 965 |
| 2020 Vote: Donald Trump | 30% (213) | 14% (99) | 18% (126) | 6% (45) | 13% (93) | 5% (34) | 15% (104) | 714 |
| 2020 Vote: Other | 28% (16) | 14% (8) | 20% (11) | 3% (2) | 24% (13) | 2% (1) | 9% (5) | 56 |
| 2020 Vote: Didn't Vote | 44% (206) | 17% (80) | 12% (57) | 6% (27) | 9% (42) | 4% (19) | 8% (36) | 466 |

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 38% (827) | 15% (329) | 14% (312) | 7% (146) | 11% (253) | 4% (85) | 11% (249) | 2202 |
| 2018 House Vote: Democrat | 43% (350) | 13% (104) | 12% (99) | 7% (54) | 10% (83) | 3% (28) | 11% (89) | 806 |
| 2018 House Vote: Republican | 28% (170) | 16% (94) | 17% (103) | 6% (37) | 12% (72) | 5% (29) | 16% (95) | 600 |
| 2018 House Vote: Didnt Vote | 39% (297) | 16% (124) | 14% (105) | 7% (55) | 12% (90) | 4% (28) | 8% (58) | 756 |
| 4-Region: Northeast | 36% (137) | 11% (41) | 15% (57) | 7% (26) | 13% (50) | 5% (18) | 15% (56) | 386 |
| 4-Region: Midwest | 36% (163) | 19% (86) | 15% (66) | 5% (24) | 11% (49) | 5% (21) | 10% (46) | 455 |
| 4-Region: South | 40% (334) | 12% (98) | 16% (132) | 7% (61) | 13% (109) | 3% (26) | 9% (78) | 840 |
| 4-Region: West | 37% (193) | 20% (105) | 11% (57) | 7% (34) | 8% (44) | 4% (20) | 13% (69) | 521 |
| Gen Z Sports Fan | 57% (80) | 21% (29) | 7% (10) | 6% (8) | 4% (6) | 4% (6) | 1% (2) | 140 |
| Millennial Sports Fan | 51% (254) | 19% (93) | 14% (69) | 6% (30) | 6% (32) | 3% (13) | 2% (8) | 500 |
| Gen X Sports Fan | 42% (144) | 12% (41) | 16% (54) | 8% (28) | 12% (41) | 3% (10) | 7% (25) | 343 |
| Boomer Sports Fan | 23% (105) | 12% (54) | 18% (80) | 6% (28) | 15% (67) | 5% (21) | 21% (93) | 449 |

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

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

Twitter

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (326) | 7% (164) | 7% (164) | 4% (83) | 6% (130) | 4% (92) | 56% (1244) | 2202 |
| Gender: Male | 21% (219) | 10% (111) | 10% (101) | 5% (50) | 6% (61) | 4% (39) | 45% (486) | 1068 |
| Gender: Female | 9% (103) | 5% (52) | 6% (62) | 3% (33) | 6% (68) | 5% (53) | 67% (755) | 1126 |
| Age: 18-34 | 21% (131) | 12% (75) | 10% (62) | 4% (24) | 8% (53) | 4% (27) | 41% (260) | 631 |
| Age: 35-44 | 23% (87) | 8% (31) | 9% (34) | 8% (29) | 4% (15) | 6% (22) | 41% (152) | 372 |
| Age: 45-64 | 11% (82) | 6% (39) | 7% (51) | 3% (20) | 6% (42) | 4% (28) | 63% (448) | 711 |
| Age: 65+ | 5% (26) | 4% (19) | 3% (16) | 2% (9) | 4% (19) | 3% (15) | 79% (384) | 487 |
| GenZers: 1997-2012 | 18% (43) | 11% (25) | 6% (15) | 3% (7) | 11% (27) | 7% (16) | 44% (103) | 235 |
| Millennials: 1981-1996 | 23% (165) | 11% (75) | 11% (75) | 7% (46) | 6% (39) | 4% (31) | 39% (271) | 702 |
| GenXers: 1965-1980 | 13% (70) | 7% (37) | 8% (41) | 2% (12) | 6% (34) | 4% (19) | 59% (311) | 525 |
| Baby Boomers: 1946-1964 | 7% (48) | 4% (25) | 5% (33) | 3% (18) | 4% (28) | 4% (26) | 74% (512) | 690 |
| PID: Dem (no lean) | 21% (197) | 9% (89) | 9% (82) | 4% (36) | 6% (60) | 4% (37) | 47% (440) | 941 |
| PID: Ind (no lean) | 10% (56) | 5% (26) | 6% (34) | 4% (26) | 5% (27) | 6% (35) | 65% (382) | 586 |
| PID: Rep (no lean) | 11% (73) | 7% (48) | 7% (47) | 3% (20) | 6% (43) | 3% (21) | 63% (422) | 674 |
| PID/Gender: Dem Men | 28% (133) | 14% (66) | 12% (58) | 5% (24) | 6% (30) | 3% (16) | 31% (145) | 472 |
| PID/Gender: Dem Women | 13% (60) | 5% (22) | 5% (25) | 3% (13) | 6% (30) | 4% (20) | 63% (294) | 464 |
| PID/Gender: Ind Men | 15% (44) | 4% (12) | 7% (19) | 5% (14) | 3% (8) | 5% (15) | 60% (171) | 283 |
| PID/Gender: Ind Women | 4% (12) | 5% (14) | 5% (15) | 4% (12) | 6% (19) | 6% (19) | 70% (209) | 299 |
| PID/Gender: Rep Men | 14% (42) | 10% (33) | 8% (24) | 4% (12) | 7% (23) | 2% (7) | 54% (170) | 312 |
| PID/Gender: Rep Women | 8% (31) | 4% (16) | 6% (23) | 2% (8) | 5% (20) | 4% (14) | 70% (252) | 363 |
| Ideo: Liberal (1-3) | 18% (110) | 7% (46) | 9% (55) | 4% (27) | 7% (46) | 5% (31) | 49% (307) | 622 |
| Ideo: Moderate (4) | 13% (89) | 7% (49) | 9% (59) | 3% (23) | 5% (33) | 4% (25) | 59% (406) | 685 |
| Ideo: Conservative (5-7) | 16% (117) | 8% (62) | 6% (43) | 3% (26) | 5% (41) | 3% (21) | 58% (433) | 742 |
| Educ: < College | 12% (170) | 6% (85) | 7% (100) | 3% (45) | 6% (88) | 5% (65) | 62% (886) | 1439 |
| Educ: Bachelors degree | 18% (89) | 10% (49) | 8% (39) | 4% (22) | 6% (28) | 3% (16) | 50% (243) | 485 |
| Educ: Post-grad | 24% (67) | 11% (30) | 9% (25) | 6% (16) | 5% (14) | 4% (11) | 41% (116) | 278 |
| Income: Under 50k | 10% (114) | 7% (76) | 6% (72) | 3% (40) | 6% (66) | 5% (54) | 64% (744) | 1166 |
| Income: 50k-100k | 17% (109) | 8% (50) | 9% (60) | 4% (23) | 7% (45) | 4% (25) | 52% (334) | 645 |
| Income: 100k+ | 26% (103) | 10% (38) | 8% (31) | 5% (20) | 5% (18) | 4% (14) | 43% (167) | 391 |
| Ethnicity: White | 14% (244) | 7% (116) | 8% (130) | 3% (57) | 5% (93) | 4% (69) | 58% (990) | 1699 |
| Ethnicity: Hispanic | 21% (81) | 8% (29) | 9% (34) | 3% (13) | 7% (28) | 4% (14) | 48% (182) | 379 |

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

Twitter

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (326) | 7% (164) | 7% (164) | 4% (83) | 6% (130) | 4% (92) | 56% (1244) | 2202 |
| Ethnicity: Black | 18% (52) | 9% (25) | 9% (25) | 4% (12) | 7% (19) | 5% (15) | 48% (135) | 283 |
| Ethnicity: Other | 14% (30) | 10% (23) | 4% (8) | 6% (14) | 8% (17) | 4% (9) | 54% (119) | 220 |
| All Christian | 16% (163) | 6% (65) | 8% (82) | 5% (48) | 5% (47) | 3% (31) | 58% (600) | 1036 |
| All Non-Christian | 28% (59) | 13% (27) | 12% (25) | 5% (11) | 7% (14) | 5% (10) | 30% (64) | 211 |
| Atheist | 11% (9) | 7% (5) | 1% (1) | 3% (2) | 7% (6) | 2% (2) | 70% (57) | 82 |
| Agnostic/Nothing in particular | 12% (63) | 8% (42) | 6% (35) | 2% (11) | 7% (38) | 5% (27) | 60% (323) | 540 |
| Something Else | 9% (31) | 7% (23) | 6% (21) | 3% (10) | 7% (24) | 7% (22) | 60% (200) | 332 |
| Religious Non-Protestant/Catholic | 25% (60) | 12% (28) | 11% (27) | 5% (11) | 6% (15) | 4% (10) | 36% (86) | 237 |
| Evangelical | 16% (94) | 7% (42) | 7% (38) | 4% (21) | 5% (31) | 4% (25) | 57% (328) | 580 |
| Non-Evangelical | 12% (88) | 6% (45) | 8% (61) | 5% (35) | 5% (39) | 4% (28) | 60% (439) | 735 |
| Community: Urban | 22% (159) | 9% (66) | 10% (69) | 5% (38) | 5% (35) | 4% (30) | 45% (325) | 722 |
| Community: Suburban | 12% (120) | 7% (69) | 8% (77) | 3% (26) | 8% (75) | 4% (38) | 59% (581) | 986 |
| Community: Rural | 9% (47) | 6% (30) | 4% (18) | 4% (18) | 4% (19) | 5% (24) | 68% (338) | 494 |
| Employ: Private Sector | 21% (152) | 10% (74) | 8% (54) | 5% (36) | 7% (51) | 4% (29) | 44% (313) | 709 |
| Employ: Government | 24% (37) | 5% (8) | 16% (25) | 7% (11) | 3% (5) | 4% (6) | 41% (65) | 158 |
| Employ: Self-Employed | 20% (42) | 9% (19) | 11% (24) | 4% (10) | 6% (13) | 3% (7) | 46% (98) | 214 |
| Employ: Homemaker | 8% (10) | 4% (5) | 3% (5) | 2% (2) | 12% (16) | 8% (10) | 63% (84) | 133 |
| Employ: Student | 18% (12) | 5% (3) | 15% (9) | 4% (3) | 16% (10) | 7% (4) | 35% (22) | 63 |
| Employ: Retired | 6% (33) | 4% (20) | 4% (23) | 2% (13) | 3% (17) | 3% (17) | 78% (444) | 568 |
| Employ: Unemployed | 12% (27) | 11% (26) | 6% (15) | 2% (5) | 5% (10) | 5% (12) | 58% (131) | 225 |
| Employ: Other | 10% (13) | 6% (8) | 6% (8) | 2% (3) | 6% (8) | 6% (7) | 65% (86) | 133 |
| Military HH: Yes | 14% (37) | 7% (18) | 7% (18) | 4% (10) | 6% (16) | 4% (10) | 59% (157) | 266 |
| Military HH: No | 15% (289) | 8% (146) | 8% (146) | 4% (73) | 6% (113) | 4% (82) | 56% (1087) | 1936 |
| 2022 House Vote: Democrat | 21% (192) | 10% (89) | 8% (71) | 4% (35) | 5% (43) | 4% (32) | 49% (443) | 905 |
| 2022 House Vote: Republican | 12% (79) | 6% (44) | 8% (56) | 3% (20) | 6% (38) | 3% (24) | 62% (424) | 685 |
| 2022 House Vote: Didn't Vote | 10% (55) | 5% (27) | 6% (33) | 4% (25) | 8% (45) | 6% (35) | 62% (355) | 573 |
| 2020 Vote: Joe Biden | 20% (190) | 9% (91) | 8% (77) | 4% (41) | 5% (47) | 4% (40) | 50% (478) | 965 |
| 2020 Vote: Donald Trump | 11% (77) | 6% (43) | 8% (55) | 3% (21) | 6% (42) | 4% (27) | 63% (450) | 714 |
| 2020 Vote: Other | 8% (4) | 6% (3) | 11% (6) | — (0) | 7% (4) | 4% (2) | 64% (36) | 56 |
| 2020 Vote: Didn't Vote | 12% (54) | 6% (27) | 5% (26) | 4% (20) | 8% (37) | 5% (23) | 60% (280) | 466 |

Continued on next page

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

Twitter

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 15% (326) | 7% (164) | 7% (164) | 4% (83) | 6% (130) | 4% (92) | 56% (1244) | 2202 |
| 2018 House Vote: Democrat | 21% (170) | 9% (74) | 9% (70) | 4% (30) | 5% (39) | 4% (33) | 48% (390) | 806 |
| 2018 House Vote: Republican | 11% (65) | 6% (37) | 9% (55) | 3% (15) | 6% (39) | 3% (18) | 62% (370) | 600 |
| 2018 House Vote: Didnt Vote | 12% (88) | 7% (51) | 5% (34) | 5% (38) | 7% (51) | 5% (41) | 60% (452) | 756 |
| 4-Region: Northeast | 15% (59) | 8% (31) | 9% (35) | 3% (12) | 5% (21) | 5% (18) | 54% (209) | 386 |
| 4-Region: Midwest | 11% (49) | 7% (33) | 6% (29) | 4% (16) | 6% (27) | 4% (20) | 61% (280) | 455 |
| 4-Region: South | 13% (112) | 7% (61) | 7% (59) | 5% (39) | 6% (54) | 4% (37) | 57% (478) | 840 |
| 4-Region: West | 20% (106) | 8% (39) | 8% (40) | 3% (15) | 5% (27) | 3% (17) | 53% (277) | 521 |
| Gen Z Sports Fan | 24% (34) | 12% (17) | 8% (11) | 3% (5) | 16% (22) | 5% (7) | 32% (44) | 140 |
| Millennial Sports Fan | 29% (144) | 13% (64) | 11% (57) | 6% (31) | 6% (28) | 5% (23) | 30% (152) | 500 |
| Gen X Sports Fan | 17% (57) | 9% (31) | 8% (26) | 3% (10) | 7% (24) | 4% (14) | 53% (181) | 343 |
| Boomer Sports Fan | 7% (33) | 4% (18) | 7% (31) | 3% (12) | 5% (22) | 4% (18) | 70% (315) | 449 |

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

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

Pinterest

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 7% (151) | 5% (115) | 9% (204) | 6% (129) | 10% (223) | 5% (113) | 58% (1268) | 2202 |
| Gender: Male | 5% (57) | 5% (57) | 5% (57) | 5% (53) | 9% (93) | 5% (50) | 66% (701) | 1068 |
| Gender: Female | 8% (94) | 5% (57) | 13% (147) | 7% (73) | 12% (130) | 5% (62) | 50% (562) | 1126 |
| Age: 18-34 | 9% (60) | 7% (44) | 11% (71) | 6% (39) | 11% (68) | 7% (41) | 49% (309) | 631 |
| Age: 35-44 | 7% (27) | 5% (19) | 11% (41) | 7% (27) | 11% (42) | 5% (18) | 53% (198) | 372 |
| Age: 45-64 | 6% (44) | 4% (32) | 9% (63) | 6% (43) | 10% (68) | 5% (33) | 60% (428) | 711 |
| Age: 65+ | 4% (19) | 4% (20) | 6% (29) | 4% (20) | 9% (45) | 4% (21) | 68% (334) | 487 |
| GenZers: 1997-2012 | 14% (34) | 6% (15) | 10% (23) | 6% (15) | 13% (31) | 7% (16) | 43% (100) | 235 |
| Millennials: 1981-1996 | 7% (48) | 6% (44) | 11% (80) | 7% (50) | 10% (73) | 5% (38) | 53% (369) | 702 |
| GenXers: 1965-1980 | 8% (41) | 6% (29) | 11% (56) | 5% (27) | 10% (52) | 4% (23) | 57% (298) | 525 |
| Baby Boomers: 1946-1964 | 3% (24) | 4% (27) | 6% (42) | 5% (35) | 9% (62) | 5% (35) | 67% (466) | 690 |
| PID: Dem (no lean) | 7% (67) | 6% (52) | 11% (103) | 7% (63) | 9% (88) | 4% (40) | 56% (529) | 941 |
| PID: Ind (no lean) | 7% (43) | 4% (25) | 5% (31) | 4% (25) | 9% (54) | 7% (42) | 62% (366) | 586 |
| PID: Rep (no lean) | 6% (41) | 6% (38) | 10% (70) | 6% (40) | 12% (80) | 5% (31) | 55% (374) | 674 |
| PID/Gender: Dem Men | 7% (35) | 7% (33) | 8% (39) | 6% (29) | 8% (38) | 4% (17) | 59% (281) | 472 |
| PID/Gender: Dem Women | 7% (32) | 4% (19) | 14% (64) | 7% (32) | 11% (50) | 5% (21) | 53% (246) | 464 |
| PID/Gender: Ind Men | 3% (7) | 1% (3) | 3% (9) | 5% (14) | 7% (21) | 7% (21) | 73% (208) | 283 |
| PID/Gender: Ind Women | 12% (36) | 7% (22) | 7% (22) | 4% (11) | 11% (34) | 7% (21) | 51% (154) | 299 |
| PID/Gender: Rep Men | 5% (14) | 7% (21) | 3% (8) | 3% (10) | 11% (34) | 4% (12) | 68% (212) | 312 |
| PID/Gender: Rep Women | 7% (26) | 5% (17) | 17% (62) | 8% (30) | 13% (46) | 5% (19) | 45% (162) | 363 |
| Ideo: Liberal (1-3) | 6% (40) | 5% (30) | 8% (53) | 8% (47) | 9% (53) | 5% (29) | 60% (370) | 622 |
| Ideo: Moderate (4) | 7% (51) | 5% (37) | 10% (70) | 5% (33) | 9% (63) | 6% (39) | 57% (392) | 685 |
| Ideo: Conservative (5-7) | 6% (45) | 6% (46) | 9% (69) | 6% (42) | 12% (85) | 5% (34) | 57% (422) | 742 |
| Educ: < College | 7% (102) | 4% (62) | 10% (144) | 5% (72) | 9% (135) | 5% (68) | 59% (855) | 1439 |
| Educ: Bachelors degree | 5% (23) | 8% (36) | 8% (38) | 7% (35) | 12% (59) | 6% (29) | 54% (263) | 485 |
| Educ: Post-grad | 9% (26) | 6% (16) | 8% (22) | 8% (21) | 10% (29) | 6% (16) | 54% (150) | 278 |
| Income: Under 50k | 5% (63) | 5% (57) | 9% (105) | 5% (59) | 9% (105) | 5% (56) | 62% (722) | 1166 |
| Income: 50k-100k | 9% (59) | 6% (37) | 9% (61) | 7% (47) | 12% (77) | 6% (39) | 51% (326) | 645 |
| Income: 100k+ | 8% (29) | 5% (21) | 10% (38) | 6% (23) | 11% (41) | 5% (19) | 56% (220) | 391 |
| Ethnicity: White | 6% (105) | 5% (86) | 10% (171) | 6% (104) | 11% (180) | 5% (89) | 57% (964) | 1699 |
| Ethnicity: Hispanic | 9% (35) | 5% (18) | 13% (48) | 6% (22) | 10% (37) | 4% (13) | 54% (206) | 379 |

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

Pinterest

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 7% (151) | 5% (115) | 9% (204) | 6% (129) | 10% (223) | 5% (113) | 58% (1268) | 2202 |
| Ethnicity: Black | 9% (26) | 6% (18) | 7% (20) | 6% (16) | 8% (22) | 4% (13) | 60% (170) | 283 |
| Ethnicity: Other | 9% (19) | 5% (11) | 6% (14) | 4% (9) | 9% (21) | 5% (11) | 61% (135) | 220 |
| All Christian | 9% (88) | 6% (64) | 9% (89) | 6% (66) | 10% (106) | 4% (43) | 56% (580) | 1036 |
| All Non-Christian | 5% (10) | 6% (12) | 11% (23) | 7% (14) | 9% (20) | 4% (7) | 59% (124) | 211 |
| Atheist | 2% (2) | 4% (4) | 4% (3) | 7% (6) | 13% (10) | 4% (3) | 66% (54) | 82 |
| Agnostic/Nothing in particular | 5% (29) | 4% (19) | 9% (51) | 5% (27) | 10% (55) | 7% (39) | 59% (321) | 540 |
| Something Else | 7% (22) | 5% (15) | 11% (38) | 5% (16) | 10% (32) | 6% (21) | 57% (188) | 332 |
| Religious Non-Protestant/Catholic | 5% (11) | 6% (15) | 10% (25) | 6% (14) | 9% (22) | 4% (8) | 60% (143) | 237 |
| Evangelical | 9% (50) | 7% (41) | 10% (59) | 5% (28) | 8% (48) | 4% (26) | 57% (328) | 580 |
| Non-Evangelical | 8% (58) | 4% (30) | 8% (62) | 7% (49) | 12% (87) | 5% (37) | 56% (413) | 735 |
| Community: Urban | 7% (52) | 8% (55) | 9% (68) | 6% (44) | 10% (69) | 3% (23) | 57% (411) | 722 |
| Community: Suburban | 7% (72) | 4% (35) | 9% (93) | 5% (54) | 11% (106) | 7% (64) | 57% (562) | 986 |
| Community: Rural | 5% (27) | 5% (25) | 9% (43) | 6% (31) | 10% (48) | 5% (26) | 60% (295) | 494 |
| Employ: Private Sector | 8% (54) | 6% (46) | 12% (83) | 8% (54) | 12% (87) | 6% (40) | 49% (345) | 709 |
| Employ: Government | 12% (20) | 7% (12) | 11% (17) | 6% (10) | 7% (11) | 6% (9) | 51% (80) | 158 |
| Employ: Self-Employed | 5% (11) | 8% (16) | 14% (30) | 4% (9) | 13% (28) | 6% (12) | 50% (107) | 214 |
| Employ: Homemaker | 8% (11) | 6% (7) | 7% (10) | 5% (7) | 10% (14) | 7% (9) | 57% (76) | 133 |
| Employ: Student | 12% (7) | 2% (1) | 12% (8) | 4% (3) | 15% (9) | 3% (2) | 52% (33) | 63 |
| Employ: Retired | 3% (19) | 4% (21) | 6% (34) | 6% (34) | 9% (49) | 4% (21) | 69% (391) | 568 |
| Employ: Unemployed | 9% (19) | 3% (7) | 4% (10) | 3% (7) | 7% (17) | 6% (15) | 67% (150) | 225 |
| Employ: Other | 8% (10) | 3% (4) | 10% (13) | 4% (5) | 6% (9) | 4% (6) | 65% (86) | 133 |
| Military HH: Yes | 5% (12) | 5% (13) | 6% (17) | 5% (13) | 13% (34) | 6% (15) | 61% (163) | 266 |
| Military HH: No | 7% (139) | 5% (102) | 10% (188) | 6% (116) | 10% (189) | 5% (98) | 57% (1105) | 1936 |
| 2022 House Vote: Democrat | 7% (64) | 5% (48) | 10% (88) | 6% (52) | 9% (85) | 5% (48) | 58% (521) | 905 |
| 2022 House Vote: Republican | 6% (38) | 6% (41) | 9% (62) | 5% (35) | 11% (76) | 5% (33) | 58% (399) | 685 |
| 2022 House Vote: Didnt Vote | 8% (48) | 4% (23) | 9% (51) | 7% (41) | 10% (57) | 5% (28) | 57% (324) | 573 |
| 2020 Vote: Joe Biden | 6% (62) | 5% (49) | 9% (87) | 6% (56) | 8% (80) | 5% (51) | 60% (580) | 965 |
| 2020 Vote: Donald Trump | 6% (44) | 7% (49) | 9% (67) | 5% (39) | 12% (89) | 5% (35) | 55% (391) | 714 |
| 2020 Vote: Other | 5% (3) | 1% (1) | 13% (7) | — (0) | 9% (5) | 8% (4) | 64% (36) | 56 |
| 2020 Vote: Didn't Vote | 9% (42) | 3% (16) | 9% (42) | 7% (34) | 11% (49) | 5% (22) | 56% (262) | 466 |

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

Pinterest

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 7% (151) | 5% (115) | 9% (204) | 6% (129) | 10% (223) | 5% (113) | 58% (1268) | 2202 |
| 2018 House Vote: Democrat | 7% (59) | 5% (42) | 9% (74) | 6% (46) | 9% (72) | 5% (38) | 59% (474) | 806 |
| 2018 House Vote: Republican | 6% (37) | 5% (33) | 9% (57) | 5% (27) | 10% (63) | 5% (32) | 59% (352) | 600 |
| 2018 House Vote: Didnt Vote | 7% (53) | 5% (35) | 9% (69) | 7% (54) | 11% (84) | 5% (41) | 55% (419) | 756 |
| 4-Region: Northeast | 8% (31) | 3% (13) | 9% (36) | 5% (20) | 10% (38) | 4% (17) | 60% (231) | 386 |
| 4-Region: Midwest | 5% (21) | 6% (28) | 10% (47) | 6% (27) | 9% (41) | 6% (28) | 58% (263) | 455 |
| 4-Region: South | 8% (70) | 5% (40) | 9% (79) | 7% (56) | 10% (83) | 5% (43) | 56% (469) | 840 |
| 4-Region: West | 6% (29) | 6% (34) | 8% (42) | 5% (26) | 12% (61) | 5% (24) | 59% (305) | 521 |
| Gen Z Sports Fan | 12% (16) | 6% (8) | 11% (15) | 9% (12) | 16% (23) | 7% (10) | 40% (56) | 140 |
| Millennial Sports Fan | 8% (39) | 8% (38) | 11% (57) | 8% (42) | 10% (52) | 6% (28) | 49% (243) | 500 |
| Gen X Sports Fan | 9% (32) | 7% (24) | 10% (34) | 6% (20) | 12% (42) | 5% (17) | 51% (174) | 343 |
| Boomer Sports Fan | 3% (14) | 4% (20) | 7% (31) | 5% (23) | 10% (45) | 5% (22) | 65% (294) | 449 |

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

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

LinkedIn

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 5% (102) | 5% (105) | 5% (116) | 5% (116) | 7% (159) | 6% (127) | 67% (1478) | 2202 |
| Gender: Male | 7% (75) | 6% (67) | 7% (74) | 6% (66) | 7% (76) | 6% (68) | 60% (643) | 1068 |
| Gender: Female | 2% (27) | 3% (38) | 4% (40) | 4% (50) | 7% (83) | 5% (59) | 74% (830) | 1126 |
| Age: 18-34 | 6% (35) | 5% (32) | 6% (40) | 5% (32) | 8% (52) | 4% (27) | 65% (413) | 631 |
| Age: 35-44 | 8% (29) | 6% (24) | 9% (34) | 6% (21) | 7% (24) | 6% (21) | 59% (218) | 372 |
| Age: 45-64 | 3% (24) | 5% (34) | 3% (25) | 6% (41) | 8% (59) | 7% (47) | 68% (481) | 711 |
| Age: 65+ | 3% (13) | 3% (15) | 4% (18) | 4% (21) | 5% (24) | 6% (31) | 75% (365) | 487 |
| GenZers: 1997-2012 | 5% (11) | 6% (13) | 3% (8) | 5% (12) | 9% (21) | 4% (10) | 68% (159) | 235 |
| Millennials: 1981-1996 | 7% (47) | 6% (41) | 8% (60) | 6% (40) | 7% (51) | 4% (31) | 62% (432) | 702 |
| GenXers: 1965-1980 | 5% (25) | 5% (25) | 4% (23) | 6% (31) | 8% (41) | 8% (40) | 65% (340) | 525 |
| Baby Boomers: 1946-1964 | 3% (18) | 3% (24) | 4% (25) | 4% (31) | 6% (43) | 6% (44) | 73% (506) | 690 |
| PID: Dem (no lean) | 7% (69) | 6% (59) | 7% (67) | 5% (46) | 8% (71) | 6% (53) | 61% (576) | 941 |
| PID: Ind (no lean) | 2% (14) | 4% (21) | 4% (21) | 6% (34) | 6% (36) | 6% (32) | 73% (428) | 586 |
| PID: Rep (no lean) | 3% (18) | 4% (25) | 4% (28) | 5% (35) | 8% (52) | 6% (41) | 70% (474) | 674 |
| PID/Gender: Dem Men | 11% (52) | 9% (41) | 10% (47) | 6% (27) | 6% (30) | 6% (29) | 52% (246) | 472 |
| PID/Gender: Dem Women | 4% (17) | 4% (18) | 4% (17) | 4% (19) | 9% (41) | 5% (24) | 71% (328) | 464 |
| PID/Gender: Ind Men | 4% (10) | 4% (10) | 4% (12) | 6% (16) | 6% (18) | 6% (18) | 70% (199) | 283 |
| PID/Gender: Ind Women | 1% (4) | 4% (11) | 3% (9) | 6% (19) | 6% (17) | 5% (14) | 75% (226) | 299 |
| PID/Gender: Rep Men | 4% (12) | 5% (16) | 5% (15) | 7% (23) | 9% (27) | 7% (21) | 64% (198) | 312 |
| PID/Gender: Rep Women | 2% (6) | 2% (9) | 4% (13) | 3% (12) | 7% (25) | 6% (21) | 76% (276) | 363 |
| Ideo: Liberal (1-3) | 6% (37) | 6% (37) | 7% (42) | 5% (29) | 8% (52) | 6% (39) | 62% (387) | 622 |
| Ideo: Moderate (4) | 4% (27) | 4% (29) | 4% (31) | 6% (43) | 6% (40) | 6% (42) | 69% (473) | 685 |
| Ideo: Conservative (5-7) | 5% (36) | 5% (35) | 5% (40) | 5% (37) | 8% (58) | 5% (40) | 67% (496) | 742 |
| Educ: < College | 3% (44) | 3% (45) | 3% (49) | 3% (50) | 5% (75) | 5% (71) | 77% (1104) | 1439 |
| Educ: Bachelors degree | 7% (33) | 8% (37) | 7% (36) | 9% (45) | 10% (49) | 6% (31) | 52% (254) | 485 |
| Educ: Post-grad | 9% (25) | 8% (22) | 11% (30) | 7% (20) | 13% (36) | 9% (25) | 43% (120) | 278 |
| Income: Under 50k | 3% (33) | 3% (37) | 3% (38) | 3% (38) | 6% (71) | 5% (60) | 76% (890) | 1166 |
| Income: 50k-100k | 5% (35) | 5% (34) | 5% (35) | 7% (46) | 9% (56) | 6% (40) | 62% (399) | 645 |
| Income: 100k+ | 9% (35) | 9% (34) | 11% (42) | 8% (32) | 8% (33) | 7% (27) | 48% (189) | 391 |
| Ethnicity: White | 4% (67) | 5% (78) | 5% (87) | 5% (84) | 7% (117) | 5% (92) | 69% (1174) | 1699 |
| Ethnicity: Hispanic | 5% (20) | 5% (19) | 6% (22) | 4% (14) | 7% (25) | 5% (20) | 68% (259) | 379 |

Continued on next page

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 5% (102) | 5% (105) | 5% (116) | 5% (116) | 7% (159) | 6% (127) | 67% (1478) | 2202 |
| Ethnicity: Black | 9% (24) | 5% (15) | 5% (15) | 5% (14) | 9% (27) | 5% (13) | 62% (174) | 283 |
| Ethnicity: Other | 5% (10) | 5% (12) | 6% (13) | 8% (18) | 7% (16) | 10% (22) | 59% (129) | 220 |
| All Christian | 6% (57) | 5% (54) | 6% (59) | 6% (63) | 7% (72) | 7% (69) | 64% (663) | 1036 |
| All Non-Christian | 8% (17) | 10% (21) | 11% (22) | 8% (17) | 9% (20) | 2% (5) | 52% (110) | 211 |
| Atheist | 3% (2) | 2% (1) | 8% (7) | 3% (2) | 4% (4) | 7% (6) | 73% (60) | 82 |
| Agnostic/Nothing in particular | 2% (9) | 3% (17) | 4% (19) | 3% (19) | 6% (32) | 6% (30) | 77% (414) | 540 |
| Something Else | 5% (16) | 4% (12) | 3% (9) | 4% (15) | 9% (31) | 5% (17) | 70% (232) | 332 |
| Religious Non-Protestant/Catholic | 7% (17) | 9% (21) | 9% (22) | 8% (19) | 9% (21) | 3% (8) | 55% (130) | 237 |
| Evangelical | 6% (36) | 6% (36) | 4% (24) | 4% (22) | 9% (50) | 3% (19) | 68% (393) | 580 |
| Non-Evangelical | 4% (26) | 4% (29) | 6% (44) | 7% (52) | 7% (51) | 9% (63) | 64% (471) | 735 |
| Community: Urban | 7% (54) | 8% (57) | 8% (58) | 6% (44) | 7% (50) | 5% (38) | 58% (422) | 722 |
| Community: Suburban | 4% (37) | 4% (36) | 4% (41) | 6% (58) | 8% (78) | 7% (71) | 68% (666) | 986 |
| Community: Rural | 2% (11) | 2% (12) | 3% (17) | 3% (13) | 7% (32) | 4% (19) | 79% (391) | 494 |
| Employ: Private Sector | 8% (54) | 8% (54) | 8% (59) | 8% (58) | 10% (67) | 7% (47) | 52% (369) | 709 |
| Employ: Government | 7% (12) | 4% (6) | 9% (15) | 4% (6) | 5% (8) | 8% (13) | 63% (99) | 158 |
| Employ: Self-Employed | 3% (7) | 8% (17) | 7% (14) | 5% (10) | 12% (26) | 5% (11) | 60% (128) | 214 |
| Employ: Homemaker | — (1) | 1% (1) | 2% (3) | 4% (5) | 3% (5) | 3% (4) | 86% (114) | 133 |
| Employ: Student | 5% (3) | 6% (4) | 5% (3) | 2% (2) | 12% (7) | 8% (5) | 63% (40) | 63 |
| Employ: Retired | 2% (12) | 2% (11) | 2% (11) | 4% (21) | 5% (30) | 5% (26) | 80% (457) | 568 |
| Employ: Unemployed | 4% (8) | 4% (9) | 3% (7) | 4% (10) | 4% (8) | 4% (10) | 77% (173) | 225 |
| Employ: Other | 4% (5) | 3% (4) | 2% (2) | 3% (4) | 6% (8) | 8% (11) | 74% (99) | 133 |
| Military HH: Yes | 7% (19) | 3% (7) | 3% (7) | 6% (15) | 6% (17) | 5% (13) | 70% (187) | 266 |
| Military HH: No | 4% (82) | 5% (98) | 6% (109) | 5% (100) | 7% (142) | 6% (114) | 67% (1291) | 1936 |
| 2022 House Vote: Democrat | 8% (71) | 5% (49) | 7% (62) | 4% (39) | 8% (74) | 6% (57) | 61% (554) | 905 |
| 2022 House Vote: Republican | 2% (17) | 4% (29) | 5% (34) | 7% (49) | 8% (53) | 6% (43) | 67% (461) | 685 |
| 2022 House Vote: Didn't Vote | 2% (12) | 5% (27) | 3% (20) | 5% (27) | 6% (32) | 4% (22) | 75% (433) | 573 |
| 2020 Vote: Joe Biden | 7% (67) | 5% (52) | 7% (64) | 5% (45) | 8% (79) | 6% (57) | 62% (601) | 965 |
| 2020 Vote: Donald Trump | 3% (22) | 4% (25) | 4% (32) | 7% (47) | 7% (53) | 6% (44) | 69% (491) | 714 |
| 2020 Vote: Other | 3% (2) | 2% (1) | 6% (4) | 6% (4) | 5% (3) | 10% (5) | 68% (38) | 56 |
| 2020 Vote: Didn't Vote | 2% (11) | 6% (26) | 4% (17) | 4% (20) | 5% (24) | 4% (20) | 75% (348) | 466 |

Continued on next page

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

LinkedIn

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|----------|------------|---------|
| Adults | 5% (102) | 5% (105) | 5% (116) | 5% (116) | 7% (159) | 6% (127) | 67% (1478) | 2202 |
| 2018 House Vote: Democrat | 8% (64) | 5% (43) | 7% (58) | 5% (43) | 9% (69) | 6% (46) | 60% (483) | 806 |
| 2018 House Vote: Republican | 3% (18) | 5% (28) | 5% (29) | 6% (36) | 8% (50) | 7% (43) | 66% (396) | 600 |
| 2018 House Vote: Didnt Vote | 2% (18) | 4% (33) | 4% (28) | 5% (37) | 5% (40) | 5% (36) | 75% (563) | 756 |
| 4-Region: Northeast | 6% (22) | 5% (21) | 7% (27) | 7% (27) | 5% (20) | 8% (32) | 61% (237) | 386 |
| 4-Region: Midwest | 3% (14) | 4% (17) | 4% (17) | 6% (26) | 9% (40) | 4% (20) | 70% (321) | 455 |
| 4-Region: South | 4% (31) | 5% (41) | 6% (48) | 5% (41) | 7% (62) | 4% (36) | 69% (581) | 840 |
| 4-Region: West | 6% (34) | 5% (26) | 5% (24) | 4% (21) | 7% (37) | 8% (40) | 65% (340) | 521 |
| Gen Z Sports Fan | 7% (10) | 7% (10) | 4% (6) | 6% (8) | 8% (12) | 6% (8) | 62% (87) | 140 |
| Millennial Sports Fan | 9% (44) | 8% (38) | 10% (48) | 5% (26) | 7% (34) | 6% (28) | 56% (282) | 500 |
| Gen X Sports Fan | 6% (21) | 5% (17) | 5% (16) | 7% (25) | 10% (33) | 8% (26) | 59% (204) | 343 |
| Boomer Sports Fan | 3% (16) | 4% (19) | 5% (24) | 6% (28) | 6% (26) | 6% (29) | 69% (308) | 449 |

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

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (106) | 4% (90) | 6% (134) | 4% (77) | 6% (143) | 4% (85) | 71% (1567) | 2202 |
| Gender: Male | 7% (79) | 6% (59) | 8% (86) | 5% (51) | 7% (75) | 4% (44) | 63% (674) | 1068 |
| Gender: Female | 2% (26) | 3% (32) | 4% (46) | 2% (26) | 6% (67) | 4% (40) | 79% (889) | 1126 |
| Age: 18-34 | 9% (56) | 6% (39) | 10% (64) | 5% (33) | 9% (55) | 5% (33) | 56% (351) | 631 |
| Age: 35-44 | 6% (21) | 6% (22) | 10% (36) | 4% (15) | 8% (31) | 4% (15) | 62% (232) | 372 |
| Age: 45-64 | 3% (23) | 3% (23) | 4% (27) | 3% (19) | 6% (43) | 4% (32) | 77% (545) | 711 |
| Age: 65+ | 1% (6) | 1% (7) | 1% (7) | 2% (10) | 3% (13) | 1% (5) | 90% (438) | 487 |
| GenZers: 1997-2012 | 6% (15) | 6% (14) | 11% (26) | 6% (14) | 8% (20) | 5% (11) | 58% (135) | 235 |
| Millennials: 1981-1996 | 9% (61) | 6% (44) | 10% (71) | 5% (32) | 9% (63) | 5% (35) | 56% (396) | 702 |
| GenXers: 1965-1980 | 3% (17) | 5% (24) | 5% (25) | 3% (14) | 5% (24) | 5% (25) | 75% (394) | 525 |
| Baby Boomers: 1946-1964 | 2% (13) | 1% (7) | 2% (12) | 2% (17) | 5% (35) | 2% (13) | 86% (594) | 690 |
| PID: Dem (no lean) | 6% (60) | 7% (61) | 8% (71) | 4% (40) | 6% (57) | 3% (33) | 66% (619) | 941 |
| PID: Ind (no lean) | 3% (17) | 2% (12) | 5% (27) | 3% (16) | 8% (46) | 4% (22) | 76% (446) | 586 |
| PID: Rep (no lean) | 4% (29) | 2% (17) | 5% (37) | 3% (22) | 6% (40) | 4% (30) | 74% (501) | 674 |
| PID/Gender: Dem Men | 9% (45) | 8% (39) | 11% (50) | 6% (28) | 5% (24) | 4% (20) | 57% (267) | 472 |
| PID/Gender: Dem Women | 3% (15) | 5% (22) | 4% (19) | 3% (12) | 7% (32) | 3% (13) | 76% (351) | 464 |
| PID/Gender: Ind Men | 4% (13) | 3% (8) | 6% (17) | 4% (11) | 8% (23) | 4% (10) | 71% (201) | 283 |
| PID/Gender: Ind Women | 1% (4) | 1% (4) | 3% (9) | 2% (5) | 8% (23) | 4% (12) | 81% (242) | 299 |
| PID/Gender: Rep Men | 7% (22) | 4% (11) | 6% (19) | 4% (12) | 9% (28) | 5% (14) | 66% (205) | 312 |
| PID/Gender: Rep Women | 2% (7) | 1% (5) | 5% (17) | 3% (9) | 3% (12) | 4% (16) | 82% (296) | 363 |
| Ideo: Liberal (1-3) | 7% (42) | 6% (38) | 7% (44) | 6% (36) | 8% (48) | 3% (20) | 63% (394) | 622 |
| Ideo: Moderate (4) | 4% (25) | 4% (29) | 5% (37) | 2% (15) | 5% (36) | 5% (32) | 75% (511) | 685 |
| Ideo: Conservative (5-7) | 5% (36) | 3% (21) | 7% (49) | 3% (25) | 6% (48) | 3% (25) | 72% (538) | 742 |
| Educ: < College | 5% (67) | 3% (43) | 5% (74) | 3% (43) | 6% (83) | 4% (57) | 75% (1072) | 1439 |
| Educ: Bachelors degree | 4% (21) | 7% (32) | 8% (40) | 4% (22) | 7% (36) | 4% (20) | 65% (315) | 485 |
| Educ: Post-grad | 7% (18) | 6% (16) | 7% (19) | 4% (12) | 8% (24) | 3% (8) | 65% (180) | 278 |
| Income: Under 50k | 3% (32) | 3% (38) | 4% (50) | 3% (31) | 6% (70) | 3% (38) | 78% (908) | 1166 |
| Income: 50k-100k | 8% (50) | 5% (33) | 8% (53) | 5% (31) | 7% (46) | 5% (32) | 62% (402) | 645 |
| Income: 100k+ | 6% (25) | 5% (19) | 8% (31) | 4% (16) | 7% (27) | 4% (15) | 66% (257) | 391 |
| Ethnicity: White | 4% (73) | 4% (62) | 6% (103) | 4% (61) | 6% (102) | 4% (66) | 73% (1232) | 1699 |
| Ethnicity: Hispanic | 6% (22) | 5% (19) | 10% (37) | 3% (12) | 7% (26) | 5% (20) | 64% (243) | 379 |

Continued on next page

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

Reddit

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (106) | 4% (90) | 6% (134) | 4% (77) | 6% (143) | 4% (85) | 71% (1567) | 2202 |
| Ethnicity: Black | 7% (20) | 3% (9) | 6% (18) | 3% (7) | 7% (19) | 2% (7) | 71% (202) | 283 |
| Ethnicity: Other | 6% (13) | 9% (20) | 6% (13) | 4% (9) | 10% (22) | 5% (11) | 60% (132) | 220 |
| All Christian | 6% (57) | 4% (42) | 6% (65) | 4% (38) | 5% (53) | 3% (32) | 72% (749) | 1036 |
| All Non-Christian | 6% (13) | 6% (14) | 8% (16) | 6% (14) | 5% (11) | 4% (8) | 64% (136) | 211 |
| Atheist | 6% (5) | 9% (7) | 8% (7) | 7% (6) | 12% (10) | 1% (1) | 56% (46) | 82 |
| Agnostic/Nothing in particular | 3% (17) | 4% (22) | 5% (25) | 2% (9) | 8% (45) | 6% (31) | 72% (391) | 540 |
| Something Else | 4% (13) | 2% (6) | 6% (21) | 3% (11) | 7% (24) | 4% (12) | 74% (245) | 332 |
| Religious Non-Protestant/Catholic | 6% (14) | 8% (19) | 7% (17) | 6% (15) | 5% (11) | 3% (8) | 64% (152) | 237 |
| Evangelical | 7% (38) | 3% (15) | 6% (32) | 4% (20) | 5% (30) | 2% (13) | 74% (430) | 580 |
| Non-Evangelical | 4% (28) | 3% (23) | 7% (49) | 3% (24) | 6% (47) | 4% (31) | 73% (533) | 735 |
| Community: Urban | 6% (45) | 5% (39) | 8% (57) | 4% (26) | 6% (47) | 4% (27) | 67% (482) | 722 |
| Community: Suburban | 5% (49) | 3% (30) | 7% (64) | 4% (40) | 7% (68) | 4% (41) | 70% (694) | 986 |
| Community: Rural | 2% (12) | 4% (21) | 2% (12) | 2% (12) | 6% (28) | 3% (17) | 79% (391) | 494 |
| Employ: Private Sector | 9% (64) | 6% (42) | 9% (67) | 4% (32) | 8% (54) | 4% (30) | 59% (420) | 709 |
| Employ: Government | 7% (11) | 6% (10) | 4% (6) | 9% (14) | 7% (11) | 7% (11) | 60% (94) | 158 |
| Employ: Self-Employed | 1% (3) | 8% (17) | 11% (24) | 4% (8) | 9% (19) | 4% (9) | 63% (134) | 214 |
| Employ: Homemaker | 3% (4) | 1% (1) | 3% (4) | 1% (1) | 5% (7) | 3% (4) | 84% (111) | 133 |
| Employ: Student | 4% (3) | 4% (2) | 17% (11) | 4% (2) | 13% (8) | 7% (4) | 51% (32) | 63 |
| Employ: Retired | 2% (9) | 1% (3) | 1% (8) | 2% (11) | 3% (20) | 2% (10) | 89% (508) | 568 |
| Employ: Unemployed | 3% (7) | 4% (9) | 3% (6) | 1% (3) | 5% (12) | 6% (13) | 78% (175) | 225 |
| Employ: Other | 4% (5) | 5% (6) | 6% (8) | 4% (6) | 10% (13) | 2% (3) | 70% (92) | 133 |
| Military HH: Yes | 6% (17) | — (1) | 2% (5) | 1% (4) | 7% (20) | 3% (8) | 79% (211) | 266 |
| Military HH: No | 5% (89) | 5% (89) | 7% (129) | 4% (74) | 6% (123) | 4% (76) | 70% (1356) | 1936 |
| 2022 House Vote: Democrat | 6% (55) | 6% (57) | 6% (58) | 4% (32) | 6% (58) | 3% (30) | 68% (614) | 905 |
| 2022 House Vote: Republican | 5% (34) | 2% (15) | 6% (42) | 4% (26) | 8% (54) | 4% (30) | 71% (484) | 685 |
| 2022 House Vote: Didnt Vote | 2% (14) | 3% (18) | 5% (31) | 3% (17) | 5% (30) | 4% (24) | 77% (440) | 573 |
| 2020 Vote: Joe Biden | 6% (60) | 6% (57) | 6% (62) | 4% (36) | 6% (61) | 3% (31) | 68% (657) | 965 |
| 2020 Vote: Donald Trump | 4% (31) | 2% (15) | 6% (43) | 3% (23) | 7% (51) | 4% (32) | 73% (521) | 714 |
| 2020 Vote: Other | 8% (5) | 1% (1) | 5% (3) | 5% (3) | 7% (4) | 3% (1) | 70% (39) | 56 |
| 2020 Vote: Didn't Vote | 2% (10) | 4% (18) | 6% (26) | 3% (16) | 6% (26) | 4% (20) | 75% (350) | 466 |

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 5% (106) | 4% (90) | 6% (134) | 4% (77) | 6% (143) | 4% (85) | 71% (1567) | 2202 |
| 2018 House Vote: Democrat | 7% (53) | 5% (44) | 6% (47) | 3% (25) | 8% (64) | 3% (25) | 68% (548) | 806 |
| 2018 House Vote: Republican | 4% (27) | 2% (11) | 8% (46) | 2% (15) | 6% (37) | 4% (25) | 73% (439) | 600 |
| 2018 House Vote: Didnt Vote | 3% (25) | 5% (35) | 5% (40) | 5% (35) | 5% (41) | 4% (34) | 72% (545) | 756 |
| 4-Region: Northeast | 5% (21) | 5% (20) | 5% (18) | 3% (12) | 6% (25) | 5% (18) | 70% (272) | 386 |
| 4-Region: Midwest | 4% (17) | 4% (18) | 8% (39) | 2% (8) | 6% (26) | 5% (22) | 72% (326) | 455 |
| 4-Region: South | 5% (43) | 3% (24) | 5% (45) | 5% (39) | 5% (44) | 3% (28) | 73% (615) | 840 |
| 4-Region: West | 5% (25) | 5% (29) | 6% (33) | 3% (18) | 9% (48) | 3% (16) | 68% (353) | 521 |
| Gen Z Sports Fan | 9% (13) | 7% (10) | 16% (22) | 8% (12) | 7% (10) | 6% (8) | 47% (65) | 140 |
| Millennial Sports Fan | 10% (50) | 7% (36) | 12% (61) | 6% (29) | 9% (45) | 6% (29) | 50% (249) | 500 |
| Gen X Sports Fan | 4% (15) | 6% (21) | 6% (20) | 3% (11) | 6% (20) | 5% (16) | 70% (239) | 343 |
| Boomer Sports Fan | 2% (10) | 1% (7) | 2% (11) | 3% (14) | 5% (23) | 3% (12) | 83% (373) | 449 |

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

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

Clubhouse

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 1% (31) | 1% (27) | 2% (38) | 2% (35) | 2% (33) | 1% (32) | 91%(2007) | 2202 |
| Gender: Male | 2% (19) | 2% (21) | 3% (32) | 2% (26) | 2% (21) | 2% (20) | 87% (928) | 1068 |
| Gender: Female | 1% (12) | 1% (6) | 1% (6) | 1% (9) | 1% (12) | 1% (11) | 95%(1070) | 1126 |
| Age: 18-34 | 2% (12) | 2% (10) | 3% (16) | 2% (15) | 2% (14) | 2% (12) | 88% (553) | 631 |
| Age: 35-44 | 2% (8) | 4% (15) | 3% (11) | 3% (12) | 4% (14) | 3% (11) | 81% (301) | 372 |
| Age: 45-64 | 1% (8) | — (2) | 1% (9) | 1% (7) | 1% (5) | 1% (6) | 95% (675) | 711 |
| Age: 65+ | 1% (4) | — (0) | — (2) | — (1) | — (0) | 1% (3) | 98% (478) | 487 |
| GenZers: 1997-2012 | 1% (3) | 1% (1) | 2% (6) | 2% (4) | 2% (5) | 3% (7) | 89% (209) | 235 |
| Millennials: 1981-1996 | 2% (15) | 3% (23) | 3% (20) | 3% (23) | 3% (24) | 2% (15) | 83% (582) | 702 |
| GenXers: 1965-1980 | 1% (6) | — (2) | 2% (9) | 1% (7) | 1% (5) | 1% (6) | 93% (490) | 525 |
| Baby Boomers: 1946-1964 | 1% (6) | — (1) | — (3) | — (0) | — (0) | — (3) | 98% (677) | 690 |
| PID: Dem (no lean) | 2% (20) | 2% (15) | 3% (25) | 2% (21) | 2% (22) | 2% (16) | 87% (821) | 941 |
| PID: Ind (no lean) | — (2) | 1% (5) | 1% (4) | 1% (5) | 1% (4) | 2% (10) | 95% (557) | 586 |
| PID: Rep (no lean) | 1% (9) | 1% (7) | 1% (9) | 1% (9) | 1% (7) | 1% (5) | 93% (629) | 674 |
| PID/Gender: Dem Men | 3% (14) | 3% (13) | 4% (21) | 3% (16) | 3% (13) | 3% (15) | 81% (381) | 472 |
| PID/Gender: Dem Women | 1% (6) | — (2) | 1% (4) | 1% (5) | 2% (10) | — (2) | 94% (435) | 464 |
| PID/Gender: Ind Men | — (0) | 1% (2) | 1% (4) | 2% (4) | 1% (2) | 2% (4) | 94% (266) | 283 |
| PID/Gender: Ind Women | 1% (2) | 1% (3) | — (0) | — (0) | 1% (2) | 2% (6) | 96% (287) | 299 |
| PID/Gender: Rep Men | 2% (5) | 2% (6) | 2% (7) | 2% (6) | 2% (6) | 1% (2) | 90% (280) | 312 |
| PID/Gender: Rep Women | 1% (4) | — (1) | — (1) | 1% (3) | — (1) | 1% (3) | 96% (349) | 363 |
| Ideo: Liberal (1-3) | 2% (15) | 2% (10) | 2% (12) | 2% (15) | 2% (15) | 2% (12) | 87% (541) | 622 |
| Ideo: Moderate (4) | 1% (7) | — (1) | 1% (8) | 1% (4) | 1% (10) | 2% (11) | 94% (644) | 685 |
| Ideo: Conservative (5-7) | 1% (9) | 2% (12) | 2% (17) | 2% (14) | 1% (5) | 1% (7) | 91% (678) | 742 |
| Educ: < College | 1% (18) | 1% (8) | 1% (21) | 1% (17) | 2% (23) | 2% (23) | 92%(1329) | 1439 |
| Educ: Bachelors degree | 1% (6) | 2% (11) | 2% (8) | 2% (10) | 1% (4) | 1% (5) | 91% (442) | 485 |
| Educ: Post-grad | 3% (7) | 3% (8) | 3% (10) | 3% (8) | 3% (7) | 1% (3) | 85% (236) | 278 |
| Income: Under 50k | 1% (10) | 1% (9) | 1% (10) | 1% (14) | 2% (18) | 2% (18) | 93%(1086) | 1166 |
| Income: 50k-100k | 2% (12) | 1% (6) | 2% (12) | 1% (9) | 1% (7) | 2% (10) | 91% (588) | 645 |
| Income: 100k+ | 2% (9) | 3% (11) | 4% (15) | 3% (11) | 2% (8) | 1% (3) | 85% (332) | 391 |
| Ethnicity: White | 1% (20) | 1% (21) | 2% (29) | 2% (29) | 1% (20) | 1% (21) | 92%(1560) | 1699 |
| Ethnicity: Hispanic | 1% (5) | — (2) | 3% (10) | 3% (10) | 1% (4) | 3% (11) | 89% (337) | 379 |

Continued on next page

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 1% (31) | 1% (27) | 2% (38) | 2% (35) | 2% (33) | 1% (32) | 91% (2007) | 2202 |
| Ethnicity: Black | 3% (10) | 1% (2) | 3% (9) | 1% (4) | 3% (9) | 4% (10) | 85% (240) | 283 |
| Ethnicity: Other | 1% (2) | 2% (4) | — (0) | 1% (2) | 2% (4) | — (0) | 94% (207) | 220 |
| All Christian | 2% (21) | 1% (13) | 2% (18) | 1% (14) | 1% (11) | 1% (7) | 92% (953) | 1036 |
| All Non-Christian | 3% (6) | 3% (6) | 4% (9) | 7% (16) | 6% (12) | 2% (5) | 74% (157) | 211 |
| Atheist | — (0) | — (0) | — (0) | 2% (1) | — (0) | 3% (3) | 95% (78) | 82 |
| Agnostic/Nothing in particular | — (0) | 1% (6) | 1% (3) | 1% (3) | 1% (6) | 2% (13) | 94% (508) | 540 |
| Something Else | 1% (3) | 1% (2) | 2% (8) | — (0) | 1% (4) | 1% (4) | 94% (311) | 332 |
| Religious Non-Protestant/Catholic | 3% (6) | 3% (6) | 4% (9) | 7% (16) | 5% (13) | 2% (5) | 77% (182) | 237 |
| Evangelical | 3% (15) | 1% (7) | 2% (14) | — (2) | 1% (8) | 1% (5) | 91% (529) | 580 |
| Non-Evangelical | 1% (9) | 1% (7) | 2% (12) | 1% (8) | 1% (6) | 1% (6) | 93% (686) | 735 |
| Community: Urban | 2% (16) | 3% (19) | 3% (20) | 3% (22) | 2% (18) | 2% (15) | 85% (613) | 722 |
| Community: Suburban | 1% (10) | 1% (5) | 1% (14) | 1% (9) | 1% (11) | 1% (8) | 94% (929) | 986 |
| Community: Rural | 1% (5) | — (2) | 1% (4) | 1% (4) | 1% (5) | 2% (9) | 94% (465) | 494 |
| Employ: Private Sector | 2% (15) | 2% (13) | 3% (21) | 3% (19) | 2% (15) | 2% (14) | 86% (612) | 709 |
| Employ: Government | 5% (7) | 3% (5) | 5% (7) | 5% (9) | 2% (4) | 4% (7) | 75% (119) | 158 |
| Employ: Self-Employed | — (1) | 2% (4) | 1% (3) | 1% (2) | 3% (6) | 2% (4) | 91% (195) | 214 |
| Employ: Homemaker | 1% (2) | 1% (1) | — (0) | — (0) | — (1) | — (0) | 98% (130) | 133 |
| Employ: Student | 2% (1) | 2% (1) | 1% (1) | 2% (1) | 3% (2) | 1% (0) | 90% (57) | 63 |
| Employ: Retired | 1% (3) | — (0) | — (2) | 1% (3) | — (1) | 1% (4) | 98% (554) | 568 |
| Employ: Unemployed | — (0) | 1% (3) | 1% (1) | — (0) | — (1) | 1% (2) | 97% (218) | 225 |
| Employ: Other | 2% (2) | — (0) | 2% (3) | 1% (1) | 3% (3) | 1% (1) | 92% (122) | 133 |
| Military HH: Yes | 2% (6) | 1% (3) | 2% (5) | — (1) | — (0) | 1% (3) | 93% (247) | 266 |
| Military HH: No | 1% (25) | 1% (24) | 2% (33) | 2% (34) | 2% (33) | 1% (29) | 91% (1760) | 1936 |
| 2022 House Vote: Democrat | 2% (22) | 1% (11) | 3% (23) | 2% (18) | 2% (19) | 2% (15) | 88% (796) | 905 |
| 2022 House Vote: Republican | 1% (8) | 1% (7) | 1% (8) | 1% (8) | 1% (5) | 2% (12) | 93% (637) | 685 |
| 2022 House Vote: Didn't Vote | — (1) | 1% (8) | 1% (6) | 2% (9) | 2% (9) | 1% (5) | 93% (535) | 573 |
| 2020 Vote: Joe Biden | 2% (19) | 1% (11) | 2% (23) | 2% (15) | 2% (18) | 1% (13) | 90% (866) | 965 |
| 2020 Vote: Donald Trump | 1% (8) | 1% (6) | 1% (8) | 1% (8) | 1% (4) | 1% (6) | 94% (674) | 714 |
| 2020 Vote: Other | 3% (2) | 1% (0) | 1% (1) | — (0) | — (0) | — (0) | 96% (54) | 56 |
| 2020 Vote: Didn't Vote | — (2) | 2% (10) | 1% (6) | 3% (12) | 2% (11) | 3% (12) | 89% (413) | 466 |

Continued on next page

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

Clubhouse

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|-----------|---------|
| Adults | 1% (31) | 1% (27) | 2% (38) | 2% (35) | 2% (33) | 1% (32) | 91%(2007) | 2202 |
| 2018 House Vote: Democrat | 2% (18) | 1% (10) | 2% (19) | 2% (15) | 2% (19) | 2% (14) | 88% (711) | 806 |
| 2018 House Vote: Republican | 1% (8) | 1% (6) | 1% (9) | 1% (4) | — (3) | 2% (10) | 93% (559) | 600 |
| 2018 House Vote: Didnt Vote | 1% (4) | 1% (10) | 1% (8) | 2% (16) | 2% (12) | 1% (8) | 92% (698) | 756 |
| 4-Region: Northeast | 3% (11) | 1% (5) | 2% (8) | 1% (5) | 1% (4) | 1% (4) | 90% (349) | 386 |
| 4-Region: Midwest | 1% (3) | — (2) | 1% (4) | — (0) | 1% (4) | 1% (2) | 97% (440) | 455 |
| 4-Region: South | 2% (13) | 1% (5) | 1% (10) | 3% (21) | 2% (19) | 1% (13) | 90% (759) | 840 |
| 4-Region: West | 1% (4) | 3% (14) | 3% (17) | 2% (9) | 1% (6) | 2% (13) | 88% (460) | 521 |
| Gen Z Sports Fan | 2% (2) | 1% (1) | 3% (4) | 3% (4) | 2% (3) | 4% (5) | 86% (120) | 140 |
| Millennial Sports Fan | 3% (13) | 4% (20) | 4% (20) | 4% (21) | 4% (20) | 2% (10) | 79% (397) | 500 |
| Gen X Sports Fan | 2% (6) | — (2) | 2% (6) | 1% (5) | 2% (5) | 1% (4) | 92% (315) | 343 |
| Boomer Sports Fan | 1% (5) | — (1) | 1% (3) | — (0) | — (0) | 1% (3) | 97% (437) | 449 |

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

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 4% (85) | 3% (70) | 3% (77) | 2% (48) | 4% (80) | 3% (56) | 81% (1786) | 2202 |
| Gender: Male | 5% (55) | 5% (51) | 5% (57) | 4% (40) | 4% (44) | 3% (30) | 74% (790) | 1068 |
| Gender: Female | 3% (28) | 2% (19) | 2% (19) | 1% (8) | 3% (35) | 2% (24) | 88% (993) | 1126 |
| Age: 18-34 | 6% (40) | 6% (38) | 7% (43) | 4% (28) | 6% (40) | 4% (26) | 66% (415) | 631 |
| Age: 35-44 | 5% (20) | 6% (23) | 6% (21) | 4% (16) | 8% (29) | 2% (9) | 68% (254) | 372 |
| Age: 45-64 | 3% (19) | 1% (7) | 2% (13) | — (3) | 1% (10) | 2% (12) | 91% (647) | 711 |
| Age: 65+ | 1% (6) | — (1) | — (0) | — (0) | — (1) | 2% (9) | 96% (470) | 487 |
| GenZers: 1997-2012 | 6% (14) | 5% (11) | 9% (20) | 3% (6) | 11% (27) | 5% (11) | 62% (146) | 235 |
| Millennials: 1981-1996 | 6% (45) | 7% (51) | 6% (41) | 5% (38) | 6% (41) | 3% (22) | 66% (464) | 702 |
| GenXers: 1965-1980 | 3% (15) | 1% (7) | 3% (14) | 1% (3) | 1% (6) | 2% (10) | 90% (471) | 525 |
| Baby Boomers: 1946-1964 | 2% (12) | — (1) | — (2) | — (1) | 1% (6) | 2% (13) | 95% (656) | 690 |
| PID: Dem (no lean) | 6% (58) | 5% (43) | 5% (50) | 3% (24) | 4% (33) | 3% (26) | 75% (708) | 941 |
| PID: Ind (no lean) | 2% (11) | 2% (9) | 2% (12) | 2% (13) | 4% (26) | 2% (14) | 85% (501) | 586 |
| PID: Rep (no lean) | 2% (16) | 3% (18) | 2% (15) | 2% (11) | 3% (22) | 2% (16) | 86% (577) | 674 |
| PID/Gender: Dem Men | 9% (40) | 7% (34) | 9% (41) | 4% (21) | 4% (17) | 3% (13) | 65% (306) | 472 |
| PID/Gender: Dem Women | 3% (15) | 2% (8) | 2% (10) | 1% (3) | 3% (16) | 2% (11) | 87% (402) | 464 |
| PID/Gender: Ind Men | 1% (4) | 1% (2) | 2% (7) | 4% (11) | 5% (14) | 3% (8) | 84% (237) | 283 |
| PID/Gender: Ind Women | 2% (7) | 3% (8) | 1% (4) | 1% (2) | 4% (11) | 2% (6) | 87% (262) | 299 |
| PID/Gender: Rep Men | 3% (10) | 5% (14) | 3% (10) | 3% (8) | 4% (13) | 3% (9) | 79% (247) | 312 |
| PID/Gender: Rep Women | 2% (6) | 1% (3) | 1% (5) | 1% (3) | 2% (9) | 2% (7) | 91% (330) | 363 |
| Ideo: Liberal (1-3) | 5% (34) | 4% (25) | 4% (22) | 3% (19) | 5% (34) | 3% (18) | 76% (470) | 622 |
| Ideo: Moderate (4) | 2% (15) | 3% (20) | 4% (25) | 2% (14) | 3% (18) | 2% (17) | 84% (576) | 685 |
| Ideo: Conservative (5-7) | 4% (28) | 3% (22) | 4% (27) | 2% (15) | 3% (22) | 2% (17) | 82% (612) | 742 |
| Educ: < College | 3% (50) | 3% (37) | 3% (48) | 2% (25) | 3% (49) | 3% (42) | 83% (1189) | 1439 |
| Educ: Bachelors degree | 3% (14) | 5% (23) | 3% (13) | 2% (12) | 4% (20) | 2% (10) | 81% (393) | 485 |
| Educ: Post-grad | 8% (21) | 4% (10) | 6% (16) | 4% (12) | 4% (11) | 2% (4) | 74% (205) | 278 |
| Income: Under 50k | 2% (26) | 2% (26) | 3% (33) | 1% (14) | 3% (36) | 2% (25) | 86% (1006) | 1166 |
| Income: 50k-100k | 5% (31) | 5% (30) | 4% (26) | 3% (22) | 4% (24) | 4% (23) | 76% (489) | 645 |
| Income: 100k+ | 7% (28) | 3% (14) | 4% (17) | 3% (12) | 5% (21) | 2% (8) | 75% (291) | 391 |
| Ethnicity: White | 4% (64) | 3% (51) | 3% (56) | 2% (38) | 3% (45) | 2% (37) | 83% (1409) | 1699 |
| Ethnicity: Hispanic | 8% (32) | 6% (22) | 4% (14) | 2% (9) | 4% (17) | 2% (7) | 73% (279) | 379 |

Continued on next page

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

Twitch

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 4% (85) | 3% (70) | 3% (77) | 2% (48) | 4% (80) | 3% (56) | 81% (1786) | 2202 |
| Ethnicity: Black | 6% (18) | 5% (13) | 5% (15) | 1% (3) | 5% (13) | 5% (15) | 73% (206) | 283 |
| Ethnicity: Other | 2% (4) | 3% (6) | 3% (6) | 3% (7) | 10% (22) | 2% (5) | 78% (170) | 220 |
| All Christian | 4% (40) | 4% (38) | 3% (30) | 2% (19) | 2% (18) | 1% (15) | 85% (877) | 1036 |
| All Non-Christian | 10% (22) | 5% (10) | 9% (19) | 7% (14) | 6% (12) | 2% (5) | 62% (130) | 211 |
| Atheist | 3% (2) | 1% (1) | 2% (1) | 1% (1) | 5% (4) | 9% (7) | 80% (65) | 82 |
| Agnostic/Nothing in particular | 2% (13) | 2% (12) | 4% (20) | 2% (9) | 6% (30) | 4% (19) | 81% (436) | 540 |
| Something Else | 2% (8) | 3% (10) | 2% (6) | 2% (5) | 5% (16) | 3% (10) | 84% (277) | 332 |
| Religious Non-Protestant/Catholic | 9% (22) | 4% (10) | 9% (20) | 6% (14) | 5% (12) | 2% (5) | 65% (155) | 237 |
| Evangelical | 4% (26) | 4% (24) | 3% (18) | 2% (10) | 3% (18) | 2% (11) | 82% (473) | 580 |
| Non-Evangelical | 3% (20) | 3% (20) | 2% (13) | 2% (11) | 2% (16) | 2% (14) | 87% (642) | 735 |
| Community: Urban | 6% (41) | 5% (33) | 6% (41) | 3% (23) | 5% (33) | 2% (18) | 74% (534) | 722 |
| Community: Suburban | 3% (31) | 3% (26) | 3% (28) | 2% (17) | 4% (35) | 3% (27) | 83% (823) | 986 |
| Community: Rural | 3% (13) | 2% (11) | 2% (8) | 2% (9) | 3% (13) | 2% (12) | 87% (429) | 494 |
| Employ: Private Sector | 5% (36) | 6% (42) | 5% (37) | 3% (25) | 5% (35) | 3% (23) | 72% (510) | 709 |
| Employ: Government | 11% (17) | 4% (7) | 5% (8) | 8% (12) | 4% (7) | 3% (5) | 65% (102) | 158 |
| Employ: Self-Employed | 5% (11) | 6% (12) | 3% (6) | 3% (6) | 7% (14) | 3% (6) | 74% (159) | 214 |
| Employ: Homemaker | 2% (2) | 2% (3) | — (0) | — (0) | 1% (1) | 1% (2) | 94% (125) | 133 |
| Employ: Student | 3% (2) | — (0) | 12% (7) | 6% (4) | 9% (6) | 2% (2) | 68% (43) | 63 |
| Employ: Retired | 2% (10) | — (1) | — (3) | — (0) | 1% (6) | 2% (10) | 95% (539) | 568 |
| Employ: Unemployed | 2% (5) | 1% (3) | 4% (9) | 1% (2) | 2% (4) | 3% (6) | 87% (197) | 225 |
| Employ: Other | 1% (2) | 2% (3) | 5% (6) | — (0) | 6% (7) | 2% (2) | 85% (112) | 133 |
| Military HH: Yes | 5% (13) | 3% (7) | 1% (2) | 1% (2) | 3% (7) | 2% (6) | 86% (227) | 266 |
| Military HH: No | 4% (72) | 3% (63) | 4% (75) | 2% (46) | 4% (73) | 3% (50) | 80% (1559) | 1936 |
| 2022 House Vote: Democrat | 6% (56) | 4% (38) | 5% (46) | 2% (19) | 3% (29) | 3% (25) | 76% (692) | 905 |
| 2022 House Vote: Republican | 3% (17) | 3% (22) | 2% (11) | 2% (14) | 4% (25) | 2% (17) | 84% (578) | 685 |
| 2022 House Vote: Didnt Vote | 2% (11) | 2% (9) | 3% (17) | 3% (15) | 4% (24) | 2% (13) | 84% (484) | 573 |
| 2020 Vote: Joe Biden | 5% (50) | 4% (35) | 5% (49) | 2% (19) | 3% (29) | 2% (24) | 79% (759) | 965 |
| 2020 Vote: Donald Trump | 3% (18) | 3% (19) | 2% (11) | 2% (14) | 3% (25) | 2% (16) | 86% (612) | 714 |
| 2020 Vote: Other | 4% (2) | — (0) | 4% (2) | 2% (1) | 5% (3) | 1% (1) | 85% (48) | 56 |
| 2020 Vote: Didn't Vote | 3% (15) | 3% (16) | 3% (15) | 3% (14) | 5% (24) | 3% (15) | 79% (367) | 466 |

Continued on next page

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|-------------------------|------------|-------------------------|------------------|-------------|---------|------------|---------|
| Adults | 4% (85) | 3% (70) | 3% (77) | 2% (48) | 4% (80) | 3% (56) | 81% (1786) | 2202 |
| 2018 House Vote: Democrat | 6% (52) | 4% (33) | 5% (42) | 2% (16) | 3% (24) | 3% (22) | 77% (617) | 806 |
| 2018 House Vote: Republican | 2% (11) | 3% (19) | 2% (12) | 1% (8) | 4% (25) | 2% (14) | 85% (509) | 600 |
| 2018 House Vote: Didnt Vote | 3% (21) | 2% (16) | 3% (21) | 3% (24) | 4% (31) | 3% (20) | 82% (622) | 756 |
| 4-Region: Northeast | 4% (16) | 3% (11) | 3% (11) | 2% (8) | 2% (9) | 4% (15) | 82% (315) | 386 |
| 4-Region: Midwest | 3% (13) | 2% (9) | 2% (11) | 2% (8) | 4% (17) | 2% (11) | 85% (388) | 455 |
| 4-Region: South | 4% (31) | 2% (18) | 4% (33) | 3% (21) | 4% (33) | 2% (17) | 82% (686) | 840 |
| 4-Region: West | 5% (25) | 6% (32) | 4% (21) | 2% (11) | 4% (22) | 3% (14) | 76% (397) | 521 |
| Gen Z Sports Fan | 7% (9) | 8% (11) | 11% (15) | 2% (3) | 14% (20) | 6% (9) | 52% (73) | 140 |
| Millennial Sports Fan | 7% (36) | 8% (40) | 7% (36) | 7% (35) | 6% (32) | 3% (17) | 61% (303) | 500 |
| Gen X Sports Fan | 4% (14) | 2% (7) | 3% (11) | 1% (3) | 1% (4) | 1% (4) | 88% (301) | 343 |
| Boomer Sports Fan | 2% (9) | — (1) | — (2) | — (1) | 1% (3) | 2% (9) | 94% (424) | 449 |

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

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

Discord

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|--------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 4% (88) | 3% (57) | 4% (83) | 2% (54) | 3% (62) | 3% (56) | 82% (1803) | 2202 |
| Gender: Male | 5% (56) | 4% (42) | 5% (58) | 3% (37) | 4% (39) | 3% (35) | 75% (801) | 1068 |
| Gender: Female | 3% (29) | 1% (15) | 2% (24) | 1% (17) | 2% (23) | 2% (21) | 89% (998) | 1126 |
| Age: 18-34 | 10% (63) | 4% (28) | 8% (48) | 4% (23) | 6% (35) | 4% (26) | 65% (408) | 631 |
| Age: 35-44 | 4% (13) | 4% (15) | 6% (21) | 6% (22) | 3% (12) | 4% (13) | 74% (276) | 372 |
| Age: 45-64 | 1% (9) | 1% (9) | 2% (12) | 1% (9) | 2% (14) | 2% (16) | 90% (643) | 711 |
| Age: 65+ | 1% (3) | 1% (4) | — (2) | — (0) | — (1) | — (1) | 98% (477) | 487 |
| GenZers: 1997-2012 | 14% (33) | 4% (9) | 10% (23) | 4% (8) | 8% (18) | 4% (8) | 58% (136) | 235 |
| Millennials: 1981-1996 | 6% (43) | 5% (34) | 6% (45) | 5% (34) | 4% (30) | 4% (26) | 70% (489) | 702 |
| GenXers: 1965-1980 | 1% (7) | 2% (10) | 2% (11) | 2% (10) | 2% (11) | 3% (16) | 88% (461) | 525 |
| Baby Boomers: 1946-1964 | 1% (6) | — (3) | — (3) | — (1) | — (3) | 1% (5) | 97% (668) | 690 |
| PID: Dem (no lean) | 5% (45) | 3% (31) | 5% (51) | 3% (29) | 4% (35) | 3% (28) | 77% (721) | 941 |
| PID: Ind (no lean) | 4% (21) | 2% (13) | 2% (14) | 2% (14) | 3% (16) | 3% (16) | 84% (493) | 586 |
| PID: Rep (no lean) | 3% (22) | 2% (12) | 3% (18) | 2% (10) | 2% (10) | 2% (13) | 87% (589) | 674 |
| PID/Gender: Dem Men | 7% (32) | 5% (25) | 8% (36) | 5% (22) | 5% (23) | 4% (19) | 67% (315) | 472 |
| PID/Gender: Dem Women | 2% (11) | 1% (6) | 3% (14) | 2% (7) | 3% (13) | 2% (8) | 87% (404) | 464 |
| PID/Gender: Ind Men | 3% (7) | 3% (8) | 3% (10) | 3% (8) | 3% (9) | 3% (9) | 82% (233) | 283 |
| PID/Gender: Ind Women | 4% (12) | 2% (6) | 1% (4) | 2% (6) | 2% (7) | 2% (6) | 86% (258) | 299 |
| PID/Gender: Rep Men | 5% (16) | 3% (9) | 4% (13) | 2% (7) | 2% (7) | 2% (7) | 81% (253) | 312 |
| PID/Gender: Rep Women | 2% (6) | 1% (3) | 1% (5) | 1% (3) | 1% (3) | 2% (6) | 93% (336) | 363 |
| Ideo: Liberal (1-3) | 6% (37) | 2% (16) | 6% (37) | 3% (21) | 4% (25) | 2% (15) | 76% (472) | 622 |
| Ideo: Moderate (4) | 3% (20) | 3% (18) | 3% (18) | 2% (14) | 2% (17) | 3% (20) | 84% (578) | 685 |
| Ideo: Conservative (5-7) | 3% (23) | 3% (19) | 3% (23) | 2% (17) | 2% (16) | 2% (13) | 85% (633) | 742 |
| Educ: < College | 4% (57) | 2% (25) | 3% (45) | 2% (29) | 3% (39) | 2% (36) | 84% (1209) | 1439 |
| Educ: Bachelors degree | 3% (16) | 4% (21) | 4% (21) | 3% (14) | 2% (10) | 3% (15) | 80% (387) | 485 |
| Educ: Post-grad | 6% (15) | 4% (11) | 6% (17) | 4% (10) | 5% (13) | 2% (5) | 74% (207) | 278 |
| Income: Under 50k | 2% (25) | 2% (22) | 3% (30) | 2% (26) | 2% (27) | 2% (23) | 87% (1013) | 1166 |
| Income: 50k-100k | 6% (39) | 3% (22) | 4% (23) | 3% (17) | 3% (20) | 3% (20) | 78% (505) | 645 |
| Income: 100k+ | 6% (24) | 3% (13) | 8% (30) | 3% (11) | 4% (14) | 3% (13) | 73% (285) | 391 |
| Ethnicity: White | 3% (57) | 2% (36) | 3% (55) | 3% (43) | 3% (50) | 2% (39) | 84% (1420) | 1699 |
| Ethnicity: Hispanic | 7% (25) | 1% (4) | 3% (12) | 5% (17) | 5% (18) | 3% (10) | 77% (292) | 379 |

Continued on next page

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

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 4% (88) | 3% (57) | 4% (83) | 2% (54) | 3% (62) | 3% (56) | 82% (1803) | 2202 |
| Ethnicity: Black | 6% (17) | 3% (10) | 4% (12) | 3% (8) | 3% (7) | 2% (6) | 79% (222) | 283 |
| Ethnicity: Other | 7% (15) | 5% (11) | 7% (16) | 1% (3) | 2% (4) | 5% (11) | 73% (160) | 220 |
| All Christian | 3% (33) | 3% (27) | 3% (35) | 2% (23) | 2% (22) | 1% (11) | 86% (887) | 1036 |
| All Non-Christian | 5% (10) | 5% (11) | 6% (12) | 7% (15) | 4% (8) | 6% (12) | 68% (144) | 211 |
| Atheist | 7% (6) | 7% (6) | 6% (5) | — (0) | 9% (7) | 5% (4) | 67% (55) | 82 |
| Agnostic/Nothing in particular | 6% (31) | 1% (7) | 3% (18) | 2% (11) | 3% (17) | 5% (27) | 80% (430) | 540 |
| Something Else | 3% (9) | 2% (6) | 4% (14) | 1% (4) | 2% (8) | 1% (2) | 87% (288) | 332 |
| Religious Non-Protestant/Catholic | 4% (10) | 5% (11) | 5% (12) | 6% (15) | 3% (8) | 5% (12) | 71% (169) | 237 |
| Evangelical | 3% (16) | 2% (14) | 5% (30) | 2% (10) | 3% (15) | 1% (4) | 85% (491) | 580 |
| Non-Evangelical | 3% (23) | 2% (16) | 2% (17) | 2% (14) | 2% (16) | 1% (9) | 87% (640) | 735 |
| Community: Urban | 6% (43) | 3% (25) | 5% (37) | 4% (27) | 3% (19) | 3% (24) | 76% (547) | 722 |
| Community: Suburban | 3% (33) | 3% (28) | 3% (33) | 1% (15) | 3% (30) | 3% (27) | 83% (821) | 986 |
| Community: Rural | 2% (12) | 1% (4) | 3% (13) | 2% (12) | 3% (13) | 1% (6) | 88% (435) | 494 |
| Employ: Private Sector | 5% (38) | 3% (24) | 7% (47) | 5% (35) | 5% (34) | 3% (24) | 71% (507) | 709 |
| Employ: Government | 8% (12) | 1% (2) | 4% (7) | 5% (7) | 6% (9) | 3% (4) | 74% (116) | 158 |
| Employ: Self-Employed | 3% (7) | 6% (14) | 4% (8) | 2% (4) | 3% (6) | 1% (3) | 80% (172) | 214 |
| Employ: Homemaker | 3% (4) | 3% (4) | — (1) | — (0) | 2% (2) | 1% (2) | 91% (121) | 133 |
| Employ: Student | 12% (8) | 3% (2) | 10% (6) | 3% (2) | 2% (1) | 12% (7) | 59% (37) | 63 |
| Employ: Retired | 1% (4) | 1% (6) | 1% (4) | — (1) | — (2) | 1% (3) | 96% (547) | 568 |
| Employ: Unemployed | 6% (13) | 2% (5) | 2% (3) | 1% (2) | 2% (4) | 4% (9) | 84% (188) | 225 |
| Employ: Other | 2% (2) | 1% (1) | 4% (6) | 1% (2) | 2% (3) | 3% (4) | 87% (115) | 133 |
| Military HH: Yes | 6% (15) | 1% (4) | 1% (3) | — (1) | 2% (6) | — (1) | 89% (236) | 266 |
| Military HH: No | 4% (73) | 3% (53) | 4% (79) | 3% (53) | 3% (56) | 3% (55) | 81% (1567) | 1936 |
| 2022 House Vote: Democrat | 5% (41) | 3% (26) | 5% (48) | 2% (22) | 4% (32) | 3% (23) | 79% (714) | 905 |
| 2022 House Vote: Republican | 4% (25) | 2% (17) | 2% (16) | 2% (15) | 1% (8) | 3% (19) | 85% (585) | 685 |
| 2022 House Vote: Didnt Vote | 3% (20) | 2% (13) | 3% (17) | 3% (16) | 4% (21) | 2% (14) | 83% (473) | 573 |
| 2020 Vote: Joe Biden | 4% (43) | 3% (28) | 5% (44) | 2% (20) | 3% (29) | 2% (23) | 81% (778) | 965 |
| 2020 Vote: Donald Trump | 4% (26) | 2% (16) | 2% (13) | 2% (11) | 1% (10) | 3% (20) | 86% (617) | 714 |
| 2020 Vote: Other | 3% (2) | 1% (0) | 7% (4) | 2% (1) | 3% (1) | — (0) | 83% (47) | 56 |
| 2020 Vote: Didn't Vote | 4% (18) | 3% (12) | 5% (22) | 4% (21) | 5% (21) | 3% (12) | 77% (360) | 466 |

Continued on next page

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

Discord

| Demographic | Multiple times a day | Once daily | A few times per week | Once per week | A few times | Once | Never | Total N |
|-----------------------------|----------------------|------------|----------------------|---------------|-------------|---------|------------|---------|
| Adults | 4% (88) | 3% (57) | 4% (83) | 2% (54) | 3% (62) | 3% (56) | 82% (1803) | 2202 |
| 2018 House Vote: Democrat | 5% (40) | 3% (23) | 5% (39) | 2% (20) | 2% (20) | 2% (14) | 81% (650) | 806 |
| 2018 House Vote: Republican | 4% (21) | 2% (14) | 2% (13) | 2% (10) | 2% (11) | 2% (12) | 86% (518) | 600 |
| 2018 House Vote: Didnt Vote | 4% (27) | 2% (17) | 4% (31) | 3% (24) | 4% (31) | 4% (30) | 79% (597) | 756 |
| 4-Region: Northeast | 4% (16) | 3% (11) | 3% (13) | 3% (10) | 2% (9) | 2% (8) | 83% (319) | 386 |
| 4-Region: Midwest | 4% (17) | 2% (11) | 3% (13) | 1% (3) | 3% (14) | 4% (17) | 84% (380) | 455 |
| 4-Region: South | 3% (26) | 2% (21) | 3% (28) | 3% (27) | 3% (21) | 1% (12) | 84% (705) | 840 |
| 4-Region: West | 6% (30) | 3% (14) | 5% (29) | 3% (14) | 3% (17) | 4% (19) | 76% (398) | 521 |
| Gen Z Sports Fan | 12% (17) | 4% (5) | 15% (21) | 4% (6) | 12% (17) | 5% (8) | 47% (66) | 140 |
| Millennial Sports Fan | 7% (33) | 6% (29) | 8% (42) | 5% (24) | 4% (21) | 5% (23) | 66% (328) | 500 |
| Gen X Sports Fan | 2% (6) | 2% (6) | 2% (8) | 3% (9) | 2% (7) | 3% (9) | 87% (299) | 343 |
| Boomer Sports Fan | 1% (4) | — (2) | 1% (3) | — (1) | — (0) | 1% (3) | 97% (436) | 449 |

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 | 2202 | 100% |
| xdemGender | Gender: Male | 1068 | 48% |
| | Gender: Female | 1126 | 51% |
| | N | 2193 | |
| age | Age: 18-34 | 631 | 29% |
| | Age: 35-44 | 372 | 17% |
| | Age: 45-64 | 711 | 32% |
| | Age: 65+ | 487 | 22% |
| | N | 2202 | |
| demAgeGeneration | GenZers: 1997-2012 | 235 | 11% |
| | Millennials: 1981-1996 | 702 | 32% |
| | GenXers: 1965-1980 | 525 | 24% |
| | Baby Boomers: 1946-1964 | 690 | 31% |
| | N | 2152 | |
| xpid3 | PID: Dem (no lean) | 941 | 43% |
| | PID: Ind (no lean) | 586 | 27% |
| | PID: Rep (no lean) | 674 | 31% |
| | N | 2202 | |
| xpidGender | PID/Gender: Dem Men | 472 | 21% |
| | PID/Gender: Dem Women | 464 | 21% |
| | PID/Gender: Ind Men | 283 | 13% |
| | PID/Gender: Ind Women | 299 | 14% |
| | PID/Gender: Rep Men | 312 | 14% |
| | PID/Gender: Rep Women | 363 | 16% |
| | N | 2193 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 622 | 28% |
| | Ideo: Moderate (4) | 685 | 31% |
| | Ideo: Conservative (5-7) | 742 | 34% |
| | N | 2050 | |
| xeduc3 | Educ: < College | 1439 | 65% |
| | Educ: Bachelors degree | 485 | 22% |
| | Educ: Post-grad | 278 | 13% |
| | N | 2202 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|----------------|-----------------------------------|-----------|------------|
| xdemInc3 | Income: Under 50k | 1166 | 53% |
| | Income: 50k-100k | 645 | 29% |
| | Income: 100k+ | 391 | 18% |
| | N | 2202 | |
| xdemWhite | Ethnicity: White | 1699 | 77% |
| xdemHispBin | Ethnicity: Hispanic | 379 | 17% |
| demBlackBin | Ethnicity: Black | 283 | 13% |
| demRaceOther | Ethnicity: Other | 220 | 10% |
| xdemReligion | All Christian | 1036 | 47% |
| | All Non-Christian | 211 | 10% |
| | Atheist | 82 | 4% |
| | Agnostic/Nothing in particular | 540 | 25% |
| | Something Else | 332 | 15% |
| | N | 2202 | |
| xdemReligOther | Religious Non-Protestant/Catholic | 237 | 11% |
| xdemEvang | Evangelical | 580 | 26% |
| | Non-Evangelical | 735 | 33% |
| | N | 1315 | |
| xdemUsr | Community: Urban | 722 | 33% |
| | Community: Suburban | 986 | 45% |
| | Community: Rural | 494 | 22% |
| | N | 2202 | |
| xdemEmploy | Employ: Private Sector | 709 | 32% |
| | Employ: Government | 158 | 7% |
| | Employ: Self-Employed | 214 | 10% |
| | Employ: Homemaker | 133 | 6% |
| | Employ: Student | 63 | 3% |
| | Employ: Retired | 568 | 26% |
| | Employ: Unemployed | 225 | 10% |
| | Employ: Other | 133 | 6% |
| | N | 2202 | |
| xdemMilHH1 | Military HH: Yes | 266 | 12% |
| | Military HH: No | 1936 | 88% |
| | N | 2202 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|-------------------------------|-----------|------------|
| xsubVote22O | 2022 House Vote: Democrat | 905 | 41% |
| | 2022 House Vote: Republican | 685 | 31% |
| | 2022 House Vote: Someone else | 39 | 2% |
| | 2022 House Vote: Didnt Vote | 573 | 26% |
| | N | 2202 | |
| xsubVote20O | 2020 Vote: Joe Biden | 965 | 44% |
| | 2020 Vote: Donald Trump | 714 | 32% |
| | 2020 Vote: Other | 56 | 3% |
| | 2020 Vote: Didn't Vote | 466 | 21% |
| | N | 2202 | |
| xsubVote18O | 2018 House Vote: Democrat | 806 | 37% |
| | 2018 House Vote: Republican | 600 | 27% |
| | 2018 House Vote: Someone else | 41 | 2% |
| | 2018 House Vote: Didnt Vote | 756 | 34% |
| | N | 2202 | |
| xreg4 | 4-Region: Northeast | 386 | 18% |
| | 4-Region: Midwest | 455 | 21% |
| | 4-Region: South | 840 | 38% |
| | 4-Region: West | 521 | 24% |
| | N | 2202 | |
| MCSPxdem1 | Gen Z Sports Fan | 140 | 6% |
| MCSPxdem2 | Millennial Sports Fan | 500 | 23% |
| MCSPxdem3 | Gen X Sports Fan | 343 | 16% |
| MCSPxdem4 | Boomer Sports Fan | 449 | 20% |

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

