



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170308  
March 16-19, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from March 16-19, 2017, among a national sample of 2151 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. 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 BRD1\_1:** In the last 12 months, have you done any of the following, or not?  
 Watched a professional sports regular season games

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	67%	(1438)	30%	(644)	3%	(69)	2151
Gender: Male	76%	(783)	21%	(214)	4%	(38)	1035
Gender: Female	59%	(654)	39%	(430)	3%	(31)	1116
Age: 18-29	69%	(314)	27%	(124)	4%	(20)	458
Age: 30-44	70%	(387)	27%	(147)	4%	(19)	553
Age: 45-54	71%	(278)	26%	(101)	4%	(15)	394
Age: 55-64	61%	(219)	36%	(128)	3%	(10)	357
Age: 65+	62%	(240)	37%	(145)	1%	(5)	389
PID: Dem (no lean)	68%	(493)	29%	(209)	3%	(20)	722
PID: Ind (no lean)	65%	(475)	31%	(231)	4%	(29)	736
PID: Rep (no lean)	68%	(470)	29%	(204)	3%	(20)	694
PID/Gender: Dem Men	77%	(246)	20%	(65)	3%	(9)	320
PID/Gender: Dem Women	62%	(247)	36%	(143)	3%	(11)	401
PID/Gender: Ind Men	73%	(262)	22%	(79)	5%	(17)	358
PID/Gender: Ind Women	56%	(213)	40%	(153)	3%	(12)	378
PID/Gender: Rep Men	77%	(275)	20%	(70)	3%	(12)	357
PID/Gender: Rep Women	58%	(195)	40%	(134)	2%	(8)	336
Tea Party: Supporter	69%	(404)	28%	(164)	3%	(17)	585
Tea Party: Not Supporter	66%	(1026)	31%	(475)	3%	(52)	1552
Ideo: Liberal (1-3)	71%	(466)	27%	(180)	2%	(14)	660
Ideo: Moderate (4)	68%	(310)	28%	(129)	4%	(17)	456
Ideo: Conservative (5-7)	67%	(495)	31%	(231)	2%	(14)	741
Educ: < College	65%	(992)	31%	(480)	4%	(59)	1531
Educ: Bachelors degree	73%	(297)	25%	(104)	1%	(6)	406
Educ: Post-grad	70%	(149)	28%	(60)	2%	(4)	214

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**Table BRD1\_1:** In the last 12 months, have you done any of the following, or not?  
Watched a professional sports regular season games

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	67%	(1438)	30%	(644)	3%	(69)	2151
Income: Under 50k	60%	(789)	35%	(459)	4%	(57)	1305
Income: 50k-100k	76%	(458)	22%	(133)	2%	(12)	602
Income: 100k+	78%	(191)	21%	(52)	—	(1)	243
Ethnicity: White	66%	(1127)	31%	(535)	3%	(48)	1711
Ethnicity: Hispanic	73%	(236)	23%	(73)	4%	(14)	322
Ethnicity: Afr. Am.	74%	(194)	23%	(60)	3%	(8)	263
Ethnicity: Other	65%	(116)	27%	(49)	7%	(13)	178
Relig: Protestant	70%	(373)	28%	(149)	2%	(10)	532
Relig: Roman Catholic	69%	(318)	29%	(136)	1%	(7)	461
Relig: Ath./Agn./None	62%	(339)	33%	(181)	5%	(27)	547
Relig: Something Else	67%	(252)	29%	(109)	3%	(13)	374
Relig: Jewish	74%	(45)	25%	(15)	1%	(1)	61
Relig: Evangelical	69%	(435)	27%	(170)	3%	(21)	625
Relig: Non-Evang. Catholics	68%	(410)	30%	(182)	1%	(8)	600
Relig: All Christian	69%	(844)	29%	(352)	2%	(29)	1225
Relig: All Non-Christian	64%	(591)	32%	(290)	4%	(40)	921
Community: Urban	71%	(388)	25%	(138)	4%	(22)	547
Community: Suburban	69%	(639)	29%	(265)	2%	(21)	924
Community: Rural	61%	(411)	36%	(241)	4%	(27)	680
Employ: Private Sector	75%	(499)	23%	(153)	2%	(12)	665
Employ: Government	77%	(124)	19%	(31)	4%	(6)	161
Employ: Self-Employed	69%	(128)	30%	(56)	2%	(3)	187
Employ: Homemaker	57%	(93)	38%	(63)	5%	(8)	164
Employ: Student	67%	(75)	28%	(31)	6%	(7)	113
Employ: Retired	63%	(275)	35%	(153)	2%	(8)	436
Employ: Unemployed	57%	(124)	37%	(80)	6%	(14)	218
Employ: Other	57%	(118)	37%	(77)	5%	(11)	206
Job Type: White-collar	70%	(519)	27%	(200)	3%	(20)	739
Job Type: Blue-collar	68%	(644)	30%	(288)	2%	(20)	952
Job Type: Don't Know	60%	(275)	34%	(156)	6%	(29)	460

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**Table BRD1\_1:** *In the last 12 months, have you done any of the following, or not?**Watched a professional sports regular season games*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	67% (1438)	30% (644)	3% (69)	2151
Military HH: Yes	69% (302)	28% (120)	3% (12)	435
Military HH: No	66% (1136)	31% (524)	3% (57)	1716
2016 Vote: Democrat Hillary Clinton	69% (478)	29% (200)	2% (17)	696
2016 Vote: Republican Donald Trump	70% (525)	28% (209)	2% (12)	747
2016 Vote: Someone else	70% (118)	26% (43)	4% (6)	168
2012 Vote: Barack Obama	69% (567)	29% (238)	2% (20)	826
2012 Vote: Mitt Romney	71% (388)	28% (156)	1% (6)	550
2012 Vote: Other	76% (62)	19% (16)	5% (4)	82
2012 Vote: Didn't Vote	60% (416)	34% (234)	6% (39)	689
4-Region: Northeast	73% (285)	24% (93)	4% (14)	392
4-Region: Midwest	64% (297)	31% (145)	5% (21)	463
4-Region: South	67% (531)	31% (244)	3% (21)	796
4-Region: West	65% (325)	32% (162)	3% (13)	499

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

**Table BRD1\_2:** *In the last 12 months, have you done any of the following, or not?  
Attended a professional sports teams regular season or playoff games*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	28% (601)	68% (1469)	4% (81)	2151
Gender: Male	36% (371)	60% (618)	5% (47)	1035
Gender: Female	21% (230)	76% (851)	3% (34)	1116
Age: 18-29	36% (165)	59% (270)	5% (23)	458
Age: 30-44	37% (203)	60% (331)	4% (20)	553
Age: 45-54	29% (113)	67% (264)	4% (17)	394
Age: 55-64	20% (70)	76% (272)	4% (14)	357
Age: 65+	13% (50)	85% (332)	2% (8)	389
PID: Dem (no lean)	26% (188)	70% (503)	4% (31)	722
PID: Ind (no lean)	27% (197)	69% (506)	5% (33)	736
PID: Rep (no lean)	31% (217)	66% (459)	3% (17)	694
PID/Gender: Dem Men	33% (107)	61% (195)	6% (19)	320
PID/Gender: Dem Women	20% (81)	77% (309)	3% (12)	401
PID/Gender: Ind Men	33% (118)	62% (223)	5% (17)	358
PID/Gender: Ind Women	21% (79)	75% (282)	4% (16)	378
PID/Gender: Rep Men	41% (146)	56% (200)	3% (11)	357
PID/Gender: Rep Women	21% (70)	77% (260)	2% (6)	336
Tea Party: Supporter	39% (226)	59% (345)	2% (14)	585
Tea Party: Not Supporter	24% (371)	72% (1113)	4% (68)	1552
Ideo: Liberal (1-3)	35% (232)	63% (415)	2% (13)	660
Ideo: Moderate (4)	25% (115)	69% (315)	6% (26)	456
Ideo: Conservative (5-7)	28% (204)	70% (520)	2% (17)	741
Educ: < College	24% (366)	72% (1096)	4% (69)	1531
Educ: Bachelors degree	37% (151)	62% (250)	1% (5)	406
Educ: Post-grad	39% (84)	57% (122)	4% (8)	214
Income: Under 50k	20% (260)	75% (976)	5% (69)	1305
Income: 50k-100k	35% (212)	63% (379)	2% (11)	602
Income: 100k+	53% (129)	47% (114)	— (1)	243

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**Table BRD1\_2:** *In the last 12 months, have you done any of the following, or not?  
 Attended a professional sports teams regular season or playoff games*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	28%	(601)	68%	(1469)	4%	(81)	2151
Ethnicity: White	27%	(462)	70%	(1196)	3%	(53)	1711
Ethnicity: Hispanic	38%	(121)	58%	(187)	4%	(14)	322
Ethnicity: Afr. Am.	31%	(81)	64%	(169)	5%	(13)	263
Ethnicity: Other	33%	(58)	58%	(104)	9%	(15)	178
Relig: Protestant	28%	(148)	70%	(372)	2%	(11)	532
Relig: Roman Catholic	33%	(154)	65%	(298)	2%	(9)	461
Relig: Ath./Agn./None	26%	(140)	69%	(376)	6%	(30)	547
Relig: Something Else	29%	(107)	67%	(250)	5%	(17)	374
Relig: Jewish	30%	(18)	70%	(42)	—	(0)	61
Relig: Evangelical	28%	(178)	68%	(425)	4%	(22)	625
Relig: Non-Evang. Catholics	29%	(175)	69%	(414)	2%	(11)	600
Relig: All Christian	29%	(353)	68%	(839)	3%	(34)	1225
Relig: All Non-Christian	27%	(247)	68%	(626)	5%	(48)	921
Community: Urban	31%	(169)	64%	(351)	5%	(28)	547
Community: Suburban	32%	(296)	65%	(605)	3%	(24)	924
Community: Rural	20%	(137)	75%	(512)	4%	(30)	680
Employ: Private Sector	42%	(276)	57%	(377)	2%	(12)	665
Employ: Government	41%	(66)	57%	(92)	2%	(3)	161
Employ: Self-Employed	31%	(58)	63%	(118)	6%	(11)	187
Employ: Homemaker	21%	(35)	74%	(122)	4%	(7)	164
Employ: Student	25%	(28)	68%	(77)	7%	(8)	113
Employ: Retired	16%	(69)	82%	(356)	3%	(11)	436
Employ: Unemployed	15%	(32)	78%	(169)	8%	(17)	218
Employ: Other	18%	(37)	76%	(158)	6%	(12)	206
Job Type: White-collar	37%	(275)	60%	(442)	3%	(21)	739
Job Type: Blue-collar	26%	(245)	71%	(676)	3%	(30)	952
Job Type: Don't Know	17%	(80)	76%	(350)	6%	(30)	460
Military HH: Yes	33%	(142)	65%	(282)	3%	(11)	435
Military HH: No	27%	(459)	69%	(1187)	4%	(70)	1716

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**Table BRD1\_2:** *In the last 12 months, have you done any of the following, or not?  
Attended a professional sports teams regular season or playoff games*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	28% (601)	68% (1469)	4% (81)	2151
2016 Vote: Democrat Hillary Clinton	30% (207)	67% (468)	3% (20)	696
2016 Vote: Republican Donald Trump	31% (235)	67% (497)	2% (15)	747
2016 Vote: Someone else	30% (49)	66% (111)	4% (7)	168
2012 Vote: Barack Obama	29% (237)	68% (564)	3% (25)	826
2012 Vote: Mitt Romney	32% (178)	65% (360)	2% (13)	550
2012 Vote: Other	27% (23)	67% (56)	5% (4)	82
2012 Vote: Didn't Vote	23% (161)	71% (488)	6% (39)	689
4-Region: Northeast	29% (115)	66% (260)	4% (17)	392
4-Region: Midwest	29% (135)	67% (311)	4% (18)	463
4-Region: South	24% (193)	72% (577)	3% (26)	796
4-Region: West	32% (159)	64% (321)	4% (20)	499

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

**Table BRD1\_3:** *In the last 12 months, have you done any of the following, or not?  
 Had friends or family over to watch a professional game*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	48%	(1030)	49%	(1056)	3%	(65)	2151
Gender: Male	57%	(593)	39%	(407)	3%	(36)	1035
Gender: Female	39%	(437)	58%	(650)	3%	(29)	1116
Age: 18-29	63%	(287)	33%	(151)	4%	(21)	458
Age: 30-44	58%	(318)	39%	(218)	3%	(16)	553
Age: 45-54	50%	(196)	47%	(184)	3%	(13)	394
Age: 55-64	34%	(123)	63%	(224)	3%	(10)	357
Age: 65+	27%	(106)	71%	(278)	1%	(5)	389
PID: Dem (no lean)	50%	(361)	47%	(340)	3%	(20)	722
PID: Ind (no lean)	44%	(326)	52%	(383)	4%	(26)	736
PID: Rep (no lean)	49%	(342)	48%	(333)	3%	(18)	694
PID/Gender: Dem Men	60%	(192)	36%	(117)	3%	(11)	320
PID/Gender: Dem Women	42%	(169)	56%	(223)	2%	(9)	401
PID/Gender: Ind Men	55%	(195)	41%	(147)	4%	(16)	358
PID/Gender: Ind Women	35%	(131)	62%	(236)	3%	(11)	378
PID/Gender: Rep Men	58%	(205)	40%	(143)	3%	(9)	357
PID/Gender: Rep Women	41%	(137)	57%	(190)	3%	(9)	336
Tea Party: Supporter	58%	(338)	40%	(235)	2%	(12)	585
Tea Party: Not Supporter	44%	(688)	52%	(812)	3%	(53)	1552
Ideo: Liberal (1-3)	54%	(359)	44%	(290)	2%	(11)	660
Ideo: Moderate (4)	47%	(216)	49%	(226)	3%	(15)	456
Ideo: Conservative (5-7)	46%	(338)	53%	(390)	2%	(13)	741
Educ: < College	46%	(710)	50%	(765)	4%	(56)	1531
Educ: Bachelors degree	52%	(210)	47%	(191)	1%	(5)	406
Educ: Post-grad	51%	(110)	47%	(100)	2%	(4)	214
Income: Under 50k	43%	(563)	53%	(688)	4%	(54)	1305
Income: 50k-100k	54%	(324)	45%	(269)	2%	(10)	602
Income: 100k+	59%	(143)	41%	(100)	—	(1)	243

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**Table BRD1\_3:** *In the last 12 months, have you done any of the following, or not?  
Had friends or family over to watch a professional game*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	48%	(1030)	49%	(1056)	3%	(65)	2151
Ethnicity: White	45%	(770)	52%	(898)	2%	(43)	1711
Ethnicity: Hispanic	67%	(217)	29%	(95)	3%	(11)	322
Ethnicity: Afr. Am.	57%	(150)	40%	(104)	3%	(8)	263
Ethnicity: Other	62%	(110)	30%	(54)	8%	(14)	178
Relig: Protestant	42%	(225)	56%	(296)	2%	(11)	532
Relig: Roman Catholic	55%	(254)	43%	(200)	1%	(6)	461
Relig: Ath./Agn./None	47%	(258)	49%	(266)	4%	(23)	547
Relig: Something Else	50%	(187)	47%	(176)	3%	(11)	374
Relig: Jewish	41%	(25)	55%	(33)	4%	(2)	61
Relig: Evangelical	46%	(290)	50%	(312)	4%	(24)	625
Relig: Non-Evang. Catholics	49%	(294)	50%	(298)	1%	(8)	600
Relig: All Christian	48%	(583)	50%	(611)	3%	(31)	1225
Relig: All Non-Christian	48%	(445)	48%	(442)	4%	(34)	921
Community: Urban	58%	(315)	39%	(216)	3%	(17)	547
Community: Suburban	48%	(442)	50%	(462)	2%	(21)	924
Community: Rural	40%	(273)	56%	(379)	4%	(28)	680
Employ: Private Sector	58%	(385)	41%	(271)	1%	(9)	665
Employ: Government	56%	(90)	40%	(65)	4%	(7)	161
Employ: Self-Employed	52%	(98)	45%	(85)	2%	(4)	187
Employ: Homemaker	45%	(73)	50%	(82)	5%	(8)	164
Employ: Student	68%	(77)	28%	(32)	4%	(5)	113
Employ: Retired	30%	(131)	68%	(298)	2%	(7)	436
Employ: Unemployed	41%	(90)	52%	(114)	6%	(14)	218
Employ: Other	42%	(86)	53%	(109)	5%	(10)	206
Job Type: White-collar	51%	(377)	47%	(345)	2%	(17)	739
Job Type: Blue-collar	47%	(449)	51%	(483)	2%	(20)	952
Job Type: Don't Know	45%	(205)	50%	(228)	6%	(27)	460
Military HH: Yes	53%	(229)	45%	(195)	2%	(10)	435
Military HH: No	47%	(800)	50%	(861)	3%	(55)	1716

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**Table BRD1\_3:** *In the last 12 months, have you done any of the following, or not?  
 Had friends or family over to watch a professional game*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	48% (1030)	49% (1056)	3% (65)	2151
2016 Vote: Democrat Hillary Clinton	49% (341)	49% (338)	2% (16)	696
2016 Vote: Republican Donald Trump	49% (364)	50% (371)	2% (12)	747
2016 Vote: Someone else	44% (73)	53% (89)	3% (6)	168
2012 Vote: Barack Obama	49% (402)	49% (408)	2% (16)	826
2012 Vote: Mitt Romney	49% (267)	50% (277)	1% (5)	550
2012 Vote: Other	34% (28)	60% (49)	6% (5)	82
2012 Vote: Didn't Vote	48% (331)	46% (319)	6% (39)	689
4-Region: Northeast	49% (193)	47% (186)	3% (14)	392
4-Region: Midwest	42% (192)	55% (253)	4% (17)	463
4-Region: South	49% (389)	48% (384)	3% (22)	796
4-Region: West	51% (255)	47% (233)	2% (11)	499

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

**Table BRD1\_4:** In the last 12 months, have you done any of the following, or not?  
Watched a professional sports game at a bar or restaurant

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	44% (951)	53% (1139)	3% (61)	2151
Gender: Male	55% (572)	41% (428)	3% (36)	1035
Gender: Female	34% (379)	64% (711)	2% (25)	1116
Age: 18-29	63% (287)	34% (154)	4% (17)	458
Age: 30-44	53% (295)	44% (241)	3% (17)	553
Age: 45-54	46% (182)	50% (199)	3% (14)	394
Age: 55-64	29% (102)	69% (246)	3% (9)	357
Age: 65+	22% (85)	77% (300)	1% (5)	389
PID: Dem (no lean)	46% (333)	51% (370)	3% (18)	722
PID: Ind (no lean)	42% (312)	54% (394)	4% (30)	736
PID: Rep (no lean)	44% (306)	54% (375)	2% (13)	694
PID/Gender: Dem Men	57% (184)	40% (127)	3% (9)	320
PID/Gender: Dem Women	37% (149)	60% (243)	2% (9)	401
PID/Gender: Ind Men	50% (178)	45% (162)	5% (19)	358
PID/Gender: Ind Women	35% (134)	62% (233)	3% (11)	378
PID/Gender: Rep Men	59% (210)	39% (139)	2% (8)	357
PID/Gender: Rep Women	28% (96)	70% (236)	1% (5)	336
Tea Party: Supporter	51% (298)	47% (277)	2% (10)	585
Tea Party: Not Supporter	42% (647)	55% (854)	3% (51)	1552
Ideo: Liberal (1-3)	55% (364)	43% (283)	2% (13)	660
Ideo: Moderate (4)	44% (200)	53% (241)	3% (14)	456
Ideo: Conservative (5-7)	39% (289)	59% (441)	2% (11)	741
Educ: < College	40% (616)	56% (862)	3% (53)	1531
Educ: Bachelors degree	56% (228)	43% (174)	1% (5)	406
Educ: Post-grad	50% (107)	48% (103)	2% (3)	214
Income: Under 50k	36% (473)	60% (784)	4% (48)	1305
Income: 50k-100k	53% (320)	45% (270)	2% (12)	602
Income: 100k+	65% (158)	35% (85)	— (1)	243

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**Table BRD1\_4:** *In the last 12 months, have you done any of the following, or not?  
 Watched a professional sports game at a bar or restaurant*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(951)	53%	(1139)	3%	(61)	2151
Ethnicity: White	42%	(723)	55%	(947)	2%	(41)	1711
Ethnicity: Hispanic	57%	(185)	39%	(127)	3%	(11)	322
Ethnicity: Afr. Am.	53%	(138)	45%	(117)	3%	(7)	263
Ethnicity: Other	50%	(89)	42%	(75)	8%	(14)	178
Relig: Protestant	40%	(212)	59%	(312)	1%	(8)	532
Relig: Roman Catholic	48%	(223)	50%	(229)	2%	(8)	461
Relig: Ath./Agn./None	45%	(248)	50%	(275)	4%	(24)	547
Relig: Something Else	45%	(167)	52%	(196)	3%	(11)	374
Relig: Jewish	52%	(32)	48%	(29)	—	(0)	61
Relig: Evangelical	44%	(273)	54%	(336)	3%	(16)	625
Relig: Non-Evang. Catholics	44%	(262)	55%	(328)	2%	(10)	600
Relig: All Christian	44%	(535)	54%	(664)	2%	(26)	1225
Relig: All Non-Christian	45%	(415)	51%	(471)	4%	(35)	921
Community: Urban	51%	(281)	45%	(248)	3%	(19)	547
Community: Suburban	47%	(436)	51%	(467)	2%	(21)	924
Community: Rural	34%	(234)	62%	(424)	3%	(22)	680
Employ: Private Sector	58%	(387)	40%	(264)	2%	(13)	665
Employ: Government	62%	(99)	37%	(59)	2%	(3)	161
Employ: Self-Employed	55%	(103)	44%	(82)	1%	(1)	187
Employ: Homemaker	36%	(60)	59%	(97)	4%	(7)	164
Employ: Student	58%	(65)	36%	(41)	6%	(7)	113
Employ: Retired	22%	(97)	76%	(333)	2%	(7)	436
Employ: Unemployed	31%	(66)	64%	(138)	6%	(13)	218
Employ: Other	35%	(73)	60%	(124)	5%	(10)	206
Job Type: White-collar	53%	(392)	45%	(333)	2%	(14)	739
Job Type: Blue-collar	41%	(393)	57%	(542)	2%	(18)	952
Job Type: Don't Know	36%	(167)	57%	(264)	6%	(29)	460
Military HH: Yes	47%	(202)	51%	(223)	2%	(9)	435
Military HH: No	44%	(749)	53%	(916)	3%	(52)	1716

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**Table BRD1\_4:** *In the last 12 months, have you done any of the following, or not?*  
*Watched a professional sports game at a bar or restaurant*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	44% (951)	53% (1139)	3% (61)	2151
2016 Vote: Democrat Hillary Clinton	46% (317)	52% (362)	2% (17)	696
2016 Vote: Republican Donald Trump	45% (339)	53% (397)	1% (11)	747
2016 Vote: Someone else	48% (81)	48% (81)	3% (6)	168
2012 Vote: Barack Obama	47% (387)	51% (422)	2% (17)	826
2012 Vote: Mitt Romney	42% (234)	56% (310)	1% (6)	550
2012 Vote: Other	43% (35)	52% (43)	5% (4)	82
2012 Vote: Didn't Vote	43% (294)	52% (361)	5% (34)	689
4-Region: Northeast	42% (165)	54% (214)	4% (14)	392
4-Region: Midwest	44% (205)	53% (246)	3% (12)	463
4-Region: South	42% (331)	56% (444)	3% (21)	796
4-Region: West	50% (250)	47% (235)	3% (14)	499

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



**Table BRD1\_5:** *In the last 12 months, have you done any of the following, or not?  
 Posted on social media such as Facebook or Twitter about a professional sports team*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(884)	55%	(1189)	4%	(78)	2151
Gender: Male	47%	(488)	48%	(501)	5%	(47)	1035
Gender: Female	36%	(397)	62%	(688)	3%	(31)	1116
Age: 18-29	52%	(239)	43%	(199)	4%	(20)	458
Age: 30-44	52%	(285)	44%	(244)	4%	(25)	553
Age: 45-54	45%	(179)	51%	(201)	4%	(14)	394
Age: 55-64	31%	(111)	66%	(236)	3%	(10)	357
Age: 65+	18%	(70)	80%	(310)	2%	(9)	389
PID: Dem (no lean)	41%	(296)	56%	(404)	3%	(21)	722
PID: Ind (no lean)	39%	(288)	56%	(412)	5%	(36)	736
PID: Rep (no lean)	43%	(300)	54%	(372)	3%	(21)	694
PID/Gender: Dem Men	49%	(156)	47%	(152)	4%	(13)	320
PID/Gender: Dem Women	35%	(141)	63%	(253)	2%	(8)	401
PID/Gender: Ind Men	43%	(156)	51%	(182)	6%	(21)	358
PID/Gender: Ind Women	35%	(132)	61%	(230)	4%	(15)	378
PID/Gender: Rep Men	49%	(176)	47%	(167)	4%	(13)	357
PID/Gender: Rep Women	37%	(124)	61%	(205)	2%	(8)	336
Tea Party: Supporter	52%	(303)	45%	(263)	3%	(18)	585
Tea Party: Not Supporter	37%	(574)	59%	(918)	4%	(59)	1552
Ideo: Liberal (1-3)	49%	(322)	50%	(327)	2%	(12)	660
Ideo: Moderate (4)	39%	(179)	56%	(256)	5%	(22)	456
Ideo: Conservative (5-7)	37%	(273)	61%	(448)	3%	(20)	741
Educ: < College	40%	(613)	56%	(859)	4%	(59)	1531
Educ: Bachelors degree	45%	(183)	52%	(212)	3%	(11)	406
Educ: Post-grad	41%	(89)	55%	(118)	3%	(7)	214
Income: Under 50k	38%	(494)	58%	(752)	5%	(59)	1305
Income: 50k-100k	47%	(283)	51%	(307)	2%	(13)	602
Income: 100k+	44%	(107)	54%	(130)	2%	(6)	243

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**Table BRD1\_5:** *In the last 12 months, have you done any of the following, or not?  
Posted on social media such as Facebook or Twitter about a professional sports team*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(884)	55%	(1189)	4%	(78)	2151
Ethnicity: White	40%	(688)	57%	(972)	3%	(51)	1711
Ethnicity: Hispanic	54%	(173)	42%	(137)	4%	(13)	322
Ethnicity: Afr. Am.	46%	(121)	49%	(129)	5%	(13)	263
Ethnicity: Other	43%	(76)	50%	(88)	8%	(14)	178
Relig: Protestant	38%	(204)	59%	(316)	2%	(12)	532
Relig: Roman Catholic	42%	(195)	56%	(259)	1%	(7)	461
Relig: Ath./Agn./None	42%	(231)	53%	(288)	5%	(28)	547
Relig: Something Else	42%	(157)	53%	(200)	5%	(17)	374
Relig: Jewish	34%	(21)	66%	(40)	—	(0)	61
Relig: Evangelical	43%	(266)	54%	(337)	3%	(22)	625
Relig: Non-Evang. Catholics	38%	(227)	60%	(362)	2%	(10)	600
Relig: All Christian	40%	(493)	57%	(700)	3%	(32)	1225
Relig: All Non-Christian	42%	(388)	53%	(488)	5%	(45)	921
Community: Urban	51%	(279)	44%	(241)	5%	(27)	547
Community: Suburban	38%	(348)	59%	(548)	3%	(28)	924
Community: Rural	38%	(258)	59%	(399)	3%	(23)	680
Employ: Private Sector	48%	(323)	49%	(323)	3%	(20)	665
Employ: Government	52%	(84)	45%	(73)	2%	(4)	161
Employ: Self-Employed	48%	(89)	49%	(92)	3%	(5)	187
Employ: Homemaker	41%	(68)	54%	(88)	5%	(8)	164
Employ: Student	45%	(51)	50%	(56)	5%	(6)	113
Employ: Retired	25%	(108)	73%	(316)	3%	(12)	436
Employ: Unemployed	39%	(86)	54%	(118)	6%	(14)	218
Employ: Other	37%	(76)	59%	(121)	4%	(9)	206
Job Type: White-collar	43%	(319)	54%	(403)	2%	(17)	739
Job Type: Blue-collar	39%	(371)	58%	(549)	3%	(32)	952
Job Type: Don't Know	42%	(195)	52%	(237)	6%	(28)	460
Military HH: Yes	38%	(166)	58%	(252)	4%	(17)	435
Military HH: No	42%	(718)	55%	(937)	4%	(61)	1716

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**Table BRD1\_5:** *In the last 12 months, have you done any of the following, or not?  
 Posted on social media such as Facebook or Twitter about a professional sports team*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	41% (884)	55% (1189)	4% (78)	2151
2016 Vote: Democrat Hillary Clinton	42% (291)	56% (388)	2% (17)	696
2016 Vote: Republican Donald Trump	42% (316)	56% (415)	2% (16)	747
2016 Vote: Someone else	40% (67)	54% (90)	6% (10)	168
2012 Vote: Barack Obama	43% (354)	54% (450)	3% (23)	826
2012 Vote: Mitt Romney	38% (211)	60% (328)	2% (11)	550
2012 Vote: Other	39% (32)	55% (45)	6% (5)	82
2012 Vote: Didn't Vote	41% (285)	53% (364)	6% (40)	689
4-Region: Northeast	44% (175)	51% (199)	5% (19)	392
4-Region: Midwest	36% (168)	60% (279)	4% (17)	463
4-Region: South	43% (339)	54% (432)	3% (24)	796
4-Region: West	41% (203)	56% (279)	4% (18)	499

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

**Table BRD2\_1:** In the last 12 months, which of the following are ways you have watched live professional sports?  
Cable / satellite television

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	88%	(1470)	12%	(200)	1670
Gender: Male	89%	(790)	11%	(98)	888
Gender: Female	87%	(680)	13%	(102)	783
Age: 18-29	87%	(342)	13%	(51)	393
Age: 30-44	86%	(385)	14%	(63)	448
Age: 45-54	88%	(274)	12%	(37)	311
Age: 55-64	89%	(222)	11%	(29)	250
Age: 65+	92%	(247)	8%	(22)	268
PID: Dem (no lean)	88%	(497)	12%	(68)	565
PID: Ind (no lean)	87%	(481)	13%	(75)	556
PID: Rep (no lean)	90%	(492)	10%	(58)	550
PID/Gender: Dem Men	87%	(243)	13%	(36)	279
PID/Gender: Dem Women	89%	(254)	11%	(32)	286
PID/Gender: Ind Men	89%	(262)	11%	(33)	296
PID/Gender: Ind Women	84%	(219)	16%	(41)	260
PID/Gender: Rep Men	91%	(284)	9%	(29)	313
PID/Gender: Rep Women	88%	(208)	12%	(29)	236
Tea Party: Supporter	88%	(427)	12%	(60)	487
Tea Party: Not Supporter	88%	(1033)	12%	(140)	1173
Ideo: Liberal (1-3)	88%	(481)	12%	(65)	546
Ideo: Moderate (4)	88%	(314)	12%	(44)	358
Ideo: Conservative (5-7)	90%	(513)	10%	(59)	572
Educ: < College	87%	(1002)	13%	(146)	1147
Educ: Bachelors degree	89%	(309)	11%	(39)	348
Educ: Post-grad	91%	(160)	9%	(16)	176
Income: Under 50k	85%	(801)	15%	(145)	946
Income: 50k-100k	92%	(470)	8%	(41)	511
Income: 100k+	93%	(199)	7%	(15)	214
Ethnicity: White	88%	(1153)	12%	(152)	1305

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**Table BRD2\_1:** In the last 12 months, which of the following are ways you have watched live professional sports?  
Cable / satellite television

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	88%	(1470)	12%	(200)	1670
Ethnicity: Hispanic	88%	(245)	12%	(32)	277
Ethnicity: Afr. Am.	87%	(191)	13%	(30)	220
Ethnicity: Other	87%	(127)	13%	(19)	145
Relig: Protestant	89%	(371)	11%	(47)	418
Relig: Roman Catholic	92%	(337)	8%	(30)	366
Relig: Ath./Agn./None	85%	(339)	15%	(58)	397
Relig: Something Else	86%	(267)	14%	(44)	310
Relig: Jewish	89%	(45)	11%	(6)	50
Relig: Evangelical	89%	(440)	11%	(56)	496
Relig: Non-Evang. Catholics	91%	(422)	9%	(40)	463
Relig: All Christian	90%	(862)	10%	(97)	959
Relig: All Non-Christian	86%	(606)	14%	(101)	707
Community: Urban	86%	(401)	14%	(63)	463
Community: Suburban	89%	(652)	11%	(77)	730
Community: Rural	87%	(417)	13%	(60)	477
Employ: Private Sector	91%	(506)	9%	(52)	558
Employ: Government	85%	(123)	15%	(21)	145
Employ: Self-Employed	88%	(144)	12%	(19)	163
Employ: Homemaker	88%	(100)	12%	(14)	114
Employ: Student	86%	(82)	14%	(13)	95
Employ: Retired	91%	(277)	9%	(27)	304
Employ: Unemployed	75%	(117)	25%	(39)	156
Employ: Other	89%	(121)	11%	(15)	137
Job Type: White-collar	89%	(539)	11%	(66)	605
Job Type: Blue-collar	89%	(662)	11%	(81)	744
Job Type: Don't Know	83%	(268)	17%	(54)	322
Military HH: Yes	91%	(321)	9%	(30)	352
Military HH: No	87%	(1149)	13%	(170)	1319
2016 Vote: Democrat Hillary Clinton	87%	(476)	13%	(70)	547
2016 Vote: Republican Donald Trump	91%	(550)	9%	(55)	605
2016 Vote: Someone else	85%	(111)	15%	(20)	131

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**Table BRD2\_1:** In the last 12 months, which of the following are ways you have watched live professional sports?

Cable / satellite television

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	88%	(1470)	12%	(200)	1670
2012 Vote: Barack Obama	87%	(570)	13%	(85)	655
2012 Vote: Mitt Romney	93%	(405)	7%	(31)	436
2012 Vote: Other	86%	(57)	14%	(10)	66
2012 Vote: Didn't Vote	85%	(435)	15%	(75)	510
4-Region: Northeast	86%	(270)	14%	(45)	315
4-Region: Midwest	87%	(302)	13%	(46)	348
4-Region: South	89%	(550)	11%	(67)	617
4-Region: West	89%	(348)	11%	(43)	391

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

**Table BRD2\_2:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
Attending a game in person*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	41%	(686)	59%	(984)	1670
Gender: Male	47%	(418)	53%	(469)	888
Gender: Female	34%	(268)	66%	(515)	783
Age: 18-29	48%	(188)	52%	(205)	393
Age: 30-44	51%	(229)	49%	(219)	448
Age: 45-54	43%	(134)	57%	(177)	311
Age: 55-64	30%	(75)	70%	(176)	250
Age: 65+	23%	(61)	77%	(208)	268
PID: Dem (no lean)	41%	(230)	59%	(335)	565
PID: Ind (no lean)	40%	(222)	60%	(333)	556
PID: Rep (no lean)	42%	(233)	58%	(316)	550
PID/Gender: Dem Men	47%	(130)	53%	(148)	279
PID/Gender: Dem Women	35%	(100)	65%	(186)	286
PID/Gender: Ind Men	45%	(132)	55%	(164)	296
PID/Gender: Ind Women	35%	(91)	65%	(170)	260
PID/Gender: Rep Men	50%	(156)	50%	(157)	313
PID/Gender: Rep Women	33%	(77)	67%	(159)	236
Tea Party: Supporter	51%	(247)	49%	(240)	487
Tea Party: Not Supporter	37%	(436)	63%	(737)	1173
Ideo: Liberal (1-3)	49%	(266)	51%	(280)	546
Ideo: Moderate (4)	39%	(140)	61%	(218)	358
Ideo: Conservative (5-7)	39%	(224)	61%	(348)	572
Educ: < College	36%	(413)	64%	(734)	1147
Educ: Bachelors degree	51%	(178)	49%	(170)	348
Educ: Post-grad	54%	(95)	46%	(81)	176
Income: Under 50k	33%	(315)	67%	(631)	946
Income: 50k-100k	45%	(231)	55%	(280)	511
Income: 100k+	65%	(140)	35%	(74)	214
Ethnicity: White	39%	(514)	61%	(791)	1305

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**Table BRD2\_2:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
Attending a game in person*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	41%	(686)	59%	(984)	1670
Ethnicity: Hispanic	50%	(139)	50%	(139)	277
Ethnicity: Afr. Am.	46%	(102)	54%	(118)	220
Ethnicity: Other	48%	(70)	52%	(75)	145
Relig: Protestant	39%	(163)	61%	(255)	418
Relig: Roman Catholic	45%	(165)	55%	(202)	366
Relig: Ath./Agn./None	42%	(167)	58%	(229)	397
Relig: Something Else	41%	(127)	59%	(183)	310
Relig: Jewish	49%	(25)	51%	(26)	50
Relig: Evangelical	42%	(208)	58%	(289)	496
Relig: Non-Evang. Catholics	40%	(183)	60%	(279)	463
Relig: All Christian	41%	(391)	59%	(568)	959
Relig: All Non-Christian	42%	(294)	58%	(413)	707
Community: Urban	43%	(199)	57%	(265)	463
Community: Suburban	45%	(327)	55%	(403)	730
Community: Rural	34%	(160)	66%	(317)	477
Employ: Private Sector	54%	(302)	46%	(255)	558
Employ: Government	49%	(71)	51%	(74)	145
Employ: Self-Employed	47%	(77)	53%	(86)	163
Employ: Homemaker	29%	(33)	71%	(81)	114
Employ: Student	43%	(41)	57%	(54)	95
Employ: Retired	26%	(80)	74%	(224)	304
Employ: Unemployed	29%	(45)	71%	(111)	156
Employ: Other	27%	(37)	73%	(99)	137
Job Type: White-collar	52%	(316)	48%	(289)	605
Job Type: Blue-collar	38%	(286)	62%	(458)	744
Job Type: Don't Know	26%	(84)	74%	(238)	322
Military HH: Yes	46%	(160)	54%	(192)	352
Military HH: No	40%	(526)	60%	(793)	1319
2016 Vote: Democrat Hillary Clinton	45%	(247)	55%	(299)	547
2016 Vote: Republican Donald Trump	43%	(261)	57%	(343)	605
2016 Vote: Someone else	45%	(59)	55%	(72)	131

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**Table BRD2\_2:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
 Attending a game in person*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	41%	(686)	59%	(984)	1670
2012 Vote: Barack Obama	44%	(291)	56%	(364)	655
2012 Vote: Mitt Romney	43%	(188)	57%	(248)	436
2012 Vote: Other	38%	(25)	62%	(41)	66
2012 Vote: Didn't Vote	35%	(180)	65%	(330)	510
4-Region: Northeast	43%	(136)	57%	(179)	315
4-Region: Midwest	40%	(141)	60%	(207)	348
4-Region: South	38%	(237)	62%	(380)	617
4-Region: West	44%	(173)	56%	(218)	391

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

**Table BRD2\_3:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
Online streaming from a specific TV channel*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	45%	(753)	55%	(917)	1670
Gender: Male	51%	(455)	49%	(432)	888
Gender: Female	38%	(298)	62%	(485)	783
Age: 18-29	65%	(254)	35%	(138)	393
Age: 30-44	58%	(260)	42%	(188)	448
Age: 45-54	43%	(134)	57%	(177)	311
Age: 55-64	22%	(55)	78%	(195)	250
Age: 65+	19%	(50)	81%	(218)	268
PID: Dem (no lean)	51%	(288)	49%	(277)	565
PID: Ind (no lean)	38%	(212)	62%	(344)	556
PID: Rep (no lean)	46%	(253)	54%	(296)	550
PID/Gender: Dem Men	58%	(163)	42%	(116)	279
PID/Gender: Dem Women	44%	(125)	56%	(161)	286
PID/Gender: Ind Men	40%	(117)	60%	(178)	296
PID/Gender: Ind Women	36%	(94)	64%	(166)	260
PID/Gender: Rep Men	56%	(175)	44%	(138)	313
PID/Gender: Rep Women	33%	(78)	67%	(158)	236
Tea Party: Supporter	57%	(279)	43%	(208)	487
Tea Party: Not Supporter	40%	(468)	60%	(705)	1173
Ideo: Liberal (1-3)	57%	(310)	43%	(236)	546
Ideo: Moderate (4)	41%	(146)	59%	(212)	358
Ideo: Conservative (5-7)	39%	(224)	61%	(348)	572
Educ: < College	41%	(473)	59%	(674)	1147
Educ: Bachelors degree	54%	(189)	46%	(159)	348
Educ: Post-grad	52%	(92)	48%	(84)	176
Income: Under 50k	45%	(425)	55%	(521)	946
Income: 50k-100k	45%	(232)	55%	(279)	511
Income: 100k+	45%	(96)	55%	(118)	214
Ethnicity: White	41%	(537)	59%	(768)	1305

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**Table BRD2\_3:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
 Online streaming from a specific TV channel*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	45%	(753)	55%	(917)	1670
Ethnicity: Hispanic	64%	(178)	36%	(99)	277
Ethnicity: Afr. Am.	56%	(124)	44%	(97)	220
Ethnicity: Other	63%	(92)	37%	(53)	145
Relig: Protestant	37%	(156)	63%	(261)	418
Relig: Roman Catholic	44%	(162)	56%	(204)	366
Relig: Ath./Agn./None	48%	(191)	52%	(206)	397
Relig: Something Else	52%	(160)	48%	(150)	310
Relig: Jewish	43%	(22)	57%	(29)	50
Relig: Evangelical	47%	(234)	53%	(262)	496
Relig: Non-Evang. Catholics	36%	(167)	64%	(296)	463
Relig: All Christian	42%	(401)	58%	(558)	959
Relig: All Non-Christian	50%	(351)	50%	(356)	707
Community: Urban	56%	(260)	44%	(203)	463
Community: Suburban	43%	(315)	57%	(415)	730
Community: Rural	37%	(178)	63%	(299)	477
Employ: Private Sector	53%	(295)	47%	(263)	558
Employ: Government	57%	(83)	43%	(62)	145
Employ: Self-Employed	45%	(73)	55%	(89)	163
Employ: Homemaker	49%	(55)	51%	(58)	114
Employ: Student	58%	(56)	42%	(39)	95
Employ: Retired	20%	(62)	80%	(242)	304
Employ: Unemployed	45%	(71)	55%	(85)	156
Employ: Other	42%	(58)	58%	(79)	137
Job Type: White-collar	50%	(302)	50%	(303)	605
Job Type: Blue-collar	40%	(298)	60%	(445)	744
Job Type: Don't Know	47%	(153)	53%	(169)	322
Military HH: Yes	48%	(170)	52%	(181)	352
Military HH: No	44%	(583)	56%	(736)	1319
2016 Vote: Democrat Hillary Clinton	49%	(269)	51%	(278)	547
2016 Vote: Republican Donald Trump	40%	(240)	60%	(365)	605
2016 Vote: Someone else	49%	(64)	51%	(66)	131

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**Table BRD2\_3:** *In the last 12 months, which of the following are ways you have watched live professional sports?*  
*Online streaming from a specific TV channel*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	45%	(753)	55%	(917)	1670
2012 Vote: Barack Obama	48%	(313)	52%	(341)	655
2012 Vote: Mitt Romney	35%	(155)	65%	(281)	436
2012 Vote: Other	38%	(25)	62%	(41)	66
2012 Vote: Didn't Vote	51%	(259)	49%	(251)	510
4-Region: Northeast	42%	(132)	58%	(183)	315
4-Region: Midwest	41%	(143)	59%	(204)	348
4-Region: South	44%	(270)	56%	(347)	617
4-Region: West	53%	(207)	47%	(184)	391

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

**Table BRD2\_4:** *In the last 12 months, which of the following are ways you have watched live professional sports? League specific subscription services such as NBA League Pass or NHL Game Center Live*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	26%	(440)	74%	(1231)	1670
Gender: Male	32%	(286)	68%	(602)	888
Gender: Female	20%	(154)	80%	(629)	783
Age: 18-29	41%	(162)	59%	(231)	393
Age: 30-44	36%	(160)	64%	(288)	448
Age: 45-54	20%	(63)	80%	(248)	311
Age: 55-64	12%	(31)	88%	(220)	250
Age: 65+	9%	(24)	91%	(244)	268
PID: Dem (no lean)	27%	(153)	73%	(412)	565
PID: Ind (no lean)	23%	(130)	77%	(426)	556
PID: Rep (no lean)	28%	(157)	72%	(393)	550
PID/Gender: Dem Men	33%	(93)	67%	(186)	279
PID/Gender: Dem Women	21%	(61)	79%	(226)	286
PID/Gender: Ind Men	27%	(79)	73%	(217)	296
PID/Gender: Ind Women	20%	(51)	80%	(209)	260
PID/Gender: Rep Men	36%	(114)	64%	(199)	313
PID/Gender: Rep Women	18%	(42)	82%	(194)	236
Tea Party: Supporter	38%	(183)	62%	(304)	487
Tea Party: Not Supporter	22%	(256)	78%	(917)	1173
Ideo: Liberal (1-3)	38%	(205)	62%	(341)	546
Ideo: Moderate (4)	23%	(83)	77%	(275)	358
Ideo: Conservative (5-7)	21%	(122)	79%	(450)	572
Educ: < College	24%	(273)	76%	(874)	1147
Educ: Bachelors degree	28%	(99)	72%	(249)	348
Educ: Post-grad	39%	(68)	61%	(107)	176
Income: Under 50k	22%	(213)	78%	(733)	946
Income: 50k-100k	30%	(153)	70%	(358)	511
Income: 100k+	35%	(74)	65%	(140)	214
Ethnicity: White	24%	(313)	76%	(992)	1305

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**Table BRD2\_4:** In the last 12 months, which of the following are ways you have watched live professional sports?  
League specific subscription services such as NBA League Pass or NHL Game Center Live

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	26%	(440)	74%	(1231)	1670
Ethnicity: Hispanic	41%	(115)	59%	(162)	277
Ethnicity: Afr. Am.	33%	(73)	67%	(147)	220
Ethnicity: Other	37%	(54)	63%	(91)	145
Relig: Protestant	24%	(101)	76%	(317)	418
Relig: Roman Catholic	29%	(106)	71%	(261)	366
Relig: Ath./Agn./None	27%	(107)	73%	(289)	397
Relig: Something Else	29%	(91)	71%	(219)	310
Relig: Jewish	33%	(17)	67%	(34)	50
Relig: Evangelical	28%	(139)	72%	(357)	496
Relig: Non-Evang. Catholics	22%	(101)	78%	(361)	463
Relig: All Christian	25%	(240)	75%	(719)	959
Relig: All Non-Christian	28%	(198)	72%	(509)	707
Community: Urban	33%	(154)	67%	(310)	463
Community: Suburban	27%	(199)	73%	(531)	730
Community: Rural	18%	(87)	82%	(390)	477
Employ: Private Sector	33%	(184)	67%	(373)	558
Employ: Government	36%	(52)	64%	(93)	145
Employ: Self-Employed	30%	(48)	70%	(114)	163
Employ: Homemaker	25%	(28)	75%	(85)	114
Employ: Student	39%	(37)	61%	(58)	95
Employ: Retired	12%	(36)	88%	(268)	304
Employ: Unemployed	21%	(33)	79%	(123)	156
Employ: Other	16%	(22)	84%	(115)	137
Job Type: White-collar	33%	(198)	67%	(407)	605
Job Type: Blue-collar	23%	(171)	77%	(572)	744
Job Type: Don't Know	22%	(71)	78%	(251)	322
Military HH: Yes	30%	(106)	70%	(245)	352
Military HH: No	25%	(334)	75%	(985)	1319
2016 Vote: Democrat Hillary Clinton	32%	(173)	68%	(374)	547
2016 Vote: Republican Donald Trump	26%	(155)	74%	(450)	605
2016 Vote: Someone else	24%	(32)	76%	(99)	131

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**Table BRD2\_4:** In the last 12 months, which of the following are ways you have watched live professional sports?  
League specific subscription services such as NBA League Pass or NHL Game Center Live

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	26%	(440)	74%	(1231)	1670
2012 Vote: Barack Obama	29%	(192)	71%	(463)	655
2012 Vote: Mitt Romney	22%	(96)	78%	(340)	436
2012 Vote: Other	21%	(14)	79%	(52)	66
2012 Vote: Didn't Vote	27%	(137)	73%	(373)	510
4-Region: Northeast	26%	(83)	74%	(232)	315
4-Region: Midwest	24%	(83)	76%	(265)	348
4-Region: South	25%	(154)	75%	(463)	617
4-Region: West	31%	(120)	69%	(271)	391

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

**Table BRD2\_5:** *In the last 12 months, which of the following are ways you have watched live professional sports?  
Online streaming via Twitter*

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	19%	(318)	81%	(1352)	1670
Gender: Male	25%	(221)	75%	(666)	888
Gender: Female	12%	(97)	88%	(686)	783
Age: 18-29	32%	(125)	68%	(268)	393
Age: 30-44	28%	(127)	72%	(321)	448
Age: 45-54	16%	(49)	84%	(262)	311
Age: 55-64	6%	(16)	94%	(235)	250
Age: 65+	1%	(2)	99%	(267)	268
PID: Dem (no lean)	21%	(121)	79%	(444)	565
PID: Ind (no lean)	15%	(83)	85%	(473)	556
PID: Rep (no lean)	21%	(115)	79%	(434)	550
PID/Gender: Dem Men	28%	(79)	72%	(199)	279
PID/Gender: Dem Women	14%	(41)	86%	(245)	286
PID/Gender: Ind Men	17%	(51)	83%	(244)	296
PID/Gender: Ind Women	12%	(31)	88%	(229)	260
PID/Gender: Rep Men	29%	(90)	71%	(223)	313
PID/Gender: Rep Women	10%	(25)	90%	(212)	236
Tea Party: Supporter	34%	(166)	66%	(321)	487
Tea Party: Not Supporter	13%	(152)	87%	(1021)	1173
Ideo: Liberal (1-3)	28%	(151)	72%	(395)	546
Ideo: Moderate (4)	18%	(66)	82%	(292)	358
Ideo: Conservative (5-7)	14%	(77)	86%	(495)	572
Educ: < College	17%	(195)	83%	(952)	1147
Educ: Bachelors degree	22%	(77)	78%	(271)	348
Educ: Post-grad	26%	(46)	74%	(129)	176
Income: Under 50k	18%	(174)	82%	(772)	946
Income: 50k-100k	19%	(98)	81%	(413)	511
Income: 100k+	22%	(46)	78%	(167)	214
Ethnicity: White	16%	(204)	84%	(1101)	1305

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**Table BRD2\_5:** In the last 12 months, which of the following are ways you have watched live professional sports?  
Online streaming via Twitter

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	19%	(318)	81%	(1352)	1670
Ethnicity: Hispanic	34%	(95)	66%	(182)	277
Ethnicity: Afr. Am.	28%	(61)	72%	(159)	220
Ethnicity: Other	37%	(53)	63%	(92)	145
Relig: Protestant	14%	(58)	86%	(360)	418
Relig: Roman Catholic	21%	(79)	79%	(288)	366
Relig: Ath./Agn./None	17%	(67)	83%	(329)	397
Relig: Something Else	26%	(80)	74%	(231)	310
Relig: Jewish	16%	(8)	84%	(42)	50
Relig: Evangelical	22%	(109)	78%	(388)	496
Relig: Non-Evang. Catholics	13%	(62)	87%	(401)	463
Relig: All Christian	18%	(170)	82%	(789)	959
Relig: All Non-Christian	21%	(147)	79%	(560)	707
Community: Urban	27%	(125)	73%	(338)	463
Community: Suburban	17%	(123)	83%	(607)	730
Community: Rural	15%	(71)	85%	(407)	477
Employ: Private Sector	28%	(154)	72%	(403)	558
Employ: Government	26%	(38)	74%	(107)	145
Employ: Self-Employed	20%	(33)	80%	(130)	163
Employ: Homemaker	13%	(14)	87%	(99)	114
Employ: Student	27%	(25)	73%	(70)	95
Employ: Retired	4%	(13)	96%	(291)	304
Employ: Unemployed	16%	(26)	84%	(131)	156
Employ: Other	11%	(15)	89%	(121)	137
Job Type: White-collar	24%	(143)	76%	(462)	605
Job Type: Blue-collar	17%	(126)	83%	(618)	744
Job Type: Don't Know	15%	(50)	85%	(272)	322
Military HH: Yes	20%	(72)	80%	(280)	352
Military HH: No	19%	(246)	81%	(1072)	1319
2016 Vote: Democrat Hillary Clinton	21%	(114)	79%	(433)	547
2016 Vote: Republican Donald Trump	19%	(112)	81%	(493)	605
2016 Vote: Someone else	16%	(20)	84%	(110)	131

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**Table BRD2\_5:** In the last 12 months, which of the following are ways you have watched live professional sports?  
Online streaming via Twitter

Demographic	Yes, I have watched this way		No, I have not watched this way		Total N
Adults	19%	(318)	81%	(1352)	1670
2012 Vote: Barack Obama	23%	(148)	77%	(506)	655
2012 Vote: Mitt Romney	14%	(62)	86%	(374)	436
2012 Vote: Other	15%	(10)	85%	(56)	66
2012 Vote: Didn't Vote	19%	(98)	81%	(412)	510
4-Region: Northeast	20%	(62)	80%	(253)	315
4-Region: Midwest	15%	(53)	85%	(294)	348
4-Region: South	19%	(117)	81%	(499)	617
4-Region: West	22%	(86)	78%	(305)	391

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

**Table BRD3:** How much have you seen, read, or heard about Facebook announcing it will stream select live sports in 2017?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(231)	18%	(383)	23%	(489)	49%	(1049)	2151
Gender: Male	14%	(149)	21%	(220)	22%	(231)	42%	(435)	1035
Gender: Female	7%	(82)	15%	(162)	23%	(258)	55%	(613)	1116
Age: 18-29	19%	(88)	25%	(115)	24%	(109)	32%	(146)	458
Age: 30-44	17%	(94)	20%	(112)	22%	(122)	41%	(226)	553
Age: 45-54	7%	(29)	16%	(62)	22%	(88)	54%	(215)	394
Age: 55-64	4%	(15)	15%	(53)	23%	(83)	58%	(206)	357
Age: 65+	1%	(5)	11%	(41)	22%	(87)	66%	(256)	389
PID: Dem (no lean)	13%	(93)	19%	(137)	23%	(165)	45%	(326)	722
PID: Ind (no lean)	7%	(54)	16%	(120)	22%	(165)	54%	(397)	736
PID: Rep (no lean)	12%	(83)	18%	(126)	23%	(159)	47%	(326)	694
PID/Gender: Dem Men	19%	(60)	20%	(64)	24%	(77)	37%	(119)	320
PID/Gender: Dem Women	8%	(33)	18%	(73)	22%	(89)	52%	(207)	401
PID/Gender: Ind Men	9%	(31)	20%	(70)	20%	(73)	51%	(184)	358
PID/Gender: Ind Women	6%	(23)	13%	(50)	24%	(91)	57%	(213)	378
PID/Gender: Rep Men	16%	(58)	24%	(86)	23%	(80)	37%	(133)	357
PID/Gender: Rep Women	8%	(26)	12%	(40)	23%	(78)	57%	(193)	336
Tea Party: Supporter	23%	(134)	21%	(126)	17%	(97)	39%	(229)	585
Tea Party: Not Supporter	6%	(97)	17%	(257)	25%	(390)	52%	(809)	1552
Ideo: Liberal (1-3)	17%	(111)	20%	(133)	25%	(163)	38%	(254)	660
Ideo: Moderate (4)	9%	(40)	20%	(91)	20%	(93)	51%	(233)	456
Ideo: Conservative (5-7)	8%	(58)	15%	(115)	22%	(166)	54%	(403)	741
Educ: < College	9%	(143)	17%	(264)	24%	(363)	50%	(760)	1531
Educ: Bachelors degree	11%	(46)	17%	(70)	24%	(96)	48%	(194)	406
Educ: Post-grad	19%	(41)	23%	(48)	14%	(30)	44%	(94)	214
Income: Under 50k	11%	(139)	17%	(228)	23%	(301)	49%	(637)	1305
Income: 50k-100k	10%	(61)	19%	(112)	24%	(143)	47%	(286)	602
Income: 100k+	12%	(30)	18%	(43)	18%	(44)	52%	(126)	243
Ethnicity: White	9%	(157)	17%	(283)	23%	(385)	52%	(886)	1711
Ethnicity: Hispanic	23%	(74)	26%	(83)	19%	(60)	33%	(105)	322
Ethnicity: Afr. Am.	16%	(43)	20%	(53)	25%	(64)	39%	(102)	263

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**Table BRD3:** How much have you seen, read, or heard about Facebook announcing it will stream select live sports in 2017?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(231)	18%	(383)	23%	(489)	49%	(1049)	2151
Ethnicity: Other	17%	(31)	26%	(46)	22%	(39)	34%	(61)	178
Relig: Protestant	7%	(38)	16%	(85)	21%	(113)	56%	(296)	532
Relig: Roman Catholic	14%	(66)	18%	(84)	21%	(98)	46%	(213)	461
Relig: Ath./Agn./None	9%	(50)	17%	(91)	23%	(124)	52%	(282)	547
Relig: Something Else	12%	(46)	20%	(75)	26%	(97)	42%	(156)	374
Relig: Jewish	12%	(7)	13%	(8)	25%	(15)	51%	(31)	61
Relig: Evangelical	14%	(87)	19%	(119)	21%	(130)	46%	(290)	625
Relig: Non-Evang. Catholics	8%	(46)	16%	(98)	23%	(138)	53%	(318)	600
Relig: All Christian	11%	(133)	18%	(216)	22%	(268)	50%	(607)	1225
Relig: All Non-Christian	10%	(96)	18%	(166)	24%	(221)	48%	(438)	921
Community: Urban	18%	(99)	17%	(96)	22%	(122)	42%	(231)	547
Community: Suburban	9%	(81)	18%	(167)	23%	(210)	50%	(465)	924
Community: Rural	7%	(51)	18%	(120)	23%	(157)	52%	(352)	680
Employ: Private Sector	14%	(93)	19%	(127)	25%	(164)	42%	(281)	665
Employ: Government	15%	(24)	33%	(52)	16%	(26)	37%	(60)	161
Employ: Self-Employed	13%	(25)	21%	(39)	24%	(44)	42%	(79)	187
Employ: Homemaker	12%	(20)	14%	(22)	21%	(35)	53%	(86)	164
Employ: Student	13%	(15)	25%	(29)	23%	(26)	39%	(45)	113
Employ: Retired	3%	(15)	14%	(59)	21%	(93)	62%	(269)	436
Employ: Unemployed	11%	(24)	13%	(28)	21%	(46)	55%	(120)	218
Employ: Other	8%	(16)	13%	(26)	27%	(55)	53%	(109)	206
Job Type: White-collar	14%	(107)	20%	(151)	23%	(171)	42%	(310)	739
Job Type: Blue-collar	9%	(82)	16%	(156)	23%	(215)	52%	(499)	952
Job Type: Don't Know	9%	(42)	16%	(75)	22%	(103)	52%	(240)	460
Military HH: Yes	12%	(54)	18%	(80)	22%	(95)	47%	(205)	435
Military HH: No	10%	(176)	18%	(303)	23%	(394)	49%	(844)	1716
2016 Vote: Democrat Hillary Clinton	13%	(93)	21%	(143)	22%	(151)	44%	(308)	696
2016 Vote: Republican Donald Trump	12%	(88)	15%	(113)	23%	(173)	50%	(372)	747
2016 Vote: Someone else	5%	(8)	20%	(34)	17%	(29)	57%	(96)	168

Continued on next page

**Table BRD3:** *How much have you seen, read, or heard about Facebook announcing it will stream select live sports in 2017?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	11%	(231)	18%	(383)	23%	(489)	49%	(1049)	2151
2012 Vote: Barack Obama	13%	(106)	19%	(155)	22%	(182)	46%	(382)	826
2012 Vote: Mitt Romney	8%	(44)	14%	(78)	25%	(136)	53%	(293)	550
2012 Vote: Other	4%	(4)	16%	(13)	17%	(14)	63%	(52)	82
2012 Vote: Didn't Vote	11%	(77)	20%	(135)	23%	(157)	46%	(320)	689
4-Region: Northeast	10%	(41)	18%	(71)	26%	(100)	46%	(180)	392
4-Region: Midwest	9%	(40)	18%	(82)	23%	(108)	50%	(234)	463
4-Region: South	10%	(80)	17%	(132)	23%	(180)	51%	(405)	796
4-Region: West	14%	(70)	20%	(98)	20%	(100)	46%	(230)	499

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

**Table BRD4:** As you may know, Facebook has recently announced a deal with Major League Soccer (MLS) to stream 22 live matches from its 2017 season. How likely are you to watch an MLS game on Facebook?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (220)	14% (307)	17% (366)	51% (1089)	8% (169)	2151
Gender: Male	15% (155)	17% (179)	18% (186)	43% (443)	7% (72)	1035
Gender: Female	6% (64)	11% (128)	16% (179)	58% (646)	9% (98)	1116
Age: 18-29	19% (86)	20% (94)	20% (90)	32% (147)	9% (41)	458
Age: 30-44	17% (96)	20% (112)	15% (85)	40% (219)	7% (41)	553
Age: 45-54	5% (20)	13% (53)	19% (76)	55% (218)	7% (26)	394
Age: 55-64	4% (13)	9% (31)	15% (54)	61% (218)	11% (40)	357
Age: 65+	1% (4)	4% (17)	16% (61)	74% (286)	5% (20)	389
PID: Dem (no lean)	11% (76)	17% (121)	18% (131)	47% (337)	8% (57)	722
PID: Ind (no lean)	8% (57)	12% (87)	18% (132)	53% (392)	9% (68)	736
PID: Rep (no lean)	12% (86)	14% (99)	15% (103)	52% (360)	7% (45)	694
PID/Gender: Dem Men	16% (52)	23% (73)	17% (56)	38% (121)	6% (18)	320
PID/Gender: Dem Women	6% (24)	12% (48)	19% (75)	54% (216)	10% (39)	401
PID/Gender: Ind Men	11% (39)	12% (43)	20% (71)	49% (176)	8% (28)	358
PID/Gender: Ind Women	5% (18)	12% (44)	16% (61)	57% (216)	10% (40)	378
PID/Gender: Rep Men	18% (64)	18% (63)	17% (59)	41% (146)	7% (25)	357
PID/Gender: Rep Women	7% (22)	11% (37)	13% (43)	64% (214)	6% (20)	336
Tea Party: Supporter	20% (117)	20% (120)	15% (85)	40% (235)	5% (28)	585
Tea Party: Not Supporter	7% (101)	12% (186)	18% (279)	55% (846)	9% (140)	1552
Ideo: Liberal (1-3)	17% (110)	19% (128)	18% (118)	39% (254)	8% (50)	660
Ideo: Moderate (4)	8% (38)	14% (64)	20% (90)	51% (231)	7% (33)	456
Ideo: Conservative (5-7)	8% (58)	11% (83)	16% (117)	59% (440)	6% (42)	741
Educ: < College	8% (127)	13% (199)	18% (278)	52% (792)	9% (135)	1531
Educ: Bachelors degree	13% (52)	17% (71)	15% (60)	49% (199)	6% (25)	406
Educ: Post-grad	19% (41)	17% (37)	13% (28)	46% (99)	4% (9)	214
Income: Under 50k	9% (115)	14% (184)	18% (231)	49% (644)	10% (131)	1305
Income: 50k-100k	12% (72)	14% (82)	17% (102)	53% (317)	5% (28)	602
Income: 100k+	13% (33)	17% (40)	13% (32)	53% (128)	4% (10)	243

Continued on next page

**Table BRD4:** As you may know, Facebook has recently announced a deal with Major League Soccer (MLS) to stream 22 live matches from its 2017 season. How likely are you to watch an MLS game on Facebook?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(220)	14%	(307)	17%	(366)	51%	(1089)	8%	(169)	2151
Ethnicity: White	9%	(150)	13%	(225)	16%	(273)	54%	(927)	8%	(135)	1711
Ethnicity: Hispanic	25%	(79)	26%	(84)	18%	(57)	27%	(86)	5%	(16)	322
Ethnicity: Afr. Am.	15%	(38)	15%	(39)	22%	(59)	41%	(108)	7%	(18)	263
Ethnicity: Other	18%	(31)	24%	(43)	19%	(34)	30%	(54)	9%	(16)	178
Relig: Protestant	9%	(49)	11%	(58)	14%	(73)	61%	(324)	5%	(28)	532
Relig: Roman Catholic	13%	(59)	17%	(79)	18%	(85)	46%	(212)	6%	(26)	461
Relig: Ath./Agn./None	9%	(48)	11%	(63)	20%	(107)	49%	(266)	12%	(63)	547
Relig: Something Else	12%	(44)	19%	(72)	15%	(56)	47%	(176)	7%	(27)	374
Relig: Jewish	15%	(9)	18%	(11)	21%	(13)	42%	(26)	3%	(2)	61
Relig: Evangelical	13%	(84)	15%	(92)	16%	(101)	47%	(296)	8%	(53)	625
Relig: Non-Evang. Catholics	7%	(43)	13%	(80)	17%	(102)	58%	(349)	4%	(26)	600
Relig: All Christian	10%	(127)	14%	(172)	17%	(203)	53%	(645)	6%	(79)	1225
Relig: All Non-Christian	10%	(92)	15%	(135)	18%	(163)	48%	(442)	10%	(90)	921
Community: Urban	17%	(95)	16%	(85)	20%	(111)	39%	(216)	7%	(41)	547
Community: Suburban	8%	(77)	16%	(150)	15%	(136)	53%	(494)	7%	(68)	924
Community: Rural	7%	(48)	11%	(72)	18%	(119)	56%	(379)	9%	(61)	680
Employ: Private Sector	16%	(107)	19%	(129)	15%	(100)	44%	(291)	6%	(38)	665
Employ: Government	14%	(22)	16%	(26)	19%	(31)	45%	(72)	7%	(11)	161
Employ: Self-Employed	17%	(31)	15%	(28)	19%	(36)	46%	(87)	3%	(6)	187
Employ: Homemaker	10%	(16)	11%	(17)	18%	(30)	51%	(83)	10%	(17)	164
Employ: Student	14%	(16)	22%	(24)	24%	(28)	32%	(36)	8%	(9)	113
Employ: Retired	2%	(9)	8%	(35)	15%	(63)	68%	(297)	7%	(31)	436
Employ: Unemployed	5%	(10)	13%	(29)	18%	(40)	49%	(108)	14%	(31)	218
Employ: Other	4%	(8)	8%	(17)	19%	(39)	56%	(116)	13%	(26)	206
Job Type: White-collar	15%	(111)	15%	(111)	18%	(133)	47%	(351)	5%	(33)	739
Job Type: Blue-collar	8%	(80)	13%	(122)	16%	(149)	57%	(540)	6%	(60)	952
Job Type: Don't Know	6%	(28)	16%	(74)	18%	(83)	43%	(198)	16%	(76)	460
Military HH: Yes	12%	(53)	16%	(69)	15%	(66)	51%	(221)	6%	(26)	435
Military HH: No	10%	(167)	14%	(238)	17%	(300)	51%	(868)	8%	(143)	1716

Continued on next page

**Table BRD4:** As you may know, Facebook has recently announced a deal with Major League Soccer (MLS) to stream 22 live matches from its 2017 season. How likely are you to watch an MLS game on Facebook?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (220)	14% (307)	17% (366)	51% (1089)	8% (169)	2151
2016 Vote: Democrat Hillary Clinton	12% (82)	16% (112)	20% (137)	46% (319)	7% (46)	696
2016 Vote: Republican Donald Trump	11% (85)	13% (100)	14% (107)	56% (416)	5% (40)	747
2016 Vote: Someone else	7% (11)	16% (27)	14% (23)	53% (89)	10% (17)	168
2012 Vote: Barack Obama	11% (91)	16% (134)	19% (161)	47% (384)	7% (56)	826
2012 Vote: Mitt Romney	9% (47)	12% (68)	13% (74)	60% (332)	5% (29)	550
2012 Vote: Other	4% (4)	14% (12)	14% (12)	59% (49)	8% (7)	82
2012 Vote: Didn't Vote	11% (78)	14% (94)	17% (120)	47% (321)	11% (77)	689
4-Region: Northeast	11% (44)	15% (59)	22% (86)	45% (176)	7% (27)	392
4-Region: Midwest	8% (39)	14% (64)	14% (63)	55% (255)	9% (43)	463
4-Region: South	10% (79)	13% (104)	17% (133)	52% (415)	8% (64)	796
4-Region: West	11% (57)	16% (80)	17% (84)	49% (244)	7% (35)	499

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



**Table BRD5:** Does knowing Facebook will offer livestreaming of 22 live Major League Soccer matches from its 2017 season make you more or less interested in watching Major League Soccer matches, or does it have no impact either way?

Demographic	Much more interested	Somewhat more interested	Somewhat less interested	Much less interested	Has no impact either way	Don't Know / No Opinion	Total N
Adults	10% (224)	14% (304)	5% (116)	5% (113)	59% (1260)	6% (135)	2151
Gender: Male	15% (155)	17% (176)	6% (64)	6% (60)	50% (517)	6% (63)	1035
Gender: Female	6% (69)	11% (128)	5% (52)	5% (53)	67% (743)	6% (71)	1116
Age: 18-29	19% (87)	23% (106)	8% (35)	5% (24)	37% (171)	8% (35)	458
Age: 30-44	17% (94)	20% (111)	5% (25)	3% (17)	49% (271)	6% (35)	553
Age: 45-54	5% (19)	12% (47)	6% (25)	5% (21)	65% (257)	6% (24)	394
Age: 55-64	5% (18)	8% (29)	2% (8)	8% (27)	69% (246)	8% (29)	357
Age: 65+	1% (5)	3% (11)	6% (23)	6% (24)	81% (315)	3% (11)	389
PID: Dem (no lean)	11% (78)	16% (116)	8% (58)	5% (35)	55% (400)	5% (35)	722
PID: Ind (no lean)	8% (55)	12% (91)	3% (25)	5% (40)	62% (458)	9% (67)	736
PID: Rep (no lean)	13% (90)	14% (97)	5% (32)	5% (38)	58% (403)	5% (33)	694
PID/Gender: Dem Men	15% (49)	21% (66)	10% (32)	4% (14)	45% (144)	5% (16)	320
PID/Gender: Dem Women	7% (29)	12% (49)	7% (27)	5% (21)	64% (256)	5% (19)	401
PID/Gender: Ind Men	10% (36)	15% (52)	4% (14)	6% (23)	57% (203)	8% (30)	358
PID/Gender: Ind Women	5% (19)	10% (39)	3% (11)	5% (17)	67% (255)	10% (36)	378
PID/Gender: Rep Men	19% (70)	16% (58)	5% (19)	7% (23)	48% (170)	5% (18)	357
PID/Gender: Rep Women	6% (21)	12% (40)	4% (14)	4% (15)	69% (233)	5% (15)	336
Tea Party: Supporter	20% (118)	20% (119)	5% (32)	3% (19)	47% (274)	4% (23)	585
Tea Party: Not Supporter	7% (106)	12% (183)	5% (84)	6% (93)	63% (975)	7% (111)	1552
Ideo: Liberal (1-3)	16% (106)	18% (121)	7% (43)	5% (36)	48% (317)	5% (36)	660
Ideo: Moderate (4)	7% (34)	15% (68)	6% (29)	5% (22)	61% (278)	6% (26)	456
Ideo: Conservative (5-7)	9% (64)	12% (88)	4% (29)	5% (40)	67% (495)	3% (25)	741
Educ: < College	9% (139)	12% (184)	6% (93)	6% (91)	60% (915)	7% (108)	1531
Educ: Bachelors degree	12% (47)	19% (76)	4% (17)	4% (17)	57% (233)	4% (16)	406
Educ: Post-grad	17% (37)	21% (45)	3% (6)	2% (5)	52% (112)	5% (10)	214

Continued on next page

**Table BRD5:** Does knowing Facebook will offer livestreaming of 22 live Major League Soccer matches from its 2017 season make you more or less interested in watching Major League Soccer matches, or does it have no impact either way?

Demographic	Much more interested	Somewhat more interested	Somewhat less interested	Much less interested	Has no impact either way	Don't Know / No Opinion	Total N
Adults	10% (224)	14% (304)	5% (116)	5% (113)	59% (1260)	6% (135)	2151
Income: Under 50k	10% (127)	13% (167)	7% (92)	7% (85)	56% (730)	8% (104)	1305
Income: 50k-100k	12% (72)	14% (86)	3% (17)	3% (18)	64% (387)	4% (23)	602
Income: 100k+	10% (25)	21% (51)	3% (7)	4% (10)	59% (143)	3% (8)	243
Ethnicity: White	9% (156)	13% (214)	4% (76)	5% (78)	64% (1088)	6% (99)	1711
Ethnicity: Hispanic	26% (82)	23% (73)	11% (36)	6% (20)	32% (103)	2% (8)	322
Ethnicity: Afr. Am.	13% (35)	17% (45)	8% (20)	9% (25)	44% (116)	8% (22)	263
Ethnicity: Other	18% (33)	25% (44)	11% (20)	6% (11)	32% (56)	8% (14)	178
Relig: Protestant	10% (52)	11% (56)	3% (15)	5% (25)	69% (365)	3% (18)	532
Relig: Roman Catholic	12% (56)	17% (80)	8% (36)	6% (30)	53% (246)	3% (14)	461
Relig: Ath./Agn./None	10% (54)	14% (76)	4% (22)	3% (16)	59% (322)	11% (58)	547
Relig: Something Else	13% (48)	16% (58)	7% (25)	5% (20)	53% (199)	7% (24)	374
Relig: Jewish	22% (13)	11% (6)	4% (2)	7% (4)	52% (32)	5% (3)	61
Relig: Evangelical	13% (79)	13% (83)	6% (38)	6% (36)	56% (351)	6% (38)	625
Relig: Non-Evang. Catholics	7% (42)	14% (87)	5% (31)	7% (41)	64% (384)	2% (14)	600
Relig: All Christian	10% (121)	14% (169)	6% (69)	6% (77)	60% (736)	4% (52)	1225
Relig: All Non-Christian	11% (101)	15% (135)	5% (47)	4% (35)	57% (521)	9% (82)	921
Community: Urban	16% (86)	18% (100)	8% (42)	4% (24)	48% (264)	6% (31)	547
Community: Suburban	9% (83)	16% (148)	5% (42)	4% (37)	60% (552)	7% (62)	924
Community: Rural	8% (55)	8% (56)	5% (32)	8% (51)	65% (444)	6% (41)	680
Employ: Private Sector	16% (106)	20% (130)	4% (29)	4% (25)	53% (354)	3% (21)	665
Employ: Government	12% (20)	18% (30)	6% (9)	4% (7)	51% (82)	8% (14)	161
Employ: Self-Employed	12% (23)	22% (41)	4% (8)	6% (11)	51% (95)	5% (9)	187
Employ: Homemaker	13% (22)	9% (15)	7% (11)	5% (8)	59% (96)	7% (11)	164
Employ: Student	13% (15)	27% (30)	11% (12)	5% (5)	37% (42)	7% (8)	113
Employ: Retired	3% (14)	5% (21)	5% (23)	7% (29)	76% (332)	4% (16)	436
Employ: Unemployed	6% (14)	11% (24)	6% (14)	8% (16)	56% (121)	13% (28)	218
Employ: Other	5% (9)	6% (12)	5% (10)	5% (10)	66% (136)	14% (28)	206

Continued on next page

**Table BRD5:** Does knowing Facebook will offer livestreaming of 22 live Major League Soccer matches from its 2017 season make you more or less interested in watching Major League Soccer matches, or does it have no impact either way?

Demographic	Much more interested	Somewhat more interested	Somewhat less interested	Much less interested	Has no impact either way	Don't Know / No Opinion	Total N
Adults	10% (224)	14% (304)	5% (116)	5% (113)	59% (1260)	6% (135)	2151
Job Type: White-collar	14% (101)	17% (127)	4% (31)	6% (41)	55% (408)	4% (31)	739
Job Type: Blue-collar	9% (83)	13% (124)	5% (47)	5% (47)	65% (617)	4% (34)	952
Job Type: Don't Know	9% (40)	11% (53)	8% (38)	5% (25)	51% (235)	15% (69)	460
Military HH: Yes	11% (48)	13% (58)	8% (36)	4% (17)	59% (258)	4% (19)	435
Military HH: No	10% (176)	14% (246)	5% (80)	6% (96)	58% (1003)	7% (116)	1716
2016 Vote: Democrat Hillary Clinton	11% (77)	17% (118)	7% (46)	6% (39)	56% (387)	4% (27)	696
2016 Vote: Republican Donald Trump	11% (82)	13% (99)	3% (25)	5% (40)	63% (471)	4% (30)	747
2016 Vote: Someone else	7% (12)	15% (25)	6% (9)	4% (7)	60% (101)	8% (13)	168
2012 Vote: Barack Obama	12% (99)	16% (130)	6% (47)	5% (40)	58% (477)	4% (33)	826
2012 Vote: Mitt Romney	8% (46)	12% (65)	3% (18)	5% (30)	68% (375)	3% (16)	550
2012 Vote: Other	4% (3)	14% (11)	2% (2)	1% (1)	73% (61)	6% (5)	82
2012 Vote: Didn't Vote	11% (75)	14% (97)	7% (49)	6% (43)	50% (344)	12% (81)	689
4-Region: Northeast	9% (35)	19% (76)	7% (26)	4% (17)	56% (218)	5% (21)	392
4-Region: Midwest	8% (39)	12% (53)	5% (24)	6% (28)	62% (285)	7% (34)	463
4-Region: South	11% (91)	11% (89)	5% (38)	5% (42)	61% (484)	7% (53)	796
4-Region: West	12% (59)	17% (86)	6% (28)	5% (26)	55% (274)	5% (27)	499

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

**Table BRD6\_1:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
National Football League (NFL)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	27% (589)	20% (430)	4% (90)	5% (105)	37% (786)	7% (151)	2151
Gender: Male	37% (379)	23% (236)	5% (53)	4% (43)	25% (257)	6% (67)	1035
Gender: Female	19% (210)	17% (194)	3% (37)	6% (62)	47% (529)	8% (84)	1116
Age: 18-29	38% (176)	21% (96)	8% (35)	5% (21)	20% (89)	9% (41)	458
Age: 30-44	34% (188)	23% (126)	4% (23)	4% (20)	28% (154)	8% (43)	553
Age: 45-54	23% (90)	24% (96)	3% (10)	5% (20)	39% (153)	6% (24)	394
Age: 55-64	19% (68)	19% (68)	2% (6)	6% (22)	46% (165)	8% (28)	357
Age: 65+	17% (68)	11% (44)	4% (15)	6% (22)	58% (225)	4% (15)	389
PID: Dem (no lean)	30% (216)	19% (134)	5% (38)	4% (31)	35% (252)	7% (50)	722
PID: Ind (no lean)	24% (178)	20% (150)	3% (22)	5% (37)	39% (289)	8% (61)	736
PID: Rep (no lean)	28% (195)	21% (147)	4% (30)	5% (37)	35% (245)	6% (40)	694
PID/Gender: Dem Men	39% (126)	20% (65)	7% (21)	2% (6)	24% (78)	7% (23)	320
PID/Gender: Dem Women	22% (90)	17% (69)	4% (17)	6% (25)	43% (174)	7% (27)	401
PID/Gender: Ind Men	33% (119)	20% (73)	4% (13)	5% (19)	30% (107)	7% (26)	358
PID/Gender: Ind Women	15% (58)	20% (77)	2% (8)	5% (18)	48% (182)	9% (34)	378
PID/Gender: Rep Men	37% (134)	27% (98)	5% (18)	5% (18)	20% (72)	5% (17)	357
PID/Gender: Rep Women	18% (61)	15% (49)	3% (11)	6% (19)	51% (173)	7% (23)	336
Tea Party: Supporter	34% (200)	24% (140)	4% (22)	4% (25)	29% (171)	5% (27)	585
Tea Party: Not Supporter	25% (385)	18% (287)	4% (68)	5% (80)	39% (610)	8% (121)	1552
Ideo: Liberal (1-3)	30% (201)	21% (141)	6% (38)	4% (26)	34% (225)	5% (31)	660
Ideo: Moderate (4)	26% (117)	24% (107)	4% (17)	4% (18)	34% (154)	9% (43)	456
Ideo: Conservative (5-7)	26% (194)	20% (148)	4% (28)	6% (47)	40% (296)	4% (28)	741
Educ: < College	29% (441)	19% (295)	4% (67)	5% (73)	35% (540)	8% (116)	1531
Educ: Bachelors degree	24% (97)	23% (95)	4% (17)	5% (22)	38% (155)	5% (22)	406
Educ: Post-grad	24% (51)	19% (41)	3% (6)	5% (11)	43% (92)	6% (13)	214

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**Table BRD6\_1:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?**National Football League (NFL)*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	27% (589)	20% (430)	4% (90)	5% (105)	37% (786)	7% (151)	2151
Income: Under 50k	28% (359)	19% (249)	5% (66)	6% (74)	34% (447)	8% (111)	1305
Income: 50k-100k	28% (172)	20% (119)	3% (19)	4% (21)	40% (243)	5% (28)	602
Income: 100k+	24% (58)	26% (62)	2% (4)	4% (10)	39% (96)	5% (13)	243
Ethnicity: White	26% (437)	20% (338)	3% (56)	5% (85)	40% (681)	7% (114)	1711
Ethnicity: Hispanic	37% (118)	23% (75)	8% (25)	5% (15)	21% (67)	7% (23)	322
Ethnicity: Afr. Am.	39% (101)	19% (49)	4% (12)	6% (16)	25% (66)	7% (19)	263
Ethnicity: Other	28% (50)	24% (43)	13% (22)	3% (5)	22% (39)	10% (18)	178
Relig: Protestant	25% (134)	19% (103)	3% (18)	3% (19)	45% (239)	4% (20)	532
Relig: Roman Catholic	28% (128)	21% (97)	5% (21)	7% (31)	36% (164)	4% (20)	461
Relig: Ath./Agn./None	28% (155)	17% (94)	4% (21)	3% (17)	37% (204)	10% (57)	547
Relig: Something Else	27% (100)	24% (91)	4% (17)	6% (21)	31% (115)	8% (30)	374
Relig: Jewish	18% (11)	27% (16)	5% (3)	5% (3)	45% (27)	— (0)	61
Relig: Evangelical	30% (186)	20% (126)	5% (30)	5% (28)	34% (214)	7% (42)	625
Relig: Non-Evang. Catholics	24% (146)	20% (119)	4% (21)	7% (39)	42% (252)	4% (23)	600
Relig: All Christian	27% (332)	20% (245)	4% (52)	5% (67)	38% (466)	5% (64)	1225
Relig: All Non-Christian	28% (255)	20% (185)	4% (38)	4% (38)	35% (318)	9% (87)	921
Community: Urban	35% (194)	22% (118)	5% (29)	5% (28)	26% (142)	7% (37)	547
Community: Suburban	24% (225)	19% (176)	4% (40)	4% (39)	41% (383)	7% (62)	924
Community: Rural	25% (170)	20% (136)	3% (21)	6% (38)	38% (261)	8% (53)	680
Employ: Private Sector	31% (205)	25% (164)	5% (31)	3% (22)	33% (218)	4% (25)	665
Employ: Government	36% (57)	15% (24)	7% (12)	6% (9)	31% (51)	5% (8)	161
Employ: Self-Employed	32% (61)	22% (41)	5% (10)	7% (14)	30% (55)	4% (7)	187
Employ: Homemaker	25% (41)	16% (27)	1% (2)	7% (11)	39% (64)	12% (19)	164
Employ: Student	27% (31)	26% (30)	8% (10)	3% (3)	20% (23)	15% (17)	113
Employ: Retired	17% (76)	16% (69)	3% (14)	5% (24)	54% (234)	4% (18)	436
Employ: Unemployed	24% (53)	22% (47)	3% (6)	5% (10)	32% (69)	15% (32)	218
Employ: Other	31% (64)	14% (29)	2% (5)	6% (12)	35% (72)	12% (24)	206

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**Table BRD6\_1:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*National Football League (NFL)*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	27% (589)	20% (430)	4% (90)	5% (105)	37% (786)	7% (151)	2151
Job Type: White-collar	27% (201)	20% (145)	4% (31)	5% (34)	40% (295)	5% (34)	739
Job Type: Blue-collar	26% (251)	23% (216)	4% (34)	5% (46)	37% (356)	5% (49)	952
Job Type: Don't Know	30% (137)	15% (69)	5% (25)	6% (25)	29% (136)	15% (68)	460
Military HH: Yes	29% (128)	20% (88)	6% (26)	4% (17)	35% (153)	5% (24)	435
Military HH: No	27% (461)	20% (343)	4% (64)	5% (88)	37% (633)	7% (128)	1716
2016 Vote: Democrat Hillary Clinton	29% (199)	19% (134)	4% (27)	5% (35)	37% (255)	7% (45)	696
2016 Vote: Republican Donald Trump	26% (196)	22% (161)	3% (22)	6% (47)	39% (292)	4% (28)	747
2016 Vote: Someone else	17% (29)	19% (32)	5% (8)	3% (5)	47% (79)	9% (15)	168
2012 Vote: Barack Obama	30% (245)	20% (161)	4% (33)	4% (36)	37% (303)	6% (49)	826
2012 Vote: Mitt Romney	21% (114)	21% (118)	2% (13)	7% (39)	45% (248)	3% (18)	550
2012 Vote: Other	18% (15)	19% (16)	3% (3)	5% (4)	47% (39)	6% (5)	82
2012 Vote: Didn't Vote	31% (214)	20% (135)	6% (39)	4% (27)	28% (195)	11% (78)	689
4-Region: Northeast	26% (101)	21% (84)	4% (16)	6% (24)	35% (139)	7% (28)	392
4-Region: Midwest	21% (96)	23% (105)	3% (15)	6% (30)	39% (180)	8% (38)	463
4-Region: South	30% (239)	18% (142)	3% (25)	4% (35)	38% (301)	7% (54)	796
4-Region: West	30% (152)	20% (99)	7% (34)	3% (16)	33% (167)	6% (31)	499

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

**Table BRD6\_2:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
Major League Baseball (MLB)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (388)	19% (410)	6% (136)	7% (152)	41% (893)	8% (173)	2151
Gender: Male	23% (235)	23% (241)	8% (82)	8% (82)	32% (327)	7% (68)	1035
Gender: Female	14% (153)	15% (169)	5% (54)	6% (70)	51% (565)	9% (106)	1116
Age: 18-29	21% (96)	19% (89)	13% (61)	9% (42)	27% (126)	10% (44)	458
Age: 30-44	24% (131)	21% (116)	5% (29)	7% (37)	35% (196)	8% (45)	553
Age: 45-54	17% (69)	19% (75)	6% (24)	6% (22)	43% (168)	9% (36)	394
Age: 55-64	12% (42)	20% (71)	2% (8)	8% (29)	49% (176)	9% (30)	357
Age: 65+	13% (50)	15% (59)	3% (13)	6% (22)	58% (227)	5% (18)	389
PID: Dem (no lean)	20% (141)	20% (145)	7% (48)	7% (54)	39% (279)	8% (55)	722
PID: Ind (no lean)	14% (106)	16% (119)	7% (48)	6% (45)	46% (341)	10% (76)	736
PID: Rep (no lean)	20% (141)	21% (146)	6% (40)	8% (53)	39% (272)	6% (42)	694
PID/Gender: Dem Men	25% (79)	24% (78)	8% (26)	7% (23)	28% (90)	7% (24)	320
PID/Gender: Dem Women	15% (62)	17% (67)	5% (22)	8% (31)	47% (189)	8% (31)	401
PID/Gender: Ind Men	17% (61)	19% (67)	9% (34)	7% (26)	40% (144)	8% (27)	358
PID/Gender: Ind Women	12% (46)	14% (52)	4% (15)	5% (19)	52% (197)	13% (49)	378
PID/Gender: Rep Men	27% (95)	27% (96)	6% (22)	9% (33)	26% (93)	5% (17)	357
PID/Gender: Rep Women	14% (46)	15% (50)	5% (17)	6% (20)	53% (179)	8% (25)	336
Tea Party: Supporter	27% (158)	23% (134)	6% (37)	6% (33)	33% (192)	5% (31)	585
Tea Party: Not Supporter	15% (230)	18% (274)	6% (98)	8% (119)	45% (694)	9% (137)	1552
Ideo: Liberal (1-3)	23% (154)	22% (146)	7% (44)	6% (40)	36% (238)	6% (38)	660
Ideo: Moderate (4)	14% (62)	20% (91)	7% (33)	11% (49)	39% (178)	9% (42)	456
Ideo: Conservative (5-7)	19% (138)	20% (145)	5% (37)	7% (50)	46% (340)	4% (32)	741
Educ: < College	17% (267)	18% (273)	7% (101)	8% (117)	41% (629)	9% (144)	1531
Educ: Bachelors degree	18% (74)	24% (97)	6% (23)	5% (21)	43% (174)	4% (18)	406
Educ: Post-grad	22% (47)	19% (40)	6% (12)	6% (13)	42% (90)	5% (11)	214

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**Table BRD6\_2:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
Major League Baseball (MLB)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (388)	19% (410)	6% (136)	7% (152)	41% (893)	8% (173)	2151
Income: Under 50k	17% (228)	17% (228)	7% (96)	9% (115)	39% (506)	10% (133)	1305
Income: 50k-100k	20% (122)	20% (120)	4% (25)	4% (24)	47% (284)	5% (28)	602
Income: 100k+	15% (38)	26% (63)	6% (15)	5% (12)	42% (103)	5% (13)	243
Ethnicity: White	18% (311)	19% (327)	6% (97)	6% (96)	44% (752)	7% (127)	1711
Ethnicity: Hispanic	31% (101)	17% (56)	11% (35)	6% (20)	27% (88)	7% (22)	322
Ethnicity: Afr. Am.	14% (36)	21% (55)	7% (19)	15% (38)	34% (88)	10% (26)	263
Ethnicity: Other	23% (41)	16% (28)	11% (19)	10% (18)	29% (52)	12% (21)	178
Relig: Protestant	20% (105)	19% (100)	5% (28)	5% (24)	48% (254)	4% (20)	532
Relig: Roman Catholic	20% (91)	25% (117)	5% (25)	8% (37)	36% (165)	5% (25)	461
Relig: Ath./Agn./None	14% (78)	15% (84)	7% (41)	8% (46)	43% (237)	11% (61)	547
Relig: Something Else	20% (73)	17% (65)	9% (32)	5% (20)	39% (148)	10% (37)	374
Relig: Jewish	23% (14)	25% (15)	3% (2)	1% (1)	47% (28)	1% (1)	61
Relig: Evangelical	22% (137)	19% (119)	5% (33)	7% (42)	39% (245)	8% (49)	625
Relig: Non-Evang. Catholics	16% (97)	24% (142)	5% (29)	7% (42)	44% (263)	4% (26)	600
Relig: All Christian	19% (234)	21% (261)	5% (63)	7% (84)	41% (508)	6% (75)	1225
Relig: All Non-Christian	16% (151)	16% (149)	8% (73)	7% (66)	42% (384)	11% (98)	921
Community: Urban	24% (129)	21% (117)	8% (45)	6% (31)	33% (179)	8% (46)	547
Community: Suburban	16% (149)	21% (198)	6% (57)	6% (52)	43% (395)	8% (73)	924
Community: Rural	16% (110)	14% (95)	5% (34)	10% (69)	47% (318)	8% (54)	680
Employ: Private Sector	22% (145)	26% (172)	5% (34)	5% (36)	38% (250)	4% (29)	665
Employ: Government	20% (32)	22% (36)	7% (12)	13% (21)	33% (53)	5% (8)	161
Employ: Self-Employed	19% (35)	17% (32)	12% (22)	7% (14)	40% (75)	5% (9)	187
Employ: Homemaker	19% (31)	12% (19)	7% (11)	1% (2)	47% (78)	14% (23)	164
Employ: Student	13% (15)	24% (27)	13% (15)	9% (11)	26% (30)	14% (15)	113
Employ: Retired	14% (61)	16% (69)	4% (18)	6% (27)	55% (239)	5% (22)	436
Employ: Unemployed	15% (33)	14% (29)	6% (13)	8% (17)	39% (84)	19% (41)	218
Employ: Other	17% (36)	12% (25)	5% (10)	12% (25)	41% (84)	13% (26)	206

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**Table BRD6\_2:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*Major League Baseball (MLB)*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (388)	19% (410)	6% (136)	7% (152)	41% (893)	8% (173)	2151
Job Type: White-collar	19% (142)	21% (156)	7% (49)	6% (45)	43% (317)	4% (32)	739
Job Type: Blue-collar	19% (180)	20% (194)	5% (47)	7% (65)	43% (414)	5% (52)	952
Job Type: Don't Know	14% (66)	13% (60)	9% (41)	9% (42)	35% (162)	19% (90)	460
Military HH: Yes	21% (90)	19% (81)	7% (29)	6% (28)	41% (179)	6% (28)	435
Military HH: No	17% (298)	19% (329)	6% (106)	7% (124)	42% (714)	8% (145)	1716
2016 Vote: Democrat Hillary Clinton	21% (148)	20% (142)	6% (39)	6% (44)	39% (273)	7% (49)	696
2016 Vote: Republican Donald Trump	19% (145)	21% (160)	5% (37)	6% (48)	44% (326)	4% (31)	747
2016 Vote: Someone else	8% (13)	16% (27)	7% (11)	6% (9)	53% (89)	11% (18)	168
2012 Vote: Barack Obama	20% (163)	22% (178)	6% (49)	6% (53)	39% (326)	7% (57)	826
2012 Vote: Mitt Romney	18% (98)	19% (103)	4% (25)	6% (33)	50% (277)	2% (14)	550
2012 Vote: Other	12% (10)	17% (14)	2% (1)	7% (6)	55% (46)	8% (6)	82
2012 Vote: Didn't Vote	17% (115)	17% (115)	9% (61)	9% (60)	35% (242)	14% (96)	689
4-Region: Northeast	20% (77)	21% (81)	5% (20)	5% (19)	41% (160)	9% (35)	392
4-Region: Midwest	17% (80)	21% (96)	5% (24)	8% (38)	40% (185)	9% (40)	463
4-Region: South	16% (126)	17% (132)	7% (58)	8% (63)	44% (352)	8% (65)	796
4-Region: West	21% (104)	20% (101)	7% (33)	6% (32)	39% (196)	7% (34)	499

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

**Table BRD6\_3:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
National Hockey League (NHL)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	12% (248)	14% (310)	6% (121)	10% (211)	49% (1055)	10% (206)	2151
Gender: Male	16% (166)	18% (186)	8% (82)	11% (113)	39% (403)	8% (85)	1035
Gender: Female	7% (82)	11% (124)	4% (39)	9% (99)	58% (652)	11% (121)	1116
Age: 18-29	19% (88)	21% (94)	11% (52)	10% (44)	28% (130)	11% (50)	458
Age: 30-44	18% (98)	17% (96)	5% (30)	8% (42)	43% (236)	9% (52)	553
Age: 45-54	7% (27)	15% (58)	4% (16)	11% (45)	54% (211)	9% (37)	394
Age: 55-64	5% (17)	11% (39)	4% (13)	11% (40)	59% (210)	10% (37)	357
Age: 65+	5% (18)	6% (22)	3% (10)	10% (40)	69% (268)	8% (31)	389
PID: Dem (no lean)	9% (61)	16% (114)	7% (52)	12% (84)	47% (339)	10% (71)	722
PID: Ind (no lean)	10% (77)	13% (92)	5% (39)	8% (61)	53% (390)	10% (76)	736
PID: Rep (no lean)	16% (110)	15% (104)	4% (30)	10% (66)	47% (326)	8% (58)	694
PID/Gender: Dem Men	12% (37)	21% (68)	11% (35)	12% (38)	35% (113)	9% (30)	320
PID/Gender: Dem Women	6% (24)	11% (46)	4% (17)	12% (46)	56% (226)	10% (42)	401
PID/Gender: Ind Men	13% (47)	14% (50)	7% (27)	10% (34)	47% (169)	9% (31)	358
PID/Gender: Ind Women	8% (29)	11% (42)	3% (13)	7% (27)	59% (221)	12% (45)	378
PID/Gender: Rep Men	23% (81)	19% (68)	6% (21)	11% (41)	34% (122)	7% (24)	357
PID/Gender: Rep Women	8% (28)	11% (35)	3% (10)	7% (25)	61% (204)	10% (34)	336
Tea Party: Supporter	21% (122)	18% (103)	5% (31)	10% (57)	39% (231)	7% (42)	585
Tea Party: Not Supporter	8% (126)	13% (205)	6% (90)	10% (155)	52% (815)	10% (161)	1552
Ideo: Liberal (1-3)	15% (98)	19% (125)	7% (43)	9% (58)	43% (283)	8% (53)	660
Ideo: Moderate (4)	10% (47)	14% (64)	7% (31)	12% (57)	47% (216)	9% (42)	456
Ideo: Conservative (5-7)	10% (76)	14% (101)	4% (33)	10% (71)	56% (415)	6% (45)	741
Educ: < College	11% (165)	13% (193)	6% (85)	11% (170)	49% (745)	11% (172)	1531
Educ: Bachelors degree	12% (48)	19% (78)	6% (26)	7% (29)	50% (203)	5% (22)	406
Educ: Post-grad	16% (35)	18% (38)	5% (10)	6% (12)	50% (107)	5% (12)	214

Continued on next page

**Table BRD6\_3:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
National Hockey League (NHL)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	12% (248)	14% (310)	6% (121)	10% (211)	49% (1055)	10% (206)	2151
Income: Under 50k	10% (131)	12% (162)	7% (87)	12% (156)	47% (612)	12% (157)	1305
Income: 50k-100k	13% (76)	18% (108)	4% (23)	7% (41)	53% (317)	6% (37)	602
Income: 100k+	17% (41)	16% (39)	5% (11)	6% (15)	52% (125)	5% (11)	243
Ethnicity: White	11% (195)	14% (241)	4% (75)	9% (153)	53% (902)	9% (145)	1711
Ethnicity: Hispanic	19% (63)	19% (60)	11% (34)	9% (30)	33% (107)	9% (28)	322
Ethnicity: Afr. Am.	7% (18)	18% (47)	8% (22)	16% (43)	38% (100)	13% (33)	263
Ethnicity: Other	19% (34)	12% (22)	14% (25)	9% (16)	30% (53)	15% (27)	178
Relig: Protestant	10% (55)	12% (62)	5% (28)	9% (47)	57% (301)	7% (40)	532
Relig: Roman Catholic	15% (68)	18% (81)	5% (23)	11% (52)	45% (208)	6% (30)	461
Relig: Ath./Agn./None	11% (62)	15% (80)	4% (22)	9% (50)	49% (268)	12% (66)	547
Relig: Something Else	13% (50)	17% (64)	7% (27)	8% (30)	44% (166)	10% (38)	374
Relig: Jewish	20% (12)	7% (4)	8% (5)	1% (1)	57% (35)	7% (4)	61
Relig: Evangelical	13% (79)	12% (74)	6% (39)	11% (71)	47% (295)	11% (68)	625
Relig: Non-Evang. Catholics	9% (56)	15% (92)	6% (35)	10% (61)	54% (323)	6% (34)	600
Relig: All Christian	11% (135)	13% (165)	6% (73)	11% (131)	50% (618)	8% (102)	1225
Relig: All Non-Christian	12% (112)	16% (144)	5% (48)	9% (80)	47% (434)	11% (103)	921
Community: Urban	15% (83)	19% (103)	7% (36)	8% (45)	42% (229)	9% (52)	547
Community: Suburban	11% (99)	15% (137)	6% (57)	10% (92)	49% (456)	9% (83)	924
Community: Rural	10% (66)	10% (70)	4% (28)	11% (74)	55% (370)	10% (71)	680
Employ: Private Sector	15% (100)	22% (148)	5% (31)	7% (47)	46% (306)	5% (33)	665
Employ: Government	15% (24)	20% (33)	10% (16)	10% (15)	40% (65)	5% (8)	161
Employ: Self-Employed	16% (30)	16% (30)	9% (16)	11% (21)	40% (75)	8% (16)	187
Employ: Homemaker	10% (16)	7% (12)	5% (8)	8% (13)	56% (91)	14% (24)	164
Employ: Student	17% (20)	20% (22)	8% (10)	13% (14)	27% (30)	15% (17)	113
Employ: Retired	6% (26)	6% (27)	3% (15)	11% (47)	65% (285)	8% (36)	436
Employ: Unemployed	7% (16)	8% (17)	6% (13)	12% (26)	47% (103)	19% (42)	218
Employ: Other	8% (16)	11% (22)	6% (13)	13% (27)	48% (99)	14% (29)	206

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**Table BRD6\_3:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*National Hockey League (NHL)*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	12% (248)	14% (310)	6% (121)	10% (211)	49% (1055)	10% (206)	2151
Job Type: White-collar	14% (101)	18% (135)	6% (43)	8% (61)	49% (359)	5% (39)	739
Job Type: Blue-collar	11% (103)	14% (130)	5% (48)	9% (88)	54% (511)	8% (73)	952
Job Type: Don't Know	10% (44)	10% (45)	7% (30)	13% (62)	40% (185)	20% (94)	460
Military HH: Yes	13% (58)	14% (62)	6% (26)	9% (40)	50% (216)	7% (32)	435
Military HH: No	11% (190)	14% (248)	6% (95)	10% (172)	49% (839)	10% (174)	1716
2016 Vote: Democrat Hillary Clinton	9% (60)	15% (108)	8% (53)	10% (72)	49% (341)	9% (62)	696
2016 Vote: Republican Donald Trump	15% (113)	15% (113)	3% (24)	8% (61)	52% (386)	7% (49)	747
2016 Vote: Someone else	8% (13)	16% (27)	4% (7)	7% (11)	55% (92)	10% (17)	168
2012 Vote: Barack Obama	10% (84)	17% (142)	6% (53)	10% (85)	48% (395)	8% (67)	826
2012 Vote: Mitt Romney	13% (73)	11% (61)	2% (11)	8% (46)	60% (330)	5% (29)	550
2012 Vote: Other	10% (8)	12% (10)	3% (2)	5% (4)	64% (53)	6% (5)	82
2012 Vote: Didn't Vote	12% (83)	14% (96)	8% (56)	11% (76)	40% (274)	15% (104)	689
4-Region: Northeast	13% (52)	16% (62)	5% (21)	10% (41)	45% (176)	10% (40)	392
4-Region: Midwest	10% (48)	14% (64)	7% (32)	12% (55)	47% (218)	10% (45)	463
4-Region: South	10% (78)	13% (104)	5% (42)	9% (69)	53% (425)	10% (78)	796
4-Region: West	14% (70)	16% (80)	5% (26)	9% (46)	47% (235)	8% (42)	499

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

**Table BRD6\_4:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
National Basketball Association (NBA)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (397)	14% (304)	6% (133)	7% (150)	46% (979)	9% (186)	2151
Gender: Male	26% (273)	17% (172)	8% (84)	8% (80)	35% (360)	6% (67)	1035
Gender: Female	11% (125)	12% (132)	4% (50)	6% (70)	56% (619)	11% (119)	1116
Age: 18-29	32% (146)	19% (86)	10% (48)	5% (24)	25% (114)	9% (41)	458
Age: 30-44	28% (152)	17% (97)	5% (30)	5% (28)	36% (199)	8% (47)	553
Age: 45-54	12% (49)	13% (51)	7% (27)	8% (31)	51% (202)	9% (35)	394
Age: 55-64	10% (35)	11% (38)	4% (14)	9% (30)	56% (201)	11% (38)	357
Age: 65+	4% (15)	9% (33)	4% (15)	9% (37)	68% (263)	6% (25)	389
PID: Dem (no lean)	26% (187)	15% (112)	7% (50)	5% (38)	37% (268)	9% (66)	722
PID: Ind (no lean)	14% (103)	11% (80)	6% (45)	7% (52)	53% (387)	9% (69)	736
PID: Rep (no lean)	15% (107)	16% (113)	6% (38)	9% (60)	47% (324)	7% (51)	694
PID/Gender: Dem Men	38% (121)	16% (53)	8% (26)	4% (12)	26% (84)	7% (24)	320
PID/Gender: Dem Women	16% (66)	15% (59)	6% (24)	6% (26)	46% (184)	11% (42)	401
PID/Gender: Ind Men	20% (70)	12% (44)	8% (30)	7% (27)	45% (162)	7% (25)	358
PID/Gender: Ind Women	9% (33)	9% (36)	4% (15)	7% (25)	60% (225)	12% (44)	378
PID/Gender: Rep Men	23% (81)	21% (75)	8% (28)	11% (41)	32% (114)	5% (18)	357
PID/Gender: Rep Women	8% (26)	11% (38)	3% (11)	6% (19)	62% (210)	10% (33)	336
Tea Party: Supporter	26% (153)	17% (100)	7% (39)	6% (35)	38% (220)	7% (38)	585
Tea Party: Not Supporter	16% (245)	13% (202)	6% (94)	7% (116)	48% (751)	9% (145)	1552
Ideo: Liberal (1-3)	27% (178)	16% (108)	8% (50)	6% (36)	38% (248)	6% (38)	660
Ideo: Moderate (4)	17% (79)	14% (65)	7% (34)	8% (35)	44% (201)	9% (43)	456
Ideo: Conservative (5-7)	13% (98)	14% (106)	5% (34)	9% (64)	53% (393)	6% (46)	741
Educ: < College	19% (288)	13% (197)	6% (96)	7% (110)	45% (686)	10% (155)	1531
Educ: Bachelors degree	19% (75)	16% (67)	6% (25)	7% (28)	48% (194)	4% (17)	406
Educ: Post-grad	16% (35)	19% (41)	6% (12)	6% (12)	46% (99)	7% (14)	214

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**Table BRD6\_4:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
National Basketball Association (NBA)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (397)	14% (304)	6% (133)	7% (150)	46% (979)	9% (186)	2151
Income: Under 50k	19% (251)	13% (166)	7% (91)	8% (103)	43% (557)	10% (137)	1305
Income: 50k-100k	17% (105)	18% (107)	5% (30)	6% (34)	48% (291)	6% (35)	602
Income: 100k+	17% (41)	13% (31)	5% (12)	6% (13)	54% (131)	6% (14)	243
Ethnicity: White	14% (248)	13% (225)	6% (101)	7% (121)	51% (870)	9% (146)	1711
Ethnicity: Hispanic	36% (115)	16% (50)	12% (39)	7% (21)	25% (80)	5% (16)	322
Ethnicity: Afr. Am.	38% (101)	19% (50)	6% (15)	5% (13)	23% (62)	8% (22)	263
Ethnicity: Other	27% (49)	16% (29)	10% (17)	9% (16)	27% (48)	10% (18)	178
Relig: Protestant	15% (82)	15% (79)	5% (25)	6% (30)	54% (286)	6% (30)	532
Relig: Roman Catholic	19% (88)	15% (69)	7% (30)	10% (45)	43% (200)	6% (30)	461
Relig: Ath./Agn./None	17% (95)	12% (68)	6% (33)	5% (28)	48% (261)	11% (62)	547
Relig: Something Else	23% (85)	15% (54)	7% (25)	6% (23)	41% (153)	9% (34)	374
Relig: Jewish	28% (17)	13% (8)	5% (3)	2% (1)	51% (31)	1% (1)	61
Relig: Evangelical	22% (135)	15% (95)	6% (40)	7% (42)	41% (257)	9% (56)	625
Relig: Non-Evang. Catholics	14% (82)	15% (87)	6% (35)	9% (55)	51% (306)	6% (34)	600
Relig: All Christian	18% (217)	15% (182)	6% (75)	8% (97)	46% (564)	7% (91)	1225
Relig: All Non-Christian	20% (180)	13% (122)	6% (59)	6% (51)	45% (414)	10% (95)	921
Community: Urban	29% (157)	15% (80)	8% (42)	8% (41)	35% (191)	7% (37)	547
Community: Suburban	16% (144)	15% (137)	6% (58)	5% (50)	49% (451)	9% (84)	924
Community: Rural	14% (97)	13% (88)	5% (34)	9% (59)	50% (337)	10% (65)	680
Employ: Private Sector	23% (153)	19% (124)	6% (39)	6% (41)	42% (277)	5% (31)	665
Employ: Government	29% (47)	15% (24)	8% (12)	6% (9)	38% (61)	5% (8)	161
Employ: Self-Employed	16% (30)	19% (35)	10% (19)	9% (18)	42% (78)	4% (8)	187
Employ: Homemaker	16% (27)	10% (17)	4% (7)	5% (9)	50% (82)	14% (23)	164
Employ: Student	38% (43)	12% (14)	13% (14)	4% (4)	23% (26)	11% (12)	113
Employ: Retired	8% (35)	9% (40)	5% (22)	7% (29)	64% (279)	7% (30)	436
Employ: Unemployed	19% (41)	12% (27)	5% (12)	7% (15)	38% (83)	18% (40)	218
Employ: Other	11% (23)	12% (25)	4% (8)	12% (24)	45% (93)	16% (33)	206

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**Table BRD6\_4:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
 National Basketball Association (NBA)

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (397)	14% (304)	6% (133)	7% (150)	46% (979)	9% (186)	2151
Job Type: White-collar	19% (141)	15% (110)	7% (55)	7% (48)	48% (351)	5% (34)	739
Job Type: Blue-collar	16% (157)	15% (146)	5% (44)	7% (66)	50% (472)	7% (67)	952
Job Type: Don't Know	22% (100)	11% (49)	7% (34)	8% (35)	34% (156)	19% (86)	460
Military HH: Yes	22% (93)	15% (63)	7% (28)	8% (34)	43% (187)	6% (28)	435
Military HH: No	18% (304)	14% (241)	6% (105)	7% (116)	46% (792)	9% (158)	1716
2016 Vote: Democrat Hillary Clinton	25% (175)	14% (100)	6% (42)	6% (40)	42% (290)	7% (48)	696
2016 Vote: Republican Donald Trump	14% (101)	15% (114)	4% (31)	9% (71)	52% (385)	6% (44)	747
2016 Vote: Someone else	8% (13)	13% (21)	8% (13)	6% (10)	55% (93)	11% (18)	168
2012 Vote: Barack Obama	21% (177)	18% (145)	6% (52)	6% (53)	41% (341)	7% (59)	826
2012 Vote: Mitt Romney	10% (58)	12% (65)	4% (25)	9% (52)	60% (331)	4% (21)	550
2012 Vote: Other	8% (6)	11% (9)	4% (3)	6% (5)	63% (52)	8% (6)	82
2012 Vote: Didn't Vote	23% (156)	12% (86)	8% (54)	6% (40)	37% (253)	14% (100)	689
4-Region: Northeast	19% (73)	13% (50)	5% (19)	7% (27)	48% (188)	9% (35)	392
4-Region: Midwest	14% (66)	15% (72)	4% (20)	9% (44)	47% (216)	10% (46)	463
4-Region: South	19% (149)	13% (105)	8% (60)	6% (47)	45% (361)	9% (74)	796
4-Region: West	22% (109)	16% (78)	7% (35)	6% (32)	43% (215)	6% (31)	499

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

**Table BRD6\_5:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*E-sports, which are a multiplayer video games played competitively for spectators, typically by professional gamers*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	11% (246)	11% (237)	7% (142)	9% (188)	49% (1056)	13% (282)	2151
Gender: Male	17% (178)	14% (148)	9% (96)	8% (84)	41% (422)	10% (107)	1035
Gender: Female	6% (68)	8% (89)	4% (45)	9% (103)	57% (634)	16% (175)	1116
Age: 18-29	26% (117)	20% (94)	10% (47)	5% (22)	27% (123)	12% (55)	458
Age: 30-44	17% (97)	16% (88)	6% (33)	7% (39)	42% (233)	12% (64)	553
Age: 45-54	5% (20)	8% (30)	7% (29)	12% (47)	54% (213)	14% (54)	394
Age: 55-64	3% (10)	4% (13)	7% (26)	11% (40)	59% (209)	17% (59)	357
Age: 65+	1% (3)	3% (13)	2% (6)	10% (40)	71% (278)	13% (49)	389
PID: Dem (no lean)	12% (86)	15% (105)	7% (53)	9% (66)	43% (311)	14% (100)	722
PID: Ind (no lean)	10% (73)	11% (78)	5% (36)	8% (58)	52% (385)	14% (105)	736
PID: Rep (no lean)	13% (87)	8% (54)	8% (52)	9% (63)	52% (360)	11% (77)	694
PID/Gender: Dem Men	19% (61)	19% (60)	10% (30)	7% (22)	33% (106)	13% (41)	320
PID/Gender: Dem Women	6% (25)	11% (45)	6% (23)	11% (44)	51% (205)	15% (59)	401
PID/Gender: Ind Men	14% (51)	14% (49)	6% (23)	8% (30)	46% (166)	11% (39)	358
PID/Gender: Ind Women	6% (22)	8% (30)	3% (13)	7% (28)	58% (219)	18% (66)	378
PID/Gender: Rep Men	19% (66)	11% (39)	12% (43)	9% (32)	42% (150)	8% (27)	357
PID/Gender: Rep Women	6% (21)	5% (15)	3% (10)	9% (31)	62% (210)	15% (50)	336
Tea Party: Supporter	19% (112)	16% (94)	9% (51)	5% (29)	41% (238)	11% (62)	585
Tea Party: Not Supporter	9% (135)	9% (142)	6% (90)	10% (159)	52% (810)	14% (215)	1552
Ideo: Liberal (1-3)	16% (109)	17% (111)	7% (49)	8% (55)	42% (274)	10% (63)	660
Ideo: Moderate (4)	10% (46)	10% (44)	10% (48)	8% (37)	46% (211)	15% (71)	456
Ideo: Conservative (5-7)	8% (57)	8% (58)	5% (38)	9% (70)	59% (440)	10% (77)	741
Educ: < College	12% (178)	11% (162)	7% (102)	9% (142)	48% (729)	14% (217)	1531
Educ: Bachelors degree	9% (37)	11% (46)	8% (31)	7% (30)	54% (221)	10% (41)	406
Educ: Post-grad	14% (31)	14% (29)	4% (8)	7% (16)	49% (106)	11% (24)	214

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**Table BRD6\_5:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*E-sports, which are a multiplayer video games played competitively for spectators, typically by professional gamers*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	11% (246)	11% (237)	7% (142)	9% (188)	49% (1056)	13% (282)	2151
Income: Under 50k	11% (144)	11% (147)	7% (96)	10% (131)	45% (592)	15% (195)	1305
Income: 50k-100k	11% (67)	11% (65)	5% (31)	7% (42)	55% (334)	10% (63)	602
Income: 100k+	14% (35)	11% (26)	6% (14)	6% (14)	54% (130)	10% (24)	243
Ethnicity: White	9% (156)	9% (157)	6% (95)	9% (152)	54% (917)	14% (234)	1711
Ethnicity: Hispanic	24% (77)	21% (66)	9% (30)	7% (22)	33% (105)	7% (21)	322
Ethnicity: Afr. Am.	19% (50)	18% (46)	9% (24)	10% (26)	34% (89)	11% (28)	263
Ethnicity: Other	23% (41)	19% (34)	13% (23)	6% (10)	28% (50)	11% (20)	178
Relig: Protestant	8% (44)	7% (38)	5% (28)	8% (43)	59% (316)	12% (62)	532
Relig: Roman Catholic	12% (53)	11% (52)	7% (32)	11% (50)	47% (218)	12% (55)	461
Relig: Ath./Agn./None	14% (77)	12% (68)	5% (26)	6% (33)	48% (260)	15% (83)	547
Relig: Something Else	14% (53)	13% (49)	9% (34)	10% (38)	43% (160)	11% (41)	374
Relig: Jewish	9% (5)	11% (6)	15% (9)	5% (3)	57% (34)	4% (3)	61
Relig: Evangelical	11% (72)	11% (68)	6% (39)	8% (51)	48% (300)	15% (96)	625
Relig: Non-Evang. Catholics	7% (44)	9% (52)	7% (43)	11% (66)	55% (333)	10% (63)	600
Relig: All Christian	9% (115)	10% (120)	7% (82)	10% (117)	52% (632)	13% (159)	1225
Relig: All Non-Christian	14% (130)	13% (116)	7% (60)	8% (71)	46% (421)	13% (124)	921
Community: Urban	19% (101)	14% (78)	8% (43)	8% (42)	42% (230)	10% (54)	547
Community: Suburban	9% (85)	11% (97)	8% (72)	8% (74)	50% (462)	15% (134)	924
Community: Rural	9% (60)	9% (63)	4% (27)	11% (72)	54% (365)	14% (94)	680
Employ: Private Sector	14% (93)	15% (100)	7% (44)	8% (51)	47% (312)	10% (66)	665
Employ: Government	17% (27)	19% (31)	7% (11)	10% (17)	37% (60)	10% (16)	161
Employ: Self-Employed	13% (24)	16% (30)	11% (20)	8% (15)	44% (82)	9% (17)	187
Employ: Homemaker	11% (18)	7% (12)	6% (9)	8% (14)	50% (82)	18% (30)	164
Employ: Student	28% (32)	18% (21)	9% (11)	7% (8)	23% (27)	14% (15)	113
Employ: Retired	3% (14)	2% (10)	5% (22)	11% (47)	65% (285)	14% (59)	436
Employ: Unemployed	11% (24)	9% (19)	9% (20)	8% (18)	44% (96)	19% (40)	218
Employ: Other	7% (14)	8% (16)	3% (5)	9% (19)	55% (114)	19% (38)	206

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**Table BRD6\_5:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?  
E-sports, which are a multiplayer video games played competitively for spectators, typically by professional gamers*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	11% (246)	11% (237)	7% (142)	9% (188)	49% (1056)	13% (282)	2151
Job Type: White-collar	12% (91)	12% (90)	7% (50)	7% (54)	52% (383)	10% (71)	739
Job Type: Blue-collar	10% (97)	10% (100)	6% (59)	10% (93)	53% (501)	11% (102)	952
Job Type: Don't Know	13% (57)	10% (48)	7% (32)	9% (41)	37% (172)	24% (110)	460
Military HH: Yes	13% (54)	12% (54)	8% (34)	9% (40)	47% (204)	11% (49)	435
Military HH: No	11% (192)	11% (184)	6% (107)	9% (148)	50% (852)	14% (234)	1716
2016 Vote: Democrat Hillary Clinton	11% (80)	13% (91)	7% (46)	10% (66)	47% (328)	12% (84)	696
2016 Vote: Republican Donald Trump	11% (80)	9% (69)	6% (45)	8% (61)	55% (410)	11% (82)	747
2016 Vote: Someone else	5% (9)	12% (21)	3% (6)	8% (14)	56% (94)	15% (24)	168
2012 Vote: Barack Obama	11% (94)	12% (102)	7% (59)	9% (71)	48% (398)	12% (103)	826
2012 Vote: Mitt Romney	8% (42)	7% (36)	5% (28)	9% (50)	62% (342)	10% (53)	550
2012 Vote: Other	6% (5)	11% (9)	2% (2)	10% (8)	61% (50)	10% (8)	82
2012 Vote: Didn't Vote	15% (106)	13% (90)	8% (53)	9% (59)	38% (263)	17% (119)	689
4-Region: Northeast	11% (42)	9% (35)	8% (33)	8% (33)	49% (193)	15% (57)	392
4-Region: Midwest	9% (41)	10% (46)	6% (29)	11% (49)	51% (235)	14% (63)	463
4-Region: South	11% (90)	11% (88)	6% (45)	8% (67)	50% (399)	13% (107)	796
4-Region: West	15% (74)	14% (69)	7% (35)	8% (39)	46% (229)	11% (55)	499

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

**Table BRD6\_6:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
*College football*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	19% (401)	18% (380)	6% (126)	6% (133)	43% (927)	9% (185)	2151
Gender: Male	26% (267)	21% (212)	7% (73)	7% (69)	33% (341)	7% (74)	1035
Gender: Female	12% (134)	15% (167)	5% (53)	6% (64)	53% (586)	10% (111)	1116
Age: 18-29	30% (140)	22% (100)	7% (32)	7% (33)	24% (112)	9% (43)	458
Age: 30-44	23% (129)	19% (107)	7% (36)	5% (28)	37% (207)	8% (47)	553
Age: 45-54	13% (52)	18% (71)	7% (28)	7% (26)	48% (188)	7% (29)	394
Age: 55-64	14% (50)	16% (57)	5% (19)	6% (21)	48% (171)	11% (39)	357
Age: 65+	8% (31)	12% (46)	3% (11)	7% (25)	64% (249)	7% (27)	389
PID: Dem (no lean)	20% (147)	18% (128)	5% (39)	7% (48)	40% (288)	10% (72)	722
PID: Ind (no lean)	16% (118)	15% (109)	5% (36)	7% (50)	48% (354)	9% (69)	736
PID: Rep (no lean)	20% (136)	21% (143)	7% (51)	5% (35)	41% (285)	6% (44)	694
PID/Gender: Dem Men	30% (96)	19% (59)	6% (19)	7% (21)	30% (95)	9% (29)	320
PID/Gender: Dem Women	13% (51)	17% (68)	5% (20)	7% (27)	48% (192)	11% (43)	401
PID/Gender: Ind Men	21% (76)	18% (65)	5% (19)	7% (27)	41% (147)	7% (25)	358
PID/Gender: Ind Women	11% (42)	12% (45)	5% (17)	6% (23)	55% (207)	12% (44)	378
PID/Gender: Rep Men	27% (95)	25% (89)	10% (34)	6% (21)	28% (99)	5% (19)	357
PID/Gender: Rep Women	12% (41)	16% (54)	5% (16)	4% (14)	55% (187)	7% (25)	336
Tea Party: Supporter	25% (149)	19% (113)	9% (50)	6% (33)	36% (211)	5% (29)	585
Tea Party: Not Supporter	16% (252)	17% (264)	5% (75)	6% (100)	46% (709)	10% (150)	1552
Ideo: Liberal (1-3)	22% (148)	18% (121)	6% (42)	7% (43)	39% (259)	7% (47)	660
Ideo: Moderate (4)	20% (93)	18% (82)	6% (25)	6% (28)	40% (181)	10% (46)	456
Ideo: Conservative (5-7)	15% (113)	21% (154)	5% (38)	6% (45)	48% (355)	5% (34)	741
Educ: < College	19% (285)	17% (253)	6% (95)	6% (97)	42% (649)	10% (151)	1531
Educ: Bachelors degree	17% (69)	23% (93)	5% (21)	6% (25)	44% (177)	5% (21)	406
Educ: Post-grad	22% (47)	15% (33)	5% (10)	5% (11)	47% (100)	6% (13)	214

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**Table BRD6\_6:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College football

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	19% (401)	18% (380)	6% (126)	6% (133)	43% (927)	9% (185)	2151
Income: Under 50k	17% (220)	17% (224)	7% (92)	8% (98)	41% (533)	11% (139)	1305
Income: 50k-100k	21% (129)	17% (103)	5% (28)	4% (23)	48% (289)	5% (32)	602
Income: 100k+	21% (52)	22% (53)	3% (6)	5% (12)	43% (105)	6% (14)	243
Ethnicity: White	17% (289)	17% (286)	6% (99)	5% (93)	47% (808)	8% (137)	1711
Ethnicity: Hispanic	29% (93)	19% (63)	9% (29)	9% (30)	28% (90)	5% (17)	322
Ethnicity: Afr. Am.	27% (72)	22% (58)	5% (14)	8% (22)	25% (66)	12% (31)	263
Ethnicity: Other	23% (40)	20% (36)	7% (13)	10% (18)	30% (53)	10% (18)	178
Relig: Protestant	20% (106)	18% (94)	5% (25)	5% (26)	48% (254)	5% (27)	532
Relig: Roman Catholic	19% (87)	18% (81)	7% (34)	8% (36)	42% (192)	7% (32)	461
Relig: Ath./Agn./None	17% (95)	16% (86)	5% (28)	6% (30)	45% (247)	11% (61)	547
Relig: Something Else	20% (76)	20% (74)	5% (18)	5% (18)	40% (151)	10% (38)	374
Relig: Jewish	23% (14)	10% (6)	6% (4)	— (0)	59% (36)	1% (1)	61
Relig: Evangelical	20% (127)	20% (128)	7% (42)	7% (45)	38% (235)	8% (49)	625
Relig: Non-Evang. Catholics	17% (101)	15% (92)	6% (38)	7% (40)	49% (293)	6% (35)	600
Relig: All Christian	19% (228)	18% (220)	7% (80)	7% (85)	43% (528)	7% (84)	1225
Relig: All Non-Christian	19% (171)	17% (159)	5% (46)	5% (48)	43% (399)	11% (99)	921
Community: Urban	23% (127)	19% (101)	8% (41)	8% (41)	35% (190)	8% (46)	547
Community: Suburban	17% (160)	18% (167)	5% (47)	5% (48)	46% (422)	9% (80)	924
Community: Rural	17% (114)	16% (111)	5% (37)	6% (44)	46% (315)	9% (59)	680
Employ: Private Sector	23% (155)	21% (138)	6% (39)	5% (35)	40% (268)	5% (31)	665
Employ: Government	26% (41)	22% (36)	7% (11)	5% (9)	36% (58)	4% (6)	161
Employ: Self-Employed	23% (42)	17% (31)	11% (21)	9% (16)	35% (66)	6% (11)	187
Employ: Homemaker	18% (30)	16% (27)	2% (3)	4% (7)	48% (78)	11% (19)	164
Employ: Student	22% (25)	20% (23)	8% (10)	7% (8)	30% (34)	13% (14)	113
Employ: Retired	10% (43)	13% (55)	5% (23)	6% (27)	58% (254)	8% (35)	436
Employ: Unemployed	15% (32)	20% (44)	5% (11)	5% (10)	36% (77)	20% (44)	218
Employ: Other	17% (34)	13% (27)	4% (8)	10% (20)	44% (91)	12% (26)	206

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**Table BRD6\_6:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?**College football*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	19% (401)	18% (380)	6% (126)	6% (133)	43% (927)	9% (185)	2151
Job Type: White-collar	21% (154)	18% (132)	5% (34)	6% (47)	45% (332)	5% (39)	739
Job Type: Blue-collar	17% (158)	20% (195)	6% (53)	5% (50)	46% (439)	6% (57)	952
Job Type: Don't Know	19% (89)	12% (53)	8% (38)	8% (35)	34% (156)	19% (88)	460
Military HH: Yes	24% (104)	18% (77)	5% (22)	6% (24)	40% (175)	7% (31)	435
Military HH: No	17% (297)	18% (302)	6% (104)	6% (109)	44% (752)	9% (153)	1716
2016 Vote: Democrat Hillary Clinton	20% (140)	19% (129)	5% (31)	7% (49)	42% (290)	8% (56)	696
2016 Vote: Republican Donald Trump	18% (137)	19% (144)	6% (42)	6% (46)	46% (341)	5% (37)	747
2016 Vote: Someone else	14% (23)	14% (24)	5% (8)	6% (9)	50% (84)	11% (19)	168
2012 Vote: Barack Obama	21% (174)	18% (147)	6% (47)	6% (51)	41% (338)	8% (70)	826
2012 Vote: Mitt Romney	15% (80)	20% (110)	5% (27)	6% (30)	52% (288)	3% (15)	550
2012 Vote: Other	14% (12)	7% (6)	2% (2)	9% (8)	61% (50)	7% (5)	82
2012 Vote: Didn't Vote	20% (135)	17% (117)	7% (50)	6% (44)	36% (248)	14% (95)	689
4-Region: Northeast	14% (55)	20% (77)	7% (27)	6% (22)	45% (178)	9% (34)	392
4-Region: Midwest	16% (75)	20% (91)	4% (21)	8% (35)	42% (192)	11% (49)	463
4-Region: South	23% (182)	15% (123)	6% (45)	5% (42)	43% (341)	8% (64)	796
4-Region: West	18% (89)	18% (89)	7% (33)	7% (33)	43% (216)	8% (38)	499

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

**Table BRD6\_7:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College basketball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (319)	15% (331)	6% (123)	7% (159)	48% (1035)	9% (183)	2151
Gender: Male	20% (207)	20% (210)	7% (71)	8% (78)	38% (395)	7% (74)	1035
Gender: Female	10% (112)	11% (121)	5% (52)	7% (81)	57% (640)	10% (109)	1116
Age: 18-29	25% (115)	18% (83)	11% (49)	8% (37)	29% (132)	9% (42)	458
Age: 30-44	21% (117)	22% (120)	4% (24)	5% (27)	39% (216)	9% (49)	553
Age: 45-54	10% (38)	12% (47)	6% (25)	7% (26)	57% (226)	8% (31)	394
Age: 55-64	8% (30)	13% (47)	4% (14)	9% (32)	56% (200)	10% (34)	357
Age: 65+	5% (19)	9% (34)	3% (11)	9% (36)	67% (261)	7% (27)	389
PID: Dem (no lean)	18% (132)	16% (118)	7% (50)	7% (49)	43% (309)	9% (64)	722
PID: Ind (no lean)	12% (86)	14% (100)	5% (37)	7% (49)	54% (397)	9% (68)	736
PID: Rep (no lean)	15% (101)	16% (113)	5% (36)	9% (62)	48% (329)	7% (52)	694
PID/Gender: Dem Men	26% (82)	22% (71)	7% (24)	4% (13)	33% (106)	8% (25)	320
PID/Gender: Dem Women	12% (49)	12% (48)	6% (26)	9% (36)	51% (203)	10% (39)	401
PID/Gender: Ind Men	14% (50)	18% (64)	6% (23)	8% (27)	47% (169)	7% (25)	358
PID/Gender: Ind Women	9% (36)	9% (36)	4% (14)	6% (21)	60% (228)	11% (43)	378
PID/Gender: Rep Men	21% (75)	21% (75)	7% (24)	11% (38)	34% (120)	7% (25)	357
PID/Gender: Rep Women	8% (27)	11% (38)	3% (12)	7% (24)	62% (210)	8% (27)	336
Tea Party: Supporter	23% (135)	18% (108)	5% (31)	7% (40)	40% (236)	6% (35)	585
Tea Party: Not Supporter	12% (184)	14% (221)	6% (92)	8% (119)	51% (791)	9% (145)	1552
Ideo: Liberal (1-3)	20% (133)	20% (130)	7% (43)	5% (35)	42% (277)	6% (41)	660
Ideo: Moderate (4)	14% (65)	16% (73)	5% (24)	10% (44)	46% (208)	9% (42)	456
Ideo: Conservative (5-7)	12% (91)	15% (108)	5% (40)	9% (66)	54% (398)	5% (38)	741
Educ: < College	14% (216)	13% (204)	6% (90)	8% (128)	49% (745)	10% (148)	1531
Educ: Bachelors degree	16% (64)	21% (86)	5% (21)	6% (23)	47% (191)	5% (21)	406
Educ: Post-grad	18% (39)	19% (42)	5% (11)	4% (8)	46% (99)	7% (14)	214

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**Table BRD6\_7:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College basketball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (319)	15% (331)	6% (123)	7% (159)	48% (1035)	9% (183)	2151
Income: Under 50k	14% (181)	14% (181)	7% (89)	9% (113)	47% (608)	10% (134)	1305
Income: 50k-100k	16% (99)	17% (100)	4% (27)	6% (35)	51% (304)	6% (37)	602
Income: 100k+	16% (38)	21% (50)	3% (8)	5% (11)	51% (123)	5% (12)	243
Ethnicity: White	13% (222)	14% (241)	5% (84)	7% (126)	53% (899)	8% (138)	1711
Ethnicity: Hispanic	26% (85)	19% (62)	8% (25)	6% (20)	33% (107)	7% (23)	322
Ethnicity: Afr. Am.	23% (60)	21% (55)	9% (22)	7% (18)	32% (83)	9% (24)	263
Ethnicity: Other	21% (37)	20% (35)	9% (17)	8% (15)	30% (53)	12% (22)	178
Relig: Protestant	15% (82)	15% (81)	5% (26)	5% (29)	54% (285)	6% (29)	532
Relig: Roman Catholic	17% (77)	14% (67)	6% (27)	9% (43)	47% (214)	7% (32)	461
Relig: Ath./Agn./None	11% (62)	14% (76)	6% (34)	7% (36)	51% (278)	11% (61)	547
Relig: Something Else	18% (66)	18% (66)	5% (17)	7% (26)	44% (166)	9% (34)	374
Relig: Jewish	23% (14)	10% (6)	5% (3)	6% (3)	56% (34)	2% (1)	61
Relig: Evangelical	19% (118)	16% (103)	6% (37)	7% (45)	43% (271)	8% (52)	625
Relig: Non-Evang. Catholics	12% (72)	14% (86)	6% (35)	9% (52)	53% (318)	6% (37)	600
Relig: All Christian	15% (190)	15% (189)	6% (72)	8% (97)	48% (589)	7% (89)	1225
Relig: All Non-Christian	14% (127)	15% (142)	6% (51)	7% (62)	48% (444)	10% (95)	921
Community: Urban	21% (117)	17% (96)	7% (37)	5% (30)	41% (223)	8% (45)	547
Community: Suburban	12% (111)	16% (151)	6% (51)	7% (68)	49% (457)	9% (86)	924
Community: Rural	13% (91)	12% (85)	5% (35)	9% (61)	52% (355)	8% (53)	680
Employ: Private Sector	19% (126)	21% (140)	5% (31)	6% (39)	45% (296)	5% (33)	665
Employ: Government	23% (37)	17% (27)	7% (11)	9% (15)	40% (65)	4% (6)	161
Employ: Self-Employed	15% (28)	18% (34)	10% (19)	9% (16)	43% (80)	5% (10)	187
Employ: Homemaker	13% (21)	12% (19)	7% (11)	7% (12)	51% (83)	11% (18)	164
Employ: Student	22% (25)	27% (30)	8% (9)	8% (9)	22% (26)	13% (15)	113
Employ: Retired	6% (27)	10% (44)	4% (19)	8% (34)	64% (280)	7% (31)	436
Employ: Unemployed	15% (34)	9% (19)	6% (13)	6% (14)	45% (97)	19% (41)	218
Employ: Other	10% (22)	9% (18)	5% (10)	9% (20)	53% (109)	14% (29)	206

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**Table BRD6\_7:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College basketball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (319)	15% (331)	6% (123)	7% (159)	48% (1035)	9% (183)	2151
Job Type: White-collar	18% (133)	17% (123)	6% (44)	5% (39)	49% (362)	5% (39)	739
Job Type: Blue-collar	13% (120)	16% (151)	5% (46)	8% (79)	52% (496)	6% (61)	952
Job Type: Don't Know	14% (65)	13% (58)	7% (33)	9% (42)	39% (178)	18% (84)	460
Military HH: Yes	18% (79)	14% (59)	6% (24)	8% (33)	49% (212)	6% (27)	435
Military HH: No	14% (239)	16% (273)	6% (99)	7% (126)	48% (824)	9% (156)	1716
2016 Vote: Democrat Hillary Clinton	18% (124)	17% (118)	6% (44)	6% (42)	46% (316)	7% (51)	696
2016 Vote: Republican Donald Trump	14% (104)	15% (111)	4% (31)	9% (67)	53% (393)	5% (40)	747
2016 Vote: Someone else	7% (11)	15% (25)	6% (11)	5% (9)	54% (91)	12% (20)	168
2012 Vote: Barack Obama	16% (134)	18% (147)	6% (51)	6% (52)	46% (377)	8% (66)	826
2012 Vote: Mitt Romney	10% (55)	15% (83)	3% (18)	9% (51)	59% (327)	3% (17)	550
2012 Vote: Other	7% (6)	11% (9)	6% (5)	2% (2)	66% (54)	8% (6)	82
2012 Vote: Didn't Vote	18% (125)	13% (92)	7% (49)	8% (55)	40% (274)	14% (94)	689
4-Region: Northeast	14% (54)	14% (54)	6% (25)	7% (27)	50% (197)	9% (35)	392
4-Region: Midwest	14% (65)	16% (75)	6% (30)	9% (40)	45% (208)	10% (45)	463
4-Region: South	18% (142)	13% (104)	6% (46)	7% (54)	49% (387)	8% (63)	796
4-Region: West	12% (58)	20% (98)	4% (22)	8% (38)	49% (243)	8% (40)	499

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



**Table BRD6\_8:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*

*College hockey*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (180)	11% (232)	7% (140)	10% (206)	54% (1166)	11% (226)	2151
Gender: Male	12% (125)	14% (147)	9% (93)	10% (104)	45% (471)	9% (96)	1035
Gender: Female	5% (55)	8% (85)	4% (47)	9% (102)	62% (695)	12% (131)	1116
Age: 18-29	16% (73)	19% (88)	10% (44)	9% (41)	35% (158)	12% (53)	458
Age: 30-44	13% (70)	14% (79)	8% (44)	8% (42)	48% (263)	10% (54)	553
Age: 45-54	5% (20)	7% (26)	6% (24)	12% (49)	60% (236)	10% (39)	394
Age: 55-64	3% (11)	7% (25)	5% (17)	11% (39)	62% (222)	12% (44)	357
Age: 65+	1% (6)	4% (14)	3% (11)	9% (35)	74% (287)	9% (36)	389
PID: Dem (no lean)	8% (59)	11% (78)	8% (57)	12% (84)	51% (366)	11% (78)	722
PID: Ind (no lean)	6% (47)	9% (66)	6% (47)	8% (61)	59% (433)	11% (81)	736
PID: Rep (no lean)	11% (73)	13% (88)	5% (37)	9% (61)	53% (368)	10% (67)	694
PID/Gender: Dem Men	12% (40)	16% (52)	11% (35)	9% (28)	42% (133)	10% (32)	320
PID/Gender: Dem Women	5% (19)	6% (26)	5% (21)	14% (56)	58% (233)	11% (46)	401
PID/Gender: Ind Men	9% (31)	10% (35)	8% (30)	10% (38)	53% (190)	10% (34)	358
PID/Gender: Ind Women	4% (17)	8% (31)	4% (16)	6% (24)	64% (243)	12% (47)	378
PID/Gender: Rep Men	15% (54)	17% (60)	8% (27)	11% (39)	41% (148)	8% (29)	357
PID/Gender: Rep Women	6% (19)	8% (28)	3% (10)	7% (23)	65% (220)	11% (37)	336
Tea Party: Supporter	16% (95)	17% (102)	6% (36)	10% (57)	43% (254)	7% (42)	585
Tea Party: Not Supporter	5% (85)	8% (129)	7% (104)	10% (150)	58% (903)	12% (182)	1552
Ideo: Liberal (1-3)	13% (86)	15% (99)	7% (45)	10% (65)	48% (319)	7% (47)	660
Ideo: Moderate (4)	7% (33)	11% (50)	7% (33)	10% (45)	52% (239)	12% (56)	456
Ideo: Conservative (5-7)	6% (45)	10% (73)	6% (42)	9% (69)	62% (456)	8% (56)	741
Educ: < College	7% (109)	10% (155)	7% (104)	10% (155)	54% (819)	12% (189)	1531
Educ: Bachelors degree	9% (38)	12% (50)	6% (23)	8% (34)	58% (236)	6% (25)	406
Educ: Post-grad	15% (32)	13% (28)	6% (13)	8% (17)	52% (111)	6% (12)	214

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**Table BRD6\_8:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College hockey

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (180)	11% (232)	7% (140)	10% (206)	54% (1166)	11% (226)	2151
Income: Under 50k	7% (97)	10% (125)	8% (101)	12% (150)	51% (670)	12% (162)	1305
Income: 50k-100k	9% (53)	12% (75)	4% (25)	7% (44)	59% (357)	8% (49)	602
Income: 100k+	12% (29)	13% (32)	6% (14)	5% (13)	57% (139)	7% (16)	243
Ethnicity: White	8% (131)	10% (171)	6% (97)	9% (151)	58% (991)	10% (170)	1711
Ethnicity: Hispanic	18% (58)	17% (56)	11% (35)	11% (36)	35% (113)	8% (24)	322
Ethnicity: Afr. Am.	8% (20)	11% (29)	8% (20)	17% (44)	45% (118)	12% (31)	263
Ethnicity: Other	16% (29)	18% (32)	13% (23)	6% (11)	32% (58)	14% (26)	178
Relig: Protestant	7% (37)	9% (47)	5% (28)	10% (51)	62% (328)	8% (40)	532
Relig: Roman Catholic	10% (47)	12% (53)	9% (41)	13% (58)	48% (222)	9% (41)	461
Relig: Ath./Agn./None	8% (41)	11% (59)	4% (23)	8% (45)	55% (302)	14% (77)	547
Relig: Something Else	12% (44)	14% (51)	6% (24)	8% (31)	51% (190)	9% (35)	374
Relig: Jewish	14% (9)	15% (9)	8% (5)	1% (1)	60% (36)	2% (1)	61
Relig: Evangelical	9% (58)	11% (68)	8% (49)	9% (54)	52% (326)	11% (71)	625
Relig: Non-Evang. Catholics	6% (36)	9% (54)	7% (44)	13% (75)	58% (347)	7% (44)	600
Relig: All Christian	8% (94)	10% (122)	8% (93)	11% (129)	55% (673)	9% (115)	1225
Relig: All Non-Christian	9% (85)	12% (110)	5% (47)	8% (76)	53% (492)	12% (111)	921
Community: Urban	13% (74)	12% (67)	9% (51)	10% (57)	46% (250)	9% (48)	547
Community: Suburban	6% (58)	12% (106)	6% (58)	9% (80)	56% (517)	11% (105)	924
Community: Rural	7% (48)	9% (58)	5% (31)	10% (70)	59% (399)	11% (73)	680
Employ: Private Sector	12% (78)	16% (104)	7% (44)	10% (64)	50% (335)	6% (40)	665
Employ: Government	11% (18)	21% (33)	6% (10)	12% (19)	45% (72)	6% (9)	161
Employ: Self-Employed	14% (26)	12% (22)	9% (17)	9% (16)	47% (88)	10% (18)	187
Employ: Homemaker	8% (14)	8% (12)	5% (8)	10% (16)	55% (89)	15% (24)	164
Employ: Student	8% (9)	20% (22)	7% (8)	6% (7)	41% (47)	17% (20)	113
Employ: Retired	3% (12)	4% (18)	5% (22)	10% (43)	69% (301)	10% (42)	436
Employ: Unemployed	5% (12)	5% (12)	11% (23)	10% (21)	51% (111)	18% (38)	218
Employ: Other	6% (12)	4% (9)	4% (8)	10% (20)	59% (122)	17% (36)	206

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**Table BRD6\_8:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?**College hockey*

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (180)	11% (232)	7% (140)	10% (206)	54% (1166)	11% (226)	2151
Job Type: White-collar	10% (76)	13% (95)	7% (49)	9% (69)	55% (406)	6% (45)	739
Job Type: Blue-collar	8% (73)	11% (103)	6% (52)	10% (94)	57% (546)	9% (83)	952
Job Type: Don't Know	7% (31)	8% (35)	8% (38)	9% (43)	47% (215)	21% (98)	460
Military HH: Yes	9% (39)	13% (55)	6% (26)	10% (45)	54% (237)	8% (33)	435
Military HH: No	8% (141)	10% (177)	7% (115)	9% (161)	54% (930)	11% (193)	1716
2016 Vote: Democrat Hillary Clinton	8% (56)	10% (71)	8% (57)	12% (81)	52% (364)	10% (66)	696
2016 Vote: Republican Donald Trump	10% (74)	12% (90)	5% (36)	9% (65)	57% (428)	7% (53)	747
2016 Vote: Someone else	6% (9)	11% (19)	4% (7)	7% (12)	59% (99)	13% (21)	168
2012 Vote: Barack Obama	9% (72)	11% (91)	8% (65)	10% (86)	53% (436)	9% (76)	826
2012 Vote: Mitt Romney	7% (41)	10% (57)	3% (17)	9% (49)	65% (357)	5% (30)	550
2012 Vote: Other	3% (3)	7% (6)	4% (3)	11% (9)	66% (54)	9% (7)	82
2012 Vote: Didn't Vote	9% (64)	11% (78)	8% (56)	9% (62)	46% (316)	16% (113)	689
4-Region: Northeast	8% (32)	12% (47)	7% (27)	10% (39)	52% (205)	11% (43)	392
4-Region: Midwest	7% (32)	12% (55)	6% (29)	12% (54)	52% (243)	11% (50)	463
4-Region: South	7% (59)	8% (67)	6% (49)	8% (67)	59% (468)	11% (85)	796
4-Region: West	11% (57)	13% (63)	7% (34)	9% (47)	50% (250)	10% (48)	499

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

**Table BRD6\_9:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College baseball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (215)	13% (281)	6% (138)	9% (184)	52% (1127)	10% (206)	2151
Gender: Male	14% (140)	17% (172)	8% (81)	10% (101)	44% (455)	8% (86)	1035
Gender: Female	7% (75)	10% (109)	5% (57)	7% (83)	60% (672)	11% (120)	1116
Age: 18-29	15% (70)	16% (71)	11% (50)	10% (44)	37% (169)	12% (55)	458
Age: 30-44	15% (81)	18% (101)	5% (30)	7% (38)	46% (254)	9% (50)	553
Age: 45-54	8% (32)	12% (46)	5% (19)	9% (36)	57% (226)	9% (36)	394
Age: 55-64	5% (19)	11% (39)	6% (21)	10% (35)	57% (204)	11% (38)	357
Age: 65+	3% (13)	6% (24)	5% (19)	8% (31)	70% (274)	7% (28)	389
PID: Dem (no lean)	11% (80)	13% (94)	9% (63)	10% (72)	48% (345)	9% (68)	722
PID: Ind (no lean)	7% (52)	11% (77)	5% (37)	7% (53)	59% (431)	12% (85)	736
PID: Rep (no lean)	12% (83)	16% (110)	6% (38)	8% (58)	51% (350)	8% (54)	694
PID/Gender: Dem Men	14% (44)	16% (53)	11% (34)	10% (33)	40% (129)	8% (26)	320
PID/Gender: Dem Women	9% (36)	10% (41)	7% (29)	10% (39)	54% (216)	10% (41)	401
PID/Gender: Ind Men	9% (33)	13% (46)	7% (24)	8% (29)	54% (192)	10% (35)	358
PID/Gender: Ind Women	5% (19)	8% (32)	4% (13)	7% (25)	63% (239)	13% (50)	378
PID/Gender: Rep Men	18% (63)	21% (74)	6% (23)	11% (39)	38% (134)	7% (25)	357
PID/Gender: Rep Women	6% (20)	11% (36)	5% (15)	6% (19)	64% (216)	9% (29)	336
Tea Party: Supporter	17% (101)	18% (103)	9% (51)	8% (44)	42% (247)	7% (38)	585
Tea Party: Not Supporter	7% (113)	11% (176)	6% (87)	9% (140)	56% (874)	10% (163)	1552
Ideo: Liberal (1-3)	16% (103)	14% (93)	6% (40)	9% (60)	48% (317)	7% (47)	660
Ideo: Moderate (4)	10% (45)	14% (62)	7% (33)	7% (34)	52% (237)	10% (46)	456
Ideo: Conservative (5-7)	7% (52)	14% (107)	7% (52)	9% (69)	55% (408)	7% (52)	741
Educ: < College	9% (141)	12% (183)	7% (100)	10% (146)	52% (791)	11% (171)	1531
Educ: Bachelors degree	11% (45)	15% (61)	5% (22)	6% (23)	57% (232)	6% (23)	406
Educ: Post-grad	14% (29)	17% (37)	7% (16)	7% (16)	48% (103)	6% (13)	214

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**Table BRD6\_9:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
 College baseball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (215)	13% (281)	6% (138)	9% (184)	52% (1127)	10% (206)	2151
Income: Under 50k	9% (117)	12% (162)	8% (101)	10% (126)	50% (647)	12% (154)	1305
Income: 50k-100k	12% (73)	14% (83)	5% (30)	6% (37)	56% (340)	7% (40)	602
Income: 100k+	10% (25)	15% (37)	3% (8)	9% (21)	57% (140)	5% (13)	243
Ethnicity: White	8% (144)	13% (220)	5% (90)	8% (133)	57% (969)	9% (155)	1711
Ethnicity: Hispanic	18% (58)	15% (48)	12% (40)	11% (36)	37% (118)	7% (23)	322
Ethnicity: Afr. Am.	15% (39)	13% (34)	10% (27)	13% (34)	37% (97)	12% (30)	263
Ethnicity: Other	18% (32)	15% (27)	12% (21)	9% (17)	34% (60)	12% (21)	178
Relig: Protestant	9% (50)	15% (79)	6% (33)	6% (32)	57% (302)	7% (36)	532
Relig: Roman Catholic	12% (56)	12% (55)	9% (39)	9% (41)	50% (233)	8% (36)	461
Relig: Ath./Agn./None	8% (44)	12% (66)	5% (26)	8% (42)	56% (306)	11% (62)	547
Relig: Something Else	12% (45)	13% (51)	6% (24)	9% (35)	48% (179)	11% (40)	374
Relig: Jewish	14% (9)	9% (5)	6% (3)	8% (5)	57% (34)	7% (4)	61
Relig: Evangelical	12% (77)	15% (93)	7% (43)	9% (55)	47% (293)	10% (64)	625
Relig: Non-Evang. Catholics	8% (47)	12% (72)	7% (45)	9% (51)	57% (345)	7% (40)	600
Relig: All Christian	10% (124)	13% (164)	7% (88)	9% (106)	52% (638)	8% (104)	1225
Relig: All Non-Christian	10% (89)	13% (116)	5% (50)	8% (78)	53% (486)	11% (102)	921
Community: Urban	15% (81)	14% (79)	8% (45)	8% (44)	46% (250)	9% (49)	547
Community: Suburban	8% (74)	13% (123)	6% (53)	8% (70)	55% (509)	10% (95)	924
Community: Rural	9% (60)	12% (79)	6% (39)	10% (71)	54% (368)	9% (63)	680
Employ: Private Sector	14% (92)	17% (116)	5% (33)	6% (41)	52% (346)	6% (37)	665
Employ: Government	15% (25)	14% (22)	10% (16)	8% (13)	48% (78)	5% (8)	161
Employ: Self-Employed	12% (22)	16% (30)	12% (22)	9% (16)	45% (85)	7% (13)	187
Employ: Homemaker	11% (19)	8% (13)	8% (13)	4% (7)	51% (84)	18% (29)	164
Employ: Student	8% (9)	25% (28)	9% (10)	11% (12)	33% (37)	15% (17)	113
Employ: Retired	4% (17)	9% (39)	5% (20)	10% (44)	66% (287)	7% (30)	436
Employ: Unemployed	7% (16)	8% (18)	7% (15)	11% (24)	48% (104)	19% (41)	218
Employ: Other	8% (17)	8% (16)	4% (9)	13% (26)	51% (106)	15% (32)	206

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**Table BRD6\_9:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College baseball

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (215)	13% (281)	6% (138)	9% (184)	52% (1127)	10% (206)	2151
Job Type: White-collar	13% (95)	14% (107)	7% (51)	6% (47)	54% (402)	5% (38)	739
Job Type: Blue-collar	10% (92)	13% (125)	5% (51)	9% (89)	55% (521)	8% (75)	952
Job Type: Don't Know	6% (28)	11% (49)	8% (37)	10% (48)	45% (205)	20% (94)	460
Military HH: Yes	12% (52)	12% (53)	10% (44)	8% (35)	50% (218)	8% (33)	435
Military HH: No	9% (162)	13% (229)	5% (94)	9% (149)	53% (909)	10% (173)	1716
2016 Vote: Democrat Hillary Clinton	12% (81)	11% (76)	9% (62)	9% (61)	51% (357)	8% (59)	696
2016 Vote: Republican Donald Trump	10% (78)	16% (117)	4% (31)	10% (71)	53% (398)	7% (52)	747
2016 Vote: Someone else	7% (12)	9% (16)	3% (6)	6% (11)	62% (103)	12% (20)	168
2012 Vote: Barack Obama	12% (103)	12% (102)	8% (67)	8% (64)	52% (426)	8% (65)	826
2012 Vote: Mitt Romney	8% (45)	13% (73)	4% (21)	9% (48)	61% (337)	5% (26)	550
2012 Vote: Other	4% (3)	12% (10)	4% (3)	9% (8)	63% (52)	8% (6)	82
2012 Vote: Didn't Vote	9% (64)	14% (96)	7% (48)	9% (65)	45% (308)	16% (108)	689
4-Region: Northeast	8% (33)	13% (49)	7% (27)	9% (34)	53% (208)	10% (41)	392
4-Region: Midwest	7% (33)	13% (61)	7% (32)	11% (50)	50% (232)	12% (55)	463
4-Region: South	13% (100)	12% (97)	6% (52)	7% (58)	53% (422)	8% (67)	796
4-Region: West	10% (49)	15% (74)	5% (27)	8% (42)	53% (265)	9% (43)	499

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

**Table BRD6\_10:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
 College soccer

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (182)	8% (177)	8% (163)	11% (228)	55% (1194)	10% (208)	2151
Gender: Male	12% (128)	11% (112)	9% (94)	12% (125)	48% (499)	8% (79)	1035
Gender: Female	5% (54)	6% (65)	6% (69)	9% (103)	62% (695)	12% (130)	1116
Age: 18-29	17% (80)	14% (63)	12% (56)	10% (47)	36% (166)	10% (47)	458
Age: 30-44	14% (75)	12% (65)	7% (38)	9% (50)	50% (275)	9% (50)	553
Age: 45-54	3% (12)	6% (25)	7% (28)	11% (43)	64% (251)	9% (36)	394
Age: 55-64	3% (10)	5% (20)	6% (23)	13% (47)	60% (214)	12% (43)	357
Age: 65+	2% (6)	1% (4)	5% (18)	11% (41)	74% (288)	8% (32)	389
PID: Dem (no lean)	7% (54)	10% (75)	9% (63)	13% (93)	50% (363)	10% (74)	722
PID: Ind (no lean)	8% (57)	6% (41)	6% (46)	8% (58)	61% (449)	11% (84)	736
PID: Rep (no lean)	10% (71)	9% (60)	8% (54)	11% (76)	55% (381)	7% (51)	694
PID/Gender: Dem Men	12% (37)	15% (48)	10% (31)	13% (43)	42% (135)	8% (25)	320
PID/Gender: Dem Women	4% (16)	7% (27)	8% (31)	13% (50)	57% (228)	12% (48)	401
PID/Gender: Ind Men	10% (36)	7% (26)	8% (29)	9% (33)	56% (200)	10% (35)	358
PID/Gender: Ind Women	6% (21)	4% (16)	5% (17)	7% (25)	66% (249)	13% (49)	378
PID/Gender: Rep Men	15% (54)	11% (38)	9% (33)	14% (49)	46% (164)	5% (18)	357
PID/Gender: Rep Women	5% (17)	7% (22)	6% (20)	8% (28)	64% (217)	10% (32)	336
Tea Party: Supporter	16% (95)	13% (74)	10% (60)	9% (53)	45% (265)	6% (38)	585
Tea Party: Not Supporter	6% (87)	6% (100)	7% (102)	11% (175)	59% (920)	11% (167)	1552
Ideo: Liberal (1-3)	15% (97)	11% (72)	11% (70)	9% (57)	48% (320)	7% (45)	660
Ideo: Moderate (4)	7% (30)	10% (46)	6% (30)	13% (59)	53% (243)	11% (49)	456
Ideo: Conservative (5-7)	6% (42)	7% (50)	7% (54)	11% (79)	62% (461)	7% (55)	741
Educ: < College	7% (114)	6% (99)	8% (126)	12% (177)	55% (841)	11% (174)	1531
Educ: Bachelors degree	9% (38)	11% (46)	5% (22)	10% (41)	59% (241)	5% (20)	406
Educ: Post-grad	14% (30)	15% (32)	7% (15)	5% (10)	52% (112)	7% (14)	214

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**Table BRD6\_10:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
College soccer

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (182)	8% (177)	8% (163)	11% (228)	55% (1194)	10% (208)	2151
Income: Under 50k	7% (96)	7% (93)	9% (117)	12% (162)	52% (684)	12% (153)	1305
Income: 50k-100k	10% (63)	9% (54)	5% (28)	9% (53)	61% (365)	7% (40)	602
Income: 100k+	9% (23)	12% (30)	7% (18)	5% (13)	59% (144)	6% (16)	243
Ethnicity: White	8% (130)	7% (126)	7% (116)	9% (158)	60% (1019)	9% (162)	1711
Ethnicity: Hispanic	21% (66)	12% (38)	14% (44)	13% (42)	35% (112)	6% (20)	322
Ethnicity: Afr. Am.	8% (20)	11% (28)	11% (29)	17% (46)	43% (114)	10% (26)	263
Ethnicity: Other	18% (32)	13% (22)	10% (18)	14% (24)	34% (60)	12% (21)	178
Relig: Protestant	8% (43)	7% (35)	6% (31)	8% (43)	64% (339)	8% (41)	532
Relig: Roman Catholic	10% (48)	10% (45)	9% (41)	13% (59)	51% (233)	8% (35)	461
Relig: Ath./Agn./None	6% (31)	8% (46)	6% (34)	10% (52)	58% (318)	12% (66)	547
Relig: Something Else	13% (47)	9% (32)	7% (27)	9% (35)	52% (196)	10% (38)	374
Relig: Jewish	16% (10)	3% (2)	13% (8)	4% (2)	62% (38)	2% (1)	61
Relig: Evangelical	11% (69)	9% (53)	9% (57)	10% (61)	51% (320)	10% (66)	625
Relig: Non-Evang. Catholics	6% (34)	7% (45)	8% (46)	13% (76)	60% (360)	7% (39)	600
Relig: All Christian	8% (103)	8% (98)	8% (102)	11% (137)	56% (680)	9% (105)	1225
Relig: All Non-Christian	9% (78)	9% (78)	7% (60)	10% (88)	56% (513)	11% (103)	921
Community: Urban	12% (65)	10% (54)	9% (48)	13% (69)	48% (263)	9% (48)	547
Community: Suburban	8% (69)	9% (83)	8% (70)	8% (78)	58% (532)	10% (92)	924
Community: Rural	7% (47)	6% (40)	7% (44)	12% (81)	59% (399)	10% (69)	680
Employ: Private Sector	13% (86)	11% (73)	7% (44)	9% (63)	54% (362)	6% (38)	665
Employ: Government	10% (16)	15% (24)	12% (20)	11% (18)	46% (75)	5% (8)	161
Employ: Self-Employed	12% (23)	13% (25)	6% (12)	12% (23)	48% (89)	8% (15)	187
Employ: Homemaker	10% (16)	4% (7)	8% (14)	7% (11)	54% (89)	17% (27)	164
Employ: Student	14% (16)	17% (19)	11% (12)	11% (12)	34% (38)	14% (16)	113
Employ: Retired	3% (13)	4% (17)	8% (33)	10% (45)	67% (294)	8% (35)	436
Employ: Unemployed	3% (7)	2% (4)	9% (20)	13% (29)	56% (122)	16% (36)	218
Employ: Other	3% (6)	4% (8)	4% (7)	13% (27)	60% (125)	16% (33)	206

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**Table BRD6\_10:** *If a social media company, such as Facebook, were to livestream the following sports, would that make you more or less likely to watch the following sports, or would it make no difference either way?*  
 College soccer

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (182)	8% (177)	8% (163)	11% (228)	55% (1194)	10% (208)	2151
Job Type: White-collar	11% (85)	10% (73)	8% (56)	10% (73)	55% (404)	6% (48)	739
Job Type: Blue-collar	7% (63)	8% (78)	7% (70)	10% (91)	60% (576)	8% (73)	952
Job Type: Don't Know	7% (34)	5% (25)	8% (36)	14% (64)	46% (214)	19% (87)	460
Military HH: Yes	11% (49)	7% (29)	10% (42)	10% (45)	54% (237)	7% (32)	435
Military HH: No	8% (133)	9% (147)	7% (120)	11% (183)	56% (957)	10% (176)	1716
2016 Vote: Democrat Hillary Clinton	9% (61)	9% (59)	9% (66)	12% (81)	53% (366)	9% (62)	696
2016 Vote: Republican Donald Trump	9% (68)	9% (66)	7% (49)	10% (76)	59% (439)	6% (48)	747
2016 Vote: Someone else	4% (7)	5% (8)	5% (8)	6% (10)	66% (111)	14% (23)	168
2012 Vote: Barack Obama	8% (67)	10% (79)	8% (69)	11% (87)	55% (452)	9% (72)	826
2012 Vote: Mitt Romney	7% (41)	7% (38)	5% (26)	10% (54)	66% (364)	5% (28)	550
2012 Vote: Other	2% (1)	5% (4)	6% (5)	8% (6)	72% (59)	8% (6)	82
2012 Vote: Didn't Vote	11% (73)	8% (56)	9% (63)	12% (81)	46% (314)	15% (101)	689
4-Region: Northeast	7% (27)	9% (37)	8% (30)	10% (37)	55% (217)	11% (44)	392
4-Region: Midwest	7% (32)	8% (37)	6% (26)	12% (55)	57% (262)	11% (51)	463
4-Region: South	10% (79)	7% (56)	7% (56)	10% (81)	57% (454)	9% (70)	796
4-Region: West	9% (44)	9% (47)	10% (52)	11% (54)	52% (260)	8% (42)	499

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

**Table BRD7: Do you plan to watch any basketball games during the NCAA March Madness tournament?**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (920)	45% (967)	12% (264)	2151
Gender: Male	55% (564)	34% (351)	12% (120)	1035
Gender: Female	32% (355)	55% (616)	13% (144)	1116
Age: 18-29	47% (214)	41% (186)	13% (58)	458
Age: 30-44	50% (276)	39% (213)	12% (64)	553
Age: 45-54	39% (152)	48% (191)	13% (51)	394
Age: 55-64	38% (135)	50% (178)	12% (44)	357
Age: 65+	37% (143)	51% (199)	12% (47)	389
PID: Dem (no lean)	47% (342)	42% (301)	11% (78)	722
PID: Ind (no lean)	36% (262)	48% (356)	16% (117)	736
PID: Rep (no lean)	45% (315)	45% (310)	10% (69)	694
PID/Gender: Dem Men	60% (192)	30% (96)	10% (32)	320
PID/Gender: Dem Women	37% (150)	51% (205)	11% (46)	401
PID/Gender: Ind Men	44% (156)	39% (141)	17% (62)	358
PID/Gender: Ind Women	28% (106)	57% (216)	15% (56)	378
PID/Gender: Rep Men	60% (216)	32% (115)	7% (26)	357
PID/Gender: Rep Women	30% (99)	58% (194)	13% (43)	336
Tea Party: Supporter	53% (309)	40% (233)	7% (43)	585
Tea Party: Not Supporter	39% (606)	47% (726)	14% (219)	1552
Ideo: Liberal (1-3)	48% (315)	40% (266)	12% (79)	660
Ideo: Moderate (4)	40% (184)	47% (215)	12% (56)	456
Ideo: Conservative (5-7)	46% (340)	44% (326)	10% (75)	741
Educ: < College	38% (577)	48% (741)	14% (213)	1531
Educ: Bachelors degree	56% (226)	37% (151)	7% (29)	406
Educ: Post-grad	55% (117)	35% (75)	10% (21)	214
Income: Under 50k	36% (470)	50% (648)	14% (187)	1305
Income: 50k-100k	50% (304)	41% (245)	9% (54)	602
Income: 100k+	60% (146)	30% (74)	9% (23)	243
Ethnicity: White	40% (686)	49% (832)	11% (193)	1711
Ethnicity: Hispanic	51% (166)	35% (114)	13% (43)	322

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**Table BRD7: Do you plan to watch any basketball games during the NCAA March Madness tournament?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(920)	45%	(967)	12%	(264)	2151
Ethnicity: Afr. Am.	60%	(156)	25%	(64)	16%	(42)	263
Ethnicity: Other	44%	(78)	40%	(70)	17%	(29)	178
Relig: Protestant	47%	(249)	43%	(230)	10%	(53)	532
Relig: Roman Catholic	43%	(200)	44%	(205)	12%	(56)	461
Relig: Ath./Agn./None	35%	(190)	53%	(289)	12%	(68)	547
Relig: Something Else	47%	(175)	40%	(148)	14%	(52)	374
Relig: Jewish	55%	(33)	36%	(22)	9%	(6)	61
Relig: Evangelical	49%	(309)	39%	(244)	12%	(72)	625
Relig: Non-Evang. Catholics	41%	(244)	47%	(284)	12%	(72)	600
Relig: All Christian	45%	(553)	43%	(528)	12%	(144)	1225
Relig: All Non-Christian	40%	(365)	47%	(437)	13%	(120)	921
Community: Urban	52%	(282)	38%	(207)	11%	(58)	547
Community: Suburban	43%	(394)	44%	(408)	13%	(122)	924
Community: Rural	36%	(244)	52%	(353)	12%	(83)	680
Employ: Private Sector	54%	(359)	38%	(253)	8%	(54)	665
Employ: Government	48%	(78)	42%	(67)	10%	(17)	161
Employ: Self-Employed	42%	(79)	46%	(85)	12%	(23)	187
Employ: Homemaker	39%	(64)	50%	(82)	11%	(18)	164
Employ: Student	45%	(51)	36%	(41)	20%	(22)	113
Employ: Retired	36%	(158)	50%	(219)	13%	(59)	436
Employ: Unemployed	34%	(73)	51%	(112)	15%	(33)	218
Employ: Other	28%	(59)	53%	(109)	19%	(39)	206
Job Type: White-collar	53%	(392)	39%	(287)	8%	(60)	739
Job Type: Blue-collar	41%	(388)	48%	(459)	11%	(105)	952
Job Type: Don't Know	30%	(140)	48%	(221)	21%	(99)	460
Military HH: Yes	47%	(206)	42%	(183)	11%	(46)	435
Military HH: No	42%	(714)	46%	(785)	13%	(218)	1716
2016 Vote: Democrat Hillary Clinton	50%	(348)	40%	(278)	10%	(69)	696
2016 Vote: Republican Donald Trump	45%	(337)	44%	(325)	11%	(85)	747
2016 Vote: Someone else	38%	(63)	48%	(81)	14%	(23)	168

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**Table BRD7:** Do you plan to watch any basketball games during the NCAA March Madness tournament?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (920)	45% (967)	12% (264)	2151
2012 Vote: Barack Obama	47% (391)	42% (344)	11% (92)	826
2012 Vote: Mitt Romney	46% (251)	45% (247)	10% (52)	550
2012 Vote: Other	31% (25)	51% (42)	19% (15)	82
2012 Vote: Didn't Vote	37% (252)	48% (332)	15% (105)	689
4-Region: Northeast	40% (156)	49% (191)	12% (46)	392
4-Region: Midwest	45% (206)	42% (195)	13% (62)	463
4-Region: South	44% (353)	42% (338)	13% (105)	796
4-Region: West	41% (204)	49% (244)	10% (51)	499

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

**Table BRD8\_1:** Are any of the following ways you plan to watch March Madness games?

Cable / satellite television

Demographic	Yes	No	Total N
Adults	89% (814)	11% (105)	920
Gender: Male	87% (489)	13% (75)	564
Gender: Female	91% (325)	9% (30)	355
Age: 18-29	84% (180)	16% (34)	214
Age: 30-44	89% (245)	11% (31)	276
Age: 45-54	91% (139)	9% (13)	152
Age: 55-64	90% (121)	10% (14)	135
Age: 65+	91% (130)	9% (13)	143
PID: Dem (no lean)	89% (306)	11% (36)	342
PID: Ind (no lean)	90% (236)	10% (26)	262
PID: Rep (no lean)	86% (272)	14% (43)	315
PID/Gender: Dem Men	89% (171)	11% (21)	192
PID/Gender: Dem Women	90% (135)	10% (15)	150
PID/Gender: Ind Men	88% (137)	12% (19)	156
PID/Gender: Ind Women	94% (99)	6% (6)	106
PID/Gender: Rep Men	84% (181)	16% (35)	216
PID/Gender: Rep Women	91% (91)	9% (9)	99
Tea Party: Supporter	88% (273)	12% (36)	309
Tea Party: Not Supporter	89% (538)	11% (68)	606
Ideo: Liberal (1-3)	87% (275)	13% (40)	315
Ideo: Moderate (4)	90% (166)	10% (19)	184
Ideo: Conservative (5-7)	88% (301)	12% (39)	340
Educ: < College	88% (510)	12% (67)	577
Educ: Bachelors degree	89% (202)	11% (25)	226
Educ: Post-grad	88% (103)	12% (14)	117
Income: Under 50k	86% (404)	14% (67)	470
Income: 50k-100k	92% (278)	8% (25)	304
Income: 100k+	91% (132)	9% (14)	146
Ethnicity: White	88% (605)	12% (81)	686

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**Table BRD8\_1:** Are any of the following ways you plan to watch March Madness games?

Cable / satellite television

Demographic	Yes	No	Total N
Adults	89% (814)	11% (105)	920
Ethnicity: Hispanic	84% (139)	16% (26)	166
Ethnicity: Afr. Am.	89% (138)	11% (18)	156
Ethnicity: Other	91% (71)	9% (7)	78
Relig: Protestant	85% (212)	15% (36)	249
Relig: Roman Catholic	93% (185)	7% (15)	200
Relig: Ath./Agn./None	87% (165)	13% (25)	190
Relig: Something Else	89% (156)	11% (18)	175
Relig: Evangelical	87% (270)	13% (39)	309
Relig: Non-Evang. Catholics	91% (221)	9% (23)	244
Relig: All Christian	89% (491)	11% (62)	553
Relig: All Non-Christian	88% (322)	12% (43)	365
Community: Urban	88% (248)	12% (34)	282
Community: Suburban	89% (351)	11% (43)	394
Community: Rural	88% (215)	12% (29)	244
Employ: Private Sector	87% (312)	13% (47)	359
Employ: Government	83% (65)	17% (13)	78
Employ: Self-Employed	88% (70)	12% (9)	79
Employ: Homemaker	91% (58)	9% (6)	64
Employ: Student	88% (45)	12% (6)	51
Employ: Retired	92% (145)	8% (13)	158
Employ: Unemployed	89% (65)	11% (8)	73
Employ: Other	94% (55)	6% (4)	59
Job Type: White-collar	88% (345)	12% (47)	392
Job Type: Blue-collar	89% (344)	11% (43)	388
Job Type: Don't Know	90% (125)	10% (15)	140
Military HH: Yes	89% (184)	11% (22)	206
Military HH: No	88% (630)	12% (84)	714
2016 Vote: Democrat Hillary Clinton	86% (299)	14% (49)	348
2016 Vote: Republican Donald Trump	88% (296)	12% (40)	337
2016 Vote: Someone else	96% (61)	4% (3)	63

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**Table BRD8\_1:** Are any of the following ways you plan to watch March Madness games?*Cable / satellite television*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	89%	(814)	11%	(105)	920
2012 Vote: Barack Obama	89%	(346)	11%	(45)	391
2012 Vote: Mitt Romney	94%	(235)	6%	(16)	251
2012 Vote: Didn't Vote	83%	(210)	17%	(42)	252
4-Region: Northeast	89%	(139)	11%	(17)	156
4-Region: Midwest	86%	(178)	14%	(28)	206
4-Region: South	92%	(323)	8%	(30)	353
4-Region: West	85%	(174)	15%	(31)	204

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

**Table BRD8\_2:** Are any of the following ways you plan to watch March Madness games?  
Attending a game in person

Demographic	Yes	No	Total N
Adults	23% (212)	77% (708)	920
Gender: Male	25% (142)	75% (423)	564
Gender: Female	20% (70)	80% (285)	355
Age: 18-29	32% (68)	68% (146)	214
Age: 30-44	40% (110)	60% (166)	276
Age: 45-54	17% (25)	83% (127)	152
Age: 55-64	5% (6)	95% (128)	135
Age: 65+	1% (2)	99% (141)	143
PID: Dem (no lean)	26% (90)	74% (252)	342
PID: Ind (no lean)	16% (42)	84% (220)	262
PID: Rep (no lean)	25% (80)	75% (235)	315
PID/Gender: Dem Men	34% (65)	66% (127)	192
PID/Gender: Dem Women	17% (25)	83% (125)	150
PID/Gender: Ind Men	12% (18)	88% (138)	156
PID/Gender: Ind Women	22% (23)	78% (83)	106
PID/Gender: Rep Men	27% (58)	73% (158)	216
PID/Gender: Rep Women	22% (22)	78% (78)	99
Tea Party: Supporter	40% (122)	60% (187)	309
Tea Party: Not Supporter	15% (88)	85% (518)	606
Ideo: Liberal (1-3)	35% (109)	65% (206)	315
Ideo: Moderate (4)	23% (42)	77% (142)	184
Ideo: Conservative (5-7)	14% (47)	86% (293)	340
Educ: < College	20% (116)	80% (460)	577
Educ: Bachelors degree	25% (56)	75% (170)	226
Educ: Post-grad	34% (40)	66% (77)	117
Income: Under 50k	21% (98)	79% (372)	470
Income: 50k-100k	26% (79)	74% (225)	304
Income: 100k+	24% (35)	76% (111)	146
Ethnicity: White	19% (133)	81% (553)	686

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**Table BRD8\_2:** Are any of the following ways you plan to watch March Madness games?  
 Attending a game in person

Demographic	Yes	No	Total N
Adults	23% (212)	77% (708)	920
Ethnicity: Hispanic	53% (88)	47% (78)	166
Ethnicity: Afr. Am.	30% (47)	70% (109)	156
Ethnicity: Other	41% (32)	59% (46)	78
Relig: Protestant	16% (40)	84% (209)	249
Relig: Roman Catholic	25% (51)	75% (149)	200
Relig: Ath./Agn./None	20% (37)	80% (153)	190
Relig: Something Else	32% (56)	68% (118)	175
Relig: Evangelical	27% (82)	73% (227)	309
Relig: Non-Evang. Catholics	14% (35)	86% (209)	244
Relig: All Christian	21% (117)	79% (436)	553
Relig: All Non-Christian	26% (94)	74% (271)	365
Community: Urban	37% (103)	63% (179)	282
Community: Suburban	19% (75)	81% (319)	394
Community: Rural	14% (34)	86% (210)	244
Employ: Private Sector	29% (104)	71% (255)	359
Employ: Government	40% (31)	60% (47)	78
Employ: Self-Employed	32% (25)	68% (54)	79
Employ: Homemaker	24% (15)	76% (48)	64
Employ: Student	33% (17)	67% (34)	51
Employ: Retired	2% (3)	98% (155)	158
Employ: Unemployed	17% (13)	83% (60)	73
Employ: Other	7% (4)	93% (55)	59
Job Type: White-collar	27% (108)	73% (285)	392
Job Type: Blue-collar	20% (79)	80% (309)	388
Job Type: Don't Know	18% (26)	82% (114)	140
Military HH: Yes	29% (60)	71% (146)	206
Military HH: No	21% (152)	79% (562)	714
2016 Vote: Democrat Hillary Clinton	26% (89)	74% (258)	348
2016 Vote: Republican Donald Trump	25% (83)	75% (253)	337
2016 Vote: Someone else	24% (15)	76% (48)	63

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**Table BRD8\_2:** Are any of the following ways you plan to watch March Madness games?  
*Attending a game in person*

Demographic	Yes		No		Total N
Adults	23%	(212)	77%	(708)	920
2012 Vote: Barack Obama	26%	(103)	74%	(288)	391
2012 Vote: Mitt Romney	18%	(46)	82%	(205)	251
2012 Vote: Didn't Vote	21%	(54)	79%	(198)	252
4-Region: Northeast	31%	(48)	69%	(108)	156
4-Region: Midwest	17%	(35)	83%	(171)	206
4-Region: South	21%	(74)	79%	(279)	353
4-Region: West	27%	(55)	73%	(150)	204

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

**Table BRD8\_3:** Are any of the following ways you plan to watch March Madness games?  
 Online streaming from a specific TV channel, often tied to a cable subscription

Demographic	Yes	No	Total N
Adults	46% (421)	54% (499)	920
Gender: Male	49% (275)	51% (289)	564
Gender: Female	41% (146)	59% (209)	355
Age: 18-29	65% (140)	35% (75)	214
Age: 30-44	64% (178)	36% (98)	276
Age: 45-54	35% (53)	65% (100)	152
Age: 55-64	24% (32)	76% (103)	135
Age: 65+	14% (19)	86% (123)	143
PID: Dem (no lean)	52% (177)	48% (166)	342
PID: Ind (no lean)	38% (99)	62% (163)	262
PID: Rep (no lean)	46% (145)	54% (170)	315
PID/Gender: Dem Men	56% (107)	44% (85)	192
PID/Gender: Dem Women	46% (69)	54% (81)	150
PID/Gender: Ind Men	34% (54)	66% (102)	156
PID/Gender: Ind Women	43% (46)	57% (60)	106
PID/Gender: Rep Men	53% (114)	47% (102)	216
PID/Gender: Rep Women	31% (31)	69% (68)	99
Tea Party: Supporter	66% (203)	34% (107)	309
Tea Party: Not Supporter	36% (215)	64% (391)	606
Ideo: Liberal (1-3)	57% (181)	43% (135)	315
Ideo: Moderate (4)	41% (76)	59% (108)	184
Ideo: Conservative (5-7)	39% (132)	61% (208)	340
Educ: < College	43% (248)	57% (328)	577
Educ: Bachelors degree	49% (110)	51% (116)	226
Educ: Post-grad	53% (62)	47% (55)	117
Income: Under 50k	46% (218)	54% (252)	470
Income: 50k-100k	46% (139)	54% (165)	304
Income: 100k+	44% (64)	56% (82)	146
Ethnicity: White	43% (291)	57% (394)	686

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**Table BRD8\_3:** Are any of the following ways you plan to watch March Madness games?  
Online streaming from a specific TV channel, often tied to a cable subscription

Demographic	Yes	No	Total N
Adults	46% (421)	54% (499)	920
Ethnicity: Hispanic	61% (101)	39% (65)	166
Ethnicity: Afr. Am.	55% (86)	45% (70)	156
Ethnicity: Other	56% (44)	44% (34)	78
Relig: Protestant	39% (98)	61% (151)	249
Relig: Roman Catholic	45% (90)	55% (110)	200
Relig: Ath./Agn./None	48% (91)	52% (99)	190
Relig: Something Else	49% (86)	51% (89)	175
Relig: Evangelical	52% (160)	48% (149)	309
Relig: Non-Evang. Catholics	34% (84)	66% (160)	244
Relig: All Christian	44% (244)	56% (309)	553
Relig: All Non-Christian	48% (177)	52% (188)	365
Community: Urban	56% (159)	44% (123)	282
Community: Suburban	42% (167)	58% (227)	394
Community: Rural	39% (95)	61% (149)	244
Employ: Private Sector	53% (190)	47% (169)	359
Employ: Government	58% (45)	42% (33)	78
Employ: Self-Employed	47% (37)	53% (42)	79
Employ: Homemaker	43% (27)	57% (37)	64
Employ: Student	72% (37)	28% (14)	51
Employ: Retired	20% (32)	80% (127)	158
Employ: Unemployed	56% (41)	44% (32)	73
Employ: Other	23% (13)	77% (45)	59
Job Type: White-collar	48% (189)	52% (203)	392
Job Type: Blue-collar	42% (162)	58% (225)	388
Job Type: Don't Know	50% (70)	50% (70)	140
Military HH: Yes	49% (100)	51% (106)	206
Military HH: No	45% (321)	55% (393)	714
2016 Vote: Democrat Hillary Clinton	49% (170)	51% (177)	348
2016 Vote: Republican Donald Trump	44% (148)	56% (189)	337
2016 Vote: Someone else	38% (24)	62% (40)	63

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**Table BRD8\_3:** Are any of the following ways you plan to watch March Madness games?  
 Online streaming from a specific TV channel, often tied to a cable subscription

Demographic	Yes		No		Total N
Adults	46%	(421)	54%	(499)	920
2012 Vote: Barack Obama	49%	(190)	51%	(201)	391
2012 Vote: Mitt Romney	39%	(98)	61%	(153)	251
2012 Vote: Didn't Vote	48%	(122)	52%	(130)	252
4-Region: Northeast	47%	(74)	53%	(82)	156
4-Region: Midwest	43%	(88)	57%	(118)	206
4-Region: South	44%	(155)	56%	(198)	353
4-Region: West	51%	(104)	49%	(100)	204

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

**Table BRD8\_4:** Are any of the following ways you plan to watch March Madness games?  
NCAA March Madness Live App using your cable television subscription

Demographic	Yes	No	Total N
Adults	38% (349)	62% (570)	920
Gender: Male	40% (225)	60% (339)	564
Gender: Female	35% (124)	65% (232)	355
Age: 18-29	52% (111)	48% (103)	214
Age: 30-44	56% (154)	44% (122)	276
Age: 45-54	29% (44)	71% (108)	152
Age: 55-64	18% (25)	82% (110)	135
Age: 65+	10% (15)	90% (128)	143
PID: Dem (no lean)	42% (142)	58% (200)	342
PID: Ind (no lean)	34% (88)	66% (174)	262
PID: Rep (no lean)	38% (119)	62% (196)	315
PID/Gender: Dem Men	47% (90)	53% (102)	192
PID/Gender: Dem Women	35% (52)	65% (98)	150
PID/Gender: Ind Men	32% (49)	68% (107)	156
PID/Gender: Ind Women	37% (39)	63% (67)	106
PID/Gender: Rep Men	40% (86)	60% (130)	216
PID/Gender: Rep Women	33% (33)	67% (66)	99
Tea Party: Supporter	56% (172)	44% (137)	309
Tea Party: Not Supporter	29% (176)	71% (430)	606
Ideo: Liberal (1-3)	46% (145)	54% (170)	315
Ideo: Moderate (4)	38% (69)	62% (115)	184
Ideo: Conservative (5-7)	30% (103)	70% (237)	340
Educ: < College	34% (193)	66% (384)	577
Educ: Bachelors degree	43% (97)	57% (129)	226
Educ: Post-grad	51% (59)	49% (58)	117
Income: Under 50k	36% (169)	64% (301)	470
Income: 50k-100k	42% (126)	58% (177)	304
Income: 100k+	37% (54)	63% (92)	146
Ethnicity: White	34% (234)	66% (452)	686

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**Table BRD8\_4:** Are any of the following ways you plan to watch March Madness games?  
 NCAA March Madness Live App using your cable television subscription

Demographic	Yes	No	Total N
Adults	38% (349)	62% (570)	920
Ethnicity: Hispanic	62% (103)	38% (62)	166
Ethnicity: Afr. Am.	46% (71)	54% (85)	156
Ethnicity: Other	57% (44)	43% (34)	78
Relig: Protestant	26% (65)	74% (184)	249
Relig: Roman Catholic	48% (96)	52% (104)	200
Relig: Ath./Agn./None	38% (72)	62% (118)	190
Relig: Something Else	44% (76)	56% (99)	175
Relig: Evangelical	41% (127)	59% (182)	309
Relig: Non-Evang. Catholics	30% (74)	70% (170)	244
Relig: All Christian	36% (200)	64% (352)	553
Relig: All Non-Christian	41% (148)	59% (217)	365
Community: Urban	44% (124)	56% (158)	282
Community: Suburban	38% (151)	62% (243)	394
Community: Rural	30% (74)	70% (170)	244
Employ: Private Sector	44% (159)	56% (200)	359
Employ: Government	46% (35)	54% (42)	78
Employ: Self-Employed	53% (42)	47% (37)	79
Employ: Homemaker	33% (21)	67% (42)	64
Employ: Student	54% (28)	46% (23)	51
Employ: Retired	16% (25)	84% (134)	158
Employ: Unemployed	35% (25)	65% (48)	73
Employ: Other	24% (14)	76% (44)	59
Job Type: White-collar	45% (176)	55% (217)	392
Job Type: Blue-collar	31% (118)	69% (269)	388
Job Type: Don't Know	40% (55)	60% (85)	140
Military HH: Yes	43% (89)	57% (117)	206
Military HH: No	36% (260)	64% (454)	714
2016 Vote: Democrat Hillary Clinton	41% (141)	59% (206)	348
2016 Vote: Republican Donald Trump	37% (124)	63% (212)	337
2016 Vote: Someone else	38% (24)	62% (39)	63

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**Table BRD8\_4:** Are any of the following ways you plan to watch March Madness games?  
NCAA March Madness Live App using your cable television subscription

Demographic	Yes		No		Total N
Adults	38%	(349)	62%	(570)	920
2012 Vote: Barack Obama	42%	(163)	58%	(228)	391
2012 Vote: Mitt Romney	32%	(81)	68%	(170)	251
2012 Vote: Didn't Vote	38%	(96)	62%	(156)	252
4-Region: Northeast	45%	(71)	55%	(85)	156
4-Region: Midwest	32%	(67)	68%	(140)	206
4-Region: South	34%	(121)	66%	(232)	353
4-Region: West	44%	(91)	56%	(114)	204

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



**Table BRD8\_5:** Are any of the following ways you plan to watch March Madness games?  
 Other (please specify)

Demographic	Yes	No	Total N
Adults	13% (120)	87% (800)	920
Gender: Male	13% (75)	87% (490)	564
Gender: Female	13% (45)	87% (311)	355
Age: 18-29	16% (34)	84% (181)	214
Age: 30-44	16% (43)	84% (233)	276
Age: 45-54	10% (15)	90% (137)	152
Age: 55-64	13% (18)	87% (117)	135
Age: 65+	7% (9)	93% (133)	143
PID: Dem (no lean)	12% (40)	88% (302)	342
PID: Ind (no lean)	10% (27)	90% (235)	262
PID: Rep (no lean)	17% (53)	83% (263)	315
PID/Gender: Dem Men	10% (19)	90% (173)	192
PID/Gender: Dem Women	14% (21)	86% (129)	150
PID/Gender: Ind Men	9% (15)	91% (141)	156
PID/Gender: Ind Women	11% (12)	89% (94)	106
PID/Gender: Rep Men	19% (41)	81% (176)	216
PID/Gender: Rep Women	12% (12)	88% (87)	99
Tea Party: Supporter	22% (69)	78% (240)	309
Tea Party: Not Supporter	8% (50)	92% (556)	606
Ideo: Liberal (1-3)	18% (56)	82% (259)	315
Ideo: Moderate (4)	11% (20)	89% (165)	184
Ideo: Conservative (5-7)	10% (33)	90% (307)	340
Educ: < College	13% (77)	87% (499)	577
Educ: Bachelors degree	9% (20)	91% (206)	226
Educ: Post-grad	19% (22)	81% (95)	117
Income: Under 50k	15% (69)	85% (401)	470
Income: 50k-100k	13% (41)	87% (263)	304
Income: 100k+	7% (10)	93% (136)	146
Ethnicity: White	12% (81)	88% (605)	686

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**Table BRD8\_5: Are any of the following ways you plan to watch March Madness games?  
Other (please specify)**

Demographic	Yes	No	Total N
Adults	13% (120)	87% (800)	920
Ethnicity: Hispanic	23% (39)	77% (127)	166
Ethnicity: Afr. Am.	15% (23)	85% (133)	156
Ethnicity: Other	20% (15)	80% (62)	78
Relig: Protestant	11% (28)	89% (221)	249
Relig: Roman Catholic	16% (32)	84% (167)	200
Relig: Ath./Agn./None	11% (21)	89% (169)	190
Relig: Something Else	14% (25)	86% (150)	175
Relig: Evangelical	17% (54)	83% (255)	309
Relig: Non-Evang. Catholics	8% (20)	92% (224)	244
Relig: All Christian	13% (73)	87% (479)	553
Relig: All Non-Christian	13% (46)	87% (319)	365
Community: Urban	14% (38)	86% (244)	282
Community: Suburban	12% (47)	88% (347)	394
Community: Rural	14% (35)	86% (209)	244
Employ: Private Sector	11% (41)	89% (318)	359
Employ: Government	24% (19)	76% (59)	78
Employ: Self-Employed	18% (14)	82% (65)	79
Employ: Homemaker	14% (9)	86% (55)	64
Employ: Student	8% (4)	92% (47)	51
Employ: Retired	9% (15)	91% (144)	158
Employ: Unemployed	15% (11)	85% (62)	73
Employ: Other	12% (7)	88% (52)	59
Job Type: White-collar	15% (60)	85% (333)	392
Job Type: Blue-collar	11% (41)	89% (346)	388
Job Type: Don't Know	13% (18)	87% (121)	140
Military HH: Yes	19% (39)	81% (166)	206
Military HH: No	11% (80)	89% (634)	714
2016 Vote: Democrat Hillary Clinton	13% (44)	87% (304)	348
2016 Vote: Republican Donald Trump	15% (50)	85% (287)	337
2016 Vote: Someone else	7% (5)	93% (59)	63

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**Table BRD8\_5:** Are any of the following ways you plan to watch March Madness games?*Other (please specify)*

Demographic	Yes	No	Total N
Adults	13% (120)	87% (800)	920
2012 Vote: Barack Obama	14% (55)	86% (336)	391
2012 Vote: Mitt Romney	11% (27)	89% (224)	251
2012 Vote: Didn't Vote	14% (36)	86% (216)	252
4-Region: Northeast	11% (17)	89% (139)	156
4-Region: Midwest	11% (22)	89% (184)	206
4-Region: South	14% (50)	86% (303)	353
4-Region: West	15% (31)	85% (174)	204

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

**Table BRD9:** Do you plan to fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	20% (434)	72% (1541)	8% (176)	2151
Gender: Male	29% (300)	62% (641)	9% (94)	1035
Gender: Female	12% (133)	81% (900)	7% (83)	1116
Age: 18-29	31% (142)	58% (267)	11% (49)	458
Age: 30-44	29% (160)	62% (343)	9% (51)	553
Age: 45-54	16% (62)	75% (297)	9% (35)	394
Age: 55-64	12% (42)	82% (292)	7% (23)	357
Age: 65+	7% (28)	88% (342)	5% (19)	389
PID: Dem (no lean)	21% (153)	71% (512)	8% (57)	722
PID: Ind (no lean)	14% (106)	75% (555)	10% (75)	736
PID: Rep (no lean)	25% (175)	68% (475)	6% (44)	694
PID/Gender: Dem Men	33% (106)	58% (187)	8% (27)	320
PID/Gender: Dem Women	12% (47)	81% (325)	7% (29)	401
PID/Gender: Ind Men	18% (66)	70% (250)	12% (42)	358
PID/Gender: Ind Women	10% (39)	81% (305)	9% (33)	378
PID/Gender: Rep Men	36% (128)	57% (204)	7% (25)	357
PID/Gender: Rep Women	14% (46)	80% (270)	6% (20)	336
Tea Party: Supporter	33% (195)	60% (351)	7% (39)	585
Tea Party: Not Supporter	15% (237)	76% (1177)	9% (137)	1552
Ideo: Liberal (1-3)	27% (178)	65% (431)	8% (52)	660
Ideo: Moderate (4)	20% (89)	74% (336)	7% (31)	456
Ideo: Conservative (5-7)	19% (139)	75% (556)	6% (46)	741
Educ: < College	16% (243)	75% (1149)	9% (138)	1531
Educ: Bachelors degree	30% (123)	64% (261)	6% (23)	406
Educ: Post-grad	32% (67)	61% (131)	7% (15)	214
Income: Under 50k	16% (204)	75% (981)	9% (120)	1305
Income: 50k-100k	27% (160)	66% (400)	7% (42)	602
Income: 100k+	29% (69)	66% (160)	6% (14)	243
Ethnicity: White	19% (326)	74% (1262)	7% (122)	1711
Ethnicity: Hispanic	33% (108)	58% (186)	9% (29)	322

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**Table BRD9:** Do you plan to fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	20%	(434)	72%	(1541)	8%	(176)	2151
Ethnicity: Afr. Am.	22%	(57)	68%	(178)	10%	(27)	263
Ethnicity: Other	28%	(50)	56%	(100)	15%	(27)	178
Relig: Protestant	18%	(96)	78%	(417)	4%	(19)	532
Relig: Roman Catholic	25%	(114)	69%	(318)	6%	(29)	461
Relig: Ath./Agn./None	16%	(87)	74%	(405)	10%	(55)	547
Relig: Something Else	25%	(94)	65%	(244)	10%	(37)	374
Relig: Jewish	24%	(14)	71%	(43)	6%	(3)	61
Relig: Evangelical	25%	(157)	67%	(420)	8%	(48)	625
Relig: Non-Evang. Catholics	16%	(94)	78%	(469)	6%	(36)	600
Relig: All Christian	21%	(252)	73%	(889)	7%	(84)	1225
Relig: All Non-Christian	20%	(181)	70%	(649)	10%	(92)	921
Community: Urban	26%	(144)	64%	(352)	9%	(51)	547
Community: Suburban	19%	(175)	74%	(682)	7%	(67)	924
Community: Rural	17%	(114)	75%	(507)	9%	(58)	680
Employ: Private Sector	31%	(206)	64%	(426)	5%	(33)	665
Employ: Government	27%	(44)	65%	(105)	7%	(12)	161
Employ: Self-Employed	24%	(44)	67%	(125)	9%	(18)	187
Employ: Homemaker	16%	(26)	68%	(112)	16%	(26)	164
Employ: Student	26%	(30)	61%	(69)	13%	(15)	113
Employ: Retired	8%	(35)	86%	(376)	6%	(25)	436
Employ: Unemployed	14%	(30)	78%	(170)	8%	(17)	218
Employ: Other	9%	(18)	76%	(157)	15%	(31)	206
Job Type: White-collar	28%	(205)	66%	(491)	6%	(44)	739
Job Type: Blue-collar	17%	(161)	77%	(730)	6%	(61)	952
Job Type: Don't Know	15%	(68)	70%	(320)	16%	(71)	460
Military HH: Yes	23%	(100)	71%	(307)	6%	(28)	435
Military HH: No	19%	(334)	72%	(1234)	9%	(149)	1716
2016 Vote: Democrat Hillary Clinton	23%	(160)	71%	(493)	6%	(42)	696
2016 Vote: Republican Donald Trump	24%	(179)	71%	(528)	5%	(40)	747
2016 Vote: Someone else	20%	(34)	73%	(122)	7%	(12)	168

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**Table BRD9:** Do you plan to fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	20% (434)	72% (1541)	8% (176)	2151
2012 Vote: Barack Obama	22% (183)	71% (587)	7% (55)	826
2012 Vote: Mitt Romney	21% (113)	73% (404)	6% (33)	550
2012 Vote: Other	14% (11)	82% (68)	4% (4)	82
2012 Vote: Didn't Vote	18% (126)	69% (478)	12% (85)	689
4-Region: Northeast	21% (83)	71% (277)	8% (33)	392
4-Region: Midwest	22% (102)	71% (328)	7% (33)	463
4-Region: South	19% (153)	72% (575)	9% (69)	796
4-Region: West	19% (96)	72% (361)	8% (42)	499

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

**Table BRD10:** How much have you seen, read or heard recently about the 2015 Volkswagen emissions cheating scandal on some of their diesel cars?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	33%	(704)	20%	(421)	32%	(698)	2151
Gender: Male	22%	(225)	36%	(378)	18%	(184)	24%	(249)	1035
Gender: Female	9%	(103)	29%	(326)	21%	(237)	40%	(449)	1116
Age: 18-29	17%	(79)	23%	(107)	22%	(102)	37%	(170)	458
Age: 30-44	18%	(101)	27%	(148)	22%	(122)	33%	(182)	553
Age: 45-54	12%	(48)	29%	(115)	22%	(87)	36%	(144)	394
Age: 55-64	12%	(42)	42%	(149)	14%	(49)	33%	(116)	357
Age: 65+	15%	(57)	48%	(185)	16%	(60)	22%	(86)	389
PID: Dem (no lean)	16%	(113)	34%	(248)	19%	(137)	31%	(224)	722
PID: Ind (no lean)	13%	(95)	29%	(216)	20%	(149)	37%	(276)	736
PID: Rep (no lean)	17%	(120)	35%	(240)	19%	(135)	29%	(198)	694
PID/Gender: Dem Men	21%	(67)	38%	(120)	19%	(60)	23%	(73)	320
PID/Gender: Dem Women	12%	(46)	32%	(128)	19%	(76)	38%	(151)	401
PID/Gender: Ind Men	20%	(70)	33%	(118)	16%	(59)	31%	(111)	358
PID/Gender: Ind Women	7%	(25)	26%	(98)	24%	(90)	44%	(164)	378
PID/Gender: Rep Men	25%	(89)	39%	(139)	18%	(65)	18%	(65)	357
PID/Gender: Rep Women	9%	(32)	30%	(101)	21%	(70)	40%	(133)	336
Tea Party: Supporter	24%	(140)	32%	(184)	21%	(125)	23%	(135)	585
Tea Party: Not Supporter	12%	(185)	33%	(517)	19%	(293)	36%	(556)	1552
Ideo: Liberal (1-3)	21%	(142)	32%	(211)	19%	(125)	28%	(182)	660
Ideo: Moderate (4)	14%	(62)	35%	(159)	19%	(88)	32%	(147)	456
Ideo: Conservative (5-7)	14%	(106)	39%	(288)	18%	(135)	29%	(211)	741
Educ: < College	12%	(186)	30%	(456)	21%	(325)	37%	(565)	1531
Educ: Bachelors degree	20%	(81)	41%	(169)	16%	(65)	23%	(92)	406
Educ: Post-grad	29%	(62)	37%	(80)	14%	(31)	19%	(41)	214
Income: Under 50k	12%	(157)	28%	(369)	22%	(293)	37%	(486)	1305
Income: 50k-100k	17%	(103)	39%	(237)	17%	(100)	27%	(163)	602
Income: 100k+	28%	(68)	41%	(99)	11%	(28)	20%	(48)	243
Ethnicity: White	15%	(263)	34%	(577)	19%	(320)	32%	(551)	1711
Ethnicity: Hispanic	24%	(77)	27%	(88)	25%	(79)	24%	(78)	322
Ethnicity: Afr. Am.	15%	(40)	27%	(70)	22%	(56)	37%	(96)	263

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**Table BRD10:** How much have you seen, read or heard recently about the 2015 Volkswagen emissions cheating scandal on some of their diesel cars?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	33%	(704)	20%	(421)	32%	(698)	2151
Ethnicity: Other	15%	(26)	32%	(57)	25%	(44)	29%	(51)	178
Relig: Protestant	15%	(82)	37%	(195)	17%	(91)	31%	(164)	532
Relig: Roman Catholic	17%	(79)	39%	(179)	16%	(73)	28%	(129)	461
Relig: Ath./Agn./None	15%	(82)	27%	(150)	23%	(125)	35%	(190)	547
Relig: Something Else	17%	(65)	29%	(109)	19%	(71)	35%	(129)	374
Relig: Jewish	24%	(14)	36%	(22)	23%	(14)	18%	(11)	61
Relig: Evangelical	15%	(93)	32%	(202)	22%	(137)	31%	(193)	625
Relig: Non-Evang. Catholics	15%	(87)	40%	(239)	15%	(88)	31%	(185)	600
Relig: All Christian	15%	(180)	36%	(442)	18%	(225)	31%	(378)	1225
Relig: All Non-Christian	16%	(147)	28%	(260)	21%	(196)	35%	(319)	921
Community: Urban	19%	(105)	32%	(173)	22%	(121)	27%	(148)	547
Community: Suburban	15%	(139)	35%	(326)	17%	(162)	32%	(297)	924
Community: Rural	12%	(84)	30%	(205)	20%	(138)	37%	(253)	680
Employ: Private Sector	21%	(140)	35%	(236)	16%	(107)	27%	(182)	665
Employ: Government	18%	(29)	40%	(64)	24%	(39)	18%	(29)	161
Employ: Self-Employed	17%	(32)	36%	(68)	23%	(43)	23%	(44)	187
Employ: Homemaker	10%	(16)	19%	(31)	27%	(45)	44%	(72)	164
Employ: Student	12%	(14)	26%	(30)	19%	(22)	42%	(48)	113
Employ: Retired	13%	(57)	44%	(193)	16%	(71)	26%	(115)	436
Employ: Unemployed	10%	(22)	20%	(43)	22%	(47)	48%	(106)	218
Employ: Other	9%	(18)	19%	(40)	22%	(46)	50%	(103)	206
Job Type: White-collar	21%	(158)	39%	(292)	17%	(124)	22%	(166)	739
Job Type: Blue-collar	15%	(142)	34%	(321)	19%	(179)	33%	(310)	952
Job Type: Don't Know	6%	(29)	20%	(91)	26%	(118)	48%	(222)	460
Military HH: Yes	20%	(87)	39%	(169)	16%	(70)	25%	(108)	435
Military HH: No	14%	(242)	31%	(535)	20%	(351)	34%	(590)	1716
2016 Vote: Democrat Hillary Clinton	18%	(126)	37%	(257)	20%	(136)	25%	(176)	696
2016 Vote: Republican Donald Trump	18%	(135)	39%	(288)	17%	(124)	27%	(199)	747
2016 Vote: Someone else	14%	(24)	28%	(47)	23%	(38)	35%	(59)	168

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**Table BRD10:** How much have you seen, read or heard recently about the 2015 Volkswagen emissions cheating scandal on some of their diesel cars?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(329)	33%	(704)	20%	(421)	32%	(698)	2151
2012 Vote: Barack Obama	18%	(149)	38%	(311)	18%	(149)	26%	(217)	826
2012 Vote: Mitt Romney	19%	(102)	37%	(203)	17%	(96)	27%	(150)	550
2012 Vote: Other	13%	(11)	25%	(20)	20%	(17)	42%	(35)	82
2012 Vote: Didn't Vote	10%	(67)	25%	(170)	23%	(158)	43%	(294)	689
4-Region: Northeast	14%	(55)	37%	(146)	20%	(77)	29%	(115)	392
4-Region: Midwest	12%	(58)	29%	(132)	19%	(88)	40%	(186)	463
4-Region: South	13%	(105)	30%	(242)	21%	(170)	35%	(279)	796
4-Region: West	22%	(111)	37%	(184)	17%	(87)	24%	(118)	499

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2151	100%
xdemGender	Gender: Male	1035	48%
	Gender: Female	1116	52%
	N	2151	
age5	Age: 18-29	458	21%
	Age: 30-44	553	26%
	Age: 45-54	394	18%
	Age: 55-64	357	17%
	Age: 65+	389	18%
	N	2151	
xpid3	PID: Dem (no lean)	722	34%
	PID: Ind (no lean)	736	34%
	PID: Rep (no lean)	694	32%
	N	2151	
xpidGender	PID/Gender: Dem Men	320	15%
	PID/Gender: Dem Women	401	19%
	PID/Gender: Ind Men	358	17%
	PID/Gender: Ind Women	378	18%
	PID/Gender: Rep Men	357	17%
	PID/Gender: Rep Women	336	16%
	N	2151	
xdemTea	Tea Party: Supporter	585	27%
	Tea Party: Not Supporter	1552	72%
	N	2137	
xdemIdeo3	Ideo: Liberal (1-3)	660	31%
	Ideo: Moderate (4)	456	21%
	Ideo: Conservative (5-7)	741	34%
	N	1857	
xeduc3	Educ: < College	1531	71%
	Educ: Bachelors degree	406	19%
	Educ: Post-grad	214	10%
	N	2151	
xdemInc3	Income: Under 50k	1305	61%
	Income: 50k-100k	602	28%
	Income: 100k+	243	11%
	N	2151	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1711	80%
xdemHispBin	Ethnicity: Hispanic	322	15%
demBlackBin	Ethnicity: Afr. Am.	263	12%
demRaceOther	Ethnicity: Other	178	8%
xrelNet	Relig: Protestant	532	25%
	Relig: Roman Catholic	461	21%
	Relig: Ath./Agn./None	547	25%
	Relig: Something Else	374	17%
	N	1914	
xreligion1	Relig: Jewish	61	3%
xreligion2	Relig: Evangelical	625	29%
	Relig: Non-Evang. Catholics	600	28%
	N	1225	
xreligion3	Relig: All Christian	1225	57%
	Relig: All Non-Christian	921	43%
	N	2147	
xdemUsr	Community: Urban	547	25%
	Community: Suburban	924	43%
	Community: Rural	680	32%
	N	2151	
xdemEmploy	Employ: Private Sector	665	31%
	Employ: Government	161	7%
	Employ: Self-Employed	187	9%
	Employ: Homemaker	164	8%
	Employ: Student	113	5%
	Employ: Retired	436	20%
	Employ: Unemployed	218	10%
	Employ: Other	206	10%
	N	2151	
xdemJobStatus	Job Type: White-collar	739	34%
	Job Type: Blue-collar	952	44%
	Job Type: Don't Know	460	21%
	N	2151	
xdemMilHH1	Military HH: Yes	435	20%
	Military HH: No	1716	80%
	N	2151	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	696	32%
	2016 Vote: Republican Donald Trump	747	35%
	2016 Vote: Someone else	168	8%
	N	1610	
xsubVote12O	2012 Vote: Barack Obama	826	38%
	2012 Vote: Mitt Romney	550	26%
	2012 Vote: Other	82	4%
	2012 Vote: Didn't Vote	689	32%
	N	2147	
xreg4	4-Region: Northeast	392	18%
	4-Region: Midwest	463	22%
	4-Region: South	796	37%
	4-Region: West	499	23%
	N	2151	

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

