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Morning Consult
National Tracking Poll #180304
March 01-05, 2018

Crosstabulation Results

Methodology:

This poll was conducted from March 01-05, 2018, among a national sample of 2201 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.



Table Index

- 1 **Table BRD1:** *How likely are you to order a Happy Meal for your child in the next month?* 4
- 2 **Table BRD2:** *How often do you order a Happy Meal for your child?* 7
- 3 **Table BRD3:** *How effective do you think McDonald's new Happy Meal menu will be in helping children consume healthier foods?* 10
- 4 **Table BRD4:** *Does McDonald's healthier meal choices for children make you more or less likely to order a Happy Meal for your child?* 13
- 5 **Table BRD5:** *Does McDonald's partnership with Disney make you more or less likely to order a Happy Meal for your child?* 16
- 6 **Table BRD6_1:** *Please indicate whether you have a favorable or unfavorable view of each of the following. NCAA* 19
- 7 **Table BRD6_4:** *Please indicate whether you have a favorable or unfavorable view of each of the following. NBA* 22
- 8 **Table BRD6_5:** *Please indicate whether you have a favorable or unfavorable view of each of the following. NFL* 25
- 9 **Table BRD6_6:** *Please indicate whether you have a favorable or unfavorable view of each of the following. MLB* 28
- 10 **Table BRD6_7:** *Please indicate whether you have a favorable or unfavorable view of each of the following. MLS* 31
- 11 **Table BRD6_8:** *Please indicate whether you have a favorable or unfavorable view of each of the following. ACC (Atlantic Coast Conference)* 34
- 12 **Table BRD6_9:** *Please indicate whether you have a favorable or unfavorable view of each of the following. Big Ten Conference* 37
- 13 **Table BRD6_10:** *Please indicate whether you have a favorable or unfavorable view of each of the following. Big 12 Conference* 40
- 14 **Table BRD6_11:** *Please indicate whether you have a favorable or unfavorable view of each of the following. SEC (Southeastern Conference)* 43
- 15 **Table BRD6_12:** *Please indicate whether you have a favorable or unfavorable view of each of the following. Pac-12 Conference* 46
- 16 **Table BRD7:** *Do you plan to watch any basketball games during the NCAA March Madness tournament?* 49
- 17 **Table BRD8_1:** *Which of the following are ways you plan to watch the NCAA March Madness tournament? Cable/Satellite Television* 52
- 18 **Table BRD8_4:** *Which of the following are ways you plan to watch the NCAA March Madness tournament? Attending a NCAA March Madness game in person* 55

19	Table BRD8_5: Which of the following are ways you plan to watch the NCAA March Madness tournament? Online streaming of a NCAA March Madness game from a specific TV channel	58
20	Table BRD8_6: Which of the following are ways you plan to watch the NCAA March Madness tournament? NCAA March Madness Live app	61
21	Table BRD8_7: Which of the following are ways you plan to watch the NCAA March Madness tournament? Other (please specify)	64
22	Table BRD9: Do you plan on filling out a bracket for the NCAA March Madness tournament?	67
23	Table BRD10_1: Where did you plan on making your bracket? On paper	70
24	Table BRD10_4: Where did you plan on making your bracket? ESPN.com	72
25	Table BRD10_5: Where did you plan on making your bracket? Yahoo.com	74
26	Table BRD10_6: Where did you plan on making your bracket? CBS.com	76
27	Table BRD10_7: Where did you plan on making your bracket? NCAA.com	78
28	Table BRD10_8: Where did you plan on making your bracket? Other (please specify)	80
29	Table BRD11: Which statement comes closest to your view, even if it's not exactly right?	82
30	Table BRD12: Do you think colleges should pay their student athletes?	85
31	Table BRD13: Do you support or oppose paying salaries to college athletes, beyond any scholarships they receive?	88
32	Table BRD14: Do you think an academic scholarship adequately compensates student athletes?	91
33	Table BRD15_1: Should college athletes be allowed to profit from each of the following? Partnerships with brands	94
34	Table BRD15_4: Should college athletes be allowed to profit from each of the following? The use of their name or likeness in video games, jerseys or other products	97
35	Table BRD16: Should college athletes be allowed to partner, without profit, with brands?	100
36	Table BRD17: To the best of your knowledge, is the NCAA and the college sports model functioning or is the model broken?	103
37	Table BRD18: Which statement comes closest to your view, even if neither is exactly right?	106
38	Table BRD19: In your opinion, which of the following is worse?	109
39	Table BRD20_1: Do you support or oppose each of the following statements? Professional athletes making political statements	112
40	Table BRD20_4: Do you support or oppose each of the following statements? College athletes making political statements	115
41	Summary Statistics of Survey Respondent Demographics	118

Crosstabulation Results by Respondent Demographics

Table BRD1: How likely are you to order a Happy Meal for your child in the next month?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	22% (236)	17% (187)	15% (161)	41% (446)	6% (63)	1092
Gender: Male	21% (98)	18% (84)	14% (65)	40% (183)	6% (28)	458
Gender: Female	22% (138)	16% (103)	15% (96)	41% (263)	6% (35)	634
Age: 18-29	37% (56)	28% (42)	13% (20)	21% (32)	2% (3)	153
Age: 30-44	36% (133)	20% (73)	16% (57)	24% (89)	4% (16)	368
Age: 45-54	14% (30)	13% (29)	22% (49)	45% (99)	5% (11)	218
Age: 55-64	7% (12)	16% (27)	11% (20)	60% (106)	6% (11)	176
Age: 65+	3% (5)	9% (15)	8% (15)	68% (120)	13% (22)	177
PID: Dem (no lean)	28% (93)	16% (54)	14% (46)	37% (123)	6% (21)	338
PID: Ind (no lean)	17% (67)	18% (69)	17% (66)	42% (165)	5% (21)	388
PID: Rep (no lean)	21% (75)	17% (64)	13% (49)	43% (157)	6% (20)	366
PID/Gender: Dem Men	32% (42)	17% (22)	18% (23)	27% (35)	6% (7)	129
PID/Gender: Dem Women	25% (52)	15% (32)	11% (23)	42% (88)	7% (14)	209
PID/Gender: Ind Men	15% (21)	19% (26)	14% (19)	47% (66)	5% (7)	139
PID/Gender: Ind Women	19% (46)	17% (43)	19% (46)	40% (99)	6% (14)	249
PID/Gender: Rep Men	19% (36)	19% (36)	12% (22)	43% (82)	7% (13)	190
PID/Gender: Rep Women	23% (40)	15% (27)	15% (27)	43% (76)	4% (7)	176
Ideo: Liberal (1-3)	31% (100)	16% (53)	11% (37)	36% (118)	6% (18)	326
Ideo: Moderate (4)	18% (40)	15% (33)	19% (43)	42% (93)	6% (13)	222
Ideo: Conservative (5-7)	17% (66)	16% (63)	14% (54)	47% (183)	6% (23)	389
Educ: < College	23% (173)	18% (132)	16% (117)	38% (287)	6% (45)	754
Educ: Bachelors degree	18% (39)	17% (35)	14% (29)	47% (101)	5% (10)	214
Educ: Post-grad	20% (24)	15% (19)	11% (14)	47% (58)	7% (8)	124
Income: Under 50k	25% (145)	18% (106)	14% (84)	37% (219)	6% (37)	592
Income: 50k-100k	21% (73)	17% (61)	15% (53)	42% (149)	5% (17)	353
Income: 100k+	12% (18)	13% (19)	16% (24)	53% (78)	6% (8)	146
Ethnicity: White	20% (178)	16% (143)	15% (132)	44% (388)	5% (49)	889
Ethnicity: Hispanic	39% (64)	21% (35)	16% (27)	22% (37)	1% (2)	165

Continued on next page

Table BRD1: How likely are you to order a Happy Meal for your child in the next month?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not at all likely	No Opinion				
Adults	22% (236)	17% (187)	15% (161)	41% (446)	6% (63)		1092		
Ethnicity: Afr. Am.	29% (34)	22% (26)	11% (13)	28% (34)	10% (12)		119		
Ethnicity: Other	28% (24)	21% (18)	18% (15)	29% (24)	3% (2)		84		
Relig: Protestant	12% (32)	15% (39)	15% (38)	53% (138)	5% (12)		259		
Relig: Roman Catholic	25% (52)	16% (34)	14% (29)	40% (84)	4% (9)		208		
Relig: Ath./Agn./None	24% (66)	19% (51)	12% (31)	37% (100)	9% (24)		272		
Relig: Something Else	20% (39)	20% (39)	21% (39)	37% (70)	2% (3)		189		
Relig: Evangelical	24% (88)	16% (57)	14% (52)	40% (143)	6% (21)		361		
Relig: Non-Evang. Catholics	16% (43)	15% (39)	14% (38)	49% (131)	5% (14)		265		
Relig: All Christian	21% (130)	15% (96)	14% (90)	44% (274)	6% (35)		626		
Relig: All Non-Christian	23% (104)	19% (89)	15% (70)	37% (170)	6% (27)		461		
Community: Urban	26% (71)	20% (54)	14% (38)	35% (96)	6% (16)		275		
Community: Suburban	19% (94)	14% (70)	14% (67)	47% (225)	6% (28)		484		
Community: Rural	21% (71)	19% (63)	17% (56)	38% (125)	6% (18)		333		
Employ: Private Sector	23% (87)	18% (66)	21% (78)	35% (131)	2% (9)		371		
Employ: Government	37% (27)	15% (11)	9% (7)	36% (27)	3% (2)		73		
Employ: Self-Employed	25% (22)	15% (13)	12% (10)	46% (41)	2% (2)		89		
Employ: Homemaker	31% (49)	20% (31)	14% (22)	28% (45)	8% (12)		160		
Employ: Retired	5% (10)	13% (26)	6% (13)	65% (132)	12% (24)		205		
Employ: Unemployed	23% (18)	29% (22)	14% (11)	30% (23)	3% (3)		76		
Employ: Other	19% (19)	11% (11)	18% (18)	42% (43)	11% (11)		101		
Military HH: Yes	20% (43)	11% (23)	15% (32)	49% (108)	5% (11)		218		
Military HH: No	22% (193)	19% (163)	15% (128)	39% (338)	6% (52)		874		
RD/WT: Right Direction	25% (108)	16% (71)	13% (56)	40% (173)	7% (30)		437		
RD/WT: Wrong Track	20% (128)	18% (116)	16% (105)	42% (272)	5% (33)		655		
Strongly Approve	29% (70)	13% (32)	12% (30)	39% (96)	7% (18)		245		
Somewhat Approve	17% (46)	20% (54)	16% (43)	42% (111)	4% (11)		264		
Somewhat Disapprove	23% (32)	20% (27)	22% (30)	31% (42)	3% (4)		135		
Strongly Disapprove	20% (79)	16% (66)	12% (50)	45% (179)	6% (25)		398		
Dont Know / No Opinion	20% (10)	17% (9)	15% (8)	36% (18)	11% (6)		50		

Continued on next page

Table BRD1: How likely are you to order a Happy Meal for your child in the next month?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	22%	(236)	17%	(187)	15%	(161)	41%	(446)	6%	(63)	1092
#1 Issue: Economy	24%	(78)	16%	(54)	13%	(44)	44%	(145)	3%	(10)	331
#1 Issue: Security	18%	(36)	12%	(24)	20%	(40)	45%	(88)	4%	(8)	196
#1 Issue: Health Care	18%	(34)	23%	(44)	15%	(28)	38%	(73)	6%	(11)	189
#1 Issue: Medicare / Social Security	19%	(28)	17%	(25)	9%	(14)	40%	(60)	15%	(23)	150
#1 Issue: Education	32%	(28)	22%	(19)	17%	(15)	24%	(21)	6%	(5)	88
#1 Issue: Other	9%	(5)	12%	(7)	17%	(10)	56%	(32)	7%	(4)	58
2016 Vote: Democrat Hillary Clinton	25%	(78)	17%	(51)	11%	(35)	42%	(128)	5%	(15)	306
2016 Vote: Republican Donald Trump	19%	(80)	14%	(57)	17%	(70)	45%	(186)	6%	(24)	416
2016 Vote: Someone else	20%	(20)	21%	(20)	15%	(15)	41%	(40)	4%	(4)	98
2012 Vote: Barack Obama	25%	(98)	17%	(66)	14%	(54)	40%	(158)	5%	(21)	395
2012 Vote: Mitt Romney	15%	(49)	14%	(46)	16%	(52)	50%	(164)	5%	(17)	327
2012 Vote: Other	13%	(6)	6%	(3)	15%	(7)	58%	(29)	8%	(4)	51
2012 Vote: Didn't Vote	26%	(83)	23%	(72)	15%	(48)	30%	(94)	7%	(21)	319
4-Region: Northeast	23%	(42)	19%	(34)	11%	(21)	43%	(80)	4%	(8)	186
4-Region: Midwest	22%	(52)	15%	(36)	13%	(30)	43%	(103)	7%	(16)	238
4-Region: South	24%	(100)	18%	(72)	17%	(68)	35%	(144)	6%	(25)	409
4-Region: West	16%	(42)	17%	(44)	16%	(42)	46%	(119)	5%	(12)	259

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

Table BRD2: How often do you order a Happy Meal for your child?

Demographic	Several times a week		Once a week		Once a month		More than once a month		Never		Don't Know / No Opinion		Total N
Adults	6%	(63)	9%	(103)	20%	(215)	10%	(105)	47%	(518)	8%	(88)	1092
Gender: Male	9%	(40)	11%	(51)	15%	(70)	9%	(43)	48%	(221)	7%	(33)	458
Gender: Female	4%	(23)	8%	(52)	23%	(145)	10%	(62)	47%	(297)	9%	(54)	634
Age: 18-29	9%	(13)	15%	(23)	26%	(39)	13%	(21)	32%	(48)	5%	(8)	153
Age: 30-44	11%	(40)	14%	(53)	27%	(98)	13%	(46)	28%	(104)	7%	(26)	368
Age: 45-54	4%	(8)	8%	(18)	14%	(31)	8%	(16)	57%	(123)	10%	(21)	218
Age: 55-64	—	(0)	4%	(7)	17%	(31)	8%	(14)	65%	(114)	6%	(11)	176
Age: 65+	1%	(2)	1%	(2)	9%	(16)	5%	(8)	73%	(128)	12%	(21)	177
PID: Dem (no lean)	10%	(34)	7%	(24)	23%	(79)	8%	(26)	43%	(144)	9%	(29)	338
PID: Ind (no lean)	3%	(12)	9%	(35)	20%	(77)	10%	(37)	50%	(196)	8%	(32)	388
PID: Rep (no lean)	5%	(16)	12%	(44)	16%	(59)	11%	(41)	49%	(178)	7%	(27)	366
PID/Gender: Dem Men	15%	(20)	12%	(15)	16%	(21)	6%	(7)	40%	(51)	11%	(14)	129
PID/Gender: Dem Women	7%	(14)	4%	(9)	28%	(58)	9%	(19)	45%	(93)	7%	(15)	209
PID/Gender: Ind Men	5%	(8)	9%	(13)	18%	(25)	11%	(15)	51%	(71)	5%	(7)	139
PID/Gender: Ind Women	2%	(5)	9%	(22)	21%	(52)	9%	(22)	50%	(125)	10%	(24)	249
PID/Gender: Rep Men	6%	(12)	12%	(23)	13%	(24)	11%	(20)	52%	(99)	6%	(12)	190
PID/Gender: Rep Women	3%	(4)	12%	(21)	20%	(35)	12%	(21)	45%	(79)	8%	(15)	176
Ideo: Liberal (1-3)	12%	(39)	11%	(34)	21%	(70)	8%	(27)	39%	(129)	8%	(27)	326
Ideo: Moderate (4)	3%	(7)	9%	(21)	16%	(36)	11%	(24)	51%	(114)	9%	(20)	222
Ideo: Conservative (5-7)	4%	(14)	10%	(37)	18%	(69)	9%	(36)	52%	(202)	8%	(31)	389
Educ: < College	5%	(39)	9%	(68)	21%	(157)	11%	(85)	45%	(340)	8%	(63)	754
Educ: Bachelors degree	4%	(10)	10%	(22)	18%	(39)	6%	(13)	56%	(120)	5%	(10)	214
Educ: Post-grad	11%	(14)	10%	(12)	15%	(19)	6%	(7)	46%	(58)	12%	(14)	124
Income: Under 50k	6%	(37)	10%	(61)	20%	(116)	11%	(66)	44%	(260)	9%	(51)	592
Income: 50k-100k	7%	(25)	8%	(30)	22%	(78)	7%	(26)	49%	(172)	6%	(22)	353
Income: 100k+	1%	(1)	8%	(12)	14%	(21)	8%	(12)	58%	(85)	10%	(15)	146
Ethnicity: White	5%	(41)	9%	(82)	19%	(168)	9%	(76)	51%	(455)	8%	(67)	889
Ethnicity: Hispanic	15%	(24)	15%	(25)	22%	(37)	9%	(15)	30%	(49)	9%	(14)	165
Ethnicity: Afr. Am.	12%	(14)	10%	(12)	25%	(29)	13%	(15)	30%	(35)	11%	(13)	119
Ethnicity: Other	10%	(8)	10%	(8)	22%	(18)	15%	(13)	33%	(28)	10%	(8)	84

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Table BRD2: How often do you order a Happy Meal for your child?

Demographic	Several times a week		Once a week		Once a month		More than once a month		Never		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(63)	9%	(103)	20%	(215)	10%	(105)	47%	(518)	8%	(88)	1092
Relig: Protestant	2%	(6)	6%	(17)	16%	(42)	7%	(18)	60%	(155)	8%	(22)	259
Relig: Roman Catholic	9%	(18)	11%	(24)	17%	(35)	10%	(22)	47%	(98)	5%	(11)	208
Relig: Ath./Agn./None	6%	(16)	9%	(24)	22%	(61)	12%	(32)	42%	(115)	9%	(24)	272
Relig: Something Else	10%	(19)	6%	(11)	24%	(45)	8%	(16)	42%	(79)	10%	(19)	189
Relig: Evangelical	6%	(20)	14%	(50)	17%	(63)	9%	(33)	48%	(173)	6%	(23)	361
Relig: Non-Evang. Catholics	3%	(7)	7%	(19)	17%	(46)	8%	(23)	56%	(149)	8%	(22)	265
Relig: All Christian	4%	(27)	11%	(68)	17%	(109)	9%	(56)	51%	(321)	7%	(45)	626
Relig: All Non-Christian	8%	(36)	7%	(34)	23%	(106)	10%	(47)	42%	(195)	9%	(43)	461
Community: Urban	11%	(31)	12%	(32)	19%	(53)	12%	(34)	37%	(102)	9%	(24)	275
Community: Suburban	4%	(17)	8%	(39)	18%	(87)	8%	(37)	54%	(261)	9%	(43)	484
Community: Rural	5%	(15)	10%	(32)	23%	(75)	10%	(34)	47%	(155)	6%	(21)	333
Employ: Private Sector	8%	(31)	10%	(37)	21%	(76)	9%	(32)	44%	(165)	8%	(29)	371
Employ: Government	15%	(11)	15%	(11)	16%	(12)	7%	(5)	40%	(29)	7%	(5)	73
Employ: Self-Employed	3%	(2)	13%	(11)	15%	(14)	15%	(13)	50%	(44)	5%	(4)	89
Employ: Homemaker	3%	(5)	16%	(26)	31%	(50)	7%	(12)	34%	(55)	8%	(12)	160
Employ: Retired	—	(0)	2%	(5)	11%	(23)	9%	(18)	68%	(138)	10%	(20)	205
Employ: Unemployed	7%	(5)	10%	(8)	28%	(21)	12%	(9)	42%	(32)	2%	(1)	76
Employ: Other	6%	(6)	2%	(2)	15%	(16)	12%	(12)	50%	(51)	14%	(15)	101
Military HH: Yes	7%	(16)	7%	(16)	14%	(30)	6%	(12)	56%	(123)	10%	(21)	218
Military HH: No	5%	(47)	10%	(87)	21%	(185)	11%	(93)	45%	(395)	8%	(67)	874
RD/WT: Right Direction	7%	(32)	11%	(47)	18%	(78)	11%	(49)	45%	(197)	8%	(33)	437
RD/WT: Wrong Track	5%	(31)	9%	(56)	21%	(137)	9%	(56)	49%	(321)	8%	(55)	655
Strongly Approve	11%	(27)	9%	(22)	16%	(40)	14%	(34)	41%	(101)	8%	(20)	245
Somewhat Approve	4%	(10)	12%	(31)	20%	(54)	7%	(20)	51%	(135)	6%	(16)	264
Somewhat Disapprove	4%	(6)	11%	(15)	26%	(35)	10%	(14)	40%	(54)	8%	(11)	135
Strongly Disapprove	5%	(20)	8%	(30)	20%	(81)	8%	(30)	51%	(203)	9%	(34)	398
Dont Know / No Opinion	3%	(1)	10%	(5)	12%	(6)	12%	(6)	48%	(24)	15%	(7)	50

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Table BRD2: How often do you order a Happy Meal for your child?

Demographic	Several times a week		Once a week		Once a month		More than once a month		Never		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(63)	9%	(103)	20%	(215)	10%	(105)	47%	(518)	8%	(88)	1092
#1 Issue: Economy	6%	(21)	11%	(36)	19%	(63)	11%	(37)	46%	(154)	7%	(22)	331
#1 Issue: Security	4%	(9)	9%	(19)	18%	(36)	6%	(11)	53%	(104)	9%	(18)	196
#1 Issue: Health Care	3%	(5)	8%	(14)	23%	(44)	10%	(18)	45%	(85)	12%	(22)	189
#1 Issue: Medicare / Social Security	7%	(10)	7%	(11)	16%	(24)	10%	(16)	51%	(77)	8%	(13)	150
#1 Issue: Education	11%	(10)	16%	(14)	21%	(18)	10%	(9)	37%	(33)	5%	(4)	88
#1 Issue: Other	4%	(2)	7%	(4)	13%	(7)	6%	(4)	60%	(35)	10%	(6)	58
2016 Vote: Democrat Hillary Clinton	9%	(28)	7%	(23)	18%	(57)	9%	(28)	48%	(147)	8%	(23)	306
2016 Vote: Republican Donald Trump	6%	(23)	10%	(43)	18%	(73)	8%	(34)	52%	(216)	6%	(27)	416
2016 Vote: Someone else	2%	(2)	9%	(9)	27%	(27)	13%	(13)	41%	(40)	7%	(7)	98
2012 Vote: Barack Obama	10%	(40)	8%	(31)	20%	(80)	9%	(35)	45%	(179)	8%	(30)	395
2012 Vote: Mitt Romney	4%	(13)	8%	(26)	15%	(48)	9%	(28)	58%	(188)	7%	(24)	327
2012 Vote: Other	6%	(3)	4%	(2)	20%	(10)	6%	(3)	64%	(32)	1%	(1)	51
2012 Vote: Didn't Vote	2%	(7)	14%	(44)	24%	(77)	12%	(38)	37%	(119)	10%	(33)	319
4-Region: Northeast	3%	(6)	8%	(15)	25%	(47)	8%	(14)	46%	(85)	10%	(18)	186
4-Region: Midwest	3%	(7)	9%	(21)	22%	(52)	12%	(28)	47%	(112)	8%	(18)	238
4-Region: South	9%	(36)	13%	(52)	16%	(65)	11%	(44)	44%	(181)	8%	(32)	409
4-Region: West	5%	(14)	6%	(15)	20%	(51)	7%	(19)	54%	(140)	8%	(20)	259

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

Table BRD3: How effective do you think McDonald's new Happy Meal menu will be in helping children consume healthier foods?

Demographic	Very effective	Somewhat effective	Not too effective	Not at all effective	Don't Know / No Opinion	Total N
Adults	19% (209)	37% (399)	23% (252)	11% (123)	10% (107)	1092
Gender: Male	21% (96)	34% (154)	23% (106)	12% (55)	10% (45)	458
Gender: Female	18% (113)	39% (245)	23% (146)	11% (68)	10% (62)	634
Age: 18-29	28% (42)	33% (50)	19% (29)	10% (15)	11% (16)	153
Age: 30-44	21% (78)	36% (132)	24% (89)	11% (40)	8% (29)	368
Age: 45-54	24% (52)	33% (71)	19% (42)	13% (27)	12% (26)	218
Age: 55-64	14% (24)	36% (63)	32% (56)	12% (21)	7% (12)	176
Age: 65+	8% (13)	47% (82)	21% (37)	11% (20)	14% (24)	177
PID: Dem (no lean)	26% (88)	39% (130)	17% (59)	9% (29)	9% (32)	338
PID: Ind (no lean)	15% (60)	36% (138)	23% (91)	15% (56)	11% (43)	388
PID: Rep (no lean)	17% (62)	36% (131)	28% (103)	10% (37)	9% (32)	366
PID/Gender: Dem Men	32% (42)	33% (43)	16% (21)	9% (11)	10% (12)	129
PID/Gender: Dem Women	22% (46)	42% (88)	18% (38)	9% (18)	9% (19)	209
PID/Gender: Ind Men	19% (27)	32% (44)	24% (33)	15% (21)	10% (14)	139
PID/Gender: Ind Women	13% (33)	38% (94)	23% (58)	14% (36)	12% (29)	249
PID/Gender: Rep Men	14% (27)	36% (68)	28% (53)	12% (24)	10% (19)	190
PID/Gender: Rep Women	20% (35)	36% (63)	28% (50)	8% (14)	8% (14)	176
Ideo: Liberal (1-3)	25% (83)	36% (117)	22% (71)	7% (23)	10% (31)	326
Ideo: Moderate (4)	18% (40)	39% (87)	23% (51)	11% (25)	9% (19)	222
Ideo: Conservative (5-7)	15% (59)	37% (143)	27% (105)	13% (51)	8% (31)	389
Educ: < College	20% (148)	35% (265)	23% (170)	12% (94)	10% (77)	754
Educ: Bachelors degree	16% (34)	36% (76)	28% (60)	10% (22)	10% (22)	214
Educ: Post-grad	22% (28)	47% (58)	18% (22)	6% (7)	7% (9)	124
Income: Under 50k	22% (128)	34% (204)	22% (131)	10% (61)	12% (69)	592
Income: 50k-100k	19% (67)	39% (137)	26% (91)	11% (38)	5% (19)	353
Income: 100k+	10% (15)	40% (58)	21% (30)	16% (24)	13% (19)	146
Ethnicity: White	17% (154)	37% (328)	24% (217)	12% (105)	9% (84)	889
Ethnicity: Hispanic	28% (47)	33% (54)	18% (30)	9% (14)	12% (20)	165
Ethnicity: Afr. Am.	30% (35)	33% (39)	16% (20)	9% (10)	12% (15)	119
Ethnicity: Other	24% (20)	39% (32)	19% (16)	9% (8)	10% (8)	84

Continued on next page

Table BRD3: How effective do you think McDonald's new Happy Meal menu will be in helping children consume healthier foods?

Demographic	Very effective	Somewhat effective	Not too effective	Not at all effective	Don't Know / No Opinion	Total N
Adults	19% (209)	37% (399)	23% (252)	11% (123)	10% (107)	1092
Relig: Protestant	15% (38)	35% (92)	28% (73)	11% (30)	10% (27)	259
Relig: Roman Catholic	20% (41)	41% (86)	25% (51)	8% (17)	6% (13)	208
Relig: Ath./Agn./None	21% (56)	34% (93)	21% (58)	12% (33)	12% (32)	272
Relig: Something Else	24% (45)	36% (67)	22% (42)	13% (24)	6% (11)	189
Relig: Evangelical	21% (75)	38% (137)	19% (67)	10% (37)	13% (46)	361
Relig: Non-Evang. Catholics	13% (34)	38% (100)	32% (86)	10% (27)	7% (19)	265
Relig: All Christian	17% (108)	38% (237)	24% (153)	10% (64)	10% (64)	626
Relig: All Non-Christian	22% (101)	35% (160)	22% (99)	12% (57)	9% (43)	461
Community: Urban	25% (69)	35% (97)	22% (60)	11% (29)	7% (21)	275
Community: Suburban	16% (77)	38% (183)	24% (116)	11% (51)	12% (57)	484
Community: Rural	19% (64)	36% (120)	23% (77)	13% (43)	9% (30)	333
Employ: Private Sector	21% (79)	39% (144)	25% (93)	8% (31)	7% (24)	371
Employ: Government	31% (23)	30% (22)	19% (14)	11% (8)	9% (7)	73
Employ: Self-Employed	23% (20)	39% (35)	17% (15)	13% (11)	8% (7)	89
Employ: Homemaker	15% (25)	31% (50)	30% (48)	14% (22)	9% (15)	160
Employ: Retired	9% (18)	42% (86)	26% (53)	12% (25)	11% (23)	205
Employ: Unemployed	20% (15)	36% (27)	15% (11)	16% (12)	13% (10)	76
Employ: Other	26% (27)	27% (28)	14% (15)	12% (12)	20% (20)	101
Military HH: Yes	14% (30)	39% (85)	23% (51)	12% (26)	12% (26)	218
Military HH: No	21% (180)	36% (315)	23% (202)	11% (97)	9% (81)	874
RD/WT: Right Direction	21% (91)	35% (151)	24% (105)	10% (43)	11% (48)	437
RD/WT: Wrong Track	18% (119)	38% (249)	23% (148)	12% (80)	9% (60)	655
Strongly Approve	25% (61)	32% (78)	23% (55)	10% (25)	11% (26)	245
Somewhat Approve	15% (40)	39% (104)	30% (79)	10% (27)	6% (15)	264
Somewhat Disapprove	21% (29)	40% (54)	24% (32)	10% (13)	5% (6)	135
Strongly Disapprove	19% (74)	38% (151)	19% (77)	12% (49)	12% (46)	398
Dont Know / No Opinion	11% (6)	24% (12)	19% (9)	17% (8)	29% (14)	50

Continued on next page

Table BRD3: How effective do you think McDonald's new Happy Meal menu will be in helping children consume healthier foods?

Demographic	Very effective		Somewhat effective		Not too effective		Not at all effective		Don't Know / No Opinion		Total N
Adults	19%	(209)	37%	(399)	23%	(252)	11%	(123)	10%	(107)	1092
#1 Issue: Economy	17%	(56)	39%	(129)	22%	(74)	14%	(47)	8%	(25)	331
#1 Issue: Security	15%	(30)	38%	(74)	29%	(56)	11%	(21)	8%	(15)	196
#1 Issue: Health Care	19%	(36)	38%	(73)	24%	(46)	9%	(18)	9%	(17)	189
#1 Issue: Medicare / Social Security	21%	(31)	37%	(56)	24%	(36)	6%	(9)	12%	(18)	150
#1 Issue: Education	28%	(25)	32%	(28)	20%	(17)	12%	(10)	7%	(7)	88
#1 Issue: Other	15%	(9)	29%	(17)	11%	(6)	14%	(8)	31%	(18)	58
2016 Vote: Democrat Hillary Clinton	23%	(69)	40%	(123)	18%	(56)	9%	(28)	10%	(31)	306
2016 Vote: Republican Donald Trump	18%	(76)	34%	(143)	28%	(118)	11%	(46)	8%	(32)	416
2016 Vote: Someone else	11%	(11)	35%	(35)	30%	(29)	19%	(19)	4%	(4)	98
2012 Vote: Barack Obama	23%	(89)	39%	(154)	19%	(75)	10%	(41)	9%	(36)	395
2012 Vote: Mitt Romney	15%	(48)	36%	(118)	30%	(98)	11%	(37)	8%	(25)	327
2012 Vote: Other	10%	(5)	32%	(16)	27%	(14)	20%	(10)	12%	(6)	51
2012 Vote: Didn't Vote	21%	(67)	35%	(112)	21%	(65)	11%	(34)	13%	(40)	319
4-Region: Northeast	17%	(32)	40%	(74)	27%	(51)	9%	(17)	6%	(12)	186
4-Region: Midwest	16%	(38)	36%	(84)	27%	(63)	14%	(32)	8%	(20)	238
4-Region: South	22%	(88)	38%	(156)	19%	(78)	11%	(47)	10%	(40)	409
4-Region: West	20%	(51)	33%	(85)	23%	(60)	10%	(27)	14%	(36)	259

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

Table BRD4: Does McDonald's healthier meal choices for children make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	17%	(182)	34%	(375)	9%	(99)	9%	(98)	31%	(338)	1092
Gender: Male	18%	(84)	34%	(155)	10%	(46)	8%	(36)	30%	(137)	458
Gender: Female	15%	(98)	35%	(220)	8%	(53)	10%	(62)	32%	(201)	634
Age: 18-29	28%	(42)	31%	(48)	9%	(14)	9%	(14)	23%	(35)	153
Age: 30-44	23%	(83)	37%	(138)	11%	(39)	6%	(23)	23%	(85)	368
Age: 45-54	16%	(34)	35%	(75)	6%	(14)	11%	(24)	32%	(70)	218
Age: 55-64	9%	(15)	34%	(60)	11%	(19)	11%	(19)	36%	(63)	176
Age: 65+	4%	(7)	31%	(55)	7%	(13)	10%	(17)	48%	(85)	177
PID: Dem (no lean)	23%	(79)	33%	(110)	10%	(33)	5%	(17)	29%	(99)	338
PID: Ind (no lean)	12%	(46)	38%	(148)	9%	(33)	12%	(48)	29%	(113)	388
PID: Rep (no lean)	15%	(56)	32%	(117)	9%	(33)	9%	(33)	34%	(126)	366
PID/Gender: Dem Men	29%	(38)	28%	(37)	15%	(19)	5%	(7)	22%	(29)	129
PID/Gender: Dem Women	20%	(42)	35%	(73)	7%	(14)	5%	(10)	33%	(70)	209
PID/Gender: Ind Men	11%	(15)	39%	(55)	7%	(10)	9%	(12)	34%	(47)	139
PID/Gender: Ind Women	13%	(31)	37%	(93)	9%	(23)	14%	(35)	27%	(66)	249
PID/Gender: Rep Men	17%	(31)	34%	(64)	9%	(16)	9%	(17)	32%	(61)	190
PID/Gender: Rep Women	14%	(25)	30%	(54)	9%	(16)	9%	(17)	37%	(65)	176
Ideo: Liberal (1-3)	24%	(80)	34%	(111)	10%	(31)	6%	(19)	26%	(85)	326
Ideo: Moderate (4)	18%	(40)	33%	(72)	9%	(19)	6%	(14)	35%	(77)	222
Ideo: Conservative (5-7)	12%	(47)	35%	(135)	9%	(35)	11%	(43)	33%	(129)	389
Educ: < College	16%	(117)	34%	(258)	10%	(73)	10%	(77)	30%	(228)	754
Educ: Bachelors degree	15%	(32)	36%	(77)	8%	(18)	7%	(14)	34%	(72)	214
Educ: Post-grad	26%	(32)	32%	(39)	6%	(8)	6%	(7)	30%	(38)	124
Income: Under 50k	19%	(112)	31%	(182)	11%	(64)	9%	(55)	30%	(179)	592
Income: 50k-100k	16%	(55)	39%	(139)	7%	(25)	9%	(31)	29%	(103)	353
Income: 100k+	10%	(15)	36%	(53)	7%	(10)	8%	(12)	38%	(56)	146
Ethnicity: White	14%	(120)	36%	(316)	9%	(76)	9%	(82)	33%	(295)	889
Ethnicity: Hispanic	32%	(53)	28%	(46)	7%	(11)	11%	(17)	22%	(37)	165
Ethnicity: Afr. Am.	33%	(39)	29%	(34)	12%	(15)	5%	(6)	21%	(25)	119
Ethnicity: Other	27%	(22)	29%	(25)	10%	(8)	12%	(10)	22%	(19)	84

Continued on next page

Table BRD4: Does McDonald's healthier meal choices for children make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	17%	(182)	34%	(375)	9%	(99)	9%	(98)	31%	(338)	1092
Relig: Protestant	12%	(30)	33%	(86)	6%	(15)	9%	(25)	40%	(103)	259
Relig: Roman Catholic	21%	(44)	33%	(69)	15%	(31)	9%	(19)	22%	(46)	208
Relig: Ath./Agn./None	12%	(31)	34%	(93)	9%	(23)	9%	(25)	37%	(99)	272
Relig: Something Else	21%	(40)	38%	(72)	7%	(13)	7%	(12)	27%	(51)	189
Relig: Evangelical	22%	(78)	32%	(116)	9%	(31)	8%	(30)	29%	(106)	361
Relig: Non-Evang. Catholics	12%	(32)	35%	(92)	12%	(31)	11%	(29)	31%	(81)	265
Relig: All Christian	18%	(110)	33%	(208)	10%	(63)	9%	(59)	30%	(187)	626
Relig: All Non-Christian	15%	(71)	36%	(165)	8%	(37)	8%	(37)	33%	(151)	461
Community: Urban	25%	(68)	32%	(87)	10%	(26)	9%	(24)	25%	(69)	275
Community: Suburban	14%	(67)	34%	(164)	7%	(36)	8%	(41)	36%	(176)	484
Community: Rural	14%	(46)	37%	(124)	11%	(37)	10%	(33)	28%	(92)	333
Employ: Private Sector	19%	(72)	38%	(141)	11%	(39)	7%	(24)	26%	(95)	371
Employ: Government	29%	(21)	25%	(19)	9%	(7)	8%	(6)	29%	(21)	73
Employ: Self-Employed	17%	(15)	37%	(33)	10%	(9)	7%	(6)	30%	(27)	89
Employ: Homemaker	17%	(27)	39%	(63)	13%	(20)	8%	(13)	23%	(37)	160
Employ: Retired	7%	(15)	31%	(64)	9%	(19)	12%	(24)	41%	(84)	205
Employ: Unemployed	19%	(14)	24%	(18)	1%	(1)	11%	(8)	45%	(34)	76
Employ: Other	15%	(15)	31%	(32)	5%	(5)	14%	(14)	35%	(35)	101
Military HH: Yes	15%	(32)	30%	(64)	9%	(21)	9%	(20)	37%	(80)	218
Military HH: No	17%	(149)	36%	(310)	9%	(79)	9%	(78)	29%	(258)	874
RD/WT: Right Direction	17%	(76)	34%	(148)	9%	(39)	9%	(37)	31%	(136)	437
RD/WT: Wrong Track	16%	(106)	35%	(226)	9%	(60)	9%	(60)	31%	(202)	655
Strongly Approve	20%	(49)	31%	(76)	7%	(18)	10%	(24)	32%	(78)	245
Somewhat Approve	13%	(33)	37%	(99)	11%	(28)	7%	(19)	32%	(85)	264
Somewhat Disapprove	21%	(29)	34%	(46)	11%	(15)	5%	(7)	29%	(39)	135
Strongly Disapprove	17%	(66)	36%	(143)	7%	(30)	10%	(40)	30%	(119)	398
Dont Know / No Opinion	9%	(5)	23%	(12)	17%	(8)	14%	(7)	36%	(18)	50

Continued on next page

Table BRD4: Does McDonald's healthier meal choices for children make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	17%	(182)	34%	(375)	9%	(99)	9%	(98)	31%	(338)	1092
#1 Issue: Economy	18%	(58)	36%	(119)	9%	(29)	11%	(35)	27%	(90)	331
#1 Issue: Security	14%	(28)	30%	(59)	8%	(16)	8%	(15)	39%	(77)	196
#1 Issue: Health Care	13%	(25)	38%	(72)	10%	(19)	7%	(13)	32%	(61)	189
#1 Issue: Medicare / Social Security	16%	(25)	29%	(43)	13%	(19)	7%	(10)	35%	(53)	150
#1 Issue: Education	21%	(18)	44%	(38)	8%	(7)	12%	(11)	15%	(13)	88
#1 Issue: Other	13%	(7)	25%	(15)	6%	(4)	11%	(6)	44%	(26)	58
2016 Vote: Democrat Hillary Clinton	22%	(68)	34%	(103)	7%	(21)	6%	(18)	31%	(96)	306
2016 Vote: Republican Donald Trump	15%	(61)	31%	(130)	11%	(44)	9%	(39)	34%	(141)	416
2016 Vote: Someone else	12%	(11)	44%	(43)	13%	(13)	12%	(12)	20%	(20)	98
2012 Vote: Barack Obama	22%	(87)	34%	(135)	9%	(37)	5%	(21)	29%	(115)	395
2012 Vote: Mitt Romney	12%	(40)	31%	(100)	10%	(32)	12%	(39)	36%	(116)	327
2012 Vote: Other	7%	(4)	26%	(13)	7%	(4)	7%	(3)	53%	(27)	51
2012 Vote: Didn't Vote	16%	(51)	40%	(126)	8%	(26)	11%	(35)	25%	(80)	319
4-Region: Northeast	15%	(28)	35%	(65)	10%	(19)	8%	(15)	32%	(59)	186
4-Region: Midwest	10%	(25)	38%	(92)	9%	(21)	10%	(24)	32%	(77)	238
4-Region: South	22%	(88)	30%	(124)	9%	(37)	10%	(39)	29%	(120)	409
4-Region: West	16%	(41)	36%	(94)	8%	(22)	8%	(20)	32%	(82)	259

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

Table BRD5: Does McDonald's partnership with Disney make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	15%	(164)	28%	(309)	6%	(67)	8%	(92)	42%	(460)	1092
Gender: Male	17%	(79)	28%	(128)	6%	(26)	9%	(42)	40%	(183)	458
Gender: Female	13%	(85)	29%	(182)	6%	(41)	8%	(50)	44%	(277)	634
Age: 18-29	20%	(31)	35%	(54)	7%	(10)	6%	(10)	32%	(49)	153
Age: 30-44	21%	(76)	33%	(120)	5%	(19)	6%	(20)	36%	(132)	368
Age: 45-54	17%	(36)	28%	(61)	5%	(10)	9%	(19)	42%	(91)	218
Age: 55-64	9%	(16)	21%	(38)	10%	(17)	10%	(18)	49%	(87)	176
Age: 65+	2%	(4)	21%	(38)	5%	(10)	14%	(25)	57%	(101)	177
PID: Dem (no lean)	19%	(65)	30%	(101)	5%	(16)	6%	(22)	40%	(134)	338
PID: Ind (no lean)	11%	(43)	27%	(106)	7%	(28)	12%	(45)	43%	(167)	388
PID: Rep (no lean)	15%	(55)	28%	(102)	6%	(24)	7%	(26)	43%	(159)	366
PID/Gender: Dem Men	27%	(35)	30%	(39)	6%	(8)	8%	(10)	29%	(37)	129
PID/Gender: Dem Women	14%	(30)	30%	(62)	4%	(8)	6%	(12)	47%	(97)	209
PID/Gender: Ind Men	12%	(16)	24%	(34)	4%	(5)	13%	(19)	47%	(65)	139
PID/Gender: Ind Women	11%	(27)	29%	(72)	9%	(22)	10%	(26)	41%	(102)	249
PID/Gender: Rep Men	14%	(27)	29%	(55)	7%	(13)	7%	(14)	43%	(81)	190
PID/Gender: Rep Women	16%	(28)	27%	(47)	6%	(11)	7%	(12)	44%	(78)	176
Ideo: Liberal (1-3)	22%	(70)	29%	(95)	6%	(19)	7%	(22)	37%	(119)	326
Ideo: Moderate (4)	14%	(31)	24%	(54)	7%	(16)	8%	(18)	46%	(102)	222
Ideo: Conservative (5-7)	12%	(45)	30%	(115)	7%	(26)	9%	(34)	43%	(168)	389
Educ: < College	14%	(104)	28%	(212)	7%	(52)	9%	(71)	42%	(315)	754
Educ: Bachelors degree	15%	(33)	29%	(61)	5%	(11)	7%	(14)	44%	(94)	214
Educ: Post-grad	21%	(26)	29%	(37)	3%	(4)	6%	(7)	41%	(51)	124
Income: Under 50k	15%	(89)	28%	(169)	7%	(44)	9%	(55)	40%	(235)	592
Income: 50k-100k	17%	(59)	30%	(105)	5%	(17)	8%	(29)	41%	(144)	353
Income: 100k+	10%	(15)	25%	(36)	4%	(6)	6%	(9)	55%	(81)	146
Ethnicity: White	14%	(125)	27%	(240)	6%	(52)	8%	(75)	45%	(397)	889
Ethnicity: Hispanic	28%	(46)	30%	(50)	4%	(7)	8%	(13)	30%	(49)	165
Ethnicity: Afr. Am.	20%	(23)	36%	(43)	7%	(9)	8%	(10)	29%	(34)	119
Ethnicity: Other	18%	(15)	32%	(27)	8%	(7)	9%	(8)	33%	(28)	84

Continued on next page

Table BRD5: Does McDonald's partnership with Disney make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	15%	(164)	28%	(309)	6%	(67)	8%	(92)	42%	(460)	1092
Relig: Protestant	12%	(32)	24%	(61)	6%	(15)	12%	(31)	47%	(121)	259
Relig: Roman Catholic	19%	(39)	32%	(67)	9%	(19)	6%	(12)	34%	(71)	208
Relig: Ath./Agn./None	13%	(35)	28%	(76)	5%	(13)	9%	(23)	46%	(125)	272
Relig: Something Else	16%	(31)	29%	(55)	5%	(10)	6%	(11)	43%	(82)	189
Relig: Evangelical	18%	(66)	29%	(105)	6%	(21)	10%	(34)	37%	(135)	361
Relig: Non-Evang. Catholics	12%	(31)	27%	(72)	9%	(23)	8%	(21)	44%	(118)	265
Relig: All Christian	16%	(97)	28%	(177)	7%	(44)	9%	(56)	40%	(252)	626
Relig: All Non-Christian	14%	(66)	28%	(131)	5%	(23)	8%	(35)	45%	(207)	461
Community: Urban	22%	(61)	29%	(80)	5%	(14)	9%	(24)	35%	(96)	275
Community: Suburban	12%	(57)	28%	(137)	6%	(29)	8%	(41)	46%	(220)	484
Community: Rural	14%	(45)	28%	(92)	7%	(24)	8%	(28)	43%	(144)	333
Employ: Private Sector	19%	(72)	33%	(123)	6%	(24)	4%	(16)	37%	(137)	371
Employ: Government	23%	(17)	25%	(18)	4%	(3)	12%	(9)	36%	(26)	73
Employ: Self-Employed	15%	(13)	27%	(24)	7%	(6)	11%	(10)	41%	(36)	89
Employ: Homemaker	19%	(30)	29%	(46)	4%	(6)	8%	(12)	41%	(65)	160
Employ: Retired	6%	(12)	22%	(44)	9%	(17)	13%	(26)	51%	(105)	205
Employ: Unemployed	10%	(7)	31%	(24)	3%	(2)	12%	(9)	45%	(34)	76
Employ: Other	8%	(8)	25%	(25)	6%	(7)	9%	(10)	51%	(51)	101
Military HH: Yes	12%	(27)	23%	(50)	8%	(16)	7%	(15)	50%	(110)	218
Military HH: No	16%	(137)	30%	(260)	6%	(51)	9%	(77)	40%	(350)	874
RD/WT: Right Direction	19%	(82)	29%	(126)	6%	(27)	7%	(33)	39%	(170)	437
RD/WT: Wrong Track	13%	(82)	28%	(183)	6%	(40)	9%	(60)	44%	(290)	655
Strongly Approve	22%	(54)	24%	(58)	6%	(16)	8%	(20)	40%	(97)	245
Somewhat Approve	10%	(26)	32%	(86)	7%	(19)	7%	(18)	44%	(115)	264
Somewhat Disapprove	17%	(23)	33%	(45)	9%	(12)	5%	(6)	37%	(49)	135
Strongly Disapprove	13%	(52)	28%	(113)	5%	(19)	11%	(43)	43%	(171)	398
Dont Know / No Opinion	15%	(7)	18%	(9)	4%	(2)	11%	(5)	53%	(26)	50

Continued on next page

Table BRD5: Does McDonald's partnership with Disney make you more or less likely to order a Happy Meal for your child?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	15%	(164)	28%	(309)	6%	(67)	8%	(92)	42%	(460)	1092
#1 Issue: Economy	12%	(40)	31%	(104)	6%	(21)	7%	(25)	43%	(142)	331
#1 Issue: Security	15%	(30)	24%	(47)	7%	(13)	7%	(15)	47%	(92)	196
#1 Issue: Health Care	12%	(22)	28%	(53)	7%	(13)	6%	(12)	47%	(90)	189
#1 Issue: Medicare / Social Security	16%	(24)	23%	(35)	7%	(11)	12%	(18)	41%	(62)	150
#1 Issue: Education	26%	(23)	41%	(36)	2%	(1)	11%	(9)	21%	(18)	88
#1 Issue: Other	11%	(7)	22%	(12)	3%	(2)	12%	(7)	53%	(30)	58
2016 Vote: Democrat Hillary Clinton	18%	(55)	28%	(87)	3%	(10)	7%	(22)	43%	(132)	306
2016 Vote: Republican Donald Trump	15%	(64)	25%	(102)	7%	(28)	8%	(32)	45%	(189)	416
2016 Vote: Someone else	9%	(9)	27%	(26)	16%	(16)	10%	(10)	38%	(37)	98
2012 Vote: Barack Obama	19%	(74)	29%	(114)	7%	(26)	7%	(28)	39%	(153)	395
2012 Vote: Mitt Romney	12%	(38)	26%	(85)	6%	(19)	10%	(33)	46%	(152)	327
2012 Vote: Other	7%	(3)	10%	(5)	6%	(3)	15%	(8)	62%	(32)	51
2012 Vote: Didn't Vote	15%	(49)	33%	(105)	6%	(19)	7%	(23)	39%	(123)	319
4-Region: Northeast	16%	(30)	24%	(44)	6%	(11)	5%	(9)	49%	(91)	186
4-Region: Midwest	10%	(24)	29%	(70)	6%	(15)	8%	(20)	46%	(110)	238
4-Region: South	18%	(75)	26%	(105)	8%	(32)	10%	(39)	38%	(157)	409
4-Region: West	13%	(34)	35%	(90)	3%	(8)	9%	(24)	39%	(102)	259

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

Table BRD6_1: Please indicate whether you have a favorable or unfavorable view of each of the following.

NCAA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	17% (366)	26% (571)	11% (247)	8% (178)	28% (623)	10% (216)	2201
Gender: Male	21% (228)	31% (329)	14% (151)	9% (93)	18% (195)	6% (64)	1059
Gender: Female	12% (139)	21% (242)	8% (97)	7% (85)	38% (428)	13% (152)	1142
Age: 18-29	22% (101)	19% (91)	11% (52)	8% (35)	25% (117)	15% (71)	465
Age: 30-44	19% (109)	27% (152)	10% (54)	8% (47)	27% (156)	9% (51)	570
Age: 45-54	17% (67)	24% (96)	12% (48)	11% (43)	26% (105)	10% (39)	398
Age: 55-64	15% (55)	29% (106)	9% (33)	9% (34)	31% (114)	8% (28)	370
Age: 65+	9% (35)	32% (125)	15% (61)	5% (18)	33% (130)	7% (28)	398
PID: Dem (no lean)	22% (173)	24% (183)	11% (85)	7% (54)	25% (196)	10% (79)	771
PID: Ind (no lean)	11% (85)	23% (179)	11% (82)	9% (68)	35% (270)	13% (98)	782
PID: Rep (no lean)	17% (108)	32% (208)	12% (80)	9% (55)	24% (157)	6% (38)	648
PID/Gender: Dem Men	27% (102)	23% (86)	15% (55)	9% (33)	17% (62)	10% (37)	374
PID/Gender: Dem Women	18% (71)	25% (98)	8% (30)	5% (22)	34% (134)	11% (42)	397
PID/Gender: Ind Men	14% (49)	29% (98)	14% (47)	11% (38)	26% (89)	5% (18)	338
PID/Gender: Ind Women	8% (36)	18% (81)	8% (35)	7% (30)	41% (181)	18% (80)	444
PID/Gender: Rep Men	22% (77)	42% (145)	14% (49)	6% (22)	13% (44)	3% (9)	347
PID/Gender: Rep Women	10% (31)	21% (63)	10% (31)	11% (33)	38% (113)	10% (29)	301
Ideo: Liberal (1-3)	22% (164)	25% (188)	11% (78)	6% (47)	27% (199)	8% (63)	738
Ideo: Moderate (4)	15% (66)	29% (132)	12% (52)	10% (45)	28% (125)	7% (31)	450
Ideo: Conservative (5-7)	15% (107)	30% (217)	14% (103)	8% (60)	27% (192)	6% (44)	722
Educ: < College	16% (257)	23% (367)	10% (150)	8% (133)	31% (480)	11% (179)	1567
Educ: Bachelors degree	18% (75)	31% (127)	15% (63)	7% (28)	24% (99)	6% (24)	416
Educ: Post-grad	15% (33)	35% (77)	16% (35)	8% (17)	20% (44)	5% (12)	219
Income: Under 50k	18% (240)	23% (306)	10% (133)	8% (109)	29% (384)	13% (172)	1344
Income: 50k-100k	15% (93)	32% (199)	10% (65)	8% (50)	30% (186)	5% (34)	627
Income: 100k+	14% (33)	28% (65)	21% (49)	8% (19)	23% (53)	4% (9)	230
Ethnicity: White	14% (242)	26% (461)	11% (200)	9% (149)	30% (523)	10% (175)	1750
Ethnicity: Hispanic	14% (47)	23% (75)	10% (34)	10% (32)	28% (91)	15% (50)	329

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Table BRD6_1: Please indicate whether you have a favorable or unfavorable view of each of the following.

NCAA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	17% (366)	26% (571)	11% (247)	8% (178)	28% (623)	10% (216)	2201
Ethnicity: Afr. Am.	36% (98)	27% (72)	8% (22)	6% (17)	16% (44)	6% (16)	269
Ethnicity: Other	15% (26)	20% (37)	14% (26)	6% (12)	31% (56)	14% (25)	182
Relig: Protestant	18% (86)	32% (159)	10% (50)	8% (38)	26% (128)	6% (31)	494
Relig: Roman Catholic	19% (80)	29% (120)	13% (55)	5% (22)	26% (107)	8% (32)	417
Relig: Ath./Agn./None	12% (78)	20% (126)	12% (75)	10% (67)	34% (218)	12% (77)	642
Relig: Something Else	20% (74)	26% (94)	13% (49)	8% (28)	23% (85)	10% (37)	366
Relig: Evangelical	21% (134)	27% (175)	7% (45)	7% (48)	27% (175)	10% (67)	643
Relig: Non-Evang. Catholics	14% (78)	32% (174)	14% (79)	6% (35)	27% (144)	6% (33)	542
Relig: All Christian	18% (211)	29% (348)	10% (124)	7% (83)	27% (319)	8% (100)	1186
Relig: All Non-Christian	15% (153)	22% (220)	12% (123)	9% (95)	30% (303)	11% (114)	1008
Community: Urban	21% (124)	26% (156)	11% (63)	8% (48)	24% (140)	11% (64)	594
Community: Suburban	15% (141)	27% (249)	12% (109)	8% (73)	31% (287)	8% (79)	938
Community: Rural	15% (102)	25% (166)	11% (75)	8% (57)	29% (197)	11% (73)	669
Employ: Private Sector	20% (132)	29% (195)	13% (85)	8% (56)	24% (158)	6% (39)	666
Employ: Government	27% (40)	25% (37)	12% (18)	10% (15)	21% (31)	3% (5)	145
Employ: Self-Employed	16% (29)	29% (54)	13% (24)	7% (13)	27% (49)	8% (15)	183
Employ: Homemaker	12% (24)	19% (39)	9% (18)	8% (17)	36% (73)	17% (35)	204
Employ: Student	25% (27)	22% (23)	7% (7)	10% (11)	24% (26)	12% (13)	107
Employ: Retired	11% (50)	30% (141)	13% (63)	6% (26)	33% (155)	7% (31)	466
Employ: Unemployed	13% (26)	25% (50)	11% (22)	9% (19)	29% (58)	14% (28)	202
Employ: Other	17% (40)	14% (32)	5% (11)	9% (21)	32% (73)	22% (51)	228
Military HH: Yes	19% (77)	32% (133)	14% (58)	8% (33)	24% (97)	4% (15)	412
Military HH: No	16% (289)	24% (438)	11% (190)	8% (145)	29% (526)	11% (201)	1789
RD/WT: Right Direction	19% (159)	31% (249)	12% (96)	7% (60)	23% (189)	8% (62)	816
RD/WT: Wrong Track	15% (207)	23% (321)	11% (151)	9% (118)	31% (434)	11% (154)	1385
Strongly Approve	19% (86)	30% (133)	13% (58)	10% (44)	22% (97)	7% (32)	450
Somewhat Approve	14% (69)	30% (143)	14% (66)	7% (34)	28% (135)	7% (33)	480
Somewhat Disapprove	24% (69)	27% (78)	7% (22)	7% (21)	22% (66)	13% (37)	292
Strongly Disapprove	16% (133)	25% (208)	11% (94)	8% (70)	31% (261)	10% (82)	848
Dont Know / No Opinion	8% (11)	6% (8)	6% (8)	7% (9)	49% (64)	24% (32)	131

Continued on next page

Table BRD6_1: Please indicate whether you have a favorable or unfavorable view of each of the following.

NCAA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	17% (366)	26% (571)	11% (247)	8% (178)	28% (623)	10% (216)	2201
#1 Issue: Economy	18% (117)	26% (165)	13% (82)	6% (40)	29% (187)	7% (44)	635
#1 Issue: Security	14% (52)	29% (106)	12% (46)	9% (32)	26% (97)	10% (38)	371
#1 Issue: Health Care	16% (63)	27% (104)	9% (34)	9% (34)	31% (121)	9% (36)	392
#1 Issue: Medicare / Social Security	17% (57)	28% (95)	10% (32)	7% (24)	28% (96)	9% (32)	336
#1 Issue: Women's Issues	16% (15)	15% (15)	14% (14)	8% (8)	29% (28)	17% (17)	98
#1 Issue: Education	21% (34)	26% (41)	10% (17)	9% (15)	20% (31)	14% (22)	159
#1 Issue: Energy	20% (16)	31% (26)	9% (8)	13% (11)	23% (19)	5% (4)	84
#1 Issue: Other	9% (11)	15% (20)	12% (15)	11% (14)	35% (44)	18% (23)	127
2016 Vote: Democrat Hillary Clinton	19% (134)	26% (184)	12% (80)	7% (52)	29% (200)	6% (44)	694
2016 Vote: Republican Donald Trump	17% (122)	32% (227)	13% (95)	8% (60)	24% (172)	5% (35)	712
2016 Vote: Someone else	11% (21)	25% (51)	13% (25)	8% (16)	34% (69)	9% (19)	202
2012 Vote: Barack Obama	22% (181)	26% (218)	12% (97)	8% (69)	27% (228)	6% (47)	841
2012 Vote: Mitt Romney	14% (79)	34% (195)	15% (83)	8% (48)	24% (139)	4% (25)	569
2012 Vote: Other	9% (9)	23% (23)	11% (11)	6% (6)	37% (36)	14% (13)	97
2012 Vote: Didn't Vote	14% (97)	20% (135)	8% (56)	8% (55)	32% (220)	19% (130)	693
4-Region: Northeast	13% (52)	25% (99)	11% (45)	6% (26)	33% (133)	12% (47)	402
4-Region: Midwest	16% (77)	24% (112)	13% (62)	8% (36)	32% (152)	7% (35)	474
4-Region: South	23% (187)	25% (203)	10% (83)	8% (66)	24% (199)	9% (76)	815
4-Region: West	10% (50)	31% (157)	11% (57)	10% (50)	27% (139)	11% (58)	511

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

Table BRD6_4: Please indicate whether you have a favorable or unfavorable view of each of the following.
NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	20% (443)	27% (604)	13% (293)	11% (231)	26% (562)	3% (67)	2201
Gender: Male	26% (279)	28% (292)	15% (160)	12% (131)	16% (171)	2% (26)	1059
Gender: Female	14% (164)	27% (312)	12% (132)	9% (100)	34% (392)	4% (41)	1142
Age: 18-29	28% (133)	22% (103)	12% (56)	8% (40)	24% (112)	5% (22)	465
Age: 30-44	27% (156)	27% (152)	12% (70)	9% (49)	21% (121)	4% (21)	570
Age: 45-54	16% (64)	30% (121)	14% (55)	13% (50)	25% (99)	2% (9)	398
Age: 55-64	13% (50)	34% (126)	14% (53)	12% (43)	25% (93)	1% (5)	370
Age: 65+	10% (41)	26% (102)	15% (59)	12% (49)	35% (138)	2% (9)	398
PID: Dem (no lean)	29% (224)	28% (219)	10% (77)	8% (60)	22% (167)	3% (24)	771
PID: Ind (no lean)	15% (114)	25% (198)	14% (110)	11% (85)	32% (251)	3% (25)	782
PID: Rep (no lean)	16% (106)	29% (188)	16% (106)	13% (86)	22% (145)	3% (18)	648
PID/Gender: Dem Men	36% (134)	27% (101)	11% (40)	9% (35)	14% (54)	3% (10)	374
PID/Gender: Dem Women	23% (89)	30% (118)	9% (37)	6% (25)	29% (113)	4% (14)	397
PID/Gender: Ind Men	21% (70)	24% (82)	18% (61)	11% (37)	23% (78)	3% (9)	338
PID/Gender: Ind Women	10% (44)	26% (116)	11% (49)	11% (47)	39% (173)	4% (16)	444
PID/Gender: Rep Men	21% (75)	32% (109)	17% (60)	17% (58)	11% (39)	2% (7)	347
PID/Gender: Rep Women	10% (31)	26% (78)	16% (47)	9% (28)	35% (106)	4% (11)	301
Ideo: Liberal (1-3)	29% (216)	28% (205)	12% (89)	7% (55)	20% (149)	3% (23)	738
Ideo: Moderate (4)	21% (93)	30% (133)	14% (62)	8% (37)	26% (116)	2% (9)	450
Ideo: Conservative (5-7)	14% (103)	30% (218)	15% (110)	15% (106)	24% (172)	2% (13)	722
Educ: < College	21% (322)	25% (392)	12% (189)	11% (173)	28% (431)	4% (59)	1567
Educ: Bachelors degree	19% (77)	33% (137)	16% (65)	10% (40)	22% (93)	1% (4)	416
Educ: Post-grad	20% (44)	34% (75)	18% (39)	8% (18)	18% (39)	2% (4)	219
Income: Under 50k	21% (286)	26% (348)	12% (166)	10% (137)	27% (358)	4% (49)	1344
Income: 50k-100k	19% (118)	30% (188)	14% (89)	11% (66)	25% (155)	2% (12)	627
Income: 100k+	17% (39)	30% (69)	16% (38)	12% (28)	22% (50)	3% (6)	230
Ethnicity: White	16% (272)	28% (489)	14% (247)	12% (204)	28% (481)	3% (56)	1750
Ethnicity: Hispanic	26% (87)	22% (71)	13% (43)	6% (20)	28% (91)	5% (17)	329

Continued on next page

Table BRD6_4: Please indicate whether you have a favorable or unfavorable view of each of the following.
NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	20% (443)	27% (604)	13% (293)	11% (231)	26% (562)	3% (67)	2201
Ethnicity: Afr. Am.	46% (125)	27% (72)	9% (23)	6% (15)	12% (32)	1% (2)	269
Ethnicity: Other	26% (47)	24% (43)	12% (22)	7% (12)	27% (49)	5% (9)	182
Relig: Protestant	17% (82)	33% (163)	16% (78)	12% (57)	22% (111)	1% (3)	494
Relig: Roman Catholic	21% (88)	28% (118)	16% (68)	9% (39)	21% (87)	4% (17)	417
Relig: Ath./Agn./None	19% (124)	23% (147)	13% (82)	11% (69)	30% (195)	4% (25)	642
Relig: Something Else	24% (89)	27% (100)	13% (49)	10% (36)	22% (79)	3% (12)	366
Relig: Evangelical	22% (144)	28% (180)	10% (65)	10% (61)	26% (169)	4% (24)	643
Relig: Non-Evang. Catholics	15% (81)	33% (177)	17% (94)	12% (64)	22% (120)	1% (7)	542
Relig: All Christian	19% (225)	30% (357)	13% (160)	11% (126)	24% (288)	3% (30)	1186
Relig: All Non-Christian	21% (213)	25% (247)	13% (131)	10% (106)	27% (274)	4% (37)	1008
Community: Urban	28% (169)	25% (149)	13% (75)	8% (50)	22% (133)	3% (17)	594
Community: Suburban	18% (172)	30% (279)	14% (128)	10% (92)	25% (238)	3% (29)	938
Community: Rural	15% (102)	26% (176)	13% (90)	13% (89)	29% (191)	3% (21)	669
Employ: Private Sector	23% (150)	32% (216)	14% (91)	10% (64)	21% (138)	1% (6)	666
Employ: Government	29% (42)	26% (38)	14% (20)	10% (14)	19% (28)	2% (4)	145
Employ: Self-Employed	23% (42)	30% (54)	12% (21)	11% (20)	24% (43)	1% (2)	183
Employ: Homemaker	14% (29)	30% (61)	13% (27)	8% (16)	32% (65)	3% (6)	204
Employ: Student	29% (31)	21% (22)	13% (14)	9% (9)	24% (26)	4% (4)	107
Employ: Retired	12% (57)	27% (126)	15% (72)	13% (60)	30% (141)	2% (11)	466
Employ: Unemployed	20% (40)	26% (52)	13% (26)	12% (24)	25% (50)	6% (11)	202
Employ: Other	23% (52)	16% (36)	9% (21)	10% (24)	32% (72)	10% (23)	228
Military HH: Yes	18% (74)	26% (106)	15% (63)	15% (60)	25% (102)	1% (5)	412
Military HH: No	21% (369)	28% (498)	13% (230)	10% (171)	26% (461)	3% (62)	1789
RD/WT: Right Direction	18% (151)	29% (240)	14% (114)	13% (106)	22% (181)	3% (24)	816
RD/WT: Wrong Track	21% (293)	26% (364)	13% (178)	9% (125)	28% (382)	3% (43)	1385
Strongly Approve	18% (83)	27% (123)	15% (67)	15% (68)	20% (91)	4% (18)	450
Somewhat Approve	18% (88)	30% (142)	15% (73)	11% (51)	24% (118)	2% (8)	480
Somewhat Disapprove	26% (76)	28% (83)	12% (34)	8% (24)	24% (69)	2% (7)	292
Strongly Disapprove	21% (180)	28% (238)	13% (107)	9% (80)	25% (216)	3% (26)	848
Dont Know / No Opinion	13% (17)	13% (17)	9% (11)	6% (8)	53% (70)	6% (8)	131

Continued on next page

Table BRD6_4: Please indicate whether you have a favorable or unfavorable view of each of the following.

NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	20% (443)	27% (604)	13% (293)	11% (231)	26% (562)	3% (67)	2201
#1 Issue: Economy	23% (149)	31% (195)	11% (71)	8% (53)	24% (154)	2% (13)	635
#1 Issue: Security	15% (57)	25% (94)	17% (63)	16% (58)	24% (89)	3% (10)	371
#1 Issue: Health Care	21% (82)	29% (113)	12% (49)	8% (30)	26% (103)	4% (14)	392
#1 Issue: Medicare / Social Security	18% (60)	26% (86)	14% (46)	9% (29)	31% (103)	3% (11)	336
#1 Issue: Women's Issues	14% (14)	19% (18)	13% (13)	18% (17)	27% (27)	9% (9)	98
#1 Issue: Education	33% (53)	28% (45)	11% (17)	7% (11)	20% (32)	1% (2)	159
#1 Issue: Energy	21% (18)	28% (23)	18% (15)	17% (14)	17% (14)	— (0)	84
#1 Issue: Other	9% (11)	24% (30)	15% (19)	15% (19)	31% (40)	7% (9)	127
2016 Vote: Democrat Hillary Clinton	27% (186)	28% (196)	12% (81)	7% (51)	23% (159)	3% (20)	694
2016 Vote: Republican Donald Trump	15% (109)	29% (209)	17% (118)	15% (106)	23% (161)	1% (10)	712
2016 Vote: Someone else	14% (29)	28% (56)	14% (28)	12% (24)	30% (61)	2% (4)	202
2012 Vote: Barack Obama	27% (227)	29% (247)	12% (103)	7% (58)	22% (187)	2% (20)	841
2012 Vote: Mitt Romney	11% (65)	33% (185)	18% (101)	17% (94)	20% (114)	2% (9)	569
2012 Vote: Other	8% (8)	17% (17)	15% (14)	19% (18)	40% (39)	2% (1)	97
2012 Vote: Didn't Vote	21% (143)	22% (155)	11% (74)	9% (61)	32% (223)	5% (37)	693
4-Region: Northeast	22% (87)	21% (83)	15% (60)	9% (35)	30% (121)	4% (15)	402
4-Region: Midwest	18% (85)	30% (142)	12% (59)	12% (58)	24% (115)	3% (15)	474
4-Region: South	21% (174)	30% (241)	11% (93)	11% (91)	23% (189)	3% (26)	815
4-Region: West	19% (97)	27% (138)	16% (81)	9% (47)	27% (137)	2% (11)	511

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

Table BRD6_5: Please indicate whether you have a favorable or unfavorable view of each of the following.

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	25% (557)	27% (600)	14% (312)	14% (319)	16% (362)	2% (51)	2201
Gender: Male	31% (333)	28% (294)	15% (160)	14% (153)	9% (100)	2% (19)	1059
Gender: Female	20% (224)	27% (306)	13% (153)	14% (165)	23% (262)	3% (32)	1142
Age: 18-29	27% (125)	24% (114)	16% (73)	13% (61)	16% (75)	4% (18)	465
Age: 30-44	30% (169)	25% (142)	15% (84)	12% (69)	15% (88)	3% (19)	570
Age: 45-54	26% (104)	30% (118)	13% (52)	16% (63)	14% (55)	1% (6)	398
Age: 55-64	23% (85)	33% (123)	14% (53)	15% (56)	14% (51)	1% (3)	370
Age: 65+	19% (74)	26% (104)	13% (51)	17% (69)	23% (93)	1% (6)	398
PID: Dem (no lean)	31% (241)	30% (232)	12% (89)	8% (63)	17% (129)	2% (17)	771
PID: Ind (no lean)	21% (162)	26% (204)	14% (108)	15% (119)	21% (165)	3% (26)	782
PID: Rep (no lean)	24% (155)	25% (164)	18% (115)	21% (138)	10% (68)	1% (8)	648
PID/Gender: Dem Men	37% (139)	29% (110)	13% (48)	9% (35)	10% (37)	1% (5)	374
PID/Gender: Dem Women	25% (101)	31% (122)	10% (41)	7% (27)	23% (93)	3% (12)	397
PID/Gender: Ind Men	26% (88)	28% (95)	14% (48)	15% (51)	13% (45)	4% (13)	338
PID/Gender: Ind Women	17% (74)	25% (109)	13% (60)	15% (68)	27% (120)	3% (13)	444
PID/Gender: Rep Men	31% (106)	26% (90)	18% (63)	20% (68)	5% (19)	— (2)	347
PID/Gender: Rep Women	16% (48)	25% (74)	17% (52)	23% (70)	16% (49)	2% (7)	301
Ideo: Liberal (1-3)	31% (228)	29% (217)	14% (104)	9% (68)	15% (110)	2% (11)	738
Ideo: Moderate (4)	27% (120)	30% (137)	13% (58)	10% (46)	17% (79)	2% (11)	450
Ideo: Conservative (5-7)	21% (153)	25% (177)	18% (127)	23% (167)	12% (88)	1% (9)	722
Educ: < College	27% (416)	26% (403)	13% (196)	15% (228)	18% (280)	3% (44)	1567
Educ: Bachelors degree	23% (96)	32% (134)	16% (65)	15% (61)	13% (56)	1% (3)	416
Educ: Post-grad	20% (45)	29% (64)	23% (51)	14% (30)	12% (26)	2% (4)	219
Income: Under 50k	27% (363)	26% (347)	13% (178)	13% (172)	18% (241)	3% (43)	1344
Income: 50k-100k	23% (143)	30% (188)	15% (96)	16% (103)	15% (94)	1% (4)	627
Income: 100k+	23% (52)	29% (65)	17% (38)	19% (44)	12% (27)	2% (3)	230
Ethnicity: White	22% (387)	28% (493)	15% (256)	16% (285)	17% (292)	2% (38)	1750
Ethnicity: Hispanic	32% (106)	22% (71)	14% (46)	10% (32)	20% (65)	3% (9)	329

Continued on next page

Table BRD6_5: Please indicate whether you have a favorable or unfavorable view of each of the following.

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	25% (557)	27% (600)	14% (312)	14% (319)	16% (362)	2% (51)	2201
Ethnicity: Afr. Am.	45% (120)	23% (62)	11% (31)	7% (20)	13% (34)	1% (2)	269
Ethnicity: Other	27% (50)	25% (46)	14% (26)	8% (14)	19% (35)	6% (11)	182
Relig: Protestant	22% (110)	30% (148)	14% (70)	20% (101)	13% (63)	— (2)	494
Relig: Roman Catholic	33% (136)	27% (114)	16% (66)	9% (39)	14% (58)	1% (4)	417
Relig: Ath./Agn./None	20% (131)	30% (190)	12% (75)	16% (101)	19% (123)	3% (21)	642
Relig: Something Else	28% (103)	25% (91)	16% (60)	13% (46)	15% (54)	3% (12)	366
Relig: Evangelical	30% (194)	21% (136)	14% (88)	16% (102)	17% (108)	2% (15)	643
Relig: Non-Evang. Catholics	23% (124)	33% (181)	17% (90)	13% (68)	14% (77)	1% (3)	542
Relig: All Christian	27% (318)	27% (317)	15% (178)	14% (170)	16% (185)	1% (17)	1186
Relig: All Non-Christian	23% (235)	28% (281)	13% (134)	15% (148)	18% (177)	3% (34)	1008
Community: Urban	31% (185)	28% (169)	14% (81)	9% (56)	16% (95)	1% (9)	594
Community: Suburban	24% (226)	29% (276)	14% (134)	14% (133)	16% (149)	2% (20)	938
Community: Rural	22% (146)	23% (155)	15% (98)	19% (130)	18% (118)	3% (22)	669
Employ: Private Sector	27% (182)	31% (208)	16% (107)	13% (85)	12% (81)	— (3)	666
Employ: Government	31% (45)	24% (35)	16% (23)	16% (23)	11% (16)	2% (4)	145
Employ: Self-Employed	25% (46)	25% (46)	18% (34)	15% (27)	15% (28)	1% (2)	183
Employ: Homemaker	19% (38)	26% (53)	14% (29)	15% (31)	23% (46)	3% (6)	204
Employ: Student	29% (31)	27% (28)	8% (8)	14% (15)	21% (23)	1% (2)	107
Employ: Retired	23% (106)	27% (125)	13% (61)	18% (84)	18% (84)	1% (7)	466
Employ: Unemployed	26% (52)	26% (53)	12% (25)	13% (27)	17% (34)	6% (11)	202
Employ: Other	25% (58)	23% (52)	11% (26)	11% (26)	22% (50)	7% (16)	228
Military HH: Yes	26% (107)	26% (107)	15% (61)	19% (77)	14% (57)	1% (3)	412
Military HH: No	25% (450)	28% (494)	14% (251)	14% (242)	17% (305)	3% (48)	1789
RD/WT: Right Direction	26% (210)	25% (208)	15% (123)	20% (162)	12% (95)	2% (18)	816
RD/WT: Wrong Track	25% (347)	28% (392)	14% (189)	11% (157)	19% (267)	2% (33)	1385
Strongly Approve	25% (111)	19% (86)	18% (80)	26% (118)	10% (45)	2% (11)	450
Somewhat Approve	22% (107)	32% (152)	16% (76)	17% (82)	12% (58)	1% (6)	480
Somewhat Disapprove	31% (90)	30% (88)	13% (38)	6% (19)	15% (45)	4% (12)	292
Strongly Disapprove	27% (233)	29% (250)	13% (106)	10% (87)	19% (159)	2% (14)	848
Dont Know / No Opinion	13% (17)	19% (25)	9% (12)	11% (14)	41% (54)	6% (8)	131

Continued on next page

Table BRD6_5: Please indicate whether you have a favorable or unfavorable view of each of the following.
NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	25% (557)	27% (600)	14% (312)	14% (319)	16% (362)	2% (51)	2201
#1 Issue: Economy	27% (169)	29% (183)	15% (98)	13% (80)	15% (98)	1% (6)	635
#1 Issue: Security	23% (85)	26% (95)	15% (56)	23% (84)	12% (46)	1% (4)	371
#1 Issue: Health Care	30% (118)	25% (98)	15% (58)	13% (52)	15% (59)	2% (7)	392
#1 Issue: Medicare / Social Security	25% (82)	33% (110)	12% (40)	9% (31)	19% (63)	3% (9)	336
#1 Issue: Women's Issues	21% (20)	20% (20)	9% (9)	17% (17)	25% (25)	8% (8)	98
#1 Issue: Education	30% (48)	26% (41)	13% (21)	10% (17)	18% (28)	2% (3)	159
#1 Issue: Energy	14% (12)	37% (31)	15% (12)	17% (15)	15% (12)	3% (2)	84
#1 Issue: Other	17% (22)	18% (23)	14% (18)	17% (22)	23% (30)	9% (12)	127
2016 Vote: Democrat Hillary Clinton	31% (214)	33% (226)	12% (81)	9% (62)	15% (106)	1% (4)	694
2016 Vote: Republican Donald Trump	24% (170)	23% (163)	18% (128)	24% (174)	10% (70)	1% (7)	712
2016 Vote: Someone else	17% (35)	22% (45)	21% (43)	16% (31)	21% (42)	3% (5)	202
2012 Vote: Barack Obama	33% (275)	30% (250)	14% (115)	9% (76)	14% (119)	1% (6)	841
2012 Vote: Mitt Romney	19% (110)	26% (149)	18% (104)	26% (146)	10% (55)	1% (4)	569
2012 Vote: Other	11% (11)	27% (26)	14% (14)	21% (21)	22% (22)	4% (4)	97
2012 Vote: Didn't Vote	23% (161)	25% (173)	11% (79)	11% (76)	24% (166)	5% (38)	693
4-Region: Northeast	28% (112)	24% (96)	14% (54)	14% (57)	19% (78)	1% (4)	402
4-Region: Midwest	21% (98)	31% (147)	17% (79)	14% (67)	15% (70)	3% (13)	474
4-Region: South	26% (215)	28% (224)	15% (119)	14% (117)	15% (118)	3% (22)	815
4-Region: West	26% (132)	26% (133)	12% (60)	15% (78)	19% (96)	2% (12)	511

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

Table BRD6_6: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	24% (524)	30% (660)	8% (180)	6% (133)	22% (485)	10% (220)	2201
Gender: Male	30% (322)	34% (359)	9% (98)	6% (63)	15% (160)	5% (56)	1059
Gender: Female	18% (202)	26% (301)	7% (81)	6% (69)	28% (324)	14% (164)	1142
Age: 18-29	20% (91)	23% (106)	11% (51)	7% (30)	24% (110)	17% (78)	465
Age: 30-44	26% (150)	31% (178)	10% (58)	5% (30)	20% (117)	7% (38)	570
Age: 45-54	25% (99)	34% (134)	5% (21)	8% (31)	21% (83)	7% (30)	398
Age: 55-64	28% (102)	33% (123)	7% (24)	6% (23)	18% (68)	8% (30)	370
Age: 65+	21% (82)	30% (118)	6% (26)	5% (19)	27% (108)	11% (45)	398
PID: Dem (no lean)	25% (195)	32% (246)	8% (65)	5% (42)	20% (150)	9% (72)	771
PID: Ind (no lean)	19% (146)	25% (199)	8% (65)	7% (55)	28% (223)	12% (95)	782
PID: Rep (no lean)	28% (183)	33% (215)	8% (49)	5% (35)	17% (111)	8% (54)	648
PID/Gender: Dem Men	30% (112)	35% (133)	10% (36)	5% (20)	14% (51)	6% (22)	374
PID/Gender: Dem Women	21% (83)	29% (114)	7% (30)	5% (21)	25% (99)	13% (50)	397
PID/Gender: Ind Men	25% (85)	29% (97)	9% (31)	8% (27)	24% (81)	5% (18)	338
PID/Gender: Ind Women	14% (61)	23% (101)	8% (34)	6% (28)	32% (142)	17% (77)	444
PID/Gender: Rep Men	36% (125)	37% (129)	9% (32)	5% (16)	8% (29)	5% (17)	347
PID/Gender: Rep Women	20% (59)	28% (85)	6% (17)	7% (20)	27% (82)	12% (37)	301
Ideo: Liberal (1-3)	26% (190)	35% (256)	9% (67)	4% (31)	18% (133)	8% (61)	738
Ideo: Moderate (4)	24% (107)	27% (123)	10% (45)	8% (36)	23% (103)	8% (36)	450
Ideo: Conservative (5-7)	25% (179)	34% (242)	7% (52)	6% (45)	20% (146)	8% (58)	722
Educ: < College	23% (362)	27% (427)	8% (124)	7% (104)	23% (362)	12% (187)	1567
Educ: Bachelors degree	26% (108)	36% (148)	7% (30)	5% (21)	21% (89)	5% (20)	416
Educ: Post-grad	25% (54)	39% (85)	12% (25)	4% (8)	15% (33)	6% (13)	219
Income: Under 50k	22% (297)	27% (357)	9% (121)	7% (96)	23% (304)	12% (168)	1344
Income: 50k-100k	27% (170)	34% (215)	6% (40)	4% (27)	22% (138)	6% (37)	627
Income: 100k+	25% (57)	38% (87)	8% (19)	4% (9)	19% (43)	7% (15)	230
Ethnicity: White	23% (405)	31% (546)	7% (121)	7% (114)	22% (383)	10% (180)	1750
Ethnicity: Hispanic	25% (81)	24% (81)	9% (29)	6% (19)	24% (79)	12% (40)	329

Continued on next page

Table BRD6_6: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	24% (524)	30% (660)	8% (180)	6% (133)	22% (485)	10% (220)	2201
Ethnicity: Afr. Am.	29% (77)	26% (69)	16% (44)	3% (8)	19% (51)	7% (20)	269
Ethnicity: Other	23% (42)	24% (44)	8% (14)	6% (11)	28% (50)	11% (20)	182
Relig: Protestant	26% (129)	35% (173)	6% (28)	6% (30)	18% (91)	9% (42)	494
Relig: Roman Catholic	32% (132)	34% (140)	8% (35)	3% (13)	17% (69)	6% (27)	417
Relig: Ath./Agn./None	19% (121)	26% (167)	9% (57)	8% (50)	27% (173)	11% (73)	642
Relig: Something Else	23% (82)	32% (116)	10% (38)	5% (17)	20% (73)	11% (40)	366
Relig: Evangelical	24% (157)	29% (186)	7% (44)	7% (47)	21% (138)	11% (72)	643
Relig: Non-Evang. Catholics	29% (158)	35% (191)	7% (40)	3% (19)	19% (101)	6% (33)	542
Relig: All Christian	27% (315)	32% (377)	7% (84)	6% (66)	20% (239)	9% (105)	1186
Relig: All Non-Christian	20% (203)	28% (283)	9% (96)	7% (67)	24% (246)	11% (113)	1008
Community: Urban	26% (157)	29% (170)	10% (59)	6% (34)	20% (117)	10% (58)	594
Community: Suburban	24% (226)	33% (311)	7% (69)	3% (31)	22% (205)	10% (95)	938
Community: Rural	21% (141)	27% (179)	8% (52)	10% (67)	24% (163)	10% (67)	669
Employ: Private Sector	28% (188)	37% (248)	8% (55)	4% (28)	16% (109)	6% (38)	666
Employ: Government	22% (32)	32% (46)	15% (21)	5% (7)	22% (32)	5% (7)	145
Employ: Self-Employed	28% (51)	29% (54)	11% (20)	6% (11)	21% (37)	5% (10)	183
Employ: Homemaker	17% (35)	28% (58)	6% (12)	6% (12)	25% (51)	17% (35)	204
Employ: Student	19% (20)	24% (26)	11% (12)	5% (6)	29% (31)	12% (13)	107
Employ: Retired	24% (111)	30% (138)	6% (29)	6% (27)	25% (117)	10% (45)	466
Employ: Unemployed	23% (46)	20% (41)	8% (17)	9% (18)	25% (50)	15% (30)	202
Employ: Other	18% (42)	22% (49)	6% (14)	10% (23)	25% (57)	19% (43)	228
Military HH: Yes	24% (99)	32% (130)	12% (48)	7% (29)	17% (71)	8% (35)	412
Military HH: No	24% (425)	30% (530)	7% (132)	6% (104)	23% (414)	10% (186)	1789
RD/WT: Right Direction	26% (210)	33% (269)	7% (61)	6% (49)	19% (153)	9% (74)	816
RD/WT: Wrong Track	23% (314)	28% (391)	9% (119)	6% (83)	24% (332)	11% (147)	1385
Strongly Approve	27% (121)	34% (151)	9% (40)	8% (36)	15% (66)	8% (36)	450
Somewhat Approve	25% (121)	33% (159)	8% (36)	6% (27)	20% (95)	9% (41)	480
Somewhat Disapprove	27% (78)	27% (78)	7% (20)	4% (13)	25% (74)	10% (29)	292
Strongly Disapprove	23% (193)	30% (255)	9% (76)	6% (49)	23% (191)	10% (85)	848
Dont Know / No Opinion	9% (11)	13% (17)	6% (8)	6% (8)	44% (58)	22% (29)	131

Continued on next page

Table BRD6_6: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	24% (524)	30% (660)	8% (180)	6% (133)	22% (485)	10% (220)	2201
#1 Issue: Economy	26% (167)	34% (216)	6% (38)	4% (26)	22% (142)	7% (45)	635
#1 Issue: Security	28% (104)	32% (119)	6% (22)	7% (26)	18% (67)	9% (32)	371
#1 Issue: Health Care	24% (96)	32% (124)	9% (37)	6% (24)	20% (79)	8% (32)	392
#1 Issue: Medicare / Social Security	21% (71)	27% (91)	10% (32)	7% (23)	23% (76)	13% (43)	336
#1 Issue: Women's Issues	17% (17)	25% (24)	10% (10)	6% (6)	21% (20)	22% (22)	98
#1 Issue: Education	22% (35)	26% (41)	11% (18)	5% (9)	27% (42)	9% (14)	159
#1 Issue: Energy	23% (20)	25% (21)	9% (7)	7% (6)	21% (17)	14% (12)	84
#1 Issue: Other	12% (15)	18% (23)	11% (14)	11% (14)	32% (40)	16% (20)	127
2016 Vote: Democrat Hillary Clinton	27% (190)	32% (219)	9% (60)	4% (28)	22% (149)	7% (48)	694
2016 Vote: Republican Donald Trump	27% (190)	36% (254)	8% (59)	7% (48)	17% (120)	6% (41)	712
2016 Vote: Someone else	18% (36)	30% (60)	11% (22)	4% (9)	28% (57)	9% (18)	202
2012 Vote: Barack Obama	28% (233)	31% (263)	10% (86)	4% (36)	20% (172)	6% (51)	841
2012 Vote: Mitt Romney	25% (144)	40% (226)	6% (34)	6% (33)	16% (93)	7% (39)	569
2012 Vote: Other	14% (13)	28% (27)	14% (14)	9% (9)	26% (25)	10% (10)	97
2012 Vote: Didn't Vote	19% (133)	21% (145)	7% (46)	8% (55)	28% (195)	17% (120)	693
4-Region: Northeast	27% (109)	30% (122)	7% (30)	5% (21)	23% (92)	7% (28)	402
4-Region: Midwest	24% (113)	28% (134)	8% (38)	7% (33)	22% (103)	11% (53)	474
4-Region: South	23% (184)	31% (256)	8% (69)	7% (54)	20% (166)	11% (86)	815
4-Region: West	23% (119)	29% (148)	8% (43)	5% (25)	24% (123)	10% (53)	511

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

Table BRD6_7: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLS

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (220)	20% (431)	10% (210)	7% (154)	32% (699)	22% (486)	2201
Gender: Male	13% (143)	24% (259)	13% (141)	9% (100)	28% (299)	11% (118)	1059
Gender: Female	7% (78)	15% (172)	6% (69)	5% (54)	35% (400)	32% (369)	1142
Age: 18-29	17% (80)	15% (68)	8% (36)	6% (26)	21% (96)	34% (160)	465
Age: 30-44	14% (77)	20% (113)	10% (55)	6% (34)	29% (167)	22% (123)	570
Age: 45-54	8% (34)	24% (97)	11% (43)	7% (27)	32% (129)	17% (68)	398
Age: 55-64	5% (19)	20% (72)	12% (44)	9% (35)	38% (141)	16% (58)	370
Age: 65+	2% (10)	20% (81)	8% (32)	8% (32)	42% (166)	19% (77)	398
PID: Dem (no lean)	16% (126)	20% (158)	9% (67)	6% (46)	27% (208)	22% (166)	771
PID: Ind (no lean)	4% (34)	17% (131)	8% (61)	7% (55)	37% (288)	27% (214)	782
PID: Rep (no lean)	9% (61)	22% (142)	13% (83)	8% (53)	31% (203)	16% (107)	648
PID/Gender: Dem Men	23% (85)	24% (90)	12% (44)	8% (29)	22% (83)	11% (43)	374
PID/Gender: Dem Women	10% (40)	17% (68)	6% (23)	4% (17)	31% (125)	31% (123)	397
PID/Gender: Ind Men	5% (17)	22% (76)	11% (39)	10% (34)	37% (126)	14% (47)	338
PID/Gender: Ind Women	4% (16)	13% (56)	5% (22)	5% (21)	37% (163)	37% (166)	444
PID/Gender: Rep Men	12% (40)	27% (93)	17% (59)	11% (37)	26% (90)	8% (28)	347
PID/Gender: Rep Women	7% (21)	16% (49)	8% (24)	5% (16)	38% (113)	26% (79)	301
Ideo: Liberal (1-3)	18% (131)	22% (161)	9% (67)	5% (39)	28% (205)	18% (135)	738
Ideo: Moderate (4)	6% (27)	20% (92)	11% (50)	8% (38)	35% (157)	19% (85)	450
Ideo: Conservative (5-7)	7% (50)	22% (158)	11% (81)	8% (54)	34% (249)	18% (130)	722
Educ: < College	10% (151)	16% (244)	9% (147)	8% (125)	32% (508)	25% (391)	1567
Educ: Bachelors degree	10% (44)	30% (123)	9% (38)	5% (21)	32% (132)	14% (58)	416
Educ: Post-grad	12% (26)	29% (64)	11% (25)	4% (8)	27% (59)	17% (36)	219
Income: Under 50k	10% (130)	17% (227)	10% (135)	8% (107)	31% (410)	25% (334)	1344
Income: 50k-100k	11% (72)	22% (137)	9% (55)	5% (33)	34% (215)	18% (116)	627
Income: 100k+	8% (18)	29% (67)	9% (20)	6% (14)	32% (74)	16% (36)	230
Ethnicity: White	7% (127)	20% (344)	10% (169)	8% (134)	33% (580)	23% (396)	1750
Ethnicity: Hispanic	19% (61)	18% (60)	8% (25)	6% (21)	26% (86)	23% (77)	329

Continued on next page

Table BRD6_7: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLS

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (220)	20% (431)	10% (210)	7% (154)	32% (699)	22% (486)	2201
Ethnicity: Afr. Am.	26% (71)	18% (47)	9% (25)	4% (11)	26% (69)	17% (47)	269
Ethnicity: Other	13% (23)	22% (39)	9% (16)	5% (9)	28% (51)	24% (44)	182
Relig: Protestant	7% (32)	21% (103)	14% (68)	7% (36)	34% (167)	18% (88)	494
Relig: Roman Catholic	15% (60)	27% (112)	11% (47)	7% (28)	26% (109)	15% (61)	417
Relig: Ath./Agn./None	9% (60)	14% (91)	7% (46)	9% (57)	34% (217)	27% (171)	642
Relig: Something Else	11% (42)	21% (77)	9% (32)	4% (14)	31% (114)	24% (88)	366
Relig: Evangelical	12% (80)	19% (121)	9% (57)	7% (43)	32% (205)	21% (137)	643
Relig: Non-Evang. Catholics	7% (37)	26% (139)	14% (75)	7% (40)	30% (163)	16% (89)	542
Relig: All Christian	10% (116)	22% (260)	11% (132)	7% (83)	31% (368)	19% (226)	1186
Relig: All Non-Christian	10% (102)	17% (168)	8% (79)	7% (71)	33% (330)	26% (258)	1008
Community: Urban	18% (105)	19% (112)	11% (66)	5% (32)	25% (147)	22% (132)	594
Community: Suburban	8% (74)	22% (209)	9% (85)	6% (53)	35% (328)	20% (188)	938
Community: Rural	6% (41)	16% (110)	9% (59)	10% (69)	34% (224)	25% (166)	669
Employ: Private Sector	13% (84)	25% (167)	11% (72)	5% (35)	30% (199)	16% (109)	666
Employ: Government	14% (21)	19% (27)	13% (20)	6% (9)	30% (44)	17% (25)	145
Employ: Self-Employed	12% (21)	30% (55)	6% (11)	7% (13)	30% (54)	16% (29)	183
Employ: Homemaker	7% (15)	12% (25)	5% (11)	7% (14)	37% (75)	32% (65)	204
Employ: Student	14% (15)	14% (15)	7% (7)	3% (4)	24% (26)	38% (41)	107
Employ: Retired	3% (16)	20% (95)	12% (55)	8% (36)	38% (179)	18% (86)	466
Employ: Unemployed	10% (20)	14% (28)	9% (19)	11% (22)	30% (61)	26% (53)	202
Employ: Other	13% (29)	9% (20)	7% (16)	10% (22)	28% (63)	35% (79)	228
Military HH: Yes	10% (40)	21% (87)	10% (42)	9% (35)	32% (132)	18% (76)	412
Military HH: No	10% (180)	19% (344)	9% (169)	7% (119)	32% (567)	23% (410)	1789
RD/WT: Right Direction	11% (90)	23% (188)	10% (82)	7% (59)	31% (250)	18% (147)	816
RD/WT: Wrong Track	9% (130)	18% (243)	9% (128)	7% (95)	32% (449)	24% (339)	1385
Strongly Approve	12% (53)	23% (102)	11% (47)	7% (33)	33% (151)	14% (64)	450
Somewhat Approve	8% (37)	22% (108)	12% (57)	9% (41)	29% (140)	20% (98)	480
Somewhat Disapprove	13% (38)	18% (53)	12% (35)	4% (11)	26% (77)	27% (78)	292
Strongly Disapprove	10% (87)	19% (162)	8% (66)	7% (63)	33% (283)	22% (186)	848
Dont Know / No Opinion	4% (5)	4% (5)	4% (5)	4% (5)	38% (50)	47% (61)	131

Continued on next page

Table BRD6_7: Please indicate whether you have a favorable or unfavorable view of each of the following.

MLS

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (220)	20% (431)	10% (210)	7% (154)	32% (699)	22% (486)	2201
#1 Issue: Economy	9% (60)	23% (145)	10% (64)	6% (39)	32% (205)	19% (123)	635
#1 Issue: Security	11% (42)	18% (65)	11% (41)	10% (36)	33% (122)	18% (65)	371
#1 Issue: Health Care	14% (54)	17% (68)	10% (38)	5% (18)	34% (134)	20% (79)	392
#1 Issue: Medicare / Social Security	8% (27)	19% (65)	9% (30)	7% (24)	36% (119)	21% (71)	336
#1 Issue: Women's Issues	10% (10)	12% (12)	7% (7)	6% (6)	26% (26)	38% (37)	98
#1 Issue: Education	13% (20)	23% (36)	7% (11)	3% (5)	26% (41)	29% (46)	159
#1 Issue: Energy	7% (6)	20% (17)	14% (12)	9% (8)	26% (22)	24% (20)	84
#1 Issue: Other	1% (1)	18% (23)	7% (8)	15% (19)	24% (31)	35% (45)	127
2016 Vote: Democrat Hillary Clinton	16% (111)	21% (144)	9% (62)	6% (39)	32% (219)	17% (119)	694
2016 Vote: Republican Donald Trump	8% (60)	22% (159)	13% (92)	8% (60)	33% (234)	15% (108)	712
2016 Vote: Someone else	5% (10)	21% (42)	8% (17)	7% (14)	35% (70)	25% (50)	202
2012 Vote: Barack Obama	15% (127)	21% (180)	10% (84)	5% (44)	31% (264)	17% (143)	841
2012 Vote: Mitt Romney	6% (36)	25% (140)	11% (65)	9% (51)	34% (194)	14% (82)	569
2012 Vote: Other	2% (2)	16% (15)	12% (12)	11% (11)	41% (39)	18% (18)	97
2012 Vote: Didn't Vote	8% (55)	14% (96)	7% (50)	7% (47)	29% (202)	35% (243)	693
4-Region: Northeast	10% (40)	18% (72)	10% (38)	7% (29)	32% (127)	24% (96)	402
4-Region: Midwest	9% (43)	19% (91)	9% (42)	7% (35)	32% (151)	23% (111)	474
4-Region: South	11% (92)	20% (164)	10% (84)	7% (60)	31% (251)	20% (164)	815
4-Region: West	9% (46)	20% (104)	9% (46)	6% (29)	33% (171)	23% (115)	511

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

Table BRD6_8: Please indicate whether you have a favorable or unfavorable view of each of the following.
ACC (Atlantic Coast Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (217)	19% (429)	8% (170)	5% (107)	29% (648)	29% (630)	2201
Gender: Male	15% (157)	27% (284)	9% (100)	6% (61)	25% (269)	18% (187)	1059
Gender: Female	5% (59)	13% (144)	6% (70)	4% (46)	33% (379)	39% (444)	1142
Age: 18-29	15% (71)	13% (62)	8% (36)	7% (33)	22% (101)	35% (162)	465
Age: 30-44	10% (58)	21% (118)	10% (56)	4% (21)	26% (148)	29% (168)	570
Age: 45-54	9% (34)	22% (87)	7% (29)	6% (23)	31% (123)	26% (102)	398
Age: 55-64	9% (34)	22% (80)	7% (25)	6% (22)	34% (125)	23% (83)	370
Age: 65+	5% (19)	21% (82)	6% (24)	2% (8)	38% (150)	29% (115)	398
PID: Dem (no lean)	14% (107)	18% (136)	8% (65)	6% (43)	26% (199)	29% (221)	771
PID: Ind (no lean)	5% (42)	17% (129)	7% (52)	4% (35)	33% (260)	34% (265)	782
PID: Rep (no lean)	10% (68)	25% (163)	8% (53)	4% (29)	29% (189)	22% (145)	648
PID/Gender: Dem Men	19% (72)	22% (81)	11% (42)	8% (30)	18% (69)	22% (81)	374
PID/Gender: Dem Women	9% (35)	14% (55)	6% (23)	3% (14)	33% (130)	35% (140)	397
PID/Gender: Ind Men	9% (29)	23% (79)	8% (26)	5% (18)	36% (122)	19% (64)	338
PID/Gender: Ind Women	3% (13)	11% (50)	6% (26)	4% (17)	31% (138)	45% (201)	444
PID/Gender: Rep Men	16% (57)	36% (125)	9% (32)	4% (14)	22% (78)	12% (41)	347
PID/Gender: Rep Women	4% (11)	13% (39)	7% (22)	5% (15)	37% (111)	34% (103)	301
Ideo: Liberal (1-3)	16% (115)	20% (145)	9% (64)	5% (34)	26% (192)	25% (187)	738
Ideo: Moderate (4)	9% (42)	20% (89)	8% (36)	5% (23)	33% (149)	25% (112)	450
Ideo: Conservative (5-7)	7% (52)	23% (167)	9% (63)	5% (39)	32% (228)	24% (174)	722
Educ: < College	10% (150)	17% (268)	7% (111)	5% (86)	29% (453)	32% (499)	1567
Educ: Bachelors degree	11% (45)	23% (97)	8% (35)	3% (13)	34% (139)	21% (87)	416
Educ: Post-grad	10% (22)	29% (64)	11% (25)	4% (9)	25% (55)	20% (44)	219
Income: Under 50k	10% (131)	18% (236)	7% (98)	5% (72)	28% (382)	32% (425)	1344
Income: 50k-100k	10% (62)	21% (131)	9% (53)	5% (28)	32% (201)	24% (151)	627
Income: 100k+	10% (23)	27% (62)	8% (18)	3% (7)	28% (65)	24% (55)	230
Ethnicity: White	7% (130)	19% (337)	7% (127)	5% (90)	31% (540)	30% (526)	1750
Ethnicity: Hispanic	12% (38)	18% (59)	8% (26)	5% (17)	24% (81)	33% (108)	329

Continued on next page

Table BRD6_8: Please indicate whether you have a favorable or unfavorable view of each of the following.
ACC (Atlantic Coast Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (217)	19% (429)	8% (170)	5% (107)	29% (648)	29% (630)	2201
Ethnicity: Afr. Am.	25% (66)	25% (68)	8% (22)	3% (8)	19% (52)	20% (53)	269
Ethnicity: Other	11% (20)	13% (24)	12% (21)	5% (9)	31% (56)	28% (52)	182
Relig: Protestant	10% (50)	24% (120)	5% (24)	4% (22)	33% (164)	23% (113)	494
Relig: Roman Catholic	15% (62)	22% (94)	12% (49)	4% (15)	24% (101)	23% (96)	417
Relig: Ath./Agn./None	8% (50)	13% (85)	6% (38)	5% (34)	33% (210)	35% (223)	642
Relig: Something Else	9% (31)	21% (77)	11% (39)	5% (18)	25% (92)	30% (109)	366
Relig: Evangelical	15% (96)	20% (131)	6% (41)	5% (34)	28% (179)	25% (164)	643
Relig: Non-Evang. Catholics	7% (39)	24% (131)	10% (52)	4% (21)	31% (167)	24% (132)	542
Relig: All Christian	11% (135)	22% (262)	8% (93)	5% (55)	29% (346)	25% (296)	1186
Relig: All Non-Christian	8% (82)	16% (162)	8% (77)	5% (53)	30% (302)	33% (332)	1008
Community: Urban	17% (101)	19% (114)	8% (50)	5% (30)	22% (130)	29% (170)	594
Community: Suburban	9% (81)	20% (186)	7% (67)	3% (31)	33% (314)	28% (258)	938
Community: Rural	5% (35)	19% (129)	8% (53)	7% (46)	31% (204)	30% (202)	669
Employ: Private Sector	12% (80)	23% (153)	9% (61)	5% (32)	29% (195)	22% (145)	666
Employ: Government	13% (18)	26% (38)	13% (18)	6% (8)	24% (35)	19% (28)	145
Employ: Self-Employed	13% (24)	26% (48)	5% (9)	7% (13)	24% (44)	25% (45)	183
Employ: Homemaker	8% (17)	11% (22)	4% (9)	7% (14)	29% (59)	41% (83)	204
Employ: Student	14% (15)	12% (13)	11% (12)	3% (4)	20% (22)	39% (42)	107
Employ: Retired	6% (30)	21% (99)	7% (34)	3% (14)	37% (172)	25% (118)	466
Employ: Unemployed	6% (13)	14% (28)	8% (15)	6% (12)	34% (70)	32% (66)	202
Employ: Other	9% (21)	12% (28)	5% (12)	5% (11)	23% (51)	46% (105)	228
Military HH: Yes	15% (61)	21% (86)	8% (33)	6% (24)	29% (118)	22% (90)	412
Military HH: No	9% (156)	19% (343)	8% (137)	5% (83)	30% (530)	30% (541)	1789
RD/WT: Right Direction	12% (101)	25% (207)	8% (65)	5% (45)	27% (221)	22% (178)	816
RD/WT: Wrong Track	8% (116)	16% (222)	8% (105)	5% (63)	31% (427)	33% (452)	1385
Strongly Approve	11% (50)	25% (113)	9% (40)	6% (27)	28% (128)	20% (92)	450
Somewhat Approve	8% (37)	23% (111)	8% (40)	5% (26)	29% (140)	26% (126)	480
Somewhat Disapprove	15% (44)	19% (56)	7% (20)	2% (7)	28% (81)	29% (84)	292
Strongly Disapprove	9% (78)	17% (145)	8% (68)	5% (42)	30% (255)	31% (260)	848
Dont Know / No Opinion	5% (7)	3% (4)	2% (2)	5% (6)	34% (44)	52% (68)	131

Continued on next page

Table BRD6_8: Please indicate whether you have a favorable or unfavorable view of each of the following.
ACC (Atlantic Coast Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	10% (217)	19% (429)	8% (170)	5% (107)	29% (648)	29% (630)	2201
#1 Issue: Economy	9% (58)	22% (139)	9% (55)	3% (19)	31% (197)	26% (168)	635
#1 Issue: Security	9% (33)	20% (74)	8% (31)	7% (25)	30% (110)	26% (98)	371
#1 Issue: Health Care	13% (49)	18% (69)	7% (26)	6% (22)	29% (112)	29% (113)	392
#1 Issue: Medicare / Social Security	10% (33)	22% (75)	5% (17)	4% (14)	31% (103)	28% (93)	336
#1 Issue: Women's Issues	10% (10)	5% (5)	10% (10)	4% (4)	27% (27)	43% (42)	98
#1 Issue: Education	13% (21)	20% (31)	10% (16)	3% (5)	26% (41)	28% (45)	159
#1 Issue: Energy	7% (6)	29% (24)	9% (7)	8% (6)	24% (20)	23% (19)	84
#1 Issue: Other	4% (6)	9% (12)	6% (7)	9% (12)	30% (38)	42% (53)	127
2016 Vote: Democrat Hillary Clinton	12% (86)	19% (131)	8% (56)	5% (34)	30% (211)	25% (175)	694
2016 Vote: Republican Donald Trump	10% (73)	24% (173)	9% (62)	5% (37)	29% (209)	22% (158)	712
2016 Vote: Someone else	8% (17)	20% (40)	6% (12)	5% (9)	32% (66)	29% (58)	202
2012 Vote: Barack Obama	14% (119)	20% (168)	8% (67)	4% (38)	28% (235)	26% (215)	841
2012 Vote: Mitt Romney	7% (42)	28% (156)	8% (47)	5% (26)	31% (175)	21% (122)	569
2012 Vote: Other	5% (5)	15% (14)	11% (11)	5% (5)	35% (34)	28% (27)	97
2012 Vote: Didn't Vote	7% (50)	13% (90)	6% (45)	6% (39)	29% (202)	38% (267)	693
4-Region: Northeast	8% (31)	18% (72)	6% (22)	5% (18)	32% (128)	32% (130)	402
4-Region: Midwest	7% (33)	18% (87)	7% (35)	5% (23)	32% (151)	30% (144)	474
4-Region: South	15% (122)	21% (174)	8% (66)	6% (47)	27% (221)	23% (186)	815
4-Region: West	6% (31)	19% (96)	9% (47)	4% (19)	29% (147)	34% (171)	511

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

Table BRD6_9: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big Ten Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	15% (335)	21% (471)	9% (191)	5% (108)	30% (670)	19% (425)	2201
Gender: Male	21% (221)	28% (292)	10% (101)	5% (53)	28% (293)	9% (99)	1059
Gender: Female	10% (114)	16% (178)	8% (90)	5% (55)	33% (378)	29% (326)	1142
Age: 18-29	19% (87)	11% (53)	10% (45)	5% (22)	24% (113)	31% (146)	465
Age: 30-44	15% (85)	23% (133)	8% (44)	5% (29)	30% (169)	19% (109)	570
Age: 45-54	16% (62)	22% (87)	11% (42)	5% (22)	29% (114)	18% (71)	398
Age: 55-64	15% (56)	24% (90)	8% (29)	8% (29)	33% (123)	12% (43)	370
Age: 65+	11% (45)	27% (109)	8% (30)	2% (7)	38% (151)	14% (56)	398
PID: Dem (no lean)	21% (162)	22% (167)	8% (61)	4% (32)	28% (215)	17% (134)	771
PID: Ind (no lean)	8% (64)	17% (131)	8% (62)	6% (43)	35% (273)	27% (208)	782
PID: Rep (no lean)	17% (109)	27% (172)	10% (67)	5% (33)	28% (182)	13% (83)	648
PID/Gender: Dem Men	27% (102)	22% (83)	9% (35)	5% (18)	26% (96)	11% (40)	374
PID/Gender: Dem Women	15% (60)	21% (84)	7% (26)	4% (14)	30% (119)	24% (94)	397
PID/Gender: Ind Men	12% (39)	25% (84)	10% (34)	6% (21)	37% (124)	11% (37)	338
PID/Gender: Ind Women	6% (25)	11% (48)	6% (28)	5% (23)	34% (150)	39% (171)	444
PID/Gender: Rep Men	23% (80)	36% (125)	9% (32)	4% (15)	21% (73)	6% (23)	347
PID/Gender: Rep Women	10% (30)	16% (47)	12% (36)	6% (18)	36% (109)	20% (61)	301
Ideo: Liberal (1-3)	20% (149)	23% (167)	9% (65)	5% (34)	28% (208)	16% (115)	738
Ideo: Moderate (4)	13% (57)	23% (103)	9% (42)	4% (19)	34% (153)	17% (75)	450
Ideo: Conservative (5-7)	15% (110)	25% (184)	10% (73)	5% (39)	31% (221)	13% (97)	722
Educ: < College	15% (233)	18% (287)	8% (128)	5% (84)	30% (470)	23% (364)	1567
Educ: Bachelors degree	16% (68)	26% (108)	9% (37)	4% (15)	35% (147)	10% (40)	416
Educ: Post-grad	15% (34)	34% (75)	12% (26)	4% (10)	24% (53)	10% (21)	219
Income: Under 50k	16% (215)	17% (234)	9% (117)	5% (71)	29% (386)	24% (321)	1344
Income: 50k-100k	14% (89)	27% (172)	9% (54)	4% (27)	33% (208)	12% (78)	627
Income: 100k+	14% (31)	28% (65)	9% (20)	5% (11)	33% (76)	12% (27)	230
Ethnicity: White	13% (221)	22% (384)	8% (144)	5% (93)	32% (566)	20% (343)	1750
Ethnicity: Hispanic	15% (49)	15% (49)	10% (34)	4% (14)	27% (89)	29% (94)	329

Continued on next page

Table BRD6_9: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big Ten Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	15% (335)	21% (471)	9% (191)	5% (108)	30% (670)	19% (425)	2201
Ethnicity: Afr. Am.	34% (90)	23% (63)	9% (23)	3% (7)	18% (48)	14% (37)	269
Ethnicity: Other	13% (24)	13% (24)	13% (24)	5% (8)	31% (57)	25% (45)	182
Relig: Protestant	17% (83)	28% (141)	7% (33)	4% (18)	32% (158)	12% (61)	494
Relig: Roman Catholic	17% (70)	26% (108)	12% (49)	4% (15)	27% (114)	14% (60)	417
Relig: Ath./Agn./None	13% (82)	15% (94)	8% (49)	5% (32)	35% (222)	25% (162)	642
Relig: Something Else	15% (54)	21% (76)	12% (43)	6% (21)	27% (100)	20% (72)	366
Relig: Evangelical	20% (128)	22% (141)	6% (41)	5% (34)	27% (172)	20% (128)	643
Relig: Non-Evang. Catholics	13% (68)	29% (158)	11% (58)	4% (21)	32% (176)	11% (61)	542
Relig: All Christian	17% (196)	25% (299)	8% (99)	5% (55)	29% (348)	16% (189)	1186
Relig: All Non-Christian	14% (136)	17% (170)	9% (92)	5% (53)	32% (322)	23% (235)	1008
Community: Urban	20% (117)	21% (122)	9% (52)	5% (27)	25% (147)	22% (129)	594
Community: Suburban	13% (125)	24% (226)	8% (79)	4% (34)	34% (314)	17% (160)	938
Community: Rural	14% (93)	18% (122)	9% (60)	7% (47)	31% (210)	20% (137)	669
Employ: Private Sector	18% (121)	26% (175)	9% (58)	5% (31)	29% (191)	14% (91)	666
Employ: Government	25% (36)	23% (34)	12% (17)	5% (8)	25% (37)	10% (14)	145
Employ: Self-Employed	15% (28)	22% (40)	8% (15)	9% (16)	31% (57)	14% (26)	183
Employ: Homemaker	14% (28)	13% (26)	7% (15)	5% (10)	27% (54)	35% (71)	204
Employ: Student	19% (21)	14% (15)	11% (12)	3% (3)	19% (21)	33% (35)	107
Employ: Retired	12% (58)	25% (118)	9% (42)	3% (15)	39% (180)	11% (53)	466
Employ: Unemployed	7% (15)	19% (39)	10% (20)	5% (10)	33% (67)	25% (51)	202
Employ: Other	13% (30)	11% (24)	5% (12)	6% (14)	28% (64)	37% (83)	228
Military HH: Yes	21% (88)	22% (91)	10% (43)	4% (18)	30% (124)	12% (48)	412
Military HH: No	14% (247)	21% (380)	8% (148)	5% (90)	31% (546)	21% (377)	1789
RD/WT: Right Direction	19% (159)	26% (210)	9% (72)	5% (42)	27% (223)	13% (109)	816
RD/WT: Wrong Track	13% (177)	19% (260)	9% (119)	5% (66)	32% (447)	23% (316)	1385
Strongly Approve	18% (81)	25% (111)	10% (46)	7% (32)	26% (119)	13% (60)	450
Somewhat Approve	16% (75)	24% (117)	11% (53)	4% (19)	28% (135)	17% (81)	480
Somewhat Disapprove	19% (56)	22% (65)	7% (20)	3% (8)	27% (79)	22% (63)	292
Strongly Disapprove	14% (118)	20% (173)	8% (68)	5% (43)	33% (284)	19% (162)	848
Dont Know / No Opinion	4% (5)	3% (4)	3% (4)	5% (7)	41% (54)	44% (58)	131

Continued on next page

Table BRD6_9: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big Ten Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	15% (335)	21% (471)	9% (191)	5% (108)	30% (670)	19% (425)	2201
#1 Issue: Economy	18% (114)	22% (140)	8% (50)	5% (30)	32% (205)	15% (97)	635
#1 Issue: Security	12% (45)	27% (99)	9% (32)	6% (20)	29% (109)	18% (66)	371
#1 Issue: Health Care	13% (51)	19% (75)	11% (44)	4% (16)	30% (118)	22% (87)	392
#1 Issue: Medicare / Social Security	18% (60)	24% (81)	8% (27)	3% (8)	30% (102)	17% (58)	336
#1 Issue: Women's Issues	10% (10)	9% (8)	8% (8)	6% (6)	30% (30)	36% (36)	98
#1 Issue: Education	20% (33)	24% (38)	8% (12)	5% (8)	22% (35)	21% (33)	159
#1 Issue: Energy	16% (13)	18% (15)	11% (9)	10% (8)	34% (29)	10% (9)	84
#1 Issue: Other	8% (10)	11% (14)	7% (9)	9% (11)	34% (43)	31% (40)	127
2016 Vote: Democrat Hillary Clinton	18% (122)	24% (166)	9% (62)	4% (31)	30% (209)	15% (104)	694
2016 Vote: Republican Donald Trump	17% (119)	27% (190)	10% (71)	5% (33)	29% (208)	13% (90)	712
2016 Vote: Someone else	12% (24)	19% (39)	11% (22)	6% (12)	34% (68)	18% (37)	202
2012 Vote: Barack Obama	20% (168)	23% (193)	10% (86)	4% (34)	29% (245)	14% (114)	841
2012 Vote: Mitt Romney	15% (86)	30% (169)	8% (48)	5% (31)	30% (171)	11% (63)	569
2012 Vote: Other	8% (7)	15% (14)	15% (14)	6% (6)	39% (38)	18% (18)	97
2012 Vote: Didn't Vote	11% (74)	14% (95)	6% (42)	5% (37)	31% (215)	33% (230)	693
4-Region: Northeast	11% (44)	18% (73)	7% (28)	5% (19)	37% (147)	23% (92)	402
4-Region: Midwest	23% (107)	23% (109)	8% (39)	4% (20)	29% (136)	13% (62)	474
4-Region: South	17% (137)	21% (175)	10% (78)	5% (45)	29% (234)	18% (146)	815
4-Region: West	9% (48)	22% (114)	9% (46)	5% (24)	30% (153)	25% (126)	511

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

Table BRD6_10: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big 12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	12% (271)	21% (467)	8% (183)	6% (121)	30% (668)	22% (491)	2201
Gender: Male	17% (177)	29% (302)	9% (94)	6% (67)	27% (289)	12% (130)	1059
Gender: Female	8% (94)	14% (165)	8% (89)	5% (54)	33% (379)	32% (360)	1142
Age: 18-29	17% (80)	13% (59)	9% (41)	6% (30)	23% (105)	32% (150)	465
Age: 30-44	14% (81)	23% (133)	8% (44)	5% (30)	29% (163)	21% (120)	570
Age: 45-54	12% (50)	21% (85)	9% (38)	7% (26)	30% (121)	20% (80)	398
Age: 55-64	10% (37)	26% (96)	8% (28)	7% (25)	34% (124)	16% (59)	370
Age: 65+	6% (23)	24% (95)	8% (32)	2% (10)	39% (156)	21% (83)	398
PID: Dem (no lean)	17% (129)	23% (178)	6% (50)	6% (47)	28% (219)	19% (149)	771
PID: Ind (no lean)	8% (61)	16% (127)	8% (66)	5% (36)	34% (262)	29% (230)	782
PID: Rep (no lean)	13% (81)	25% (162)	10% (67)	6% (39)	29% (187)	17% (112)	648
PID/Gender: Dem Men	22% (82)	26% (99)	7% (27)	8% (28)	24% (89)	13% (50)	374
PID/Gender: Dem Women	12% (47)	20% (79)	6% (23)	5% (19)	33% (130)	25% (99)	397
PID/Gender: Ind Men	11% (39)	25% (86)	8% (29)	6% (21)	35% (119)	13% (45)	338
PID/Gender: Ind Women	5% (22)	9% (41)	8% (37)	3% (15)	32% (143)	42% (185)	444
PID/Gender: Rep Men	16% (56)	34% (117)	11% (39)	5% (18)	23% (81)	10% (36)	347
PID/Gender: Rep Women	8% (25)	15% (45)	9% (28)	7% (21)	35% (106)	25% (76)	301
Ideo: Liberal (1-3)	18% (134)	22% (160)	9% (68)	6% (43)	27% (203)	18% (131)	738
Ideo: Moderate (4)	10% (45)	23% (101)	7% (30)	7% (31)	33% (150)	21% (93)	450
Ideo: Conservative (5-7)	10% (73)	26% (185)	10% (74)	5% (35)	32% (231)	17% (126)	722
Educ: < College	13% (197)	18% (288)	8% (129)	6% (98)	29% (450)	26% (404)	1567
Educ: Bachelors degree	13% (52)	27% (111)	7% (30)	3% (14)	37% (153)	13% (55)	416
Educ: Post-grad	10% (22)	31% (67)	11% (24)	4% (9)	30% (65)	15% (32)	219
Income: Under 50k	13% (170)	19% (258)	9% (116)	6% (79)	27% (362)	27% (360)	1344
Income: 50k-100k	12% (78)	23% (143)	8% (47)	5% (33)	36% (226)	16% (100)	627
Income: 100k+	10% (23)	29% (67)	9% (20)	4% (10)	35% (80)	13% (31)	230
Ethnicity: White	10% (170)	21% (362)	8% (148)	6% (103)	32% (560)	23% (408)	1750
Ethnicity: Hispanic	15% (50)	16% (52)	8% (25)	7% (22)	25% (81)	30% (99)	329

Continued on next page

Table BRD6_10: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big 12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	12% (271)	21% (467)	8% (183)	6% (121)	30% (668)	22% (491)	2201
Ethnicity: Afr. Am.	31% (83)	26% (69)	5% (15)	4% (9)	20% (55)	14% (38)	269
Ethnicity: Other	10% (18)	20% (36)	11% (20)	5% (9)	29% (53)	25% (45)	182
Relig: Protestant	13% (63)	26% (128)	7% (34)	4% (20)	34% (168)	17% (81)	494
Relig: Roman Catholic	14% (60)	26% (110)	11% (47)	4% (16)	27% (113)	17% (71)	417
Relig: Ath./Agn./None	10% (62)	14% (87)	8% (49)	8% (50)	34% (216)	28% (177)	642
Relig: Something Else	15% (54)	21% (76)	11% (39)	5% (18)	27% (97)	22% (82)	366
Relig: Evangelical	15% (100)	24% (156)	6% (38)	5% (32)	28% (179)	21% (138)	643
Relig: Non-Evang. Catholics	10% (53)	27% (147)	10% (55)	4% (21)	32% (175)	17% (91)	542
Relig: All Christian	13% (152)	26% (303)	8% (93)	4% (53)	30% (354)	19% (229)	1186
Relig: All Non-Christian	12% (116)	16% (163)	9% (88)	7% (68)	31% (313)	26% (260)	1008
Community: Urban	17% (98)	23% (135)	8% (45)	5% (28)	25% (146)	24% (143)	594
Community: Suburban	12% (111)	22% (202)	8% (75)	4% (39)	35% (325)	20% (187)	938
Community: Rural	9% (62)	19% (130)	10% (64)	8% (54)	30% (198)	24% (161)	669
Employ: Private Sector	13% (89)	26% (171)	9% (57)	5% (35)	31% (209)	16% (105)	666
Employ: Government	21% (31)	19% (28)	13% (20)	4% (6)	27% (39)	15% (22)	145
Employ: Self-Employed	17% (31)	23% (42)	8% (15)	8% (15)	28% (51)	16% (30)	183
Employ: Homemaker	8% (16)	17% (35)	5% (10)	6% (11)	28% (56)	37% (75)	204
Employ: Student	12% (13)	17% (18)	7% (8)	9% (10)	24% (25)	31% (33)	107
Employ: Retired	8% (38)	23% (109)	9% (42)	3% (14)	39% (182)	17% (80)	466
Employ: Unemployed	11% (22)	18% (36)	9% (18)	6% (12)	28% (56)	29% (59)	202
Employ: Other	14% (31)	13% (29)	6% (14)	8% (19)	21% (49)	38% (87)	228
Military HH: Yes	14% (59)	22% (92)	11% (43)	7% (31)	32% (131)	14% (56)	412
Military HH: No	12% (212)	21% (375)	8% (140)	5% (91)	30% (537)	24% (435)	1789
RD/WT: Right Direction	15% (122)	26% (211)	9% (72)	5% (44)	28% (232)	17% (136)	816
RD/WT: Wrong Track	11% (149)	19% (256)	8% (111)	6% (78)	32% (437)	26% (354)	1385
Strongly Approve	14% (65)	26% (118)	9% (42)	7% (29)	29% (129)	15% (66)	450
Somewhat Approve	13% (63)	24% (115)	10% (48)	4% (22)	26% (126)	22% (106)	480
Somewhat Disapprove	14% (42)	22% (66)	7% (20)	4% (12)	27% (78)	26% (75)	292
Strongly Disapprove	11% (94)	19% (162)	8% (69)	6% (51)	34% (286)	22% (185)	848
Dont Know / No Opinion	5% (7)	4% (5)	3% (4)	6% (7)	37% (49)	45% (59)	131

Continued on next page

Table BRD6_10: Please indicate whether you have a favorable or unfavorable view of each of the following.
Big 12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	12% (271)	21% (467)	8% (183)	6% (121)	30% (668)	22% (491)	2201
#1 Issue: Economy	14% (91)	24% (153)	7% (43)	3% (21)	32% (204)	19% (122)	635
#1 Issue: Security	8% (30)	21% (79)	10% (36)	7% (25)	32% (120)	22% (81)	371
#1 Issue: Health Care	14% (56)	18% (70)	10% (40)	7% (27)	30% (117)	21% (82)	392
#1 Issue: Medicare / Social Security	14% (46)	25% (83)	6% (21)	4% (14)	28% (95)	23% (77)	336
#1 Issue: Women's Issues	8% (8)	13% (12)	6% (6)	7% (7)	30% (29)	36% (36)	98
#1 Issue: Education	16% (25)	23% (37)	10% (16)	3% (5)	26% (42)	22% (34)	159
#1 Issue: Energy	13% (11)	21% (18)	14% (12)	10% (8)	26% (22)	16% (14)	84
#1 Issue: Other	3% (4)	12% (16)	7% (9)	11% (14)	31% (39)	35% (45)	127
2016 Vote: Democrat Hillary Clinton	15% (107)	22% (151)	8% (53)	5% (35)	34% (235)	16% (113)	694
2016 Vote: Republican Donald Trump	12% (87)	25% (181)	10% (72)	6% (41)	29% (207)	17% (125)	712
2016 Vote: Someone else	9% (19)	21% (43)	9% (18)	3% (6)	35% (70)	23% (46)	202
2012 Vote: Barack Obama	18% (149)	22% (185)	8% (63)	6% (47)	31% (264)	16% (133)	841
2012 Vote: Mitt Romney	9% (50)	29% (165)	10% (58)	5% (29)	32% (180)	15% (87)	569
2012 Vote: Other	8% (8)	16% (15)	11% (11)	7% (7)	34% (33)	24% (23)	97
2012 Vote: Didn't Vote	9% (63)	15% (102)	7% (51)	6% (39)	27% (190)	36% (248)	693
4-Region: Northeast	10% (39)	20% (81)	6% (26)	6% (23)	32% (130)	26% (103)	402
4-Region: Midwest	12% (57)	23% (107)	8% (39)	6% (26)	33% (155)	19% (89)	474
4-Region: South	16% (128)	21% (169)	10% (81)	6% (47)	28% (226)	20% (164)	815
4-Region: West	9% (47)	22% (111)	7% (37)	5% (25)	31% (157)	26% (134)	511

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

Table BRD6_11: Please indicate whether you have a favorable or unfavorable view of each of the following.
SEC (Southeastern Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	13% (292)	19% (419)	9% (194)	6% (123)	28% (624)	25% (549)	2201
Gender: Male	18% (196)	25% (265)	11% (122)	6% (66)	24% (258)	14% (153)	1059
Gender: Female	8% (97)	13% (154)	6% (72)	5% (58)	32% (366)	35% (395)	1142
Age: 18-29	18% (86)	10% (47)	11% (51)	6% (29)	19% (90)	35% (164)	465
Age: 30-44	14% (81)	20% (114)	9% (53)	6% (36)	27% (155)	23% (131)	570
Age: 45-54	12% (47)	24% (94)	10% (41)	5% (20)	27% (108)	22% (89)	398
Age: 55-64	13% (48)	22% (80)	7% (25)	6% (23)	32% (118)	21% (77)	370
Age: 65+	8% (31)	21% (84)	6% (25)	4% (15)	39% (153)	22% (89)	398
PID: Dem (no lean)	17% (131)	19% (148)	8% (65)	6% (47)	25% (197)	24% (185)	771
PID: Ind (no lean)	8% (65)	14% (111)	8% (65)	6% (47)	32% (253)	31% (242)	782
PID: Rep (no lean)	15% (97)	25% (161)	10% (64)	5% (30)	27% (175)	19% (121)	648
PID/Gender: Dem Men	22% (83)	21% (78)	12% (44)	8% (30)	19% (72)	18% (68)	374
PID/Gender: Dem Women	12% (48)	18% (70)	5% (21)	4% (16)	31% (125)	30% (117)	397
PID/Gender: Ind Men	13% (43)	23% (77)	10% (35)	6% (22)	32% (110)	15% (51)	338
PID/Gender: Ind Women	5% (21)	8% (34)	7% (30)	6% (25)	32% (143)	43% (191)	444
PID/Gender: Rep Men	20% (69)	32% (111)	12% (43)	4% (14)	22% (76)	10% (34)	347
PID/Gender: Rep Women	9% (28)	17% (50)	7% (21)	5% (16)	33% (98)	29% (87)	301
Ideo: Liberal (1-3)	17% (125)	20% (145)	9% (67)	7% (51)	26% (191)	22% (159)	738
Ideo: Moderate (4)	12% (55)	20% (91)	9% (40)	3% (13)	34% (153)	22% (98)	450
Ideo: Conservative (5-7)	14% (99)	23% (166)	10% (73)	5% (38)	28% (199)	20% (147)	722
Educ: < College	12% (195)	18% (275)	8% (131)	6% (88)	28% (442)	28% (436)	1567
Educ: Bachelors degree	14% (60)	22% (90)	9% (39)	6% (23)	31% (130)	18% (74)	416
Educ: Post-grad	17% (38)	25% (54)	11% (24)	5% (12)	24% (52)	18% (39)	219
Income: Under 50k	13% (178)	17% (228)	9% (115)	6% (76)	27% (367)	28% (380)	1344
Income: 50k-100k	13% (84)	23% (142)	8% (52)	6% (35)	31% (192)	20% (123)	627
Income: 100k+	13% (31)	21% (49)	12% (27)	5% (12)	29% (66)	20% (46)	230
Ethnicity: White	11% (198)	19% (330)	8% (149)	6% (97)	30% (525)	26% (451)	1750
Ethnicity: Hispanic	15% (50)	13% (44)	8% (27)	6% (19)	25% (83)	32% (107)	329

Continued on next page

Table BRD6_11: Please indicate whether you have a favorable or unfavorable view of each of the following.
SEC (Southeastern Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	13% (292)	19% (419)	9% (194)	6% (123)	28% (624)	25% (549)	2201
Ethnicity: Afr. Am.	27% (73)	21% (56)	11% (29)	6% (17)	18% (48)	17% (46)	269
Ethnicity: Other	12% (21)	18% (33)	9% (16)	5% (9)	28% (51)	29% (52)	182
Relig: Protestant	17% (82)	21% (102)	6% (31)	5% (23)	34% (169)	18% (87)	494
Relig: Roman Catholic	15% (63)	23% (98)	13% (52)	4% (18)	25% (105)	20% (81)	417
Relig: Ath./Agn./None	9% (60)	14% (87)	8% (53)	6% (39)	32% (205)	31% (198)	642
Relig: Something Else	14% (52)	21% (77)	12% (43)	6% (20)	22% (82)	25% (92)	366
Relig: Evangelical	18% (118)	20% (129)	5% (33)	6% (39)	27% (176)	23% (148)	643
Relig: Non-Evang. Catholics	12% (63)	23% (123)	12% (63)	5% (24)	30% (161)	20% (108)	542
Relig: All Christian	15% (180)	21% (253)	8% (96)	5% (64)	28% (337)	22% (256)	1186
Relig: All Non-Christian	11% (112)	16% (164)	9% (96)	6% (59)	28% (287)	29% (290)	1008
Community: Urban	16% (95)	21% (126)	8% (48)	6% (38)	22% (129)	27% (158)	594
Community: Suburban	11% (103)	19% (182)	10% (90)	5% (48)	31% (289)	24% (226)	938
Community: Rural	14% (94)	17% (110)	8% (57)	6% (37)	31% (206)	25% (165)	669
Employ: Private Sector	18% (118)	21% (138)	11% (71)	5% (34)	25% (168)	21% (137)	666
Employ: Government	21% (30)	17% (25)	14% (20)	9% (12)	26% (38)	14% (21)	145
Employ: Self-Employed	16% (29)	22% (40)	7% (12)	10% (19)	23% (43)	22% (40)	183
Employ: Homemaker	10% (21)	15% (30)	5% (10)	8% (16)	24% (49)	38% (78)	204
Employ: Student	12% (12)	14% (15)	16% (17)	4% (4)	26% (28)	29% (31)	107
Employ: Retired	9% (40)	23% (106)	7% (34)	4% (18)	38% (178)	19% (90)	466
Employ: Unemployed	10% (20)	15% (31)	10% (21)	5% (11)	29% (59)	29% (60)	202
Employ: Other	10% (22)	15% (33)	4% (9)	4% (9)	28% (63)	41% (93)	228
Military HH: Yes	18% (75)	20% (83)	9% (39)	8% (31)	29% (119)	16% (64)	412
Military HH: No	12% (217)	19% (336)	9% (155)	5% (92)	28% (505)	27% (484)	1789
RD/WT: Right Direction	17% (135)	24% (200)	8% (69)	6% (50)	26% (213)	18% (149)	816
RD/WT: Wrong Track	11% (157)	16% (219)	9% (125)	5% (74)	30% (411)	29% (399)	1385
Strongly Approve	16% (73)	24% (108)	9% (43)	6% (28)	27% (122)	17% (77)	450
Somewhat Approve	14% (65)	21% (100)	11% (53)	6% (27)	26% (125)	23% (109)	480
Somewhat Disapprove	17% (49)	22% (65)	6% (19)	3% (9)	24% (69)	28% (81)	292
Strongly Disapprove	12% (102)	17% (141)	9% (76)	6% (53)	30% (259)	26% (218)	848
Dont Know / No Opinion	3% (4)	4% (5)	3% (4)	5% (6)	37% (49)	49% (64)	131

Continued on next page

Table BRD6_11: Please indicate whether you have a favorable or unfavorable view of each of the following.
SEC (Southeastern Conference)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	13% (292)	19% (419)	9% (194)	6% (123)	28% (624)	25% (549)	2201
#1 Issue: Economy	15% (96)	21% (134)	9% (54)	4% (24)	29% (186)	22% (141)	635
#1 Issue: Security	13% (49)	19% (70)	9% (33)	7% (25)	29% (107)	24% (87)	371
#1 Issue: Health Care	12% (47)	17% (66)	12% (46)	6% (24)	30% (118)	23% (91)	392
#1 Issue: Medicare / Social Security	15% (50)	22% (75)	6% (20)	3% (11)	27% (91)	26% (88)	336
#1 Issue: Women's Issues	13% (13)	9% (9)	8% (8)	9% (9)	26% (26)	35% (35)	98
#1 Issue: Education	16% (26)	19% (31)	8% (12)	8% (13)	20% (32)	28% (45)	159
#1 Issue: Energy	6% (5)	22% (19)	12% (10)	6% (5)	32% (27)	21% (17)	84
#1 Issue: Other	5% (7)	12% (15)	8% (10)	9% (12)	30% (38)	35% (45)	127
2016 Vote: Democrat Hillary Clinton	15% (107)	20% (142)	8% (54)	6% (42)	28% (196)	22% (153)	694
2016 Vote: Republican Donald Trump	14% (103)	24% (174)	10% (71)	5% (35)	29% (206)	17% (124)	712
2016 Vote: Someone else	10% (20)	16% (32)	10% (21)	7% (15)	30% (61)	26% (52)	202
2012 Vote: Barack Obama	16% (138)	19% (159)	9% (74)	7% (55)	28% (238)	21% (176)	841
2012 Vote: Mitt Romney	13% (76)	26% (147)	11% (63)	5% (29)	29% (166)	15% (87)	569
2012 Vote: Other	8% (8)	18% (17)	11% (10)	6% (6)	36% (35)	22% (21)	97
2012 Vote: Didn't Vote	10% (70)	14% (97)	7% (46)	5% (33)	27% (184)	38% (264)	693
4-Region: Northeast	8% (33)	19% (78)	8% (32)	3% (11)	34% (135)	28% (114)	402
4-Region: Midwest	8% (36)	18% (85)	9% (41)	7% (32)	31% (148)	28% (131)	474
4-Region: South	23% (190)	20% (164)	8% (63)	6% (50)	24% (195)	19% (153)	815
4-Region: West	6% (33)	18% (92)	11% (58)	6% (31)	28% (146)	30% (151)	511

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

Table BRD6_12: Please indicate whether you have a favorable or unfavorable view of each of the following.
Pac-12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	11% (244)	20% (443)	9% (187)	5% (113)	29% (638)	26% (575)	2201
Gender: Male	16% (172)	26% (280)	10% (110)	6% (62)	27% (284)	14% (152)	1059
Gender: Female	6% (73)	14% (163)	7% (78)	4% (51)	31% (353)	37% (423)	1142
Age: 18-29	14% (67)	14% (63)	11% (49)	6% (29)	19% (89)	36% (169)	465
Age: 30-44	14% (78)	21% (119)	7% (42)	5% (27)	25% (145)	28% (159)	570
Age: 45-54	11% (43)	21% (83)	10% (41)	6% (26)	30% (117)	22% (89)	398
Age: 55-64	9% (35)	24% (89)	6% (21)	6% (23)	36% (134)	18% (68)	370
Age: 65+	6% (22)	23% (90)	8% (33)	2% (9)	38% (152)	23% (92)	398
PID: Dem (no lean)	15% (113)	19% (149)	9% (69)	5% (41)	26% (203)	25% (196)	771
PID: Ind (no lean)	8% (62)	16% (125)	8% (60)	5% (37)	32% (251)	32% (247)	782
PID: Rep (no lean)	11% (69)	26% (170)	9% (58)	5% (35)	28% (183)	20% (132)	648
PID/Gender: Dem Men	22% (82)	21% (80)	12% (47)	6% (23)	22% (81)	16% (61)	374
PID/Gender: Dem Women	8% (31)	17% (69)	6% (22)	5% (18)	31% (122)	34% (135)	397
PID/Gender: Ind Men	10% (33)	23% (78)	9% (32)	6% (19)	37% (126)	14% (49)	338
PID/Gender: Ind Women	7% (29)	10% (46)	6% (28)	4% (18)	28% (125)	45% (198)	444
PID/Gender: Rep Men	16% (56)	35% (121)	9% (31)	6% (20)	22% (77)	12% (42)	347
PID/Gender: Rep Women	4% (13)	16% (48)	9% (27)	5% (15)	35% (107)	30% (91)	301
Ideo: Liberal (1-3)	16% (121)	22% (165)	8% (59)	5% (40)	25% (186)	23% (168)	738
Ideo: Moderate (4)	10% (44)	21% (93)	9% (41)	4% (19)	33% (146)	24% (106)	450
Ideo: Conservative (5-7)	9% (62)	23% (167)	11% (81)	5% (35)	31% (225)	21% (152)	722
Educ: < College	11% (165)	18% (277)	8% (129)	6% (89)	27% (426)	31% (481)	1567
Educ: Bachelors degree	13% (52)	25% (103)	8% (35)	4% (16)	36% (151)	14% (59)	416
Educ: Post-grad	12% (27)	29% (64)	11% (23)	4% (9)	28% (61)	16% (35)	219
Income: Under 50k	11% (142)	18% (239)	9% (117)	5% (71)	27% (367)	30% (407)	1344
Income: 50k-100k	12% (72)	23% (142)	8% (51)	5% (32)	32% (199)	21% (131)	627
Income: 100k+	13% (30)	27% (62)	8% (19)	4% (10)	31% (71)	16% (38)	230
Ethnicity: White	9% (149)	20% (345)	8% (147)	6% (97)	31% (547)	27% (465)	1750
Ethnicity: Hispanic	15% (51)	15% (49)	12% (40)	5% (16)	20% (65)	33% (109)	329

Continued on next page

Table BRD6_12: Please indicate whether you have a favorable or unfavorable view of each of the following.
Pac-12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	11% (244)	20% (443)	9% (187)	5% (113)	29% (638)	26% (575)	2201
Ethnicity: Afr. Am.	28% (75)	22% (60)	9% (25)	3% (8)	15% (41)	22% (60)	269
Ethnicity: Other	11% (21)	21% (38)	9% (16)	4% (7)	27% (50)	28% (51)	182
Relig: Protestant	11% (54)	25% (125)	6% (30)	3% (16)	32% (159)	22% (110)	494
Relig: Roman Catholic	15% (61)	23% (98)	11% (47)	5% (21)	25% (104)	21% (86)	417
Relig: Ath./Agn./None	7% (42)	15% (96)	10% (65)	6% (36)	32% (207)	31% (196)	642
Relig: Something Else	15% (56)	21% (76)	8% (31)	5% (19)	26% (95)	25% (90)	366
Relig: Evangelical	15% (94)	21% (133)	6% (38)	5% (31)	26% (169)	28% (177)	643
Relig: Non-Evang. Catholics	10% (52)	25% (135)	10% (54)	5% (25)	31% (166)	20% (110)	542
Relig: All Christian	12% (146)	23% (269)	8% (92)	5% (56)	28% (335)	24% (287)	1186
Relig: All Non-Christian	10% (98)	17% (172)	9% (95)	5% (55)	30% (302)	28% (286)	1008
Community: Urban	17% (100)	20% (119)	8% (49)	5% (31)	24% (145)	25% (150)	594
Community: Suburban	10% (89)	22% (204)	8% (74)	4% (35)	33% (311)	24% (225)	938
Community: Rural	8% (55)	18% (120)	10% (64)	7% (48)	27% (182)	30% (200)	669
Employ: Private Sector	15% (101)	24% (159)	7% (49)	6% (39)	28% (184)	20% (133)	666
Employ: Government	17% (25)	24% (34)	16% (23)	2% (3)	23% (34)	18% (26)	145
Employ: Self-Employed	16% (30)	19% (35)	11% (20)	7% (13)	27% (50)	20% (36)	183
Employ: Homemaker	6% (12)	14% (30)	5% (9)	5% (11)	27% (55)	43% (87)	204
Employ: Student	15% (16)	18% (19)	13% (14)	2% (3)	15% (16)	37% (40)	107
Employ: Retired	7% (32)	24% (110)	9% (41)	3% (15)	38% (175)	20% (94)	466
Employ: Unemployed	5% (10)	14% (29)	8% (17)	8% (16)	33% (66)	32% (64)	202
Employ: Other	8% (18)	12% (27)	7% (15)	6% (15)	25% (57)	41% (94)	228
Military HH: Yes	12% (51)	22% (92)	11% (46)	6% (25)	31% (126)	17% (72)	412
Military HH: No	11% (194)	20% (351)	8% (142)	5% (88)	29% (512)	28% (503)	1789
RD/WT: Right Direction	14% (118)	25% (206)	9% (76)	6% (47)	26% (215)	19% (154)	816
RD/WT: Wrong Track	9% (126)	17% (237)	8% (112)	5% (67)	31% (422)	30% (421)	1385
Strongly Approve	16% (70)	22% (100)	10% (44)	7% (31)	26% (118)	19% (87)	450
Somewhat Approve	9% (44)	24% (117)	11% (51)	5% (22)	27% (132)	24% (113)	480
Somewhat Disapprove	15% (42)	23% (66)	5% (14)	2% (7)	28% (81)	28% (82)	292
Strongly Disapprove	10% (88)	18% (155)	9% (76)	6% (48)	30% (254)	27% (228)	848
Dont Know / No Opinion	— (0)	4% (5)	2% (2)	4% (5)	41% (54)	49% (65)	131

Continued on next page

Table BRD6_12: Please indicate whether you have a favorable or unfavorable view of each of the following.
Pac-12 Conference

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard of	Total N
Adults	11% (244)	20% (443)	9% (187)	5% (113)	29% (638)	26% (575)	2201
#1 Issue: Economy	13% (81)	23% (145)	8% (49)	3% (18)	29% (181)	25% (161)	635
#1 Issue: Security	9% (33)	20% (73)	10% (36)	7% (28)	28% (105)	26% (96)	371
#1 Issue: Health Care	10% (38)	20% (80)	11% (43)	6% (25)	29% (112)	24% (94)	392
#1 Issue: Medicare / Social Security	13% (43)	22% (74)	7% (23)	3% (10)	32% (106)	24% (80)	336
#1 Issue: Women's Issues	13% (12)	8% (8)	5% (5)	3% (3)	27% (27)	44% (44)	98
#1 Issue: Education	17% (27)	18% (29)	11% (18)	6% (9)	23% (36)	25% (39)	159
#1 Issue: Energy	9% (7)	20% (17)	10% (8)	10% (8)	31% (26)	20% (17)	84
#1 Issue: Other	2% (2)	14% (18)	5% (6)	9% (12)	35% (44)	35% (44)	127
2016 Vote: Democrat Hillary Clinton	13% (92)	20% (142)	8% (56)	6% (38)	31% (213)	22% (153)	694
2016 Vote: Republican Donald Trump	10% (74)	26% (183)	9% (66)	5% (39)	30% (211)	20% (141)	712
2016 Vote: Someone else	11% (23)	19% (39)	10% (20)	4% (8)	32% (65)	23% (46)	202
2012 Vote: Barack Obama	16% (131)	20% (168)	10% (81)	5% (45)	29% (241)	21% (175)	841
2012 Vote: Mitt Romney	7% (42)	30% (172)	7% (42)	6% (34)	31% (177)	18% (100)	569
2012 Vote: Other	6% (5)	15% (14)	10% (10)	5% (5)	39% (38)	26% (25)	97
2012 Vote: Didn't Vote	10% (66)	13% (88)	8% (54)	4% (30)	26% (181)	40% (274)	693
4-Region: Northeast	7% (29)	16% (65)	8% (34)	4% (17)	32% (130)	32% (127)	402
4-Region: Midwest	7% (33)	20% (96)	8% (36)	6% (30)	31% (148)	28% (132)	474
4-Region: South	12% (99)	22% (176)	9% (76)	6% (46)	27% (218)	24% (199)	815
4-Region: West	16% (83)	21% (107)	8% (42)	4% (21)	28% (142)	23% (116)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit 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	36%	(801)	50%	(1101)	14%	(299)	2201
Gender: Male	51%	(539)	37%	(395)	12%	(126)	1059
Gender: Female	23%	(262)	62%	(707)	15%	(173)	1142
Age: 18-29	37%	(172)	45%	(211)	18%	(83)	465
Age: 30-44	40%	(229)	46%	(260)	14%	(81)	570
Age: 45-54	37%	(149)	52%	(208)	11%	(42)	398
Age: 55-64	38%	(139)	51%	(189)	11%	(42)	370
Age: 65+	29%	(114)	59%	(234)	13%	(50)	398
PID: Dem (no lean)	41%	(315)	46%	(355)	13%	(101)	771
PID: Ind (no lean)	27%	(210)	57%	(445)	16%	(127)	782
PID: Rep (no lean)	43%	(276)	46%	(301)	11%	(71)	648
PID/Gender: Dem Men	52%	(194)	36%	(136)	12%	(44)	374
PID/Gender: Dem Women	30%	(121)	55%	(220)	14%	(56)	397
PID/Gender: Ind Men	40%	(135)	45%	(152)	15%	(51)	338
PID/Gender: Ind Women	17%	(75)	66%	(293)	17%	(76)	444
PID/Gender: Rep Men	60%	(209)	31%	(107)	9%	(31)	347
PID/Gender: Rep Women	22%	(67)	64%	(194)	13%	(40)	301
Ideo: Liberal (1-3)	43%	(319)	45%	(333)	12%	(86)	738
Ideo: Moderate (4)	38%	(170)	47%	(213)	15%	(67)	450
Ideo: Conservative (5-7)	38%	(275)	50%	(364)	12%	(83)	722
Educ: < College	33%	(514)	53%	(829)	14%	(223)	1567
Educ: Bachelors degree	45%	(187)	42%	(176)	13%	(53)	416
Educ: Post-grad	46%	(100)	44%	(96)	10%	(23)	219
Income: Under 50k	33%	(442)	53%	(710)	14%	(192)	1344
Income: 50k-100k	40%	(251)	47%	(297)	13%	(80)	627
Income: 100k+	47%	(108)	41%	(95)	12%	(27)	230
Ethnicity: White	34%	(588)	54%	(943)	13%	(220)	1750
Ethnicity: Hispanic	37%	(122)	45%	(150)	18%	(58)	329
Ethnicity: Afr. Am.	58%	(157)	25%	(68)	16%	(44)	269
Ethnicity: Other	31%	(57)	50%	(90)	19%	(35)	182

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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	36%	(801)	50%	(1101)	14%	(299)	2201
Relig: Protestant	42%	(205)	47%	(231)	12%	(57)	494
Relig: Roman Catholic	44%	(182)	46%	(193)	10%	(42)	417
Relig: Ath./Agn./None	26%	(167)	56%	(359)	18%	(115)	642
Relig: Something Else	40%	(146)	48%	(175)	12%	(45)	366
Relig: Evangelical	41%	(263)	47%	(304)	12%	(77)	643
Relig: Non-Evang. Catholics	41%	(223)	49%	(264)	10%	(56)	542
Relig: All Christian	41%	(485)	48%	(567)	11%	(133)	1186
Relig: All Non-Christian	31%	(313)	53%	(534)	16%	(161)	1008
Community: Urban	41%	(242)	45%	(269)	14%	(83)	594
Community: Suburban	37%	(343)	50%	(466)	14%	(129)	938
Community: Rural	32%	(217)	55%	(366)	13%	(87)	669
Employ: Private Sector	45%	(302)	45%	(299)	10%	(66)	666
Employ: Government	48%	(69)	40%	(59)	12%	(17)	145
Employ: Self-Employed	41%	(75)	45%	(82)	14%	(26)	183
Employ: Homemaker	22%	(45)	63%	(128)	15%	(30)	204
Employ: Student	47%	(50)	40%	(43)	13%	(14)	107
Employ: Retired	31%	(142)	58%	(270)	12%	(54)	466
Employ: Unemployed	33%	(66)	47%	(95)	20%	(41)	202
Employ: Other	23%	(52)	55%	(126)	22%	(51)	228
Military HH: Yes	38%	(158)	49%	(201)	13%	(53)	412
Military HH: No	36%	(643)	50%	(900)	14%	(246)	1789
RD/WT: Right Direction	43%	(347)	45%	(364)	13%	(105)	816
RD/WT: Wrong Track	33%	(454)	53%	(737)	14%	(194)	1385
Strongly Approve	42%	(190)	45%	(203)	13%	(57)	450
Somewhat Approve	39%	(189)	51%	(246)	9%	(45)	480
Somewhat Disapprove	41%	(119)	45%	(132)	14%	(42)	292
Strongly Disapprove	35%	(293)	52%	(439)	14%	(116)	848
Dont Know / No Opinion	8%	(10)	62%	(82)	30%	(39)	131

Continued on next page

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	36%	(801)	50%	(1101)	14%	(299)	2201
#1 Issue: Economy	39%	(250)	48%	(305)	13%	(79)	635
#1 Issue: Security	37%	(136)	56%	(207)	7%	(28)	371
#1 Issue: Health Care	36%	(140)	48%	(186)	17%	(65)	392
#1 Issue: Medicare / Social Security	35%	(116)	53%	(178)	13%	(42)	336
#1 Issue: Women's Issues	26%	(26)	63%	(61)	11%	(11)	98
#1 Issue: Education	40%	(64)	41%	(65)	19%	(30)	159
#1 Issue: Energy	39%	(33)	44%	(37)	17%	(14)	84
#1 Issue: Other	29%	(37)	48%	(61)	23%	(29)	127
2016 Vote: Democrat Hillary Clinton	41%	(282)	48%	(333)	11%	(78)	694
2016 Vote: Republican Donald Trump	43%	(304)	47%	(335)	10%	(74)	712
2016 Vote: Someone else	36%	(72)	52%	(104)	13%	(25)	202
2012 Vote: Barack Obama	45%	(380)	45%	(381)	9%	(80)	841
2012 Vote: Mitt Romney	41%	(231)	48%	(274)	11%	(63)	569
2012 Vote: Other	26%	(25)	60%	(58)	15%	(14)	97
2012 Vote: Didn't Vote	24%	(165)	56%	(387)	20%	(141)	693
4-Region: Northeast	34%	(135)	54%	(217)	12%	(50)	402
4-Region: Midwest	36%	(170)	51%	(241)	13%	(62)	474
4-Region: South	40%	(328)	47%	(379)	13%	(108)	815
4-Region: West	33%	(168)	52%	(265)	15%	(79)	511

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

Table BRD8_1: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Cable/Satellite Television

Demographic	Yes	No	Total N
Adults	85% (679)	15% (123)	801
Gender: Male	84% (453)	16% (86)	539
Gender: Female	86% (226)	14% (37)	262
Age: 18-29	77% (132)	23% (40)	172
Age: 30-44	82% (188)	18% (41)	229
Age: 45-54	85% (127)	15% (22)	149
Age: 55-64	92% (128)	8% (11)	139
Age: 65+	91% (103)	9% (10)	114
PID: Dem (no lean)	85% (269)	15% (46)	315
PID: Ind (no lean)	88% (185)	12% (25)	210
PID: Rep (no lean)	81% (224)	19% (52)	276
PID/Gender: Dem Men	84% (163)	16% (31)	194
PID/Gender: Dem Women	88% (106)	12% (14)	121
PID/Gender: Ind Men	90% (122)	10% (13)	135
PID/Gender: Ind Women	84% (63)	16% (12)	75
PID/Gender: Rep Men	80% (168)	20% (41)	209
PID/Gender: Rep Women	84% (56)	16% (11)	67
Ideo: Liberal (1-3)	81% (259)	19% (59)	319
Ideo: Moderate (4)	89% (152)	11% (19)	170
Ideo: Conservative (5-7)	86% (237)	14% (38)	275
Educ: < College	84% (433)	16% (82)	514
Educ: Bachelors degree	88% (165)	12% (22)	187
Educ: Post-grad	81% (82)	19% (19)	100
Income: Under 50k	83% (368)	17% (75)	442
Income: 50k-100k	84% (212)	16% (39)	251
Income: 100k+	92% (99)	8% (9)	108
Ethnicity: White	87% (514)	13% (74)	588
Ethnicity: Hispanic	86% (105)	14% (17)	122
Ethnicity: Afr. Am.	73% (114)	27% (43)	157

Continued on next page

Table BRD8_1: Which of the following are ways you plan to watch the NCAA March Madness tournament?

Cable/Satellite Television

Demographic	Yes	No	Total N
Adults	85% (679)	15% (123)	801
Ethnicity: Other	88% (50)	12% (7)	57
Relig: Protestant	88% (181)	12% (25)	205
Relig: Roman Catholic	90% (164)	10% (19)	182
Relig: Ath./Agn./None	82% (137)	18% (30)	167
Relig: Something Else	78% (114)	22% (33)	146
Relig: Evangelical	86% (226)	14% (36)	263
Relig: Non-Evang. Catholics	90% (201)	10% (22)	223
Relig: All Christian	88% (427)	12% (58)	485
Relig: All Non-Christian	80% (250)	20% (63)	313
Community: Urban	80% (193)	20% (50)	242
Community: Suburban	89% (306)	11% (37)	343
Community: Rural	83% (180)	17% (36)	217
Employ: Private Sector	85% (256)	15% (46)	302
Employ: Government	87% (60)	13% (9)	69
Employ: Self-Employed	80% (60)	20% (15)	75
Employ: Student	86% (43)	14% (7)	50
Employ: Retired	89% (126)	11% (16)	142
Employ: Unemployed	86% (57)	14% (9)	66
Employ: Other	87% (45)	13% (7)	52
Military HH: Yes	77% (122)	23% (36)	158
Military HH: No	87% (557)	13% (87)	643
RD/WT: Right Direction	80% (276)	20% (71)	347
RD/WT: Wrong Track	89% (402)	11% (52)	454
Strongly Approve	72% (138)	28% (53)	190
Somewhat Approve	89% (169)	11% (20)	189
Somewhat Disapprove	89% (105)	11% (13)	119
Strongly Disapprove	88% (257)	12% (36)	293

Continued on next page

Table BRD8_1: Which of the following are ways you plan to watch the NCAA March Madness tournament?

Cable/Satellite Television

Demographic	Yes	No	Total N
Adults	85% (679)	15% (123)	801
#1 Issue: Economy	84% (209)	16% (41)	250
#1 Issue: Security	89% (121)	11% (15)	136
#1 Issue: Health Care	82% (115)	18% (25)	140
#1 Issue: Medicare / Social Security	90% (104)	10% (12)	116
#1 Issue: Education	82% (53)	18% (11)	64
2016 Vote: Democrat Hillary Clinton	86% (242)	14% (40)	282
2016 Vote: Republican Donald Trump	83% (253)	17% (51)	304
2016 Vote: Someone else	86% (62)	14% (10)	72
2012 Vote: Barack Obama	82% (313)	18% (67)	380
2012 Vote: Mitt Romney	86% (199)	14% (32)	231
2012 Vote: Didn't Vote	88% (144)	12% (20)	165
4-Region: Northeast	80% (108)	20% (27)	135
4-Region: Midwest	81% (139)	19% (32)	170
4-Region: South	85% (277)	15% (51)	328
4-Region: West	92% (154)	8% (14)	168

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

Table BRD8_4: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 Attending a NCAA March Madness game in person

Demographic	Yes	No	Total N
Adults	17% (138)	83% (664)	801
Gender: Male	18% (97)	82% (442)	539
Gender: Female	15% (41)	85% (222)	262
Age: 18-29	37% (64)	63% (108)	172
Age: 30-44	22% (50)	78% (179)	229
Age: 45-54	7% (11)	93% (138)	149
Age: 55-64	6% (8)	94% (131)	139
Age: 65+	4% (5)	96% (109)	114
PID: Dem (no lean)	22% (70)	78% (245)	315
PID: Ind (no lean)	14% (30)	86% (180)	210
PID: Rep (no lean)	14% (38)	86% (238)	276
PID/Gender: Dem Men	24% (46)	76% (148)	194
PID/Gender: Dem Women	19% (23)	81% (98)	121
PID/Gender: Ind Men	15% (21)	85% (115)	135
PID/Gender: Ind Women	13% (10)	87% (65)	75
PID/Gender: Rep Men	14% (30)	86% (179)	209
PID/Gender: Rep Women	12% (8)	88% (59)	67
Ideo: Liberal (1-3)	28% (89)	72% (230)	319
Ideo: Moderate (4)	7% (12)	93% (159)	170
Ideo: Conservative (5-7)	12% (34)	88% (242)	275
Educ: < College	17% (89)	83% (425)	514
Educ: Bachelors degree	14% (26)	86% (161)	187
Educ: Post-grad	23% (23)	77% (77)	100
Income: Under 50k	17% (75)	83% (367)	442
Income: 50k-100k	20% (50)	80% (201)	251
Income: 100k+	12% (13)	88% (95)	108
Ethnicity: White	13% (77)	87% (510)	588
Ethnicity: Hispanic	26% (32)	74% (90)	122
Ethnicity: Afr. Am.	32% (49)	68% (107)	157

Continued on next page

Table BRD8_4: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Attending a NCAA March Madness game in person

Demographic	Yes	No	Total N
Adults	17% (138)	83% (664)	801
Ethnicity: Other	20% (11)	80% (46)	57
Relig: Protestant	9% (19)	91% (186)	205
Relig: Roman Catholic	18% (33)	82% (149)	182
Relig: Ath./Agn./None	15% (26)	85% (141)	167
Relig: Something Else	27% (39)	73% (107)	146
Relig: Evangelical	20% (53)	80% (210)	263
Relig: Non-Evang. Catholics	9% (20)	91% (202)	223
Relig: All Christian	15% (73)	85% (412)	485
Relig: All Non-Christian	21% (65)	79% (248)	313
Community: Urban	25% (61)	75% (181)	242
Community: Suburban	14% (48)	86% (295)	343
Community: Rural	13% (29)	87% (188)	217
Employ: Private Sector	19% (57)	81% (245)	302
Employ: Government	28% (19)	72% (50)	69
Employ: Self-Employed	29% (21)	71% (53)	75
Employ: Student	39% (19)	61% (31)	50
Employ: Retired	2% (3)	98% (139)	142
Employ: Unemployed	5% (3)	95% (63)	66
Employ: Other	17% (9)	83% (43)	52
Military HH: Yes	25% (39)	75% (119)	158
Military HH: No	15% (99)	85% (545)	643
RD/WT: Right Direction	23% (81)	77% (266)	347
RD/WT: Wrong Track	13% (57)	87% (397)	454
Strongly Approve	24% (45)	76% (145)	190
Somewhat Approve	15% (29)	85% (160)	189
Somewhat Disapprove	21% (25)	79% (94)	119
Strongly Disapprove	13% (38)	87% (255)	293

Continued on next page

Table BRD8_4: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 Attending a NCAA March Madness game in person

Demographic	Yes	No	Total N
Adults	17% (138)	83% (664)	801
#1 Issue: Economy	17% (43)	83% (207)	250
#1 Issue: Security	11% (15)	89% (121)	136
#1 Issue: Health Care	16% (22)	84% (118)	140
#1 Issue: Medicare / Social Security	15% (18)	85% (98)	116
#1 Issue: Education	32% (20)	68% (44)	64
2016 Vote: Democrat Hillary Clinton	19% (54)	81% (228)	282
2016 Vote: Republican Donald Trump	19% (56)	81% (247)	304
2016 Vote: Someone else	8% (6)	92% (67)	72
2012 Vote: Barack Obama	21% (78)	79% (302)	380
2012 Vote: Mitt Romney	11% (26)	89% (205)	231
2012 Vote: Didn't Vote	20% (32)	80% (133)	165
4-Region: Northeast	11% (15)	89% (120)	135
4-Region: Midwest	16% (27)	84% (144)	170
4-Region: South	22% (72)	78% (256)	328
4-Region: West	14% (24)	86% (144)	168

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

Table BRD8_5: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Online streaming of a NCAA March Madness game from a specific TV channel

Demographic	Yes	No	Total N
Adults	41% (330)	59% (472)	801
Gender: Male	43% (234)	57% (305)	539
Gender: Female	37% (96)	63% (167)	262
Age: 18-29	60% (102)	40% (69)	172
Age: 30-44	51% (116)	49% (113)	229
Age: 45-54	38% (56)	62% (92)	149
Age: 55-64	21% (29)	79% (110)	139
Age: 65+	22% (25)	78% (88)	114
PID: Dem (no lean)	42% (131)	58% (184)	315
PID: Ind (no lean)	41% (86)	59% (124)	210
PID: Rep (no lean)	41% (112)	59% (164)	276
PID/Gender: Dem Men	46% (90)	54% (104)	194
PID/Gender: Dem Women	34% (41)	66% (79)	121
PID/Gender: Ind Men	43% (58)	57% (78)	135
PID/Gender: Ind Women	38% (28)	62% (47)	75
PID/Gender: Rep Men	41% (86)	59% (123)	209
PID/Gender: Rep Women	39% (26)	61% (41)	67
Ideo: Liberal (1-3)	47% (150)	53% (168)	319
Ideo: Moderate (4)	37% (62)	63% (108)	170
Ideo: Conservative (5-7)	38% (106)	62% (170)	275
Educ: < College	39% (203)	61% (312)	514
Educ: Bachelors degree	44% (82)	56% (104)	187
Educ: Post-grad	44% (44)	56% (56)	100
Income: Under 50k	42% (184)	58% (259)	442
Income: 50k-100k	43% (108)	57% (143)	251
Income: 100k+	35% (38)	65% (70)	108
Ethnicity: White	38% (223)	62% (365)	588
Ethnicity: Hispanic	44% (53)	56% (69)	122
Ethnicity: Afr. Am.	51% (81)	49% (76)	157

Continued on next page

Table BRD8_5: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 Online streaming of a NCAA March Madness game from a specific TV channel

Demographic	Yes	No	Total N
Adults	41% (330)	59% (472)	801
Ethnicity: Other	46% (26)	54% (31)	57
Relig: Protestant	30% (61)	70% (145)	205
Relig: Roman Catholic	41% (74)	59% (108)	182
Relig: Ath./Agn./None	49% (81)	51% (85)	167
Relig: Something Else	53% (77)	47% (69)	146
Relig: Evangelical	40% (104)	60% (159)	263
Relig: Non-Evang. Catholics	30% (66)	70% (156)	223
Relig: All Christian	35% (170)	65% (315)	485
Relig: All Non-Christian	51% (158)	49% (155)	313
Community: Urban	48% (115)	52% (127)	242
Community: Suburban	40% (138)	60% (205)	343
Community: Rural	35% (77)	65% (140)	217
Employ: Private Sector	49% (147)	51% (155)	302
Employ: Government	51% (35)	49% (34)	69
Employ: Self-Employed	45% (33)	55% (41)	75
Employ: Student	57% (29)	43% (22)	50
Employ: Retired	18% (25)	82% (117)	142
Employ: Unemployed	37% (24)	63% (42)	66
Employ: Other	35% (18)	65% (34)	52
Military HH: Yes	47% (74)	53% (84)	158
Military HH: No	40% (255)	60% (388)	643
RD/WT: Right Direction	41% (143)	59% (204)	347
RD/WT: Wrong Track	41% (187)	59% (267)	454
Strongly Approve	39% (75)	61% (115)	190
Somewhat Approve	43% (81)	57% (108)	189
Somewhat Disapprove	36% (42)	64% (76)	119
Strongly Disapprove	43% (125)	57% (168)	293

Continued on next page

Table BRD8_5: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Online streaming of a NCAA March Madness game from a specific TV channel

Demographic	Yes	No	Total N
Adults	41% (330)	59% (472)	801
#1 Issue: Economy	47% (118)	53% (132)	250
#1 Issue: Security	35% (47)	65% (89)	136
#1 Issue: Health Care	38% (53)	62% (87)	140
#1 Issue: Medicare / Social Security	29% (33)	71% (83)	116
#1 Issue: Education	57% (36)	43% (28)	64
2016 Vote: Democrat Hillary Clinton	39% (111)	61% (171)	282
2016 Vote: Republican Donald Trump	40% (120)	60% (183)	304
2016 Vote: Someone else	53% (38)	47% (34)	72
2012 Vote: Barack Obama	39% (149)	61% (231)	380
2012 Vote: Mitt Romney	37% (85)	63% (146)	231
2012 Vote: Didn't Vote	52% (85)	48% (79)	165
4-Region: Northeast	37% (50)	63% (85)	135
4-Region: Midwest	37% (64)	63% (107)	170
4-Region: South	43% (139)	57% (189)	328
4-Region: West	46% (76)	54% (92)	168

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

Table BRD8_6: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 NCAA March Madness Live app

Demographic	Yes	No	Total N
Adults	31% (245)	69% (556)	801
Gender: Male	34% (185)	66% (354)	539
Gender: Female	23% (61)	77% (202)	262
Age: 18-29	52% (90)	48% (82)	172
Age: 30-44	39% (89)	61% (139)	229
Age: 45-54	18% (26)	82% (123)	149
Age: 55-64	20% (28)	80% (111)	139
Age: 65+	10% (12)	90% (102)	114
PID: Dem (no lean)	33% (105)	67% (210)	315
PID: Ind (no lean)	24% (50)	76% (161)	210
PID: Rep (no lean)	33% (91)	67% (185)	276
PID/Gender: Dem Men	37% (73)	63% (121)	194
PID/Gender: Dem Women	27% (32)	73% (89)	121
PID/Gender: Ind Men	26% (35)	74% (101)	135
PID/Gender: Ind Women	20% (15)	80% (60)	75
PID/Gender: Rep Men	37% (77)	63% (132)	209
PID/Gender: Rep Women	20% (14)	80% (53)	67
Ideo: Liberal (1-3)	36% (114)	64% (205)	319
Ideo: Moderate (4)	25% (42)	75% (128)	170
Ideo: Conservative (5-7)	30% (81)	70% (194)	275
Educ: < College	29% (149)	71% (365)	514
Educ: Bachelors degree	31% (59)	69% (128)	187
Educ: Post-grad	37% (37)	63% (63)	100
Income: Under 50k	31% (139)	69% (304)	442
Income: 50k-100k	34% (85)	66% (166)	251
Income: 100k+	20% (22)	80% (86)	108
Ethnicity: White	28% (162)	72% (426)	588
Ethnicity: Hispanic	44% (54)	56% (68)	122
Ethnicity: Afr. Am.	39% (62)	61% (95)	157

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Table BRD8_6: Which of the following are ways you plan to watch the NCAA March Madness tournament?
NCAA March Madness Live app

Demographic	Yes	No	Total N
Adults	31% (245)	69% (556)	801
Ethnicity: Other	38% (22)	62% (35)	57
Relig: Protestant	24% (50)	76% (155)	205
Relig: Roman Catholic	35% (63)	65% (119)	182
Relig: Ath./Agn./None	27% (45)	73% (122)	167
Relig: Something Else	41% (60)	59% (86)	146
Relig: Evangelical	33% (86)	67% (177)	263
Relig: Non-Evang. Catholics	23% (52)	77% (170)	223
Relig: All Christian	28% (138)	72% (347)	485
Relig: All Non-Christian	34% (105)	66% (208)	313
Community: Urban	36% (86)	64% (156)	242
Community: Suburban	25% (87)	75% (255)	343
Community: Rural	33% (72)	67% (145)	217
Employ: Private Sector	35% (104)	65% (197)	302
Employ: Government	35% (24)	65% (45)	69
Employ: Self-Employed	28% (21)	72% (54)	75
Employ: Student	64% (32)	36% (18)	50
Employ: Retired	11% (15)	89% (127)	142
Employ: Unemployed	31% (21)	69% (46)	66
Employ: Other	30% (15)	70% (36)	52
Military HH: Yes	31% (49)	69% (108)	158
Military HH: No	30% (196)	70% (448)	643
RD/WT: Right Direction	34% (119)	66% (228)	347
RD/WT: Wrong Track	28% (127)	72% (328)	454
Strongly Approve	33% (63)	67% (128)	190
Somewhat Approve	33% (62)	67% (127)	189
Somewhat Disapprove	31% (37)	69% (81)	119
Strongly Disapprove	28% (82)	72% (211)	293

Continued on next page

Table BRD8_6: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 NCAA March Madness Live app

Demographic	Yes	No	Total N
Adults	31% (245)	69% (556)	801
#1 Issue: Economy	35% (87)	65% (163)	250
#1 Issue: Security	29% (40)	71% (96)	136
#1 Issue: Health Care	30% (42)	70% (98)	140
#1 Issue: Medicare / Social Security	21% (24)	79% (92)	116
#1 Issue: Education	39% (25)	61% (39)	64
2016 Vote: Democrat Hillary Clinton	31% (88)	69% (194)	282
2016 Vote: Republican Donald Trump	32% (98)	68% (206)	304
2016 Vote: Someone else	29% (21)	71% (51)	72
2012 Vote: Barack Obama	31% (119)	69% (262)	380
2012 Vote: Mitt Romney	26% (60)	74% (171)	231
2012 Vote: Didn't Vote	36% (59)	64% (106)	165
4-Region: Northeast	26% (35)	74% (100)	135
4-Region: Midwest	30% (51)	70% (120)	170
4-Region: South	31% (102)	69% (226)	328
4-Region: West	34% (58)	66% (110)	168

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

Table BRD8_7: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Other (please specify)

Demographic	Yes	No	Total N
Adults	15% (116)	85% (685)	801
Gender: Male	17% (92)	83% (447)	539
Gender: Female	9% (24)	91% (238)	262
Age: 18-29	26% (45)	74% (127)	172
Age: 30-44	16% (36)	84% (193)	229
Age: 45-54	8% (12)	92% (137)	149
Age: 55-64	7% (9)	93% (130)	139
Age: 65+	13% (14)	87% (99)	114
PID: Dem (no lean)	14% (46)	86% (269)	315
PID: Ind (no lean)	13% (27)	87% (183)	210
PID: Rep (no lean)	16% (43)	84% (233)	276
PID/Gender: Dem Men	16% (32)	84% (162)	194
PID/Gender: Dem Women	11% (14)	89% (107)	121
PID/Gender: Ind Men	15% (20)	85% (115)	135
PID/Gender: Ind Women	9% (7)	91% (68)	75
PID/Gender: Rep Men	19% (40)	81% (169)	209
PID/Gender: Rep Women	5% (3)	95% (63)	67
Ideo: Liberal (1-3)	21% (67)	79% (252)	319
Ideo: Moderate (4)	6% (11)	94% (159)	170
Ideo: Conservative (5-7)	13% (37)	87% (238)	275
Educ: < College	16% (82)	84% (432)	514
Educ: Bachelors degree	13% (24)	87% (163)	187
Educ: Post-grad	11% (11)	89% (90)	100
Income: Under 50k	16% (73)	84% (370)	442
Income: 50k-100k	13% (33)	87% (218)	251
Income: 100k+	10% (11)	90% (97)	108
Ethnicity: White	11% (67)	89% (521)	588
Ethnicity: Hispanic	15% (19)	85% (103)	122
Ethnicity: Afr. Am.	26% (41)	74% (115)	157

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Table BRD8_7: Which of the following are ways you plan to watch the NCAA March Madness tournament?
 Other (please specify)

Demographic	Yes	No	Total N
Adults	15% (116)	85% (685)	801
Ethnicity: Other	14% (8)	86% (49)	57
Relig: Protestant	9% (19)	91% (186)	205
Relig: Roman Catholic	14% (25)	86% (157)	182
Relig: Ath./Agn./None	14% (24)	86% (143)	167
Relig: Something Else	21% (31)	79% (115)	146
Relig: Evangelical	18% (46)	82% (216)	263
Relig: Non-Evang. Catholics	7% (15)	93% (207)	223
Relig: All Christian	13% (61)	87% (424)	485
Relig: All Non-Christian	18% (55)	82% (258)	313
Community: Urban	20% (49)	80% (193)	242
Community: Suburban	9% (32)	91% (310)	343
Community: Rural	16% (35)	84% (182)	217
Employ: Private Sector	14% (42)	86% (260)	302
Employ: Government	22% (15)	78% (54)	69
Employ: Self-Employed	25% (19)	75% (56)	75
Employ: Student	17% (9)	83% (42)	50
Employ: Retired	11% (16)	89% (126)	142
Employ: Unemployed	5% (3)	95% (63)	66
Employ: Other	11% (6)	89% (46)	52
Military HH: Yes	20% (32)	80% (126)	158
Military HH: No	13% (85)	87% (559)	643
RD/WT: Right Direction	19% (65)	81% (282)	347
RD/WT: Wrong Track	11% (51)	89% (403)	454
Strongly Approve	23% (44)	77% (146)	190
Somewhat Approve	9% (18)	91% (171)	189
Somewhat Disapprove	16% (18)	84% (100)	119
Strongly Disapprove	11% (34)	89% (259)	293

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**Table BRD8_7: Which of the following are ways you plan to watch the NCAA March Madness tournament?
Other (please specify)**

Demographic	Yes	No	Total N
Adults	15% (116)	85% (685)	801
#1 Issue: Economy	10% (26)	90% (224)	250
#1 Issue: Security	16% (21)	84% (115)	136
#1 Issue: Health Care	18% (25)	82% (116)	140
#1 Issue: Medicare / Social Security	14% (16)	86% (100)	116
#1 Issue: Education	23% (15)	77% (49)	64
2016 Vote: Democrat Hillary Clinton	15% (43)	85% (239)	282
2016 Vote: Republican Donald Trump	16% (50)	84% (254)	304
2016 Vote: Someone else	6% (4)	94% (68)	72
2012 Vote: Barack Obama	16% (60)	84% (320)	380
2012 Vote: Mitt Romney	11% (25)	89% (206)	231
2012 Vote: Didn't Vote	18% (30)	82% (135)	165
4-Region: Northeast	11% (15)	89% (120)	135
4-Region: Midwest	14% (24)	86% (147)	170
4-Region: South	16% (54)	84% (274)	328
4-Region: West	14% (24)	86% (144)	168

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

Table BRD9: Do you plan on filling out a bracket for the NCAA March Madness tournament?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	18% (392)	71% (1570)	11% (239)	2201
Gender: Male	28% (300)	62% (655)	10% (105)	1059
Gender: Female	8% (92)	80% (916)	12% (134)	1142
Age: 18-29	22% (103)	65% (305)	12% (58)	465
Age: 30-44	23% (130)	63% (361)	14% (79)	570
Age: 45-54	17% (68)	71% (282)	12% (48)	398
Age: 55-64	15% (57)	78% (287)	7% (26)	370
Age: 65+	9% (34)	84% (336)	7% (27)	398
PID: Dem (no lean)	20% (151)	69% (531)	12% (89)	771
PID: Ind (no lean)	9% (74)	78% (612)	12% (96)	782
PID: Rep (no lean)	26% (167)	66% (427)	8% (53)	648
PID/Gender: Dem Men	28% (104)	62% (231)	11% (40)	374
PID/Gender: Dem Women	12% (47)	76% (300)	12% (49)	397
PID/Gender: Ind Men	16% (54)	74% (250)	10% (34)	338
PID/Gender: Ind Women	4% (20)	82% (362)	14% (62)	444
PID/Gender: Rep Men	41% (142)	50% (174)	9% (31)	347
PID/Gender: Rep Women	8% (25)	84% (253)	7% (22)	301
Ideo: Liberal (1-3)	23% (171)	66% (486)	11% (81)	738
Ideo: Moderate (4)	15% (68)	76% (342)	9% (40)	450
Ideo: Conservative (5-7)	20% (148)	71% (510)	9% (65)	722
Educ: < College	15% (232)	74% (1157)	11% (178)	1567
Educ: Bachelors degree	24% (100)	65% (271)	11% (45)	416
Educ: Post-grad	28% (60)	65% (143)	7% (16)	219
Income: Under 50k	15% (207)	72% (970)	12% (167)	1344
Income: 50k-100k	20% (124)	72% (450)	8% (53)	627
Income: 100k+	26% (61)	65% (150)	8% (19)	230
Ethnicity: White	17% (302)	73% (1280)	10% (168)	1750
Ethnicity: Hispanic	18% (61)	68% (222)	14% (46)	329
Ethnicity: Afr. Am.	24% (65)	61% (163)	15% (41)	269
Ethnicity: Other	14% (25)	70% (128)	16% (29)	182

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Table BRD9: Do you plan on filling out a bracket for the NCAA March Madness tournament?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	18%	(392)	71%	(1570)	11%	(239)	2201
Relig: Protestant	20%	(97)	71%	(349)	10%	(47)	494
Relig: Roman Catholic	24%	(102)	64%	(268)	11%	(47)	417
Relig: Ath./Agn./None	11%	(70)	77%	(496)	12%	(76)	642
Relig: Something Else	22%	(82)	65%	(238)	13%	(46)	366
Relig: Evangelical	20%	(131)	70%	(447)	10%	(65)	643
Relig: Non-Evang. Catholics	20%	(108)	71%	(384)	9%	(50)	542
Relig: All Christian	20%	(239)	70%	(832)	10%	(115)	1186
Relig: All Non-Christian	15%	(152)	73%	(734)	12%	(122)	1008
Community: Urban	20%	(120)	69%	(413)	10%	(62)	594
Community: Suburban	18%	(171)	70%	(656)	12%	(110)	938
Community: Rural	15%	(101)	75%	(501)	10%	(67)	669
Employ: Private Sector	25%	(170)	66%	(440)	8%	(56)	666
Employ: Government	24%	(35)	67%	(97)	8%	(12)	145
Employ: Self-Employed	24%	(43)	66%	(121)	10%	(19)	183
Employ: Homemaker	12%	(25)	78%	(160)	9%	(19)	204
Employ: Student	28%	(30)	59%	(63)	13%	(14)	107
Employ: Retired	10%	(47)	83%	(386)	7%	(34)	466
Employ: Unemployed	11%	(22)	71%	(144)	18%	(37)	202
Employ: Other	9%	(20)	70%	(160)	21%	(48)	228
Military HH: Yes	24%	(100)	68%	(281)	7%	(30)	412
Military HH: No	16%	(292)	72%	(1289)	12%	(208)	1789
RD/WT: Right Direction	25%	(206)	67%	(544)	8%	(67)	816
RD/WT: Wrong Track	13%	(186)	74%	(1027)	12%	(172)	1385
Strongly Approve	26%	(118)	65%	(291)	9%	(41)	450
Somewhat Approve	21%	(101)	71%	(339)	8%	(39)	480
Somewhat Disapprove	18%	(52)	70%	(203)	13%	(37)	292
Strongly Disapprove	13%	(114)	76%	(643)	11%	(91)	848
Dont Know / No Opinion	5%	(7)	71%	(94)	23%	(31)	131

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Table BRD9: Do you plan on filling out a bracket for the NCAA March Madness tournament?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	18% (392)	71% (1570)	11% (239)	2201
#1 Issue: Economy	20% (129)	69% (438)	11% (68)	635
#1 Issue: Security	17% (64)	73% (270)	10% (36)	371
#1 Issue: Health Care	19% (76)	69% (270)	11% (45)	392
#1 Issue: Medicare / Social Security	12% (41)	79% (264)	9% (30)	336
#1 Issue: Women's Issues	21% (20)	72% (71)	7% (7)	98
#1 Issue: Education	22% (36)	66% (105)	12% (19)	159
#1 Issue: Energy	16% (14)	75% (63)	9% (7)	84
#1 Issue: Other	9% (12)	70% (89)	21% (27)	127
2016 Vote: Democrat Hillary Clinton	20% (141)	70% (486)	10% (66)	694
2016 Vote: Republican Donald Trump	24% (169)	69% (493)	7% (50)	712
2016 Vote: Someone else	16% (33)	72% (145)	12% (23)	202
2012 Vote: Barack Obama	22% (187)	69% (579)	9% (75)	841
2012 Vote: Mitt Romney	22% (122)	70% (399)	8% (47)	569
2012 Vote: Other	16% (16)	74% (72)	10% (9)	97
2012 Vote: Didn't Vote	10% (67)	75% (519)	15% (107)	693
4-Region: Northeast	17% (68)	70% (283)	13% (50)	402
4-Region: Midwest	17% (79)	73% (348)	10% (47)	474
4-Region: South	21% (172)	68% (555)	11% (87)	815
4-Region: West	14% (72)	75% (385)	11% (54)	511

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

Table BRD10_1: Where did you plan on making your bracket?

On paper

Demographic	Yes		No		Don't Know		Total N
Adults	55%	(215)	36%	(142)	9%	(36)	392
Gender: Male	53%	(158)	39%	(116)	9%	(26)	300
Gender: Female	62%	(57)	28%	(26)	10%	(10)	92
Age: 18-29	48%	(49)	42%	(43)	11%	(11)	103
Age: 30-44	56%	(72)	35%	(45)	10%	(13)	130
Age: 45-54	55%	(37)	39%	(27)	6%	(4)	68
Age: 55-64	65%	(37)	29%	(16)	6%	(3)	57
PID: Dem (no lean)	49%	(74)	40%	(61)	10%	(16)	151
PID: Ind (no lean)	59%	(44)	29%	(21)	12%	(9)	74
PID: Rep (no lean)	58%	(97)	36%	(60)	6%	(11)	167
PID/Gender: Dem Men	47%	(48)	43%	(45)	10%	(11)	104
PID/Gender: Ind Men	57%	(31)	31%	(17)	12%	(6)	54
PID/Gender: Rep Men	55%	(79)	38%	(55)	6%	(9)	142
Ideo: Liberal (1-3)	52%	(88)	41%	(69)	8%	(14)	171
Ideo: Moderate (4)	56%	(38)	33%	(23)	10%	(7)	68
Ideo: Conservative (5-7)	58%	(85)	33%	(49)	9%	(14)	148
Educ: < College	52%	(120)	37%	(87)	11%	(24)	232
Educ: Bachelors degree	58%	(59)	34%	(34)	7%	(7)	100
Educ: Post-grad	59%	(36)	35%	(21)	6%	(4)	60
Income: Under 50k	49%	(101)	40%	(83)	11%	(22)	207
Income: 50k-100k	63%	(78)	30%	(37)	8%	(9)	124
Income: 100k+	58%	(35)	36%	(22)	6%	(4)	61
Ethnicity: White	56%	(171)	32%	(98)	11%	(34)	302
Ethnicity: Hispanic	52%	(32)	33%	(20)	14%	(9)	61
Ethnicity: Afr. Am.	49%	(32)	50%	(32)	1%	(1)	65
Relig: Protestant	49%	(48)	38%	(37)	13%	(13)	97
Relig: Roman Catholic	56%	(58)	39%	(39)	5%	(5)	102
Relig: Ath./Agn./None	57%	(40)	31%	(21)	13%	(9)	70
Relig: Something Else	54%	(44)	41%	(33)	5%	(4)	82

Continued on next page

Table BRD10_1: Where did you plan on making your bracket?
On paper

Demographic	Yes	No	Don't Know	Total N
Adults	55% (215)	36% (142)	9% (36)	392
Relig: Evangelical	54% (70)	37% (48)	9% (12)	131
Relig: Non-Evang. Catholics	55% (59)	36% (39)	9% (10)	108
Relig: All Christian	54% (129)	37% (87)	9% (22)	239
Relig: All Non-Christian	55% (84)	36% (55)	9% (13)	152
Community: Urban	54% (65)	41% (49)	6% (7)	120
Community: Suburban	55% (93)	37% (63)	9% (15)	171
Community: Rural	56% (56)	30% (30)	14% (14)	101
Employ: Private Sector	58% (99)	35% (59)	7% (12)	170
Military HH: Yes	54% (55)	36% (36)	9% (9)	100
Military HH: No	55% (160)	36% (106)	9% (26)	292
RD/WT: Right Direction	55% (113)	36% (74)	9% (18)	206
RD/WT: Wrong Track	54% (102)	36% (68)	9% (17)	186
Strongly Approve	60% (70)	31% (37)	9% (11)	118
Somewhat Approve	49% (50)	42% (43)	8% (8)	101
Somewhat Disapprove	61% (32)	32% (17)	6% (3)	52
Strongly Disapprove	51% (59)	39% (45)	10% (11)	114
#1 Issue: Economy	58% (75)	34% (44)	7% (9)	129
#1 Issue: Security	58% (37)	35% (22)	7% (5)	64
#1 Issue: Health Care	43% (33)	45% (35)	12% (9)	76
2016 Vote: Democrat Hillary Clinton	48% (68)	43% (60)	9% (13)	141
2016 Vote: Republican Donald Trump	59% (100)	34% (58)	7% (12)	169
2012 Vote: Barack Obama	51% (95)	42% (79)	7% (13)	187
2012 Vote: Mitt Romney	62% (76)	32% (40)	5% (6)	122
2012 Vote: Didn't Vote	47% (32)	33% (22)	20% (14)	67
4-Region: Northeast	49% (34)	39% (26)	12% (9)	68
4-Region: Midwest	67% (53)	27% (21)	6% (5)	79
4-Region: South	52% (89)	38% (66)	10% (18)	172
4-Region: West	54% (39)	39% (28)	6% (5)	72

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

Table BRD10_4: Where did you plan on making your bracket?

ESPN.com

Demographic	Yes		No		Don't Know		Total N
Adults	54%	(212)	36%	(141)	10%	(38)	392
Gender: Male	58%	(174)	33%	(99)	9%	(27)	300
Gender: Female	41%	(38)	46%	(43)	12%	(11)	92
Age: 18-29	56%	(57)	35%	(36)	10%	(10)	103
Age: 30-44	63%	(82)	27%	(35)	10%	(13)	130
Age: 45-54	45%	(31)	48%	(32)	7%	(5)	68
Age: 55-64	47%	(27)	41%	(24)	12%	(7)	57
PID: Dem (no lean)	62%	(94)	27%	(41)	10%	(16)	151
PID: Ind (no lean)	41%	(30)	46%	(34)	13%	(10)	74
PID: Rep (no lean)	53%	(88)	40%	(66)	8%	(13)	167
PID/Gender: Dem Men	70%	(72)	20%	(21)	10%	(11)	104
PID/Gender: Ind Men	42%	(23)	48%	(26)	10%	(6)	54
PID/Gender: Rep Men	56%	(80)	37%	(52)	7%	(11)	142
Ideo: Liberal (1-3)	60%	(103)	30%	(52)	9%	(16)	171
Ideo: Moderate (4)	58%	(39)	31%	(21)	11%	(8)	68
Ideo: Conservative (5-7)	45%	(66)	46%	(68)	9%	(13)	148
Educ: < College	52%	(121)	37%	(85)	11%	(26)	232
Educ: Bachelors degree	58%	(58)	34%	(34)	8%	(8)	100
Educ: Post-grad	55%	(33)	38%	(23)	7%	(4)	60
Income: Under 50k	58%	(121)	31%	(64)	11%	(22)	207
Income: 50k-100k	52%	(65)	39%	(48)	9%	(11)	124
Income: 100k+	44%	(27)	47%	(28)	9%	(5)	61
Ethnicity: White	52%	(157)	37%	(110)	12%	(35)	302
Ethnicity: Hispanic	74%	(45)	16%	(10)	10%	(6)	61
Ethnicity: Afr. Am.	60%	(39)	38%	(24)	2%	(1)	65
Relig: Protestant	52%	(50)	37%	(35)	12%	(11)	97
Relig: Roman Catholic	64%	(65)	32%	(33)	4%	(4)	102
Relig: Ath./Agn./None	48%	(33)	38%	(26)	14%	(10)	70
Relig: Something Else	47%	(39)	44%	(36)	9%	(7)	82

Continued on next page

Table BRD10_4: Where did you plan on making your bracket?
ESPN.com

Demographic	Yes	No	Don't Know	Total N
Adults	54% (212)	36% (141)	10% (38)	392
Relig: Evangelical	59% (77)	31% (40)	10% (13)	131
Relig: Non-Evang. Catholics	56% (61)	36% (39)	7% (8)	108
Relig: All Christian	58% (138)	33% (79)	9% (21)	239
Relig: All Non-Christian	48% (72)	41% (62)	12% (17)	152
Community: Urban	72% (86)	24% (29)	4% (5)	120
Community: Suburban	47% (80)	44% (75)	10% (17)	171
Community: Rural	46% (46)	37% (37)	17% (17)	101
Employ: Private Sector	65% (110)	32% (54)	4% (6)	170
Military HH: Yes	57% (57)	34% (34)	9% (9)	100
Military HH: No	53% (155)	37% (107)	10% (30)	292
RD/WT: Right Direction	56% (115)	36% (75)	8% (16)	206
RD/WT: Wrong Track	52% (98)	36% (67)	12% (22)	186
Strongly Approve	53% (62)	37% (43)	11% (12)	118
Somewhat Approve	53% (54)	43% (43)	4% (4)	101
Somewhat Disapprove	70% (36)	20% (10)	9% (5)	52
Strongly Disapprove	51% (58)	37% (42)	13% (14)	114
#1 Issue: Economy	58% (75)	35% (45)	8% (10)	129
#1 Issue: Security	49% (32)	38% (24)	13% (8)	64
#1 Issue: Health Care	45% (34)	43% (33)	12% (9)	76
2016 Vote: Democrat Hillary Clinton	56% (79)	34% (48)	10% (14)	141
2016 Vote: Republican Donald Trump	53% (89)	41% (70)	6% (9)	169
2012 Vote: Barack Obama	61% (114)	33% (62)	6% (11)	187
2012 Vote: Mitt Romney	46% (56)	46% (56)	8% (10)	122
2012 Vote: Didn't Vote	54% (36)	27% (18)	19% (13)	67
4-Region: Northeast	54% (37)	30% (21)	16% (11)	68
4-Region: Midwest	47% (37)	43% (34)	10% (8)	79
4-Region: South	50% (86)	41% (71)	9% (15)	172
4-Region: West	72% (52)	22% (16)	6% (5)	72

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

Table BRD10_5: Where did you plan on making your bracket?
Yahoo.com

Demographic	Yes		No		Don't Know		Total N
Adults	37%	(146)	50%	(194)	13%	(52)	392
Gender: Male	40%	(119)	47%	(140)	14%	(41)	300
Gender: Female	30%	(27)	59%	(54)	12%	(11)	92
Age: 18-29	43%	(44)	42%	(43)	15%	(15)	103
Age: 30-44	42%	(54)	46%	(59)	13%	(16)	130
Age: 45-54	33%	(23)	57%	(39)	10%	(7)	68
Age: 55-64	35%	(20)	50%	(29)	15%	(8)	57
PID: Dem (no lean)	45%	(67)	42%	(63)	14%	(21)	151
PID: Ind (no lean)	30%	(23)	52%	(39)	17%	(13)	74
PID: Rep (no lean)	34%	(56)	55%	(93)	11%	(18)	167
PID/Gender: Dem Men	50%	(51)	35%	(36)	15%	(16)	104
PID/Gender: Ind Men	31%	(17)	54%	(29)	15%	(8)	54
PID/Gender: Rep Men	36%	(51)	52%	(75)	12%	(17)	142
Ideo: Liberal (1-3)	46%	(78)	42%	(72)	12%	(21)	171
Ideo: Moderate (4)	35%	(24)	48%	(33)	16%	(11)	68
Ideo: Conservative (5-7)	28%	(42)	59%	(87)	12%	(18)	148
Educ: < College	37%	(86)	47%	(110)	15%	(36)	232
Educ: Bachelors degree	34%	(34)	56%	(56)	10%	(10)	100
Educ: Post-grad	43%	(26)	47%	(28)	10%	(6)	60
Income: Under 50k	41%	(84)	43%	(88)	17%	(35)	207
Income: 50k-100k	39%	(48)	52%	(65)	9%	(11)	124
Income: 100k+	22%	(13)	67%	(41)	10%	(6)	61
Ethnicity: White	35%	(106)	50%	(150)	16%	(47)	302
Ethnicity: Hispanic	42%	(26)	46%	(28)	12%	(7)	61
Ethnicity: Afr. Am.	46%	(30)	50%	(33)	3%	(2)	65
Relig: Protestant	32%	(31)	54%	(53)	14%	(14)	97
Relig: Roman Catholic	48%	(49)	45%	(46)	7%	(7)	102
Relig: Ath./Agn./None	27%	(19)	53%	(37)	20%	(14)	70
Relig: Something Else	39%	(32)	50%	(41)	11%	(9)	82

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Table BRD10_5: Where did you plan on making your bracket?
Yahoo.com

Demographic	Yes	No	Don't Know	Total N
Adults	37% (146)	50% (194)	13% (52)	392
Relig: Evangelical	41% (54)	45% (58)	14% (18)	131
Relig: Non-Evang. Catholics	37% (40)	53% (57)	10% (11)	108
Relig: All Christian	39% (94)	49% (116)	12% (29)	239
Relig: All Non-Christian	33% (50)	52% (78)	15% (23)	152
Community: Urban	46% (55)	48% (58)	6% (7)	120
Community: Suburban	33% (56)	52% (89)	15% (26)	171
Community: Rural	35% (35)	47% (47)	18% (18)	101
Employ: Private Sector	40% (68)	52% (88)	8% (14)	170
Military HH: Yes	43% (43)	47% (47)	11% (11)	100
Military HH: No	36% (104)	51% (147)	14% (41)	292
RD/WT: Right Direction	37% (77)	50% (104)	12% (25)	206
RD/WT: Wrong Track	37% (70)	49% (90)	14% (26)	186
Strongly Approve	41% (49)	44% (52)	15% (18)	118
Somewhat Approve	29% (29)	62% (62)	9% (10)	101
Somewhat Disapprove	54% (28)	37% (19)	10% (5)	52
Strongly Disapprove	34% (39)	51% (58)	15% (17)	114
#1 Issue: Economy	31% (40)	58% (75)	11% (15)	129
#1 Issue: Security	44% (28)	45% (29)	11% (7)	64
#1 Issue: Health Care	30% (23)	53% (40)	17% (13)	76
2016 Vote: Democrat Hillary Clinton	47% (67)	41% (58)	12% (17)	141
2016 Vote: Republican Donald Trump	33% (55)	57% (95)	11% (18)	169
2012 Vote: Barack Obama	44% (82)	47% (88)	9% (18)	187
2012 Vote: Mitt Romney	27% (33)	61% (74)	12% (15)	122
2012 Vote: Didn't Vote	41% (28)	38% (26)	21% (14)	67
4-Region: Northeast	40% (28)	43% (29)	17% (12)	68
4-Region: Midwest	18% (14)	67% (53)	15% (12)	79
4-Region: South	43% (74)	44% (76)	13% (22)	172
4-Region: West	43% (31)	49% (35)	8% (6)	72

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

Table BRD10_6: Where did you plan on making your bracket?

CBS.com

Demographic	Yes		No		Don't Know		Total N
Adults	41%	(161)	48%	(190)	11%	(41)	392
Gender: Male	42%	(125)	48%	(143)	11%	(33)	300
Gender: Female	40%	(36)	51%	(47)	9%	(9)	92
Age: 18-29	34%	(35)	53%	(54)	13%	(13)	103
Age: 30-44	49%	(64)	41%	(53)	10%	(13)	130
Age: 45-54	37%	(25)	56%	(38)	7%	(5)	68
Age: 55-64	47%	(27)	45%	(26)	8%	(5)	57
PID: Dem (no lean)	47%	(71)	42%	(64)	11%	(16)	151
PID: Ind (no lean)	30%	(22)	56%	(41)	15%	(11)	74
PID: Rep (no lean)	41%	(68)	51%	(85)	9%	(15)	167
PID/Gender: Dem Men	46%	(48)	42%	(43)	12%	(12)	104
PID/Gender: Ind Men	30%	(16)	56%	(30)	14%	(8)	54
PID/Gender: Rep Men	42%	(60)	48%	(69)	9%	(13)	142
Ideo: Liberal (1-3)	40%	(68)	51%	(87)	10%	(17)	171
Ideo: Moderate (4)	56%	(38)	34%	(23)	10%	(7)	68
Ideo: Conservative (5-7)	36%	(53)	53%	(78)	11%	(16)	148
Educ: < College	43%	(99)	45%	(104)	12%	(29)	232
Educ: Bachelors degree	38%	(38)	54%	(55)	8%	(8)	100
Educ: Post-grad	40%	(24)	51%	(31)	8%	(5)	60
Income: Under 50k	47%	(97)	41%	(85)	12%	(25)	207
Income: 50k-100k	37%	(46)	54%	(68)	8%	(10)	124
Income: 100k+	29%	(18)	62%	(37)	9%	(6)	61
Ethnicity: White	39%	(119)	48%	(146)	12%	(37)	302
Ethnicity: Hispanic	47%	(28)	41%	(25)	12%	(7)	61
Ethnicity: Afr. Am.	48%	(31)	50%	(32)	2%	(1)	65
Relig: Protestant	47%	(45)	42%	(40)	12%	(11)	97
Relig: Roman Catholic	42%	(43)	52%	(53)	6%	(6)	102
Relig: Ath./Agn./None	29%	(20)	54%	(38)	17%	(12)	70
Relig: Something Else	46%	(38)	45%	(37)	9%	(7)	82

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Table BRD10_6: Where did you plan on making your bracket?
CBS.com

Demographic	Yes		No		Don't Know		Total N
Adults	41%	(161)	48%	(190)	11%	(41)	392
Relig: Evangelical	43%	(57)	47%	(61)	10%	(13)	131
Relig: Non-Evang. Catholics	42%	(45)	50%	(54)	9%	(9)	108
Relig: All Christian	43%	(102)	48%	(115)	9%	(22)	239
Relig: All Non-Christian	38%	(58)	49%	(75)	13%	(19)	152
Community: Urban	53%	(64)	40%	(48)	6%	(7)	120
Community: Suburban	36%	(62)	55%	(94)	9%	(16)	171
Community: Rural	35%	(35)	47%	(47)	18%	(18)	101
Employ: Private Sector	45%	(76)	48%	(81)	8%	(13)	170
Military HH: Yes	38%	(38)	51%	(51)	12%	(12)	100
Military HH: No	42%	(123)	48%	(139)	10%	(30)	292
RD/WT: Right Direction	43%	(88)	47%	(97)	10%	(21)	206
RD/WT: Wrong Track	39%	(73)	50%	(93)	11%	(21)	186
Strongly Approve	34%	(41)	53%	(63)	12%	(15)	118
Somewhat Approve	45%	(46)	49%	(50)	5%	(6)	101
Somewhat Disapprove	61%	(32)	29%	(15)	10%	(5)	52
Strongly Disapprove	37%	(42)	51%	(59)	12%	(14)	114
#1 Issue: Economy	36%	(46)	55%	(71)	9%	(12)	129
#1 Issue: Security	50%	(32)	42%	(27)	8%	(5)	64
#1 Issue: Health Care	34%	(26)	50%	(39)	15%	(12)	76
2016 Vote: Democrat Hillary Clinton	44%	(62)	46%	(65)	10%	(14)	141
2016 Vote: Republican Donald Trump	42%	(71)	51%	(87)	7%	(11)	169
2012 Vote: Barack Obama	48%	(90)	46%	(85)	6%	(12)	187
2012 Vote: Mitt Romney	37%	(45)	53%	(65)	10%	(12)	122
2012 Vote: Didn't Vote	31%	(21)	49%	(33)	20%	(13)	67
4-Region: Northeast	44%	(30)	41%	(28)	15%	(11)	68
4-Region: Midwest	28%	(22)	60%	(47)	12%	(10)	79
4-Region: South	43%	(74)	48%	(82)	9%	(16)	172
4-Region: West	48%	(35)	45%	(32)	7%	(5)	72

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

Table BRD10_7: Where did you plan on making your bracket?
NCAA.com

Demographic	Yes		No		Don't Know		Total N
Adults	38%	(148)	47%	(185)	15%	(59)	392
Gender: Male	40%	(120)	44%	(132)	16%	(48)	300
Gender: Female	31%	(28)	57%	(53)	12%	(11)	92
Age: 18-29	58%	(59)	28%	(28)	14%	(15)	103
Age: 30-44	40%	(52)	41%	(53)	19%	(24)	130
Age: 45-54	29%	(20)	64%	(44)	7%	(5)	68
Age: 55-64	23%	(13)	65%	(37)	12%	(7)	57
PID: Dem (no lean)	41%	(61)	41%	(62)	19%	(28)	151
PID: Ind (no lean)	29%	(22)	57%	(42)	14%	(10)	74
PID: Rep (no lean)	39%	(65)	49%	(81)	13%	(21)	167
PID/Gender: Dem Men	44%	(46)	33%	(35)	22%	(23)	104
PID/Gender: Ind Men	29%	(16)	59%	(32)	13%	(7)	54
PID/Gender: Rep Men	41%	(59)	46%	(66)	13%	(18)	142
Ideo: Liberal (1-3)	47%	(81)	37%	(63)	16%	(27)	171
Ideo: Moderate (4)	28%	(19)	58%	(39)	14%	(9)	68
Ideo: Conservative (5-7)	31%	(45)	55%	(81)	15%	(22)	148
Educ: < College	40%	(93)	41%	(95)	19%	(44)	232
Educ: Bachelors degree	32%	(32)	59%	(59)	9%	(9)	100
Educ: Post-grad	39%	(23)	50%	(30)	11%	(7)	60
Income: Under 50k	41%	(84)	42%	(86)	18%	(37)	207
Income: 50k-100k	41%	(51)	45%	(56)	13%	(17)	124
Income: 100k+	20%	(12)	69%	(42)	10%	(6)	61
Ethnicity: White	31%	(94)	52%	(159)	16%	(50)	302
Ethnicity: Hispanic	44%	(27)	30%	(18)	25%	(15)	61
Ethnicity: Afr. Am.	65%	(42)	26%	(17)	10%	(6)	65
Relig: Protestant	27%	(26)	55%	(53)	18%	(18)	97
Relig: Roman Catholic	34%	(35)	55%	(56)	10%	(10)	102
Relig: Ath./Agn./None	43%	(30)	38%	(26)	19%	(14)	70
Relig: Something Else	53%	(43)	38%	(31)	10%	(8)	82

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Table BRD10_7: Where did you plan on making your bracket?

NCAA.com

Demographic	Yes	No	Don't Know	Total N
Adults	38% (148)	47% (185)	15% (59)	392
Relig: Evangelical	38% (50)	45% (59)	16% (21)	131
Relig: Non-Evang. Catholics	21% (23)	63% (68)	16% (17)	108
Relig: All Christian	31% (73)	53% (127)	16% (38)	239
Relig: All Non-Christian	48% (73)	38% (57)	14% (21)	152
Community: Urban	47% (57)	38% (46)	15% (18)	120
Community: Suburban	30% (52)	60% (102)	10% (17)	171
Community: Rural	39% (39)	37% (37)	25% (25)	101
Employ: Private Sector	35% (60)	52% (88)	13% (22)	170
Military HH: Yes	51% (51)	26% (26)	23% (23)	100
Military HH: No	33% (97)	54% (158)	12% (36)	292
RD/WT: Right Direction	42% (86)	42% (86)	16% (33)	206
RD/WT: Wrong Track	33% (62)	53% (98)	14% (26)	186
Strongly Approve	48% (57)	32% (38)	20% (23)	118
Somewhat Approve	35% (35)	55% (56)	10% (10)	101
Somewhat Disapprove	42% (22)	45% (23)	13% (7)	52
Strongly Disapprove	29% (33)	56% (64)	14% (17)	114
#1 Issue: Economy	37% (48)	54% (70)	9% (12)	129
#1 Issue: Security	36% (23)	44% (28)	20% (13)	64
#1 Issue: Health Care	46% (35)	43% (33)	11% (8)	76
2016 Vote: Democrat Hillary Clinton	38% (54)	46% (65)	16% (23)	141
2016 Vote: Republican Donald Trump	40% (68)	47% (80)	12% (21)	169
2012 Vote: Barack Obama	43% (79)	45% (83)	13% (24)	187
2012 Vote: Mitt Romney	34% (41)	53% (65)	13% (16)	122
2012 Vote: Didn't Vote	36% (24)	43% (29)	20% (14)	67
4-Region: Northeast	42% (29)	40% (28)	18% (12)	68
4-Region: Midwest	26% (21)	58% (46)	16% (12)	79
4-Region: South	45% (78)	41% (71)	14% (24)	172
4-Region: West	29% (21)	56% (40)	15% (11)	72

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

Table BRD10_8: Where did you plan on making your bracket?
Other (please specify)

Demographic	Yes	No	Don't Know	Total N
Adults	11% (42)	58% (228)	31% (123)	392
Gender: Male	11% (33)	57% (172)	32% (95)	300
Gender: Female	10% (9)	60% (56)	30% (27)	92
Age: 18-29	16% (16)	62% (63)	22% (23)	103
Age: 30-44	8% (10)	59% (77)	33% (42)	130
Age: 45-54	16% (11)	67% (46)	17% (11)	68
Age: 55-64	6% (3)	45% (26)	49% (28)	57
PID: Dem (no lean)	10% (14)	58% (87)	33% (49)	151
PID: Ind (no lean)	5% (4)	65% (48)	31% (23)	74
PID: Rep (no lean)	14% (24)	55% (93)	30% (51)	167
PID/Gender: Dem Men	10% (11)	58% (60)	32% (33)	104
PID/Gender: Ind Men	4% (2)	64% (34)	33% (18)	54
PID/Gender: Rep Men	14% (20)	55% (78)	31% (45)	142
Ideo: Liberal (1-3)	18% (31)	52% (89)	30% (51)	171
Ideo: Moderate (4)	— (0)	62% (42)	38% (25)	68
Ideo: Conservative (5-7)	6% (9)	64% (94)	30% (44)	148
Educ: < College	13% (29)	54% (124)	34% (78)	232
Educ: Bachelors degree	7% (7)	67% (67)	26% (26)	100
Educ: Post-grad	9% (5)	61% (36)	31% (18)	60
Income: Under 50k	11% (22)	54% (111)	36% (74)	207
Income: 50k-100k	14% (18)	59% (74)	27% (33)	124
Income: 100k+	3% (2)	71% (43)	26% (16)	61
Ethnicity: White	8% (23)	59% (178)	34% (101)	302
Ethnicity: Hispanic	11% (7)	52% (31)	37% (23)	61
Ethnicity: Afr. Am.	21% (14)	57% (37)	21% (14)	65
Relig: Protestant	7% (7)	59% (57)	34% (33)	97
Relig: Roman Catholic	9% (9)	57% (58)	34% (35)	102
Relig: Ath./Agn./None	13% (9)	60% (42)	27% (19)	70
Relig: Something Else	16% (13)	63% (51)	22% (18)	82

Continued on next page

Table BRD10_8: Where did you plan on making your bracket?
Other (please specify)

Demographic	Yes	No	Don't Know	Total N
Adults	11% (42)	58% (228)	31% (123)	392
Relig: Evangelical	9% (12)	52% (68)	39% (51)	131
Relig: Non-Evang. Catholics	6% (6)	61% (66)	33% (36)	108
Relig: All Christian	7% (18)	56% (135)	36% (86)	239
Relig: All Non-Christian	15% (22)	61% (93)	24% (36)	152
Community: Urban	15% (18)	59% (71)	26% (31)	120
Community: Suburban	7% (13)	61% (104)	32% (54)	171
Community: Rural	11% (11)	52% (52)	37% (37)	101
Employ: Private Sector	11% (18)	66% (113)	23% (39)	170
Military HH: Yes	13% (13)	52% (53)	35% (35)	100
Military HH: No	10% (29)	60% (175)	30% (88)	292
RD/WT: Right Direction	14% (29)	53% (109)	33% (67)	206
RD/WT: Wrong Track	7% (12)	63% (118)	30% (56)	186
Strongly Approve	17% (20)	45% (53)	38% (45)	118
Somewhat Approve	10% (10)	69% (70)	22% (22)	101
Somewhat Disapprove	5% (3)	60% (31)	35% (18)	52
Strongly Disapprove	7% (9)	62% (71)	30% (35)	114
#1 Issue: Economy	6% (7)	64% (82)	31% (40)	129
#1 Issue: Security	4% (2)	60% (38)	37% (23)	64
#1 Issue: Health Care	16% (12)	58% (44)	26% (20)	76
2016 Vote: Democrat Hillary Clinton	12% (17)	55% (78)	32% (46)	141
2016 Vote: Republican Donald Trump	12% (20)	60% (101)	28% (48)	169
2012 Vote: Barack Obama	12% (22)	60% (113)	28% (52)	187
2012 Vote: Mitt Romney	11% (13)	58% (71)	32% (39)	122
2012 Vote: Didn't Vote	8% (6)	55% (37)	37% (25)	67
4-Region: Northeast	7% (5)	48% (33)	44% (30)	68
4-Region: Midwest	4% (3)	61% (49)	35% (28)	79
4-Region: South	16% (27)	59% (102)	25% (43)	172
4-Region: West	9% (7)	61% (44)	30% (22)	72

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

Table BRD11: Which statement comes closest to your view, even if it's not exactly right?

Demographic	The NCAA's purpose is to financially benefit universities		The NCAA's purpose is to integrate intercollegiate athletics into higher education		The NCAA's purpose is to prepare intercollegiate athletics for professional sports careers		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(407)	19%	(423)	18%	(386)	45%	(984)	2201
Gender: Male	25%	(270)	26%	(271)	19%	(204)	30%	(315)	1059
Gender: Female	12%	(137)	13%	(152)	16%	(183)	59%	(669)	1142
Age: 18-29	15%	(69)	14%	(66)	27%	(127)	44%	(203)	465
Age: 30-44	18%	(103)	20%	(112)	19%	(107)	43%	(248)	570
Age: 45-54	19%	(77)	20%	(79)	14%	(54)	47%	(188)	398
Age: 55-64	19%	(70)	25%	(92)	16%	(58)	40%	(149)	370
Age: 65+	22%	(89)	19%	(74)	10%	(39)	49%	(196)	398
PID: Dem (no lean)	20%	(151)	20%	(150)	23%	(175)	38%	(295)	771
PID: Ind (no lean)	17%	(130)	14%	(108)	14%	(107)	56%	(437)	782
PID: Rep (no lean)	20%	(127)	25%	(165)	16%	(105)	39%	(252)	648
PID/Gender: Dem Men	27%	(99)	23%	(86)	23%	(86)	28%	(103)	374
PID/Gender: Dem Women	13%	(51)	16%	(64)	22%	(89)	48%	(192)	397
PID/Gender: Ind Men	25%	(86)	19%	(66)	15%	(50)	40%	(137)	338
PID/Gender: Ind Women	10%	(45)	10%	(43)	13%	(57)	68%	(300)	444
PID/Gender: Rep Men	25%	(85)	34%	(120)	20%	(68)	22%	(75)	347
PID/Gender: Rep Women	14%	(42)	15%	(45)	12%	(37)	59%	(177)	301
Ideo: Liberal (1-3)	23%	(169)	21%	(153)	21%	(157)	35%	(259)	738
Ideo: Moderate (4)	17%	(78)	22%	(99)	18%	(81)	43%	(192)	450
Ideo: Conservative (5-7)	20%	(148)	22%	(158)	17%	(122)	41%	(294)	722
Educ: < College	15%	(241)	16%	(251)	18%	(284)	50%	(791)	1567
Educ: Bachelors degree	27%	(111)	28%	(117)	14%	(60)	31%	(128)	416
Educ: Post-grad	25%	(56)	25%	(55)	20%	(43)	30%	(65)	219
Income: Under 50k	15%	(201)	17%	(231)	18%	(241)	50%	(671)	1344
Income: 50k-100k	23%	(141)	21%	(130)	18%	(114)	39%	(242)	627
Income: 100k+	28%	(65)	27%	(62)	14%	(31)	31%	(71)	230

Continued on next page

Table BRD11: Which statement comes closest to your view, even if it's not exactly right?

Demographic	The NCAA's purpose is to financially benefit universities		The NCAA's purpose is to integrate intercollegiate athletics into higher education		The NCAA's purpose is to prepare intercollegiate athletics for professional sports careers		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(407)	19%	(423)	18%	(386)	45%	(984)	2201
Ethnicity: White	19%	(330)	19%	(330)	15%	(256)	48%	(835)	1750
Ethnicity: Hispanic	16%	(53)	16%	(53)	21%	(69)	47%	(154)	329
Ethnicity: Afr. Am.	18%	(47)	24%	(66)	36%	(96)	22%	(60)	269
Ethnicity: Other	16%	(30)	15%	(28)	19%	(35)	49%	(89)	182
Relig: Protestant	25%	(125)	24%	(120)	11%	(56)	39%	(194)	494
Relig: Roman Catholic	20%	(82)	20%	(85)	25%	(105)	35%	(146)	417
Relig: Ath./Agn./None	16%	(99)	13%	(86)	14%	(91)	57%	(366)	642
Relig: Something Else	18%	(65)	23%	(84)	21%	(78)	38%	(139)	366
Relig: Evangelical	18%	(114)	20%	(129)	20%	(129)	42%	(272)	643
Relig: Non-Evang. Catholics	23%	(125)	23%	(123)	16%	(89)	38%	(205)	542
Relig: All Christian	20%	(239)	21%	(253)	18%	(218)	40%	(477)	1186
Relig: All Non-Christian	16%	(165)	17%	(170)	17%	(169)	50%	(504)	1008
Community: Urban	17%	(100)	18%	(108)	24%	(140)	41%	(246)	594
Community: Suburban	22%	(206)	20%	(187)	16%	(147)	42%	(398)	938
Community: Rural	15%	(101)	19%	(128)	15%	(100)	51%	(340)	669
Employ: Private Sector	22%	(145)	24%	(157)	19%	(125)	36%	(239)	666
Employ: Government	26%	(37)	25%	(37)	26%	(37)	23%	(34)	145
Employ: Self-Employed	17%	(32)	28%	(51)	16%	(29)	39%	(71)	183
Employ: Homemaker	13%	(26)	8%	(15)	17%	(34)	63%	(129)	204
Employ: Student	15%	(16)	14%	(15)	31%	(33)	40%	(43)	107
Employ: Retired	22%	(102)	19%	(89)	13%	(61)	46%	(214)	466
Employ: Unemployed	14%	(29)	16%	(33)	17%	(34)	53%	(107)	202
Employ: Other	9%	(21)	11%	(26)	14%	(33)	65%	(149)	228
Military HH: Yes	23%	(94)	23%	(95)	18%	(75)	36%	(148)	412
Military HH: No	18%	(313)	18%	(329)	17%	(311)	47%	(836)	1789
RD/WT: Right Direction	19%	(154)	23%	(185)	18%	(145)	41%	(331)	816
RD/WT: Wrong Track	18%	(253)	17%	(238)	17%	(241)	47%	(652)	1385

Continued on next page

Table BRD11: Which statement comes closest to your view, even if it's not exactly right?

Demographic	The NCAA's purpose is to financially benefit universities		The NCAA's purpose is to integrate intercollegiate athletics into higher education		The NCAA's purpose is to prepare intercollegiate athletics for professional sports careers		Don't Know / No Opinion		Total N
Adults	19%	(407)	19%	(423)	18%	(386)	45%	(984)	2201
Strongly Approve	20%	(90)	25%	(114)	16%	(70)	39%	(176)	450
Somewhat Approve	19%	(92)	19%	(90)	18%	(88)	44%	(210)	480
Somewhat Disapprove	14%	(40)	19%	(55)	30%	(87)	38%	(110)	292
Strongly Disapprove	21%	(174)	19%	(159)	16%	(132)	45%	(384)	848
Dont Know / No Opinion	9%	(11)	4%	(6)	7%	(9)	80%	(105)	131
#1 Issue: Economy	18%	(111)	20%	(127)	21%	(135)	41%	(262)	635
#1 Issue: Security	21%	(76)	20%	(74)	16%	(60)	43%	(160)	371
#1 Issue: Health Care	17%	(65)	22%	(85)	18%	(69)	44%	(172)	392
#1 Issue: Medicare / Social Security	20%	(66)	19%	(64)	13%	(43)	49%	(163)	336
#1 Issue: Women's Issues	14%	(13)	20%	(20)	12%	(12)	54%	(53)	98
#1 Issue: Education	24%	(37)	16%	(26)	18%	(28)	43%	(68)	159
#1 Issue: Energy	18%	(15)	7%	(6)	37%	(31)	37%	(31)	84
#1 Issue: Other	18%	(23)	18%	(22)	6%	(8)	58%	(74)	127
2016 Vote: Democrat Hillary Clinton	22%	(155)	21%	(148)	19%	(135)	37%	(256)	694
2016 Vote: Republican Donald Trump	22%	(154)	22%	(154)	17%	(123)	39%	(281)	712
2016 Vote: Someone else	18%	(36)	18%	(35)	12%	(25)	53%	(106)	202
2012 Vote: Barack Obama	22%	(183)	21%	(173)	21%	(174)	37%	(311)	841
2012 Vote: Mitt Romney	23%	(132)	25%	(144)	14%	(78)	38%	(215)	569
2012 Vote: Other	17%	(17)	19%	(18)	11%	(11)	53%	(51)	97
2012 Vote: Didn't Vote	11%	(74)	13%	(89)	18%	(123)	59%	(407)	693
4-Region: Northeast	15%	(61)	20%	(79)	17%	(66)	48%	(195)	402
4-Region: Midwest	17%	(81)	18%	(86)	14%	(68)	50%	(239)	474
4-Region: South	21%	(172)	21%	(169)	18%	(149)	40%	(325)	815
4-Region: West	18%	(93)	17%	(89)	20%	(104)	44%	(226)	511

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

Table BRD12: Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (753)	48% (1056)	18% (392)	2201
Gender: Male	40% (426)	46% (487)	14% (146)	1059
Gender: Female	29% (326)	50% (569)	22% (247)	1142
Age: 18-29	53% (247)	30% (141)	17% (78)	465
Age: 30-44	40% (229)	41% (235)	19% (106)	570
Age: 45-54	30% (118)	53% (213)	17% (67)	398
Age: 55-64	22% (80)	63% (234)	15% (57)	370
Age: 65+	20% (80)	59% (233)	21% (85)	398
PID: Dem (no lean)	40% (309)	44% (341)	16% (121)	771
PID: Ind (no lean)	33% (257)	44% (342)	23% (183)	782
PID: Rep (no lean)	29% (186)	58% (373)	14% (88)	648
PID/Gender: Dem Men	48% (178)	43% (160)	10% (36)	374
PID/Gender: Dem Women	33% (131)	46% (181)	22% (85)	397
PID/Gender: Ind Men	38% (128)	41% (139)	21% (71)	338
PID/Gender: Ind Women	29% (129)	46% (203)	25% (112)	444
PID/Gender: Rep Men	34% (120)	54% (188)	11% (39)	347
PID/Gender: Rep Women	22% (66)	62% (185)	16% (49)	301
Ideo: Liberal (1-3)	47% (347)	39% (290)	14% (101)	738
Ideo: Moderate (4)	33% (146)	48% (217)	19% (86)	450
Ideo: Conservative (5-7)	25% (179)	61% (444)	14% (100)	722
Educ: < College	33% (520)	47% (734)	20% (312)	1567
Educ: Bachelors degree	37% (155)	50% (209)	12% (52)	416
Educ: Post-grad	36% (78)	51% (112)	13% (28)	219
Income: Under 50k	33% (449)	46% (613)	21% (282)	1344
Income: 50k-100k	35% (222)	52% (326)	13% (79)	627
Income: 100k+	36% (82)	51% (116)	14% (31)	230
Ethnicity: White	30% (523)	52% (919)	18% (309)	1750
Ethnicity: Hispanic	46% (152)	31% (101)	23% (76)	329
Ethnicity: Afr. Am.	57% (154)	27% (74)	15% (41)	269
Ethnicity: Other	42% (77)	35% (64)	23% (42)	182

Continued on next page

Table BRD12: Do you think colleges should pay their student athletes?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	34%	(753)	48%	(1056)	18%	(392)	2201
Relig: Protestant	27%	(134)	59%	(289)	14%	(71)	494
Relig: Roman Catholic	35%	(144)	49%	(206)	16%	(67)	417
Relig: Ath./Agn./None	36%	(230)	43%	(277)	21%	(134)	642
Relig: Something Else	39%	(142)	46%	(168)	15%	(56)	366
Relig: Evangelical	34%	(220)	48%	(306)	18%	(118)	643
Relig: Non-Evang. Catholics	29%	(156)	56%	(304)	15%	(82)	542
Relig: All Christian	32%	(375)	51%	(610)	17%	(200)	1186
Relig: All Non-Christian	37%	(373)	44%	(445)	19%	(191)	1008
Community: Urban	43%	(253)	41%	(243)	17%	(98)	594
Community: Suburban	33%	(308)	49%	(456)	19%	(174)	938
Community: Rural	29%	(192)	53%	(357)	18%	(120)	669
Employ: Private Sector	41%	(273)	46%	(308)	13%	(85)	666
Employ: Government	40%	(58)	49%	(71)	11%	(16)	145
Employ: Self-Employed	45%	(82)	43%	(79)	12%	(22)	183
Employ: Homemaker	40%	(81)	38%	(77)	23%	(46)	204
Employ: Student	51%	(55)	34%	(36)	15%	(16)	107
Employ: Retired	21%	(96)	61%	(284)	18%	(86)	466
Employ: Unemployed	29%	(58)	47%	(95)	24%	(49)	202
Employ: Other	22%	(50)	46%	(105)	32%	(73)	228
Military HH: Yes	36%	(149)	49%	(202)	15%	(61)	412
Military HH: No	34%	(604)	48%	(854)	19%	(332)	1789
RD/WT: Right Direction	33%	(267)	52%	(427)	15%	(122)	816
RD/WT: Wrong Track	35%	(486)	45%	(629)	20%	(270)	1385
Strongly Approve	29%	(133)	56%	(253)	14%	(65)	450
Somewhat Approve	30%	(142)	55%	(265)	15%	(72)	480
Somewhat Disapprove	37%	(108)	50%	(145)	13%	(39)	292
Strongly Disapprove	40%	(340)	41%	(349)	19%	(159)	848
Dont Know / No Opinion	23%	(30)	33%	(43)	44%	(57)	131

Continued on next page

Table BRD12: Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (753)	48% (1056)	18% (392)	2201
#1 Issue: Economy	39% (245)	47% (298)	15% (92)	635
#1 Issue: Security	22% (80)	64% (237)	15% (54)	371
#1 Issue: Health Care	38% (150)	45% (178)	16% (64)	392
#1 Issue: Medicare / Social Security	27% (91)	48% (161)	25% (84)	336
#1 Issue: Women's Issues	33% (32)	46% (45)	21% (21)	98
#1 Issue: Education	50% (79)	35% (56)	15% (24)	159
#1 Issue: Energy	45% (37)	42% (35)	14% (11)	84
#1 Issue: Other	31% (39)	36% (46)	33% (42)	127
2016 Vote: Democrat Hillary Clinton	42% (290)	40% (281)	18% (123)	694
2016 Vote: Republican Donald Trump	29% (207)	58% (410)	13% (95)	712
2016 Vote: Someone else	31% (62)	52% (105)	17% (35)	202
2012 Vote: Barack Obama	44% (366)	41% (346)	15% (129)	841
2012 Vote: Mitt Romney	21% (121)	65% (367)	14% (80)	569
2012 Vote: Other	17% (17)	64% (62)	19% (19)	97
2012 Vote: Didn't Vote	36% (249)	40% (280)	24% (164)	693
4-Region: Northeast	30% (122)	50% (202)	19% (78)	402
4-Region: Midwest	30% (140)	53% (249)	18% (84)	474
4-Region: South	39% (318)	45% (369)	16% (127)	815
4-Region: West	34% (172)	46% (235)	20% (103)	511

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

Table BRD13: Do you support or oppose paying salaries to college athletes, beyond any scholarships they receive?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	16%	(353)	21%	(452)	18%	(402)	29%	(629)	17%	(365)	2201
Gender: Male	21%	(225)	23%	(246)	17%	(176)	27%	(281)	12%	(131)	1059
Gender: Female	11%	(128)	18%	(206)	20%	(226)	30%	(348)	20%	(233)	1142
Age: 18-29	23%	(108)	29%	(133)	15%	(70)	14%	(64)	19%	(90)	465
Age: 30-44	22%	(125)	24%	(134)	15%	(88)	22%	(127)	17%	(96)	570
Age: 45-54	15%	(58)	21%	(85)	16%	(65)	30%	(121)	17%	(69)	398
Age: 55-64	10%	(37)	14%	(51)	23%	(87)	41%	(152)	12%	(44)	370
Age: 65+	6%	(26)	12%	(48)	23%	(92)	41%	(165)	17%	(66)	398
PID: Dem (no lean)	22%	(170)	24%	(184)	19%	(145)	23%	(175)	13%	(97)	771
PID: Ind (no lean)	13%	(99)	19%	(147)	18%	(141)	26%	(203)	25%	(193)	782
PID: Rep (no lean)	13%	(84)	19%	(121)	18%	(116)	39%	(251)	12%	(75)	648
PID/Gender: Dem Men	29%	(107)	27%	(101)	14%	(53)	21%	(79)	9%	(34)	374
PID/Gender: Dem Women	16%	(63)	21%	(82)	23%	(92)	24%	(97)	16%	(63)	397
PID/Gender: Ind Men	17%	(59)	21%	(72)	17%	(57)	24%	(83)	20%	(68)	338
PID/Gender: Ind Women	9%	(40)	17%	(74)	19%	(85)	27%	(121)	28%	(125)	444
PID/Gender: Rep Men	17%	(59)	21%	(72)	19%	(67)	35%	(120)	9%	(30)	347
PID/Gender: Rep Women	9%	(26)	16%	(49)	17%	(50)	43%	(131)	15%	(45)	301
Ideo: Liberal (1-3)	26%	(195)	24%	(178)	18%	(132)	20%	(146)	12%	(86)	738
Ideo: Moderate (4)	11%	(49)	25%	(113)	22%	(97)	28%	(127)	14%	(63)	450
Ideo: Conservative (5-7)	12%	(84)	14%	(101)	20%	(141)	42%	(301)	13%	(95)	722
Educ: < College	16%	(245)	20%	(311)	19%	(292)	26%	(413)	19%	(305)	1567
Educ: Bachelors degree	16%	(64)	22%	(93)	17%	(69)	36%	(149)	10%	(40)	416
Educ: Post-grad	20%	(44)	22%	(47)	19%	(41)	31%	(67)	9%	(19)	219
Income: Under 50k	16%	(218)	20%	(270)	19%	(250)	26%	(346)	19%	(259)	1344
Income: 50k-100k	16%	(99)	22%	(139)	18%	(113)	33%	(206)	11%	(71)	627
Income: 100k+	16%	(36)	19%	(43)	17%	(39)	34%	(77)	15%	(34)	230
Ethnicity: White	13%	(222)	19%	(335)	19%	(330)	33%	(575)	16%	(289)	1750
Ethnicity: Hispanic	24%	(78)	27%	(87)	16%	(51)	16%	(53)	18%	(59)	329
Ethnicity: Afr. Am.	36%	(96)	24%	(65)	17%	(44)	7%	(19)	17%	(44)	269
Ethnicity: Other	19%	(35)	29%	(52)	15%	(28)	20%	(36)	17%	(32)	182

Continued on next page

Table BRD13: Do you support or oppose paying salaries to college athletes, beyond any scholarships they receive?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	16%	(353)	21%	(452)	18%	(402)	29%	(629)	17%	(365)	2201
Relig: Protestant	11%	(54)	16%	(78)	23%	(113)	38%	(189)	12%	(59)	494
Relig: Roman Catholic	14%	(60)	26%	(107)	17%	(71)	30%	(125)	13%	(54)	417
Relig: Ath./Agn./None	17%	(112)	21%	(136)	17%	(110)	22%	(144)	22%	(140)	642
Relig: Something Else	18%	(68)	21%	(76)	20%	(74)	27%	(97)	14%	(52)	366
Relig: Evangelical	18%	(116)	20%	(130)	15%	(97)	31%	(199)	16%	(101)	643
Relig: Non-Evang. Catholics	10%	(53)	20%	(109)	22%	(122)	35%	(188)	13%	(70)	542
Relig: All Christian	14%	(169)	20%	(239)	18%	(219)	33%	(387)	14%	(171)	1186
Relig: All Non-Christian	18%	(180)	21%	(211)	18%	(184)	24%	(241)	19%	(192)	1008
Community: Urban	25%	(150)	23%	(135)	14%	(83)	23%	(136)	15%	(91)	594
Community: Suburban	14%	(130)	20%	(190)	19%	(178)	31%	(293)	16%	(146)	938
Community: Rural	11%	(73)	19%	(127)	21%	(142)	30%	(200)	19%	(128)	669
Employ: Private Sector	20%	(133)	25%	(166)	17%	(111)	27%	(179)	12%	(77)	666
Employ: Government	19%	(27)	24%	(35)	21%	(31)	26%	(38)	10%	(15)	145
Employ: Self-Employed	27%	(49)	22%	(39)	13%	(23)	31%	(56)	8%	(15)	183
Employ: Homemaker	13%	(27)	19%	(40)	19%	(39)	24%	(50)	24%	(48)	204
Employ: Student	20%	(22)	32%	(34)	13%	(14)	13%	(14)	22%	(23)	107
Employ: Retired	9%	(40)	12%	(57)	25%	(117)	40%	(187)	14%	(64)	466
Employ: Unemployed	12%	(24)	25%	(50)	17%	(34)	26%	(52)	21%	(43)	202
Employ: Other	13%	(30)	14%	(31)	15%	(33)	24%	(55)	35%	(79)	228
Military HH: Yes	19%	(78)	17%	(71)	17%	(70)	34%	(139)	13%	(54)	412
Military HH: No	15%	(275)	21%	(380)	19%	(333)	27%	(490)	17%	(311)	1789
RD/WT: Right Direction	17%	(139)	18%	(148)	17%	(142)	33%	(268)	15%	(119)	816
RD/WT: Wrong Track	15%	(214)	22%	(303)	19%	(261)	26%	(362)	18%	(245)	1385
Strongly Approve	20%	(90)	14%	(63)	15%	(67)	38%	(173)	13%	(57)	450
Somewhat Approve	10%	(50)	22%	(104)	23%	(109)	32%	(152)	13%	(64)	480
Somewhat Disapprove	15%	(44)	28%	(80)	21%	(61)	23%	(67)	14%	(40)	292
Strongly Disapprove	19%	(163)	21%	(180)	18%	(153)	25%	(210)	17%	(141)	848
Dont Know / No Opinion	4%	(5)	18%	(24)	10%	(13)	20%	(27)	48%	(62)	131

Continued on next page

Table BRD13: Do you support or oppose paying salaries to college athletes, beyond any scholarships they receive?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	16%	(353)	21%	(452)	18%	(402)	29%	(629)	17%	(365)	2201
#1 Issue: Economy	15%	(96)	26%	(162)	17%	(107)	28%	(178)	14%	(92)	635
#1 Issue: Security	13%	(48)	12%	(46)	20%	(75)	39%	(144)	16%	(58)	371
#1 Issue: Health Care	20%	(77)	22%	(85)	17%	(66)	29%	(114)	13%	(49)	392
#1 Issue: Medicare / Social Security	13%	(44)	16%	(54)	22%	(73)	29%	(97)	20%	(68)	336
#1 Issue: Women's Issues	20%	(20)	17%	(17)	15%	(15)	27%	(27)	20%	(19)	98
#1 Issue: Education	26%	(41)	23%	(37)	19%	(30)	13%	(21)	19%	(30)	159
#1 Issue: Energy	21%	(17)	24%	(21)	19%	(16)	21%	(17)	15%	(12)	84
#1 Issue: Other	8%	(10)	23%	(30)	16%	(21)	24%	(31)	28%	(36)	127
2016 Vote: Democrat Hillary Clinton	24%	(164)	22%	(154)	18%	(128)	23%	(158)	13%	(90)	694
2016 Vote: Republican Donald Trump	13%	(92)	19%	(137)	17%	(122)	39%	(281)	11%	(80)	712
2016 Vote: Someone else	10%	(19)	19%	(37)	21%	(43)	33%	(67)	17%	(35)	202
2012 Vote: Barack Obama	24%	(200)	24%	(203)	17%	(142)	23%	(194)	12%	(102)	841
2012 Vote: Mitt Romney	9%	(53)	13%	(74)	20%	(114)	46%	(261)	12%	(67)	569
2012 Vote: Other	2%	(2)	17%	(16)	24%	(24)	37%	(36)	20%	(20)	97
2012 Vote: Didn't Vote	14%	(98)	23%	(158)	18%	(123)	20%	(138)	25%	(176)	693
4-Region: Northeast	17%	(68)	19%	(76)	19%	(77)	25%	(102)	19%	(78)	402
4-Region: Midwest	13%	(60)	19%	(91)	18%	(85)	34%	(160)	17%	(79)	474
4-Region: South	19%	(156)	21%	(174)	17%	(137)	27%	(222)	16%	(126)	815
4-Region: West	13%	(68)	22%	(111)	20%	(104)	28%	(145)	16%	(82)	511

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

Table BRD14: Do you think an academic scholarship adequately compensates student athletes?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1212)	24% (523)	21% (466)	2201
Gender: Male	56% (596)	28% (293)	16% (170)	1059
Gender: Female	54% (616)	20% (230)	26% (296)	1142
Age: 18-29	58% (268)	22% (105)	20% (93)	465
Age: 30-44	50% (284)	27% (156)	23% (130)	570
Age: 45-54	55% (219)	25% (101)	20% (78)	398
Age: 55-64	64% (235)	21% (77)	15% (57)	370
Age: 65+	52% (206)	21% (84)	27% (108)	398
PID: Dem (no lean)	53% (410)	28% (214)	19% (147)	771
PID: Ind (no lean)	49% (387)	24% (185)	27% (210)	782
PID: Rep (no lean)	64% (415)	19% (123)	17% (109)	648
PID/Gender: Dem Men	50% (187)	33% (122)	17% (65)	374
PID/Gender: Dem Women	56% (222)	23% (92)	21% (82)	397
PID/Gender: Ind Men	50% (168)	31% (105)	19% (65)	338
PID/Gender: Ind Women	49% (219)	18% (80)	33% (145)	444
PID/Gender: Rep Men	69% (241)	19% (65)	12% (41)	347
PID/Gender: Rep Women	58% (174)	19% (58)	23% (69)	301
Ideo: Liberal (1-3)	53% (394)	29% (212)	18% (132)	738
Ideo: Moderate (4)	59% (265)	26% (117)	15% (68)	450
Ideo: Conservative (5-7)	64% (461)	20% (142)	16% (119)	722
Educ: < College	54% (847)	22% (345)	24% (375)	1567
Educ: Bachelors degree	58% (242)	28% (116)	14% (58)	416
Educ: Post-grad	57% (124)	28% (62)	15% (33)	219
Income: Under 50k	53% (716)	21% (286)	25% (342)	1344
Income: 50k-100k	59% (370)	27% (167)	14% (90)	627
Income: 100k+	55% (125)	30% (70)	15% (35)	230
Ethnicity: White	56% (976)	23% (397)	22% (378)	1750
Ethnicity: Hispanic	54% (178)	21% (71)	25% (81)	329
Ethnicity: Afr. Am.	51% (138)	32% (86)	17% (44)	269
Ethnicity: Other	54% (98)	22% (40)	24% (44)	182

Continued on next page

Table BRD14: Do you think an academic scholarship adequately compensates student athletes?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	55%	(1212)	24%	(523)	21%	(466)	2201
Relig: Protestant	63%	(313)	21%	(104)	15%	(76)	494
Relig: Roman Catholic	62%	(256)	25%	(104)	14%	(56)	417
Relig: Ath./Agn./None	45%	(290)	27%	(171)	28%	(181)	642
Relig: Something Else	56%	(206)	24%	(90)	19%	(71)	366
Relig: Evangelical	59%	(380)	20%	(126)	21%	(138)	643
Relig: Non-Evang. Catholics	61%	(333)	25%	(134)	14%	(75)	542
Relig: All Christian	60%	(713)	22%	(259)	18%	(213)	1186
Relig: All Non-Christian	49%	(496)	26%	(260)	25%	(252)	1008
Community: Urban	56%	(330)	24%	(142)	21%	(122)	594
Community: Suburban	55%	(514)	24%	(229)	21%	(195)	938
Community: Rural	55%	(368)	23%	(152)	22%	(149)	669
Employ: Private Sector	57%	(378)	29%	(195)	14%	(93)	666
Employ: Government	62%	(90)	26%	(38)	12%	(17)	145
Employ: Self-Employed	58%	(107)	27%	(50)	14%	(26)	183
Employ: Homemaker	53%	(108)	19%	(38)	28%	(58)	204
Employ: Student	54%	(58)	23%	(25)	22%	(24)	107
Employ: Retired	55%	(256)	22%	(100)	23%	(109)	466
Employ: Unemployed	50%	(102)	20%	(40)	30%	(61)	202
Employ: Other	50%	(113)	16%	(36)	35%	(79)	228
Military HH: Yes	65%	(268)	20%	(81)	15%	(64)	412
Military HH: No	53%	(944)	25%	(442)	22%	(403)	1789
RD/WT: Right Direction	62%	(509)	20%	(159)	18%	(148)	816
RD/WT: Wrong Track	51%	(703)	26%	(364)	23%	(318)	1385
Strongly Approve	62%	(280)	18%	(81)	20%	(88)	450
Somewhat Approve	62%	(296)	21%	(99)	18%	(86)	480
Somewhat Disapprove	59%	(172)	22%	(65)	19%	(55)	292
Strongly Disapprove	49%	(416)	31%	(261)	20%	(171)	848
Dont Know / No Opinion	37%	(48)	13%	(17)	50%	(66)	131

Continued on next page

Table BRD14: Do you think an academic scholarship adequately compensates student athletes?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	55%	(1212)	24%	(523)	21%	(466)	2201
#1 Issue: Economy	58%	(368)	26%	(162)	16%	(104)	635
#1 Issue: Security	62%	(230)	16%	(59)	22%	(82)	371
#1 Issue: Health Care	56%	(218)	25%	(99)	19%	(74)	392
#1 Issue: Medicare / Social Security	52%	(175)	23%	(78)	25%	(82)	336
#1 Issue: Women's Issues	54%	(53)	23%	(23)	23%	(23)	98
#1 Issue: Education	50%	(80)	25%	(40)	24%	(39)	159
#1 Issue: Energy	46%	(39)	34%	(28)	20%	(17)	84
#1 Issue: Other	39%	(49)	26%	(33)	35%	(45)	127
2016 Vote: Democrat Hillary Clinton	53%	(367)	30%	(208)	17%	(119)	694
2016 Vote: Republican Donald Trump	64%	(455)	20%	(145)	16%	(112)	712
2016 Vote: Someone else	56%	(112)	24%	(48)	21%	(42)	202
2012 Vote: Barack Obama	52%	(441)	31%	(262)	16%	(138)	841
2012 Vote: Mitt Romney	67%	(384)	17%	(98)	15%	(87)	569
2012 Vote: Other	60%	(59)	14%	(13)	26%	(25)	97
2012 Vote: Didn't Vote	47%	(327)	22%	(150)	31%	(216)	693
4-Region: Northeast	51%	(206)	26%	(103)	23%	(93)	402
4-Region: Midwest	58%	(275)	23%	(109)	19%	(90)	474
4-Region: South	56%	(457)	23%	(188)	21%	(169)	815
4-Region: West	54%	(274)	24%	(123)	22%	(114)	511

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

**Table BRD15_1: Should college athletes be allowed to profit from each of the following?
Partnerships with brands**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1090)	31% (681)	20% (430)	2201
Gender: Male	48% (508)	36% (384)	16% (167)	1059
Gender: Female	51% (581)	26% (297)	23% (263)	1142
Age: 18-29	63% (291)	18% (85)	19% (89)	465
Age: 30-44	56% (316)	24% (138)	20% (116)	570
Age: 45-54	49% (194)	35% (138)	17% (66)	398
Age: 55-64	44% (162)	39% (144)	17% (64)	370
Age: 65+	32% (126)	44% (176)	24% (96)	398
PID: Dem (no lean)	56% (429)	28% (218)	16% (124)	771
PID: Ind (no lean)	48% (372)	27% (208)	26% (203)	782
PID: Rep (no lean)	45% (289)	39% (255)	16% (103)	648
PID/Gender: Dem Men	54% (204)	31% (118)	14% (53)	374
PID/Gender: Dem Women	57% (225)	25% (100)	18% (71)	397
PID/Gender: Ind Men	45% (152)	33% (112)	22% (74)	338
PID/Gender: Ind Women	49% (220)	22% (96)	29% (128)	444
PID/Gender: Rep Men	44% (152)	45% (155)	12% (40)	347
PID/Gender: Rep Women	45% (136)	34% (101)	21% (63)	301
Ideo: Liberal (1-3)	58% (425)	28% (210)	14% (103)	738
Ideo: Moderate (4)	53% (240)	29% (130)	18% (80)	450
Ideo: Conservative (5-7)	42% (306)	41% (296)	17% (120)	722
Educ: < College	50% (779)	29% (450)	22% (338)	1567
Educ: Bachelors degree	49% (203)	37% (152)	14% (60)	416
Educ: Post-grad	49% (107)	36% (79)	15% (32)	219
Income: Under 50k	49% (654)	29% (390)	22% (300)	1344
Income: 50k-100k	53% (331)	32% (203)	15% (94)	627
Income: 100k+	46% (105)	38% (88)	16% (36)	230
Ethnicity: White	46% (814)	34% (588)	20% (348)	1750
Ethnicity: Hispanic	57% (189)	18% (58)	25% (82)	329

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**Table BRD15_1: Should college athletes be allowed to profit from each of the following?
Partnerships with brands**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1090)	31% (681)	20% (430)	2201
Ethnicity: Afr. Am.	68% (183)	18% (47)	14% (38)	269
Ethnicity: Other	51% (93)	25% (45)	24% (44)	182
Relig: Protestant	42% (208)	41% (204)	16% (81)	494
Relig: Roman Catholic	53% (223)	32% (132)	15% (63)	417
Relig: Ath./Agn./None	50% (320)	26% (167)	24% (155)	642
Relig: Something Else	52% (190)	31% (113)	17% (64)	366
Relig: Evangelical	51% (326)	30% (194)	19% (123)	643
Relig: Non-Evang. Catholics	46% (250)	38% (206)	16% (87)	542
Relig: All Christian	49% (576)	34% (400)	18% (210)	1186
Relig: All Non-Christian	51% (510)	28% (279)	22% (218)	1008
Community: Urban	56% (335)	26% (157)	17% (102)	594
Community: Suburban	47% (443)	32% (300)	21% (195)	938
Community: Rural	47% (312)	33% (224)	20% (133)	669
Employ: Private Sector	56% (372)	31% (203)	14% (91)	666
Employ: Government	47% (68)	38% (56)	15% (21)	145
Employ: Self-Employed	61% (112)	27% (49)	12% (22)	183
Employ: Homemaker	54% (110)	23% (47)	23% (47)	204
Employ: Student	57% (61)	23% (25)	19% (21)	107
Employ: Retired	36% (167)	43% (199)	21% (100)	466
Employ: Unemployed	47% (95)	27% (56)	26% (52)	202
Employ: Other	46% (105)	20% (46)	34% (77)	228
Military HH: Yes	48% (196)	35% (145)	17% (70)	412
Military HH: No	50% (894)	30% (536)	20% (360)	1789
RD/WT: Right Direction	45% (371)	36% (294)	19% (152)	816
RD/WT: Wrong Track	52% (719)	28% (387)	20% (279)	1385
Strongly Approve	49% (219)	37% (166)	14% (65)	450
Somewhat Approve	47% (225)	36% (173)	17% (81)	480
Somewhat Disapprove	56% (164)	23% (67)	21% (61)	292
Strongly Disapprove	51% (432)	30% (252)	19% (163)	848
Dont Know / No Opinion	38% (49)	17% (22)	45% (60)	131

Continued on next page

**Table BRD15_1: Should college athletes be allowed to profit from each of the following?
Partnerships with brands**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1090)	31% (681)	20% (430)	2201
#1 Issue: Economy	58% (366)	28% (177)	15% (92)	635
#1 Issue: Security	39% (144)	43% (158)	19% (69)	371
#1 Issue: Health Care	52% (203)	29% (115)	19% (74)	392
#1 Issue: Medicare / Social Security	42% (142)	36% (119)	22% (74)	336
#1 Issue: Women's Issues	48% (47)	22% (21)	30% (30)	98
#1 Issue: Education	58% (91)	25% (39)	18% (28)	159
#1 Issue: Energy	53% (45)	22% (19)	25% (21)	84
#1 Issue: Other	40% (51)	26% (33)	34% (43)	127
2016 Vote: Democrat Hillary Clinton	54% (375)	28% (196)	18% (122)	694
2016 Vote: Republican Donald Trump	47% (333)	39% (278)	14% (101)	712
2016 Vote: Someone else	44% (89)	35% (70)	21% (43)	202
2012 Vote: Barack Obama	56% (471)	29% (242)	15% (128)	841
2012 Vote: Mitt Romney	40% (229)	43% (245)	17% (95)	569
2012 Vote: Other	37% (36)	38% (36)	25% (24)	97
2012 Vote: Didn't Vote	51% (354)	23% (156)	26% (183)	693
4-Region: Northeast	50% (200)	31% (124)	19% (78)	402
4-Region: Midwest	47% (224)	32% (151)	21% (99)	474
4-Region: South	50% (407)	32% (261)	18% (147)	815
4-Region: West	51% (258)	28% (146)	21% (107)	511

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

Table BRD15_4: *Should college athletes be allowed to profit from each of the following?
 The use of their name or likeness in video games, jerseys or other products*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (1167)	29% (642)	18% (392)	2201
Gender: Male	53% (563)	32% (339)	15% (157)	1059
Gender: Female	53% (604)	27% (303)	21% (235)	1142
Age: 18-29	61% (284)	22% (101)	17% (80)	465
Age: 30-44	62% (354)	21% (118)	17% (97)	570
Age: 45-54	56% (222)	30% (119)	14% (57)	398
Age: 55-64	45% (166)	38% (139)	18% (65)	370
Age: 65+	35% (140)	42% (166)	23% (92)	398
PID: Dem (no lean)	59% (454)	27% (205)	14% (111)	771
PID: Ind (no lean)	52% (411)	25% (196)	22% (176)	782
PID: Rep (no lean)	47% (302)	37% (241)	16% (105)	648
PID/Gender: Dem Men	58% (217)	31% (114)	12% (43)	374
PID/Gender: Dem Women	60% (238)	23% (91)	17% (68)	397
PID/Gender: Ind Men	55% (185)	25% (85)	20% (68)	338
PID/Gender: Ind Women	51% (225)	25% (111)	24% (108)	444
PID/Gender: Rep Men	46% (161)	40% (140)	13% (46)	347
PID/Gender: Rep Women	47% (141)	34% (101)	19% (59)	301
Ideo: Liberal (1-3)	61% (448)	28% (205)	12% (85)	738
Ideo: Moderate (4)	59% (266)	26% (115)	15% (69)	450
Ideo: Conservative (5-7)	46% (332)	38% (272)	16% (118)	722
Educ: < College	52% (814)	28% (438)	20% (315)	1567
Educ: Bachelors degree	57% (235)	31% (130)	12% (50)	416
Educ: Post-grad	54% (118)	34% (73)	12% (27)	219
Income: Under 50k	52% (700)	27% (366)	21% (278)	1344
Income: 50k-100k	55% (346)	32% (199)	13% (83)	627
Income: 100k+	53% (121)	34% (78)	14% (31)	230
Ethnicity: White	50% (882)	31% (539)	19% (329)	1750
Ethnicity: Hispanic	57% (187)	21% (70)	22% (72)	329

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**Table BRD15_4: Should college athletes be allowed to profit from each of the following?
The use of their name or likeness in video games, jerseys or other products**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (1167)	29% (642)	18% (392)	2201
Ethnicity: Afr. Am.	69% (184)	22% (58)	10% (26)	269
Ethnicity: Other	55% (101)	25% (45)	20% (36)	182
Relig: Protestant	49% (240)	36% (178)	15% (76)	494
Relig: Roman Catholic	56% (233)	28% (118)	16% (65)	417
Relig: Ath./Agn./None	55% (352)	24% (151)	22% (138)	642
Relig: Something Else	55% (202)	31% (115)	13% (49)	366
Relig: Evangelical	52% (336)	29% (185)	19% (123)	643
Relig: Non-Evang. Catholics	50% (273)	35% (189)	15% (80)	542
Relig: All Christian	51% (609)	32% (374)	17% (203)	1186
Relig: All Non-Christian	55% (554)	26% (266)	19% (187)	1008
Community: Urban	58% (347)	26% (154)	16% (94)	594
Community: Suburban	52% (491)	29% (276)	18% (170)	938
Community: Rural	49% (329)	32% (212)	19% (128)	669
Employ: Private Sector	60% (398)	27% (183)	13% (85)	666
Employ: Government	55% (79)	33% (47)	13% (19)	145
Employ: Self-Employed	59% (107)	31% (57)	10% (18)	183
Employ: Homemaker	52% (106)	26% (54)	22% (44)	204
Employ: Student	71% (76)	15% (16)	14% (15)	107
Employ: Retired	39% (184)	40% (189)	20% (94)	466
Employ: Unemployed	50% (101)	24% (49)	26% (52)	202
Employ: Other	51% (116)	21% (48)	28% (64)	228
Military HH: Yes	51% (211)	34% (140)	15% (60)	412
Military HH: No	53% (956)	28% (502)	19% (332)	1789
RD/WT: Right Direction	47% (382)	36% (290)	18% (144)	816
RD/WT: Wrong Track	57% (785)	25% (352)	18% (248)	1385
Strongly Approve	46% (207)	38% (171)	16% (73)	450
Somewhat Approve	52% (248)	33% (160)	15% (71)	480
Somewhat Disapprove	62% (180)	20% (58)	19% (55)	292
Strongly Disapprove	58% (488)	27% (229)	15% (131)	848
Dont Know / No Opinion	33% (44)	19% (25)	48% (62)	131

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Table BRD15_4: Should college athletes be allowed to profit from each of the following?
The use of their name or likeness in video games, jerseys or other products

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (1167)	29% (642)	18% (392)	2201
#1 Issue: Economy	60% (384)	26% (165)	14% (86)	635
#1 Issue: Security	42% (156)	38% (141)	20% (73)	371
#1 Issue: Health Care	56% (220)	30% (116)	14% (56)	392
#1 Issue: Medicare / Social Security	46% (155)	33% (111)	21% (69)	336
#1 Issue: Women's Issues	44% (43)	31% (30)	25% (25)	98
#1 Issue: Education	60% (95)	25% (40)	15% (24)	159
#1 Issue: Energy	66% (56)	14% (12)	20% (16)	84
#1 Issue: Other	45% (57)	22% (27)	33% (42)	127
2016 Vote: Democrat Hillary Clinton	58% (400)	27% (186)	15% (107)	694
2016 Vote: Republican Donald Trump	50% (358)	36% (257)	14% (98)	712
2016 Vote: Someone else	54% (109)	28% (57)	18% (36)	202
2012 Vote: Barack Obama	60% (503)	26% (218)	14% (119)	841
2012 Vote: Mitt Romney	45% (254)	40% (228)	15% (87)	569
2012 Vote: Other	48% (47)	31% (30)	21% (20)	97
2012 Vote: Didn't Vote	52% (363)	24% (165)	24% (165)	693
4-Region: Northeast	54% (218)	29% (115)	17% (69)	402
4-Region: Midwest	51% (240)	31% (147)	18% (87)	474
4-Region: South	53% (428)	30% (241)	18% (145)	815
4-Region: West	55% (281)	27% (139)	18% (91)	511

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

Table BRD16: *Should college athletes be allowed to partner, without profit, with brands?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (886)	34% (740)	26% (575)	2201
Gender: Male	44% (463)	34% (363)	22% (233)	1059
Gender: Female	37% (423)	33% (377)	30% (341)	1142
Age: 18-29	50% (235)	25% (115)	25% (116)	465
Age: 30-44	48% (271)	30% (173)	22% (126)	570
Age: 45-54	35% (140)	38% (151)	27% (108)	398
Age: 55-64	34% (125)	40% (149)	26% (96)	370
Age: 65+	29% (116)	38% (153)	33% (129)	398
PID: Dem (no lean)	43% (334)	33% (251)	24% (185)	771
PID: Ind (no lean)	36% (278)	32% (252)	32% (253)	782
PID: Rep (no lean)	42% (274)	37% (237)	21% (136)	648
PID/Gender: Dem Men	49% (183)	30% (111)	21% (80)	374
PID/Gender: Dem Women	38% (151)	35% (140)	26% (105)	397
PID/Gender: Ind Men	35% (119)	35% (120)	29% (100)	338
PID/Gender: Ind Women	36% (159)	30% (132)	34% (153)	444
PID/Gender: Rep Men	46% (161)	38% (133)	15% (53)	347
PID/Gender: Rep Women	38% (113)	35% (104)	28% (83)	301
Ideo: Liberal (1-3)	46% (342)	32% (233)	22% (163)	738
Ideo: Moderate (4)	42% (189)	33% (150)	25% (111)	450
Ideo: Conservative (5-7)	39% (281)	40% (287)	21% (155)	722
Educ: < College	40% (623)	31% (489)	29% (454)	1567
Educ: Bachelors degree	41% (172)	40% (166)	19% (78)	416
Educ: Post-grad	42% (91)	39% (85)	19% (42)	219
Income: Under 50k	38% (513)	33% (446)	29% (385)	1344
Income: 50k-100k	46% (286)	33% (210)	21% (131)	627
Income: 100k+	38% (87)	37% (84)	25% (59)	230
Ethnicity: White	40% (695)	34% (588)	27% (468)	1750
Ethnicity: Hispanic	43% (143)	27% (88)	30% (98)	329
Ethnicity: Afr. Am.	45% (121)	34% (92)	21% (56)	269
Ethnicity: Other	39% (71)	33% (60)	28% (51)	182

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Table BRD16: *Should college athletes be allowed to partner, without profit, with brands?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	40%	(886)	34%	(740)	26%	(575)	2201
Relig: Protestant	37%	(184)	40%	(196)	23%	(114)	494
Relig: Roman Catholic	47%	(198)	29%	(120)	24%	(99)	417
Relig: Ath./Agn./None	38%	(243)	32%	(204)	30%	(195)	642
Relig: Something Else	42%	(155)	37%	(134)	21%	(77)	366
Relig: Evangelical	41%	(264)	32%	(207)	27%	(173)	643
Relig: Non-Evang. Catholics	40%	(219)	36%	(194)	24%	(129)	542
Relig: All Christian	41%	(483)	34%	(401)	25%	(301)	1186
Relig: All Non-Christian	39%	(398)	34%	(338)	27%	(271)	1008
Community: Urban	45%	(268)	30%	(181)	24%	(145)	594
Community: Suburban	38%	(353)	34%	(318)	28%	(266)	938
Community: Rural	40%	(265)	36%	(241)	24%	(163)	669
Employ: Private Sector	47%	(316)	33%	(221)	19%	(129)	666
Employ: Government	41%	(60)	38%	(56)	20%	(29)	145
Employ: Self-Employed	49%	(89)	38%	(69)	13%	(25)	183
Employ: Homemaker	39%	(78)	29%	(58)	33%	(67)	204
Employ: Student	58%	(62)	16%	(17)	26%	(28)	107
Employ: Retired	30%	(141)	41%	(192)	28%	(133)	466
Employ: Unemployed	38%	(78)	30%	(61)	31%	(63)	202
Employ: Other	27%	(62)	29%	(65)	44%	(101)	228
Military HH: Yes	42%	(171)	36%	(149)	22%	(92)	412
Military HH: No	40%	(715)	33%	(591)	27%	(483)	1789
RD/WT: Right Direction	43%	(349)	35%	(283)	23%	(184)	816
RD/WT: Wrong Track	39%	(538)	33%	(457)	28%	(390)	1385
Strongly Approve	45%	(201)	36%	(161)	19%	(88)	450
Somewhat Approve	41%	(195)	35%	(170)	24%	(115)	480
Somewhat Disapprove	44%	(127)	31%	(92)	25%	(73)	292
Strongly Disapprove	39%	(333)	34%	(292)	26%	(223)	848
Dont Know / No Opinion	23%	(30)	19%	(26)	58%	(76)	131

Continued on next page

Table BRD16: *Should college athletes be allowed to partner, without profit, with brands?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (886)	34% (740)	26% (575)	2201
#1 Issue: Economy	46% (291)	32% (205)	22% (139)	635
#1 Issue: Security	34% (127)	38% (142)	28% (102)	371
#1 Issue: Health Care	41% (163)	34% (132)	25% (98)	392
#1 Issue: Medicare / Social Security	37% (125)	35% (118)	28% (93)	336
#1 Issue: Women's Issues	38% (37)	25% (25)	37% (36)	98
#1 Issue: Education	48% (76)	29% (46)	23% (37)	159
#1 Issue: Energy	44% (37)	33% (28)	23% (19)	84
#1 Issue: Other	24% (30)	36% (45)	41% (52)	127
2016 Vote: Democrat Hillary Clinton	44% (304)	33% (230)	23% (160)	694
2016 Vote: Republican Donald Trump	42% (302)	36% (256)	22% (155)	712
2016 Vote: Someone else	35% (71)	36% (72)	29% (59)	202
2012 Vote: Barack Obama	44% (372)	33% (278)	23% (190)	841
2012 Vote: Mitt Romney	40% (225)	39% (221)	22% (122)	569
2012 Vote: Other	31% (30)	35% (34)	34% (33)	97
2012 Vote: Didn't Vote	37% (259)	30% (205)	33% (229)	693
4-Region: Northeast	40% (161)	31% (126)	29% (115)	402
4-Region: Midwest	40% (192)	34% (162)	25% (120)	474
4-Region: South	40% (323)	36% (295)	24% (197)	815
4-Region: West	41% (211)	31% (158)	28% (142)	511

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

Table BRD17: *To the best of your knowledge, is the NCAA and the college sports model functioning or is the model broken?*

Demographic	Functioning		Broken		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	22%	(484)	32%	(693)	47%	(1024)	2201
Gender: Male	26%	(277)	43%	(460)	30%	(322)	1059
Gender: Female	18%	(207)	20%	(233)	61%	(702)	1142
Age: 18-29	29%	(133)	25%	(116)	47%	(216)	465
Age: 30-44	24%	(139)	31%	(177)	45%	(254)	570
Age: 45-54	24%	(95)	34%	(137)	42%	(166)	398
Age: 55-64	18%	(66)	36%	(132)	46%	(171)	370
Age: 65+	13%	(50)	33%	(132)	54%	(216)	398
PID: Dem (no lean)	24%	(188)	32%	(248)	43%	(335)	771
PID: Ind (no lean)	17%	(137)	28%	(220)	54%	(426)	782
PID: Rep (no lean)	25%	(159)	35%	(226)	41%	(263)	648
PID/Gender: Dem Men	28%	(106)	42%	(159)	29%	(109)	374
PID/Gender: Dem Women	21%	(82)	22%	(89)	57%	(226)	397
PID/Gender: Ind Men	20%	(66)	42%	(143)	38%	(129)	338
PID/Gender: Ind Women	16%	(71)	17%	(77)	67%	(297)	444
PID/Gender: Rep Men	30%	(105)	46%	(158)	24%	(84)	347
PID/Gender: Rep Women	18%	(54)	23%	(68)	60%	(179)	301
Ideo: Liberal (1-3)	25%	(181)	37%	(271)	39%	(286)	738
Ideo: Moderate (4)	27%	(123)	28%	(125)	45%	(202)	450
Ideo: Conservative (5-7)	21%	(153)	37%	(267)	42%	(302)	722
Educ: < College	22%	(342)	26%	(409)	52%	(815)	1567
Educ: Bachelors degree	19%	(81)	47%	(195)	34%	(140)	416
Educ: Post-grad	28%	(61)	41%	(89)	31%	(68)	219
Income: Under 50k	21%	(285)	27%	(365)	52%	(694)	1344
Income: 50k-100k	24%	(153)	34%	(216)	41%	(259)	627
Income: 100k+	20%	(46)	49%	(112)	31%	(71)	230
Ethnicity: White	20%	(353)	32%	(556)	48%	(841)	1750
Ethnicity: Hispanic	23%	(76)	25%	(83)	51%	(169)	329
Ethnicity: Afr. Am.	35%	(93)	33%	(87)	33%	(88)	269
Ethnicity: Other	20%	(37)	27%	(50)	52%	(95)	182

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Table BRD17: To the best of your knowledge, is the NCAA and the college sports model functioning or is the model broken?

Demographic	Functioning		Broken		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	22%	(484)	32%	(693)	47%	(1024)	2201
Relig: Protestant	21%	(106)	36%	(178)	42%	(209)	494
Relig: Roman Catholic	24%	(100)	34%	(141)	42%	(176)	417
Relig: Ath./Agn./None	18%	(114)	28%	(182)	54%	(345)	642
Relig: Something Else	26%	(94)	35%	(130)	39%	(142)	366
Relig: Evangelical	26%	(166)	28%	(179)	46%	(298)	643
Relig: Non-Evang. Catholics	20%	(108)	36%	(198)	44%	(236)	542
Relig: All Christian	23%	(274)	32%	(377)	45%	(534)	1186
Relig: All Non-Christian	21%	(209)	31%	(312)	48%	(487)	1008
Community: Urban	26%	(154)	32%	(188)	42%	(252)	594
Community: Suburban	18%	(170)	33%	(309)	49%	(459)	938
Community: Rural	24%	(160)	29%	(197)	47%	(312)	669
Employ: Private Sector	27%	(177)	37%	(247)	36%	(242)	666
Employ: Government	27%	(39)	43%	(63)	30%	(43)	145
Employ: Self-Employed	25%	(45)	43%	(79)	32%	(58)	183
Employ: Homemaker	16%	(33)	18%	(37)	66%	(134)	204
Employ: Student	31%	(33)	24%	(26)	45%	(48)	107
Employ: Retired	17%	(79)	35%	(161)	48%	(226)	466
Employ: Unemployed	22%	(44)	18%	(37)	60%	(121)	202
Employ: Other	15%	(34)	19%	(43)	67%	(151)	228
Military HH: Yes	23%	(93)	37%	(153)	40%	(166)	412
Military HH: No	22%	(391)	30%	(541)	48%	(858)	1789
RD/WT: Right Direction	28%	(226)	34%	(277)	38%	(313)	816
RD/WT: Wrong Track	19%	(258)	30%	(417)	51%	(710)	1385
Strongly Approve	26%	(119)	35%	(156)	39%	(175)	450
Somewhat Approve	24%	(114)	29%	(139)	47%	(226)	480
Somewhat Disapprove	28%	(82)	29%	(86)	42%	(124)	292
Strongly Disapprove	20%	(166)	35%	(296)	46%	(387)	848
Dont Know / No Opinion	2%	(3)	12%	(16)	86%	(112)	131

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Table BRD17: To the best of your knowledge, is the NCAA and the college sports model functioning or is the model broken?

Demographic	Functioning		Broken		Don't Know / No Opinion		Total N
Adults	22%	(484)	32%	(693)	47%	(1024)	2201
#1 Issue: Economy	25%	(157)	31%	(194)	45%	(284)	635
#1 Issue: Security	19%	(71)	35%	(131)	46%	(169)	371
#1 Issue: Health Care	22%	(84)	36%	(139)	43%	(168)	392
#1 Issue: Medicare / Social Security	24%	(79)	25%	(83)	52%	(174)	336
#1 Issue: Women's Issues	16%	(15)	34%	(34)	50%	(49)	98
#1 Issue: Education	28%	(45)	26%	(42)	45%	(72)	159
#1 Issue: Energy	27%	(22)	33%	(28)	40%	(33)	84
#1 Issue: Other	8%	(10)	34%	(44)	58%	(73)	127
2016 Vote: Democrat Hillary Clinton	23%	(157)	36%	(251)	41%	(285)	694
2016 Vote: Republican Donald Trump	23%	(162)	37%	(265)	40%	(286)	712
2016 Vote: Someone else	19%	(38)	32%	(64)	50%	(100)	202
2012 Vote: Barack Obama	24%	(205)	37%	(309)	39%	(327)	841
2012 Vote: Mitt Romney	23%	(128)	38%	(215)	40%	(226)	569
2012 Vote: Other	13%	(13)	31%	(31)	55%	(54)	97
2012 Vote: Didn't Vote	20%	(138)	20%	(138)	60%	(417)	693
4-Region: Northeast	21%	(85)	30%	(121)	49%	(195)	402
4-Region: Midwest	21%	(98)	29%	(135)	51%	(240)	474
4-Region: South	26%	(211)	31%	(251)	43%	(352)	815
4-Region: West	18%	(90)	36%	(186)	46%	(236)	511

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

Table BRD18: Which statement comes closest to your view, even if neither is exactly right?

Demographic	The problems with the NCAA and the college sports model are insurmountable.	The NCAA has significant problems and can overcome these issues.	Don't Know / No Opinion	Total N
Adults	26% (180)	61% (423)	13% (90)	693
Gender: Male	26% (121)	65% (298)	9% (41)	460
Gender: Female	25% (59)	54% (125)	21% (49)	233
Age: 18-29	28% (32)	64% (75)	8% (10)	116
Age: 30-44	29% (52)	59% (105)	11% (20)	177
Age: 45-54	28% (38)	56% (76)	16% (22)	137
Age: 55-64	21% (28)	66% (87)	13% (17)	132
Age: 65+	23% (30)	61% (80)	16% (22)	132
PID: Dem (no lean)	22% (54)	66% (163)	13% (31)	248
PID: Ind (no lean)	30% (65)	54% (118)	16% (36)	220
PID: Rep (no lean)	27% (61)	63% (142)	10% (23)	226
PID/Gender: Dem Men	24% (38)	66% (104)	11% (17)	159
PID/Gender: Dem Women	18% (16)	66% (58)	16% (14)	89
PID/Gender: Ind Men	30% (43)	58% (84)	11% (16)	143
PID/Gender: Ind Women	29% (22)	45% (35)	26% (20)	77
PID/Gender: Rep Men	25% (40)	70% (110)	5% (8)	158
PID/Gender: Rep Women	31% (21)	47% (32)	22% (15)	68
Ideo: Liberal (1-3)	21% (57)	69% (186)	10% (28)	271
Ideo: Moderate (4)	30% (38)	57% (72)	12% (15)	125
Ideo: Conservative (5-7)	29% (77)	58% (155)	13% (35)	267
Educ: < College	27% (112)	58% (236)	15% (62)	409
Educ: Bachelors degree	23% (45)	66% (129)	10% (20)	195
Educ: Post-grad	25% (23)	65% (58)	10% (9)	89
Income: Under 50k	29% (105)	57% (207)	14% (53)	365
Income: 50k-100k	23% (49)	63% (136)	14% (31)	216
Income: 100k+	23% (26)	71% (80)	6% (7)	112
Ethnicity: White	27% (148)	59% (328)	14% (81)	556
Ethnicity: Hispanic	29% (24)	66% (55)	5% (4)	83

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Table BRD18: Which statement comes closest to your view, even if neither is exactly right?

Demographic	The problems with the NCAA and the college sports model are insurmountable.		The NCAA has significant but not insurmountable problems and can overcome these issues.		Don't Know / No Opinion		Total N
Adults	26%	(180)	61%	(423)	13%	(90)	693
Ethnicity: Afr. Am.	20%	(18)	72%	(63)	8%	(7)	87
Ethnicity: Other	29%	(14)	65%	(32)	6%	(3)	50
Relig: Protestant	22%	(40)	64%	(115)	13%	(24)	178
Relig: Roman Catholic	23%	(32)	70%	(98)	7%	(10)	141
Relig: Ath./Agn./None	28%	(52)	56%	(102)	15%	(28)	182
Relig: Something Else	36%	(47)	54%	(70)	10%	(14)	130
Relig: Evangelical	22%	(40)	59%	(106)	19%	(34)	179
Relig: Non-Evang. Catholics	21%	(42)	72%	(143)	7%	(13)	198
Relig: All Christian	22%	(81)	66%	(249)	12%	(47)	377
Relig: All Non-Christian	32%	(98)	55%	(172)	13%	(42)	312
Community: Urban	31%	(58)	60%	(114)	9%	(17)	188
Community: Suburban	25%	(79)	65%	(199)	10%	(31)	309
Community: Rural	22%	(43)	56%	(110)	22%	(43)	197
Employ: Private Sector	25%	(63)	65%	(160)	10%	(25)	247
Employ: Government	46%	(29)	51%	(32)	3%	(2)	63
Employ: Self-Employed	15%	(12)	70%	(55)	15%	(12)	79
Employ: Retired	23%	(37)	60%	(96)	18%	(28)	161
Military HH: Yes	31%	(47)	57%	(87)	13%	(19)	153
Military HH: No	25%	(133)	62%	(337)	13%	(71)	541
RD/WT: Right Direction	27%	(76)	57%	(157)	16%	(44)	277
RD/WT: Wrong Track	25%	(104)	64%	(266)	11%	(46)	417
Strongly Approve	29%	(46)	57%	(89)	14%	(21)	156
Somewhat Approve	29%	(40)	59%	(82)	12%	(17)	139
Somewhat Disapprove	17%	(14)	63%	(54)	21%	(18)	86
Strongly Disapprove	25%	(74)	64%	(191)	10%	(31)	296
#1 Issue: Economy	20%	(38)	70%	(135)	11%	(21)	194
#1 Issue: Security	33%	(43)	52%	(68)	15%	(20)	131
#1 Issue: Health Care	26%	(37)	67%	(93)	7%	(10)	139
#1 Issue: Medicare / Social Security	23%	(19)	65%	(54)	11%	(9)	83

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Table BRD18: Which statement comes closest to your view, even if neither is exactly right?

Demographic	The problems with the NCAA and the college sports model are insurmountable.	The NCAA has significant but not insurmountable problems and can overcome these issues.	Don't Know / No Opinion	Total N
Adults	26% (180)	61% (423)	13% (90)	693
2016 Vote: Democrat Hillary Clinton	20% (50)	70% (175)	10% (26)	251
2016 Vote: Republican Donald Trump	28% (74)	61% (163)	11% (28)	265
2016 Vote: Someone else	25% (16)	63% (40)	12% (8)	64
2012 Vote: Barack Obama	20% (63)	69% (214)	10% (32)	309
2012 Vote: Mitt Romney	27% (57)	62% (134)	11% (24)	215
2012 Vote: Didn't Vote	34% (47)	43% (60)	23% (32)	138
4-Region: Northeast	28% (33)	63% (77)	9% (11)	121
4-Region: Midwest	20% (27)	68% (92)	12% (17)	135
4-Region: South	28% (69)	57% (144)	15% (38)	251
4-Region: West	27% (50)	59% (110)	13% (25)	186

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

Table BRD19: In your opinion, which of the following is worse?

Demographic	Professional agents, such as marketing agents, funneling money to athletes to influence their school choice	Universities creating systems that guarantee college athletes' academic eligibility	Don't Know / No Opinion	Total N
Adults	41% (912)	30% (657)	29% (632)	2201
Gender: Male	48% (507)	30% (321)	22% (232)	1059
Gender: Female	35% (405)	29% (336)	35% (400)	1142
Age: 18-29	38% (177)	34% (156)	28% (132)	465
Age: 30-44	39% (223)	31% (179)	29% (167)	570
Age: 45-54	46% (184)	24% (96)	30% (118)	398
Age: 55-64	45% (166)	27% (98)	28% (105)	370
Age: 65+	40% (161)	32% (128)	28% (110)	398
PID: Dem (no lean)	40% (307)	31% (240)	29% (224)	771
PID: Ind (no lean)	38% (296)	28% (218)	34% (268)	782
PID: Rep (no lean)	48% (308)	31% (199)	22% (141)	648
PID/Gender: Dem Men	43% (160)	32% (119)	25% (95)	374
PID/Gender: Dem Women	37% (147)	30% (121)	32% (129)	397
PID/Gender: Ind Men	48% (161)	29% (98)	23% (79)	338
PID/Gender: Ind Women	31% (136)	27% (120)	43% (189)	444
PID/Gender: Rep Men	53% (186)	30% (104)	17% (58)	347
PID/Gender: Rep Women	41% (122)	32% (95)	28% (83)	301
Ideo: Liberal (1-3)	44% (324)	34% (253)	22% (161)	738
Ideo: Moderate (4)	47% (209)	30% (135)	23% (106)	450
Ideo: Conservative (5-7)	44% (321)	31% (223)	25% (178)	722
Educ: < College	39% (612)	27% (425)	34% (529)	1567
Educ: Bachelors degree	49% (202)	36% (148)	16% (65)	416
Educ: Post-grad	44% (97)	38% (83)	18% (39)	219
Income: Under 50k	39% (522)	28% (374)	33% (447)	1344
Income: 50k-100k	45% (284)	33% (204)	22% (139)	627
Income: 100k+	46% (105)	34% (78)	20% (46)	230
Ethnicity: White	42% (736)	29% (508)	29% (506)	1750

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Table BRD19: *In your opinion, which of the following is worse?*

Demographic	Professional agents, such as marketing agents, funneling money to athletes to influence their school choice		Universities creating systems that guarantee college athletes' academic eligibility		Don't Know / No Opinion		Total N
Adults	41%	(912)	30%	(657)	29%	(632)	2201
Ethnicity: Hispanic	39%	(130)	27%	(90)	33%	(110)	329
Ethnicity: Afr. Am.	39%	(105)	37%	(100)	24%	(64)	269
Ethnicity: Other	39%	(70)	27%	(49)	34%	(63)	182
Relig: Protestant	43%	(214)	36%	(176)	21%	(104)	494
Relig: Roman Catholic	43%	(177)	34%	(142)	23%	(98)	417
Relig: Ath./Agn./None	37%	(238)	26%	(165)	37%	(239)	642
Relig: Something Else	43%	(158)	31%	(114)	26%	(95)	366
Relig: Evangelical	42%	(270)	31%	(199)	27%	(175)	643
Relig: Non-Evang. Catholics	44%	(240)	33%	(180)	23%	(122)	542
Relig: All Christian	43%	(510)	32%	(378)	25%	(297)	1186
Relig: All Non-Christian	39%	(396)	28%	(278)	33%	(334)	1008
Community: Urban	43%	(257)	28%	(168)	28%	(169)	594
Community: Suburban	41%	(387)	31%	(294)	27%	(257)	938
Community: Rural	40%	(267)	29%	(195)	31%	(207)	669
Employ: Private Sector	46%	(306)	33%	(220)	21%	(140)	666
Employ: Government	52%	(76)	32%	(47)	15%	(22)	145
Employ: Self-Employed	46%	(85)	35%	(65)	18%	(33)	183
Employ: Homemaker	29%	(60)	32%	(66)	38%	(78)	204
Employ: Student	41%	(44)	34%	(37)	24%	(26)	107
Employ: Retired	40%	(185)	32%	(149)	28%	(132)	466
Employ: Unemployed	38%	(77)	19%	(37)	43%	(88)	202
Employ: Other	34%	(79)	16%	(36)	50%	(113)	228
Military HH: Yes	45%	(184)	32%	(133)	23%	(95)	412
Military HH: No	41%	(728)	29%	(524)	30%	(537)	1789
RD/WT: Right Direction	45%	(370)	30%	(248)	24%	(198)	816
RD/WT: Wrong Track	39%	(542)	30%	(409)	31%	(434)	1385

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Table BRD19: In your opinion, which of the following is worse?

Demographic	Professional agents, such as marketing agents, funneling money to athletes to influence their school choice	Universities creating systems that guarantee college athletes' academic eligibility	Don't Know / No Opinion	Total N
Adults	41% (912)	30% (657)	29% (632)	2201
Strongly Approve	47% (214)	29% (129)	24% (107)	450
Somewhat Approve	41% (198)	36% (174)	22% (108)	480
Somewhat Disapprove	46% (135)	25% (73)	29% (84)	292
Strongly Disapprove	40% (338)	31% (260)	29% (250)	848
Dont Know / No Opinion	20% (26)	16% (21)	64% (83)	131
#1 Issue: Economy	43% (273)	32% (204)	25% (159)	635
#1 Issue: Security	40% (149)	35% (128)	25% (93)	371
#1 Issue: Health Care	46% (179)	28% (111)	26% (101)	392
#1 Issue: Medicare / Social Security	45% (151)	21% (71)	34% (115)	336
#1 Issue: Women's Issues	27% (27)	36% (35)	37% (37)	98
#1 Issue: Education	36% (58)	31% (50)	32% (51)	159
#1 Issue: Energy	46% (39)	33% (28)	21% (17)	84
#1 Issue: Other	29% (37)	24% (30)	48% (61)	127
2016 Vote: Democrat Hillary Clinton	44% (307)	32% (222)	24% (165)	694
2016 Vote: Republican Donald Trump	49% (345)	31% (222)	20% (144)	712
2016 Vote: Someone else	37% (74)	32% (65)	31% (63)	202
2012 Vote: Barack Obama	44% (371)	33% (279)	23% (192)	841
2012 Vote: Mitt Romney	48% (271)	33% (187)	19% (110)	569
2012 Vote: Other	47% (46)	21% (21)	32% (31)	97
2012 Vote: Didn't Vote	32% (224)	24% (169)	43% (300)	693
4-Region: Northeast	39% (157)	29% (117)	32% (128)	402
4-Region: Midwest	38% (181)	29% (139)	32% (154)	474
4-Region: South	45% (364)	30% (244)	25% (206)	815
4-Region: West	41% (210)	31% (156)	28% (145)	511

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

Table BRD20_1: Do you support or oppose each of the following statements?
Professional athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	23%	(514)	20%	(446)	12%	(275)	23%	(513)	21%	(452)	2201
Gender: Male	25%	(268)	22%	(233)	13%	(134)	24%	(256)	16%	(168)	1059
Gender: Female	22%	(247)	19%	(213)	12%	(141)	23%	(257)	25%	(284)	1142
Age: 18-29	30%	(141)	23%	(105)	11%	(53)	11%	(51)	25%	(115)	465
Age: 30-44	30%	(172)	23%	(131)	9%	(51)	16%	(90)	22%	(126)	570
Age: 45-54	19%	(75)	21%	(83)	11%	(42)	26%	(105)	23%	(93)	398
Age: 55-64	19%	(71)	18%	(65)	15%	(56)	31%	(115)	17%	(62)	370
Age: 65+	14%	(55)	16%	(62)	18%	(72)	38%	(152)	14%	(56)	398
PID: Dem (no lean)	38%	(296)	24%	(189)	9%	(70)	10%	(75)	18%	(141)	771
PID: Ind (no lean)	20%	(156)	18%	(139)	13%	(98)	21%	(161)	29%	(228)	782
PID: Rep (no lean)	10%	(62)	18%	(118)	17%	(107)	43%	(277)	13%	(83)	648
PID/Gender: Dem Men	41%	(154)	24%	(91)	11%	(40)	11%	(40)	13%	(49)	374
PID/Gender: Dem Women	36%	(143)	25%	(97)	7%	(30)	9%	(35)	23%	(92)	397
PID/Gender: Ind Men	23%	(77)	20%	(68)	11%	(37)	21%	(72)	25%	(85)	338
PID/Gender: Ind Women	18%	(79)	16%	(71)	14%	(61)	20%	(90)	32%	(143)	444
PID/Gender: Rep Men	11%	(37)	21%	(74)	16%	(57)	42%	(145)	10%	(35)	347
PID/Gender: Rep Women	8%	(25)	15%	(45)	17%	(50)	44%	(132)	16%	(49)	301
Ideo: Liberal (1-3)	45%	(331)	24%	(175)	9%	(65)	8%	(56)	15%	(110)	738
Ideo: Moderate (4)	20%	(89)	28%	(126)	14%	(65)	21%	(95)	17%	(75)	450
Ideo: Conservative (5-7)	9%	(69)	15%	(110)	17%	(122)	44%	(321)	14%	(101)	722
Educ: < College	21%	(328)	20%	(313)	12%	(192)	23%	(366)	23%	(368)	1567
Educ: Bachelors degree	28%	(118)	19%	(79)	14%	(58)	24%	(100)	15%	(60)	416
Educ: Post-grad	31%	(68)	24%	(53)	11%	(25)	22%	(48)	11%	(24)	219
Income: Under 50k	23%	(307)	19%	(260)	13%	(169)	20%	(274)	25%	(335)	1344
Income: 50k-100k	24%	(152)	23%	(142)	13%	(81)	26%	(166)	14%	(87)	627
Income: 100k+	24%	(56)	19%	(45)	11%	(25)	32%	(74)	13%	(30)	230
Ethnicity: White	19%	(338)	20%	(345)	13%	(235)	27%	(477)	20%	(355)	1750
Ethnicity: Hispanic	24%	(78)	25%	(81)	8%	(28)	16%	(52)	28%	(91)	329

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Table BRD20_1: Do you support or oppose each of the following statements?
Professional athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	23%	(514)	20%	(446)	12%	(275)	23%	(513)	21%	(452)	2201
Ethnicity: Afr. Am.	50%	(133)	23%	(62)	7%	(19)	7%	(19)	13%	(36)	269
Ethnicity: Other	24%	(43)	21%	(38)	11%	(21)	10%	(18)	34%	(61)	182
Relig: Protestant	17%	(83)	20%	(97)	18%	(88)	34%	(170)	11%	(56)	494
Relig: Roman Catholic	19%	(78)	23%	(95)	13%	(55)	28%	(119)	17%	(71)	417
Relig: Ath./Agn./None	29%	(183)	17%	(108)	8%	(53)	16%	(103)	30%	(193)	642
Relig: Something Else	30%	(109)	23%	(84)	10%	(37)	20%	(75)	17%	(62)	366
Relig: Evangelical	22%	(141)	20%	(128)	15%	(97)	26%	(166)	17%	(112)	643
Relig: Non-Evang. Catholics	15%	(81)	23%	(123)	16%	(86)	31%	(169)	15%	(84)	542
Relig: All Christian	19%	(222)	21%	(251)	15%	(183)	28%	(335)	16%	(195)	1186
Relig: All Non-Christian	29%	(292)	19%	(192)	9%	(90)	18%	(178)	25%	(255)	1008
Community: Urban	30%	(178)	21%	(123)	9%	(56)	19%	(112)	21%	(125)	594
Community: Suburban	24%	(229)	20%	(186)	14%	(129)	24%	(221)	19%	(174)	938
Community: Rural	16%	(107)	21%	(137)	13%	(90)	27%	(181)	23%	(153)	669
Employ: Private Sector	27%	(181)	23%	(156)	12%	(83)	22%	(147)	15%	(99)	666
Employ: Government	33%	(48)	24%	(35)	10%	(14)	19%	(27)	14%	(20)	145
Employ: Self-Employed	32%	(59)	18%	(33)	14%	(25)	22%	(41)	14%	(25)	183
Employ: Homemaker	19%	(38)	20%	(41)	12%	(25)	20%	(40)	30%	(61)	204
Employ: Student	28%	(30)	34%	(36)	11%	(11)	9%	(10)	19%	(20)	107
Employ: Retired	16%	(72)	17%	(77)	17%	(80)	37%	(172)	14%	(64)	466
Employ: Unemployed	23%	(46)	18%	(36)	11%	(22)	11%	(23)	37%	(76)	202
Employ: Other	18%	(41)	14%	(31)	6%	(14)	24%	(54)	38%	(87)	228
Military HH: Yes	20%	(82)	24%	(98)	14%	(57)	29%	(120)	13%	(55)	412
Military HH: No	24%	(432)	19%	(348)	12%	(218)	22%	(393)	22%	(398)	1789
RD/WT: Right Direction	15%	(121)	19%	(153)	16%	(132)	37%	(303)	13%	(108)	816
RD/WT: Wrong Track	28%	(394)	21%	(293)	10%	(143)	15%	(211)	25%	(344)	1385
Strongly Approve	14%	(64)	15%	(66)	14%	(64)	47%	(210)	10%	(47)	450
Somewhat Approve	10%	(48)	24%	(117)	20%	(97)	29%	(139)	16%	(79)	480
Somewhat Disapprove	26%	(76)	28%	(82)	11%	(33)	12%	(34)	23%	(67)	292
Strongly Disapprove	38%	(325)	20%	(172)	8%	(66)	13%	(112)	20%	(174)	848
Dont Know / No Opinion	1%	(2)	7%	(10)	11%	(14)	15%	(19)	66%	(86)	131

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Table BRD20_1: Do you support or oppose each of the following statements?
Professional athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	23%	(514)	20%	(446)	12%	(275)	23%	(513)	21%	(452)	2201
#1 Issue: Economy	23%	(147)	22%	(138)	11%	(71)	25%	(160)	19%	(119)	635
#1 Issue: Security	12%	(43)	17%	(63)	18%	(67)	38%	(139)	16%	(59)	371
#1 Issue: Health Care	28%	(108)	25%	(99)	10%	(40)	14%	(56)	23%	(89)	392
#1 Issue: Medicare / Social Security	20%	(67)	20%	(68)	15%	(50)	27%	(92)	18%	(60)	336
#1 Issue: Women's Issues	40%	(40)	14%	(14)	5%	(5)	17%	(17)	23%	(23)	98
#1 Issue: Education	29%	(47)	19%	(31)	14%	(23)	8%	(12)	29%	(46)	159
#1 Issue: Energy	35%	(29)	26%	(22)	6%	(5)	16%	(13)	17%	(14)	84
#1 Issue: Other	27%	(34)	9%	(12)	12%	(15)	19%	(24)	33%	(42)	127
2016 Vote: Democrat Hillary Clinton	43%	(297)	24%	(164)	8%	(59)	8%	(57)	17%	(117)	694
2016 Vote: Republican Donald Trump	10%	(71)	18%	(129)	18%	(130)	43%	(305)	11%	(78)	712
2016 Vote: Someone else	15%	(31)	24%	(49)	11%	(22)	25%	(50)	25%	(50)	202
2012 Vote: Barack Obama	38%	(320)	27%	(228)	9%	(78)	10%	(87)	15%	(129)	841
2012 Vote: Mitt Romney	8%	(43)	14%	(80)	19%	(107)	49%	(276)	11%	(62)	569
2012 Vote: Other	15%	(14)	14%	(13)	14%	(14)	37%	(36)	21%	(20)	97
2012 Vote: Didn't Vote	20%	(138)	18%	(124)	11%	(76)	17%	(115)	35%	(240)	693
4-Region: Northeast	22%	(88)	16%	(66)	12%	(50)	27%	(108)	22%	(90)	402
4-Region: Midwest	19%	(90)	21%	(98)	14%	(68)	24%	(116)	22%	(103)	474
4-Region: South	26%	(211)	21%	(174)	12%	(100)	21%	(173)	19%	(157)	815
4-Region: West	25%	(126)	21%	(109)	11%	(57)	23%	(117)	20%	(103)	511

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

Table BRD20_4: Do you support or oppose each of the following statements?
College athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	21%	(452)	21%	(455)	14%	(316)	22%	(489)	22%	(488)	2201
Gender: Male	22%	(238)	23%	(249)	14%	(150)	22%	(229)	18%	(194)	1059
Gender: Female	19%	(214)	18%	(206)	15%	(167)	23%	(260)	26%	(294)	1142
Age: 18-29	29%	(135)	22%	(103)	14%	(67)	9%	(40)	26%	(121)	465
Age: 30-44	25%	(144)	26%	(149)	11%	(61)	14%	(81)	24%	(135)	570
Age: 45-54	17%	(68)	18%	(73)	14%	(56)	25%	(100)	25%	(101)	398
Age: 55-64	16%	(61)	17%	(63)	17%	(65)	30%	(111)	19%	(70)	370
Age: 65+	11%	(44)	17%	(68)	17%	(68)	39%	(157)	15%	(61)	398
PID: Dem (no lean)	33%	(257)	26%	(203)	13%	(97)	8%	(63)	20%	(151)	771
PID: Ind (no lean)	16%	(128)	18%	(138)	14%	(111)	20%	(158)	32%	(247)	782
PID: Rep (no lean)	10%	(68)	18%	(114)	17%	(108)	41%	(268)	14%	(91)	648
PID/Gender: Dem Men	35%	(132)	29%	(108)	13%	(48)	6%	(23)	17%	(64)	374
PID/Gender: Dem Women	31%	(125)	24%	(95)	12%	(50)	10%	(41)	22%	(87)	397
PID/Gender: Ind Men	18%	(61)	22%	(74)	13%	(44)	20%	(69)	27%	(90)	338
PID/Gender: Ind Women	15%	(67)	14%	(64)	15%	(67)	20%	(89)	35%	(156)	444
PID/Gender: Rep Men	13%	(45)	19%	(67)	17%	(58)	40%	(137)	11%	(40)	347
PID/Gender: Rep Women	7%	(22)	16%	(47)	16%	(50)	43%	(131)	17%	(51)	301
Ideo: Liberal (1-3)	41%	(302)	25%	(187)	10%	(77)	7%	(55)	16%	(117)	738
Ideo: Moderate (4)	16%	(72)	26%	(118)	19%	(84)	20%	(91)	19%	(85)	450
Ideo: Conservative (5-7)	7%	(53)	16%	(115)	19%	(136)	42%	(306)	16%	(112)	722
Educ: < College	18%	(288)	20%	(315)	15%	(234)	21%	(335)	25%	(395)	1567
Educ: Bachelors degree	26%	(108)	21%	(85)	12%	(52)	25%	(105)	16%	(66)	416
Educ: Post-grad	26%	(57)	25%	(55)	14%	(31)	23%	(49)	12%	(27)	219
Income: Under 50k	19%	(262)	20%	(271)	14%	(190)	20%	(263)	27%	(358)	1344
Income: 50k-100k	23%	(142)	22%	(139)	16%	(99)	24%	(149)	16%	(98)	627
Income: 100k+	21%	(48)	19%	(44)	12%	(27)	34%	(77)	14%	(33)	230
Ethnicity: White	17%	(291)	20%	(358)	15%	(268)	26%	(455)	22%	(380)	1750
Ethnicity: Hispanic	21%	(70)	26%	(86)	11%	(35)	13%	(44)	29%	(95)	329

Continued on next page

Table BRD20_4: Do you support or oppose each of the following statements?
College athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	21%	(452)	21%	(455)	14%	(316)	22%	(489)	22%	(488)	2201
Ethnicity: Afr. Am.	48%	(128)	22%	(58)	9%	(25)	5%	(13)	16%	(44)	269
Ethnicity: Other	19%	(34)	21%	(39)	13%	(23)	12%	(21)	35%	(65)	182
Relig: Protestant	15%	(75)	18%	(88)	21%	(102)	34%	(168)	12%	(61)	494
Relig: Roman Catholic	16%	(65)	24%	(101)	13%	(54)	28%	(117)	19%	(80)	417
Relig: Ath./Agn./None	25%	(161)	18%	(113)	11%	(73)	14%	(89)	32%	(205)	642
Relig: Something Else	25%	(90)	23%	(85)	15%	(53)	20%	(72)	18%	(66)	366
Relig: Evangelical	21%	(133)	21%	(136)	14%	(87)	25%	(163)	19%	(125)	643
Relig: Non-Evang. Catholics	12%	(66)	22%	(118)	19%	(102)	30%	(165)	17%	(91)	542
Relig: All Christian	17%	(199)	21%	(254)	16%	(189)	28%	(328)	18%	(215)	1186
Relig: All Non-Christian	25%	(251)	20%	(198)	13%	(126)	16%	(161)	27%	(271)	1008
Community: Urban	29%	(170)	21%	(124)	11%	(63)	18%	(106)	22%	(132)	594
Community: Suburban	21%	(201)	20%	(190)	15%	(139)	23%	(219)	20%	(189)	938
Community: Rural	12%	(82)	21%	(141)	17%	(115)	25%	(165)	25%	(167)	669
Employ: Private Sector	24%	(161)	23%	(155)	15%	(97)	21%	(141)	17%	(112)	666
Employ: Government	22%	(31)	35%	(51)	12%	(17)	18%	(26)	14%	(20)	145
Employ: Self-Employed	31%	(57)	18%	(32)	18%	(33)	18%	(34)	15%	(27)	183
Employ: Homemaker	19%	(39)	19%	(40)	13%	(27)	17%	(35)	31%	(64)	204
Employ: Student	33%	(35)	22%	(23)	15%	(16)	8%	(9)	22%	(23)	107
Employ: Retired	13%	(62)	16%	(77)	18%	(84)	37%	(173)	15%	(71)	466
Employ: Unemployed	15%	(31)	22%	(44)	12%	(25)	12%	(24)	39%	(79)	202
Employ: Other	16%	(36)	15%	(33)	8%	(18)	21%	(48)	41%	(93)	228
Military HH: Yes	21%	(86)	22%	(89)	15%	(61)	28%	(115)	15%	(62)	412
Military HH: No	20%	(367)	20%	(366)	14%	(256)	21%	(375)	24%	(426)	1789
RD/WT: Right Direction	14%	(117)	17%	(141)	17%	(137)	36%	(295)	15%	(126)	816
RD/WT: Wrong Track	24%	(335)	23%	(314)	13%	(179)	14%	(194)	26%	(362)	1385
Strongly Approve	15%	(67)	14%	(65)	15%	(66)	44%	(199)	12%	(53)	450
Somewhat Approve	9%	(44)	22%	(107)	22%	(107)	28%	(133)	18%	(88)	480
Somewhat Disapprove	22%	(65)	26%	(77)	15%	(43)	12%	(36)	24%	(71)	292
Strongly Disapprove	33%	(276)	23%	(194)	11%	(90)	12%	(100)	22%	(188)	848
Dont Know / No Opinion	—	(0)	9%	(12)	7%	(10)	16%	(22)	67%	(88)	131

Continued on next page

Table BRD20_4: Do you support or oppose each of the following statements?
College athletes making political statements

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	21%	(452)	21%	(455)	14%	(316)	22%	(489)	22%	(488)	2201
#1 Issue: Economy	19%	(118)	24%	(150)	15%	(96)	21%	(136)	21%	(135)	635
#1 Issue: Security	11%	(42)	16%	(60)	16%	(60)	38%	(141)	18%	(68)	371
#1 Issue: Health Care	26%	(103)	22%	(87)	14%	(55)	14%	(57)	23%	(90)	392
#1 Issue: Medicare / Social Security	17%	(59)	21%	(72)	16%	(52)	27%	(90)	19%	(62)	336
#1 Issue: Women's Issues	38%	(37)	15%	(15)	6%	(6)	13%	(13)	27%	(27)	98
#1 Issue: Education	26%	(41)	21%	(33)	14%	(23)	10%	(16)	29%	(46)	159
#1 Issue: Energy	28%	(24)	29%	(25)	8%	(7)	16%	(14)	18%	(15)	84
#1 Issue: Other	23%	(30)	11%	(14)	13%	(17)	18%	(23)	35%	(44)	127
2016 Vote: Democrat Hillary Clinton	37%	(259)	25%	(172)	11%	(77)	8%	(53)	19%	(133)	694
2016 Vote: Republican Donald Trump	9%	(67)	18%	(127)	19%	(133)	42%	(296)	12%	(89)	712
2016 Vote: Someone else	15%	(31)	21%	(42)	15%	(31)	25%	(49)	24%	(48)	202
2012 Vote: Barack Obama	33%	(282)	28%	(233)	11%	(95)	11%	(89)	17%	(143)	841
2012 Vote: Mitt Romney	9%	(48)	12%	(71)	20%	(112)	47%	(268)	12%	(70)	569
2012 Vote: Other	11%	(10)	18%	(18)	16%	(16)	33%	(32)	22%	(21)	97
2012 Vote: Didn't Vote	16%	(112)	19%	(133)	14%	(94)	15%	(101)	37%	(253)	693
4-Region: Northeast	18%	(74)	18%	(71)	15%	(62)	21%	(86)	27%	(108)	402
4-Region: Midwest	19%	(88)	20%	(95)	14%	(67)	24%	(116)	23%	(108)	474
4-Region: South	22%	(183)	22%	(180)	14%	(117)	22%	(176)	19%	(158)	815
4-Region: West	21%	(108)	21%	(109)	14%	(70)	22%	(111)	22%	(114)	511

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1142	52%
	N	2201	
age5	Age: 18-29	465	21%
	Age: 30-44	570	26%
	Age: 45-54	398	18%
	Age: 55-64	370	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	771	35%
	PID: Ind (no lean)	782	36%
	PID: Rep (no lean)	648	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	374	17%
	PID/Gender: Dem Women	397	18%
	PID/Gender: Ind Men	338	15%
	PID/Gender: Ind Women	444	20%
	PID/Gender: Rep Men	347	16%
	PID/Gender: Rep Women	301	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	738	34%
	Ideo: Moderate (4)	450	20%
	Ideo: Conservative (5-7)	722	33%
	N	1910	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1344	61%
	Income: 50k-100k	627	29%
	Income: 100k+	230	10%
	N	2201	
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	494	22%
	Relig: Roman Catholic	417	19%
	Relig: Ath./Agn./None	642	29%
	Relig: Something Else	366	17%
	N	1918	
xreligion1	Relig: Jewish	46	2%
xreligion2	Relig: Evangelical	643	29%
	Relig: Non-Evang. Catholics	542	25%
	N	1186	
xreligion3	Relig: All Christian	1186	54%
	Relig: All Non-Christian	1008	46%
	N	2194	
xdemUsr	Community: Urban	594	27%
	Community: Suburban	938	43%
	Community: Rural	669	30%
	N	2201	
xdemEmploy	Employ: Private Sector	666	30%
	Employ: Government	145	7%
	Employ: Self-Employed	183	8%
	Employ: Homemaker	204	9%
	Employ: Student	107	5%
	Employ: Retired	466	21%
	Employ: Unemployed	202	9%
	Employ: Other	228	10%
	N	2201	
xdemMilHH1	Military HH: Yes	412	19%
	Military HH: No	1789	81%
	N	2201	
xnrl	RD/WT: Right Direction	816	37%
	RD/WT: Wrong Track	1385	63%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	450	20%
	Somewhat Approve	480	22%
	Somewhat Disapprove	292	13%
	Strongly Disapprove	848	39%
	Dont Know / No Opinion	131	6%
	N	2201	
xnr3	#1 Issue: Economy	635	29%
	#1 Issue: Security	371	17%
	#1 Issue: Health Care	392	18%
	#1 Issue: Medicare / Social Security	336	15%
	#1 Issue: Women's Issues	98	4%
	#1 Issue: Education	159	7%
	#1 Issue: Energy	84	4%
	#1 Issue: Other	127	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	694	32%
	2016 Vote: Republican Donald Trump	712	32%
	2016 Vote: Someone else	202	9%
	N	1608	
xsubVote12O	2012 Vote: Barack Obama	841	38%
	2012 Vote: Mitt Romney	569	26%
	2012 Vote: Other	97	4%
	2012 Vote: Didn't Vote	693	31%
	N	2200	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

