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Morning Consult
National Tracking Poll #180321
March 15-17, 2018

Crosstabulation Results

Methodology:

This poll was conducted from March 15-17, 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.



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Crosstabulation Results by Respondent Demographics

Table BRD1: How likely are you to watch any Major League Baseball (MLB) games this coming season?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (502)	11% (237)	35% (770)	7% (144)	2201
Gender: Male	34% (365)	24% (259)	10% (107)	26% (280)	5% (48)	1060
Gender: Female	16% (183)	21% (242)	11% (131)	43% (491)	8% (96)	1141
Age: 18-29	21% (98)	22% (104)	14% (65)	32% (152)	12% (58)	477
Age: 30-44	26% (146)	24% (134)	10% (58)	34% (192)	5% (28)	558
Age: 45-54	25% (96)	25% (98)	8% (32)	35% (135)	7% (26)	387
Age: 55-64	23% (89)	20% (75)	11% (44)	40% (154)	5% (19)	381
Age: 65+	30% (119)	23% (90)	10% (39)	35% (138)	3% (13)	398
PID: Dem (no lean)	28% (198)	22% (159)	11% (78)	35% (247)	4% (29)	711
PID: Ind (no lean)	17% (140)	24% (200)	11% (87)	39% (321)	10% (80)	828
PID: Rep (no lean)	32% (211)	21% (142)	11% (72)	31% (203)	5% (34)	662
PID/Gender: Dem Men	38% (125)	24% (80)	10% (32)	25% (83)	3% (12)	332
PID/Gender: Dem Women	19% (72)	21% (79)	12% (46)	43% (164)	5% (18)	379
PID/Gender: Ind Men	24% (90)	29% (111)	11% (41)	30% (116)	7% (25)	383
PID/Gender: Ind Women	11% (50)	20% (90)	10% (46)	46% (205)	12% (55)	445
PID/Gender: Rep Men	44% (150)	20% (69)	10% (33)	23% (81)	3% (12)	345
PID/Gender: Rep Women	19% (60)	23% (73)	12% (39)	38% (122)	7% (23)	317
Ideo: Liberal (1-3)	29% (228)	22% (176)	11% (85)	32% (252)	6% (46)	788
Ideo: Moderate (4)	27% (116)	21% (90)	12% (53)	33% (141)	7% (30)	430
Ideo: Conservative (5-7)	25% (176)	25% (175)	12% (84)	35% (243)	3% (18)	696
Educ: < College	23% (356)	22% (348)	11% (172)	36% (564)	8% (127)	1567
Educ: Bachelors degree	30% (126)	25% (104)	11% (44)	31% (129)	3% (13)	416
Educ: Post-grad	30% (67)	23% (49)	10% (21)	35% (77)	2% (4)	219
Income: Under 50k	22% (298)	20% (275)	12% (155)	37% (502)	8% (111)	1341
Income: 50k-100k	27% (167)	26% (161)	10% (61)	33% (207)	4% (22)	617
Income: 100k+	34% (83)	27% (66)	9% (22)	25% (61)	4% (10)	243
Ethnicity: White	26% (449)	23% (394)	10% (181)	35% (618)	6% (109)	1750
Ethnicity: Hispanic	29% (96)	25% (82)	12% (39)	27% (90)	7% (23)	329

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Table BRD1: How likely are you to watch any Major League Baseball (MLB) games this coming season?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (502)	11% (237)	35% (770)	7% (144)	2201
Ethnicity: Afr. Am.	24% (64)	24% (64)	13% (35)	32% (86)	7% (20)	269
Ethnicity: Other	19% (35)	24% (44)	12% (22)	36% (66)	8% (15)	182
Relig: Protestant	28% (145)	26% (134)	12% (59)	32% (164)	2% (13)	515
Relig: Roman Catholic	35% (145)	26% (106)	9% (38)	25% (103)	5% (19)	412
Relig: Ath./Agn./None	21% (142)	20% (134)	11% (72)	38% (254)	10% (70)	673
Relig: Something Else	21% (70)	20% (69)	14% (46)	39% (132)	6% (22)	339
Relig: Jewish	36% (18)	27% (14)	6% (3)	30% (15)	— (0)	51
Relig: Evangelical	23% (136)	25% (151)	10% (57)	38% (229)	5% (29)	603
Relig: Non-Evang. Catholics	34% (197)	25% (146)	11% (62)	27% (155)	4% (23)	583
Relig: All Christian	28% (333)	25% (298)	10% (119)	32% (384)	4% (52)	1186
Relig: All Non-Christian	21% (212)	20% (203)	12% (118)	38% (386)	9% (92)	1012
Community: Urban	27% (162)	24% (145)	11% (63)	31% (186)	6% (38)	594
Community: Suburban	25% (227)	25% (223)	11% (103)	34% (303)	5% (45)	901
Community: Rural	23% (160)	19% (133)	10% (71)	40% (281)	9% (61)	706
Employ: Private Sector	31% (193)	27% (165)	9% (55)	30% (189)	3% (22)	624
Employ: Government	27% (40)	24% (36)	12% (17)	35% (52)	2% (3)	148
Employ: Self-Employed	26% (53)	23% (48)	12% (25)	34% (71)	4% (9)	205
Employ: Homemaker	14% (31)	15% (32)	15% (32)	46% (101)	10% (21)	217
Employ: Student	22% (26)	22% (25)	13% (15)	32% (38)	11% (13)	117
Employ: Retired	28% (134)	22% (107)	10% (51)	36% (173)	4% (20)	484
Employ: Unemployed	15% (30)	21% (41)	10% (21)	36% (71)	18% (36)	199
Employ: Other	20% (40)	23% (48)	10% (21)	37% (77)	10% (21)	207
Military HH: Yes	34% (150)	23% (100)	10% (42)	31% (135)	3% (12)	440
Military HH: No	23% (398)	23% (401)	11% (195)	36% (635)	7% (131)	1761
RD/WT: Right Direction	29% (251)	25% (210)	11% (96)	27% (235)	7% (63)	856
RD/WT: Wrong Track	22% (297)	22% (292)	10% (141)	40% (535)	6% (81)	1345
Strongly Approve	33% (146)	21% (93)	7% (33)	33% (148)	6% (27)	446
Somewhat Approve	22% (116)	29% (150)	14% (71)	31% (161)	4% (21)	519
Somewhat Disapprove	23% (70)	23% (70)	17% (50)	32% (96)	5% (16)	303
Strongly Disapprove	25% (201)	21% (168)	8% (66)	40% (318)	5% (38)	790
Dont Know / No Opinion	10% (15)	14% (21)	13% (18)	33% (47)	30% (43)	143

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Table BRD1: How likely are you to watch any Major League Baseball (MLB) games this coming season?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (502)	11% (237)	35% (770)	7% (144)	2201
#1 Issue: Economy	26% (162)	22% (136)	12% (77)	35% (220)	4% (25)	620
#1 Issue: Security	26% (101)	27% (103)	10% (40)	31% (120)	6% (23)	386
#1 Issue: Health Care	27% (107)	25% (100)	10% (39)	32% (125)	6% (24)	395
#1 Issue: Medicare / Social Security	28% (93)	21% (72)	9% (31)	35% (118)	6% (21)	335
#1 Issue: Women's Issues	20% (19)	20% (19)	12% (11)	39% (37)	9% (8)	93
#1 Issue: Education	14% (22)	23% (36)	10% (15)	39% (61)	14% (21)	156
#1 Issue: Energy	28% (27)	18% (18)	13% (12)	36% (35)	5% (4)	97
#1 Issue: Other	14% (17)	15% (18)	10% (12)	46% (55)	15% (17)	119
2016 Vote: Democrat Hillary Clinton	28% (192)	24% (162)	10% (66)	34% (235)	4% (31)	686
2016 Vote: Republican Donald Trump	30% (231)	24% (184)	10% (73)	32% (243)	4% (32)	763
2016 Vote: Someone else	19% (32)	23% (39)	14% (24)	37% (62)	6% (10)	167
2012 Vote: Barack Obama	28% (235)	24% (201)	10% (84)	34% (289)	4% (36)	845
2012 Vote: Mitt Romney	31% (167)	23% (123)	12% (64)	32% (175)	2% (11)	540
2012 Vote: Other	21% (20)	21% (20)	11% (10)	41% (39)	7% (6)	96
2012 Vote: Didn't Vote	18% (125)	22% (154)	11% (79)	37% (267)	13% (90)	716
4-Region: Northeast	31% (124)	27% (110)	12% (48)	26% (104)	4% (16)	402
4-Region: Midwest	25% (117)	23% (107)	10% (45)	36% (173)	7% (32)	474
4-Region: South	22% (177)	22% (178)	11% (86)	38% (313)	8% (61)	815
4-Region: West	26% (131)	21% (107)	11% (58)	35% (180)	7% (35)	511

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

Table BRD2_1: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
Whether your favorite team is playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	37% (805)	21% (460)	8% (184)	20% (432)	15% (320)	2201
Gender: Male	43% (454)	24% (250)	8% (84)	16% (169)	10% (103)	1060
Gender: Female	31% (351)	18% (210)	9% (100)	23% (263)	19% (218)	1141
Age: 18-29	33% (156)	21% (98)	10% (47)	17% (82)	20% (94)	477
Age: 30-44	40% (221)	19% (106)	8% (47)	19% (107)	14% (77)	558
Age: 45-54	37% (144)	21% (83)	8% (29)	19% (73)	15% (58)	387
Age: 55-64	34% (128)	22% (82)	9% (33)	23% (89)	13% (49)	381
Age: 65+	39% (156)	23% (91)	7% (27)	20% (80)	11% (43)	398
PID: Dem (no lean)	37% (261)	22% (156)	9% (65)	20% (139)	13% (91)	711
PID: Ind (no lean)	32% (268)	20% (163)	8% (63)	23% (191)	17% (143)	828
PID: Rep (no lean)	42% (276)	21% (141)	9% (56)	15% (102)	13% (87)	662
PID/Gender: Dem Men	44% (145)	26% (86)	7% (24)	14% (47)	9% (30)	332
PID/Gender: Dem Women	30% (115)	18% (70)	11% (40)	24% (92)	16% (61)	379
PID/Gender: Ind Men	36% (139)	24% (91)	8% (29)	21% (80)	12% (44)	383
PID/Gender: Ind Women	29% (130)	16% (72)	8% (34)	25% (111)	22% (99)	445
PID/Gender: Rep Men	49% (170)	21% (73)	9% (30)	12% (42)	8% (29)	345
PID/Gender: Rep Women	33% (106)	22% (68)	8% (26)	19% (60)	18% (58)	317
Ideo: Liberal (1-3)	39% (307)	23% (182)	7% (53)	18% (143)	13% (102)	788
Ideo: Moderate (4)	40% (171)	23% (98)	10% (42)	14% (62)	13% (56)	430
Ideo: Conservative (5-7)	38% (263)	20% (140)	9% (63)	22% (152)	11% (78)	696
Educ: < College	35% (545)	20% (308)	9% (134)	21% (324)	16% (256)	1567
Educ: Bachelors degree	40% (164)	26% (106)	8% (33)	16% (65)	11% (48)	416
Educ: Post-grad	44% (95)	21% (46)	8% (17)	20% (43)	8% (17)	219
Income: Under 50k	32% (435)	20% (274)	8% (113)	22% (294)	17% (225)	1341
Income: 50k-100k	41% (254)	21% (131)	9% (58)	16% (102)	12% (73)	617
Income: 100k+	48% (116)	23% (55)	5% (13)	15% (36)	9% (23)	243
Ethnicity: White	38% (661)	20% (354)	8% (144)	20% (342)	14% (249)	1750
Ethnicity: Hispanic	37% (121)	24% (79)	11% (37)	15% (49)	13% (43)	329

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Table BRD2_1: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
Whether your favorite team is playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	37% (805)	21% (460)	8% (184)	20% (432)	15% (320)	2201
Ethnicity: Afr. Am.	31% (83)	27% (72)	9% (25)	19% (51)	14% (38)	269
Ethnicity: Other	34% (61)	19% (35)	8% (15)	21% (39)	18% (33)	182
Relig: Protestant	44% (226)	22% (115)	7% (35)	18% (93)	9% (46)	515
Relig: Roman Catholic	40% (166)	26% (105)	8% (34)	14% (59)	12% (48)	412
Relig: Ath./Agn./None	32% (213)	19% (129)	9% (62)	22% (149)	18% (120)	673
Relig: Something Else	37% (124)	18% (62)	8% (26)	23% (79)	14% (48)	339
Relig: Jewish	41% (21)	26% (13)	4% (2)	12% (6)	17% (9)	51
Relig: Evangelical	36% (215)	21% (124)	9% (55)	19% (115)	16% (95)	603
Relig: Non-Evang. Catholics	43% (250)	25% (145)	7% (42)	15% (89)	10% (58)	583
Relig: All Christian	39% (464)	23% (268)	8% (97)	17% (204)	13% (153)	1186
Relig: All Non-Christian	33% (337)	19% (192)	9% (87)	23% (228)	17% (167)	1012
Community: Urban	35% (207)	25% (147)	7% (44)	20% (121)	13% (76)	594
Community: Suburban	40% (362)	20% (183)	9% (78)	17% (155)	14% (123)	901
Community: Rural	33% (236)	18% (130)	9% (62)	22% (156)	17% (121)	706
Employ: Private Sector	43% (269)	23% (143)	7% (42)	18% (115)	9% (55)	624
Employ: Government	34% (50)	24% (36)	10% (15)	17% (26)	14% (21)	148
Employ: Self-Employed	36% (74)	19% (38)	12% (24)	18% (38)	15% (32)	205
Employ: Homemaker	28% (61)	15% (32)	11% (25)	23% (49)	23% (50)	217
Employ: Student	34% (40)	24% (28)	8% (9)	13% (15)	22% (25)	117
Employ: Retired	38% (185)	22% (108)	8% (39)	20% (97)	11% (55)	484
Employ: Unemployed	32% (64)	17% (33)	9% (19)	20% (40)	22% (43)	199
Employ: Other	30% (63)	20% (42)	5% (11)	25% (52)	19% (38)	207
Military HH: Yes	42% (185)	21% (94)	8% (34)	16% (72)	12% (55)	440
Military HH: No	35% (620)	21% (366)	9% (150)	20% (360)	15% (265)	1761
RD/WT: Right Direction	39% (331)	23% (200)	8% (69)	16% (137)	14% (119)	856
RD/WT: Wrong Track	35% (474)	19% (260)	9% (115)	22% (295)	15% (202)	1345

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Table BRD2_1: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
Whether your favorite team is playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	37% (805)	21% (460)	8% (184)	20% (432)	15% (320)	2201
Strongly Approve	40% (180)	19% (84)	10% (43)	18% (80)	13% (59)	446
Somewhat Approve	37% (192)	25% (129)	9% (48)	15% (79)	14% (72)	519
Somewhat Disapprove	30% (92)	26% (78)	13% (41)	20% (60)	11% (33)	303
Strongly Disapprove	37% (296)	18% (145)	6% (46)	23% (185)	15% (119)	790
Dont Know / No Opinion	32% (46)	17% (24)	4% (6)	20% (28)	27% (39)	143
#1 Issue: Economy	37% (230)	22% (137)	8% (49)	19% (116)	14% (87)	620
#1 Issue: Security	40% (154)	20% (78)	9% (33)	19% (74)	12% (48)	386
#1 Issue: Health Care	37% (146)	22% (86)	8% (34)	20% (78)	13% (51)	395
#1 Issue: Medicare / Social Security	40% (135)	23% (77)	7% (22)	20% (66)	10% (34)	335
#1 Issue: Women's Issues	39% (36)	12% (11)	7% (6)	18% (17)	24% (22)	93
#1 Issue: Education	28% (44)	19% (30)	14% (22)	19% (30)	20% (31)	156
#1 Issue: Energy	38% (37)	21% (21)	7% (7)	24% (23)	10% (9)	97
#1 Issue: Other	19% (23)	17% (20)	9% (11)	23% (28)	31% (37)	119
2016 Vote: Democrat Hillary Clinton	38% (261)	23% (159)	9% (58)	18% (120)	13% (87)	686
2016 Vote: Republican Donald Trump	40% (302)	21% (162)	9% (71)	18% (134)	12% (94)	763
2016 Vote: Someone else	36% (60)	23% (39)	6% (10)	20% (34)	14% (24)	167
2012 Vote: Barack Obama	40% (336)	21% (181)	8% (71)	20% (168)	11% (90)	845
2012 Vote: Mitt Romney	42% (226)	21% (113)	7% (37)	18% (97)	12% (67)	540
2012 Vote: Other	32% (31)	18% (17)	11% (11)	20% (19)	19% (18)	96
2012 Vote: Didn't Vote	29% (210)	21% (150)	9% (64)	21% (147)	20% (145)	716
4-Region: Northeast	46% (185)	20% (81)	9% (35)	14% (58)	11% (43)	402
4-Region: Midwest	36% (172)	19% (89)	8% (39)	23% (108)	14% (67)	474
4-Region: South	34% (281)	21% (169)	8% (68)	20% (159)	17% (138)	815
4-Region: West	33% (168)	24% (122)	8% (43)	21% (107)	14% (72)	511

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

Table BRD2_4: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The season record of the teams playing

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	14%	(309)	24%	(522)	19%	(415)	28%	(613)	16%	(342)	2201
Gender: Male	19%	(198)	28%	(299)	19%	(198)	23%	(246)	11%	(119)	1060
Gender: Female	10%	(110)	20%	(223)	19%	(218)	32%	(367)	20%	(223)	1141
Age: 18-29	22%	(107)	20%	(94)	15%	(73)	22%	(107)	20%	(95)	477
Age: 30-44	16%	(89)	26%	(146)	16%	(87)	27%	(150)	15%	(86)	558
Age: 45-54	16%	(61)	23%	(88)	17%	(67)	29%	(112)	15%	(59)	387
Age: 55-64	7%	(26)	24%	(90)	21%	(82)	34%	(131)	14%	(52)	381
Age: 65+	7%	(26)	26%	(103)	27%	(106)	28%	(112)	13%	(50)	398
PID: Dem (no lean)	15%	(107)	25%	(181)	19%	(132)	28%	(199)	13%	(92)	711
PID: Ind (no lean)	10%	(83)	22%	(178)	18%	(153)	30%	(247)	20%	(167)	828
PID: Rep (no lean)	18%	(119)	25%	(163)	20%	(130)	25%	(167)	13%	(84)	662
PID/Gender: Dem Men	21%	(71)	31%	(101)	17%	(56)	22%	(72)	9%	(31)	332
PID/Gender: Dem Women	10%	(37)	21%	(79)	20%	(76)	33%	(127)	16%	(61)	379
PID/Gender: Ind Men	11%	(40)	26%	(99)	20%	(77)	27%	(105)	16%	(61)	383
PID/Gender: Ind Women	10%	(42)	18%	(79)	17%	(76)	32%	(143)	24%	(106)	445
PID/Gender: Rep Men	25%	(87)	28%	(98)	19%	(64)	20%	(69)	8%	(27)	345
PID/Gender: Rep Women	10%	(32)	20%	(65)	21%	(66)	31%	(98)	18%	(57)	317
Ideo: Liberal (1-3)	21%	(169)	24%	(187)	16%	(125)	25%	(197)	14%	(110)	788
Ideo: Moderate (4)	11%	(48)	27%	(116)	22%	(95)	26%	(113)	13%	(57)	430
Ideo: Conservative (5-7)	10%	(70)	25%	(175)	22%	(154)	31%	(216)	12%	(81)	696
Educ: < College	14%	(217)	22%	(352)	17%	(273)	28%	(444)	18%	(281)	1567
Educ: Bachelors degree	14%	(58)	27%	(113)	24%	(100)	24%	(101)	10%	(43)	416
Educ: Post-grad	15%	(33)	26%	(57)	19%	(42)	31%	(68)	8%	(18)	219
Income: Under 50k	15%	(196)	22%	(298)	16%	(214)	29%	(388)	18%	(244)	1341
Income: 50k-100k	13%	(82)	27%	(164)	23%	(140)	25%	(157)	12%	(74)	617
Income: 100k+	13%	(30)	24%	(59)	25%	(61)	28%	(67)	10%	(24)	243
Ethnicity: White	12%	(209)	24%	(415)	20%	(358)	29%	(500)	15%	(268)	1750
Ethnicity: Hispanic	25%	(84)	26%	(85)	15%	(48)	21%	(68)	13%	(44)	329

Continued on next page

Table BRD2_4: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The season record of the teams playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	14% (309)	24% (522)	19% (415)	28% (613)	16% (342)	2201
Ethnicity: Afr. Am.	23% (61)	25% (68)	12% (32)	25% (66)	16% (42)	269
Ethnicity: Other	22% (39)	21% (39)	14% (25)	25% (46)	18% (32)	182
Relig: Protestant	14% (70)	25% (129)	25% (128)	27% (141)	9% (47)	515
Relig: Roman Catholic	18% (73)	30% (122)	20% (81)	21% (86)	12% (50)	412
Relig: Ath./Agn./None	13% (85)	22% (146)	16% (104)	32% (213)	18% (124)	673
Relig: Something Else	12% (42)	23% (76)	17% (59)	30% (103)	18% (59)	339
Relig: Jewish	13% (7)	18% (9)	25% (12)	23% (12)	20% (10)	51
Relig: Evangelical	16% (99)	21% (128)	20% (122)	26% (156)	16% (98)	603
Relig: Non-Evang. Catholics	14% (81)	29% (170)	22% (130)	24% (141)	10% (61)	583
Relig: All Christian	15% (180)	25% (298)	21% (252)	25% (297)	13% (159)	1186
Relig: All Non-Christian	13% (127)	22% (223)	16% (163)	31% (316)	18% (184)	1012
Community: Urban	18% (108)	24% (142)	19% (115)	25% (146)	14% (84)	594
Community: Suburban	14% (124)	24% (220)	20% (184)	27% (247)	14% (126)	901
Community: Rural	11% (76)	23% (160)	17% (117)	31% (220)	19% (133)	706
Employ: Private Sector	18% (113)	27% (165)	18% (111)	28% (177)	9% (58)	624
Employ: Government	22% (33)	21% (31)	20% (30)	25% (37)	12% (17)	148
Employ: Self-Employed	12% (24)	23% (47)	21% (44)	28% (58)	16% (33)	205
Employ: Homemaker	8% (17)	25% (55)	14% (31)	31% (68)	21% (46)	217
Employ: Student	23% (27)	17% (20)	22% (26)	14% (17)	23% (27)	117
Employ: Retired	7% (34)	26% (126)	25% (121)	28% (136)	14% (67)	484
Employ: Unemployed	16% (32)	16% (32)	15% (30)	25% (50)	27% (54)	199
Employ: Other	13% (28)	22% (45)	11% (23)	34% (70)	20% (41)	207
Military HH: Yes	18% (77)	24% (107)	23% (101)	23% (99)	13% (56)	440
Military HH: No	13% (232)	24% (415)	18% (315)	29% (514)	16% (286)	1761
RD/WT: Right Direction	17% (144)	26% (219)	19% (163)	23% (201)	15% (130)	856
RD/WT: Wrong Track	12% (165)	23% (303)	19% (253)	31% (412)	16% (213)	1345

Continued on next page

Table BRD2_4: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The season record of the teams playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	14% (309)	24% (522)	19% (415)	28% (613)	16% (342)	2201
Strongly Approve	18% (80)	22% (100)	20% (88)	25% (113)	14% (65)	446
Somewhat Approve	10% (53)	28% (147)	22% (114)	26% (133)	14% (72)	519
Somewhat Disapprove	14% (43)	24% (74)	20% (61)	29% (89)	12% (36)	303
Strongly Disapprove	14% (107)	22% (172)	17% (136)	32% (252)	16% (123)	790
Dont Know / No Opinion	18% (26)	20% (29)	11% (15)	18% (25)	33% (47)	143
#1 Issue: Economy	12% (76)	24% (146)	19% (120)	29% (180)	16% (98)	620
#1 Issue: Security	15% (59)	26% (99)	20% (79)	25% (98)	13% (51)	386
#1 Issue: Health Care	14% (54)	27% (107)	16% (65)	29% (112)	14% (57)	395
#1 Issue: Medicare / Social Security	15% (52)	21% (70)	23% (78)	29% (96)	12% (39)	335
#1 Issue: Women's Issues	23% (21)	14% (13)	16% (15)	31% (29)	16% (15)	93
#1 Issue: Education	12% (19)	27% (42)	17% (26)	24% (37)	21% (32)	156
#1 Issue: Energy	20% (19)	21% (21)	15% (14)	32% (30)	12% (12)	97
#1 Issue: Other	7% (9)	20% (24)	16% (19)	25% (29)	33% (39)	119
2016 Vote: Democrat Hillary Clinton	15% (101)	26% (179)	19% (128)	27% (187)	13% (91)	686
2016 Vote: Republican Donald Trump	12% (92)	25% (193)	22% (170)	27% (208)	13% (100)	763
2016 Vote: Someone else	12% (21)	19% (32)	21% (34)	32% (53)	16% (26)	167
2012 Vote: Barack Obama	15% (123)	27% (225)	18% (152)	30% (250)	11% (96)	845
2012 Vote: Mitt Romney	12% (64)	23% (122)	25% (134)	28% (150)	13% (70)	540
2012 Vote: Other	9% (8)	22% (21)	22% (21)	28% (27)	19% (18)	96
2012 Vote: Didn't Vote	16% (114)	21% (152)	15% (109)	26% (183)	22% (158)	716
4-Region: Northeast	14% (57)	31% (124)	19% (77)	23% (94)	12% (50)	402
4-Region: Midwest	12% (55)	22% (104)	22% (103)	29% (137)	16% (74)	474
4-Region: South	15% (124)	22% (177)	17% (136)	29% (234)	18% (144)	815
4-Region: West	14% (73)	23% (116)	19% (99)	29% (148)	15% (75)	511

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

Table BRD2_5: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The date and time of the game

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(500)	28%	(607)	12%	(266)	23%	(511)	14%	(317)	2201
Gender: Male	25%	(260)	32%	(344)	13%	(143)	20%	(212)	9%	(101)	1060
Gender: Female	21%	(240)	23%	(262)	11%	(124)	26%	(299)	19%	(216)	1141
Age: 18-29	26%	(123)	28%	(132)	12%	(56)	18%	(86)	17%	(79)	477
Age: 30-44	28%	(154)	27%	(150)	11%	(64)	19%	(108)	15%	(82)	558
Age: 45-54	23%	(91)	24%	(93)	13%	(49)	25%	(96)	15%	(58)	387
Age: 55-64	16%	(62)	31%	(117)	9%	(35)	30%	(113)	14%	(53)	381
Age: 65+	18%	(71)	29%	(114)	16%	(62)	27%	(108)	11%	(43)	398
PID: Dem (no lean)	24%	(170)	28%	(198)	14%	(99)	22%	(159)	12%	(85)	711
PID: Ind (no lean)	20%	(163)	25%	(211)	11%	(95)	26%	(213)	18%	(146)	828
PID: Rep (no lean)	25%	(167)	30%	(198)	11%	(73)	21%	(139)	13%	(85)	662
PID/Gender: Dem Men	26%	(86)	35%	(116)	14%	(47)	16%	(54)	9%	(29)	332
PID/Gender: Dem Women	22%	(84)	22%	(82)	14%	(52)	28%	(105)	15%	(56)	379
PID/Gender: Ind Men	20%	(75)	31%	(120)	14%	(52)	24%	(92)	11%	(43)	383
PID/Gender: Ind Women	20%	(88)	20%	(91)	10%	(42)	27%	(121)	23%	(103)	445
PID/Gender: Rep Men	29%	(99)	31%	(108)	13%	(43)	19%	(66)	8%	(28)	345
PID/Gender: Rep Women	21%	(68)	28%	(90)	9%	(29)	23%	(73)	18%	(57)	317
Ideo: Liberal (1-3)	27%	(213)	28%	(219)	12%	(96)	21%	(166)	12%	(93)	788
Ideo: Moderate (4)	23%	(99)	33%	(143)	13%	(57)	17%	(75)	13%	(56)	430
Ideo: Conservative (5-7)	21%	(150)	28%	(192)	12%	(85)	28%	(196)	11%	(74)	696
Educ: < College	22%	(339)	26%	(401)	12%	(191)	24%	(381)	16%	(256)	1567
Educ: Bachelors degree	25%	(104)	34%	(141)	12%	(50)	19%	(78)	11%	(44)	416
Educ: Post-grad	27%	(58)	30%	(65)	12%	(26)	24%	(53)	8%	(17)	219
Income: Under 50k	21%	(286)	24%	(320)	13%	(178)	25%	(335)	17%	(221)	1341
Income: 50k-100k	24%	(148)	32%	(199)	10%	(63)	22%	(134)	12%	(73)	617
Income: 100k+	27%	(66)	36%	(88)	10%	(25)	17%	(42)	9%	(23)	243
Ethnicity: White	21%	(371)	28%	(498)	13%	(221)	24%	(412)	14%	(248)	1750
Ethnicity: Hispanic	27%	(87)	32%	(106)	11%	(36)	20%	(65)	11%	(35)	329

Continued on next page

Table BRD2_5: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The date and time of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (500)	28% (607)	12% (266)	23% (511)	14% (317)	2201
Ethnicity: Afr. Am.	31% (83)	25% (67)	10% (26)	22% (58)	13% (34)	269
Ethnicity: Other	25% (46)	23% (42)	10% (19)	23% (42)	19% (34)	182
Relig: Protestant	25% (130)	34% (174)	9% (49)	23% (117)	9% (45)	515
Relig: Roman Catholic	24% (97)	34% (139)	14% (57)	20% (82)	9% (37)	412
Relig: Ath./Agn./None	20% (136)	22% (147)	14% (91)	25% (170)	19% (128)	673
Relig: Something Else	22% (76)	25% (83)	14% (48)	24% (82)	15% (50)	339
Relig: Jewish	16% (8)	34% (17)	19% (10)	11% (6)	20% (10)	51
Relig: Evangelical	24% (142)	29% (174)	10% (60)	23% (137)	15% (89)	603
Relig: Non-Evang. Catholics	24% (142)	35% (203)	11% (66)	21% (122)	9% (50)	583
Relig: All Christian	24% (285)	32% (377)	11% (127)	22% (259)	12% (139)	1186
Relig: All Non-Christian	21% (212)	23% (230)	14% (139)	25% (253)	18% (178)	1012
Community: Urban	23% (136)	31% (184)	10% (61)	23% (134)	13% (78)	594
Community: Suburban	24% (213)	28% (255)	13% (117)	23% (204)	12% (112)	901
Community: Rural	21% (150)	24% (167)	13% (88)	25% (173)	18% (127)	706
Employ: Private Sector	31% (195)	30% (189)	9% (56)	20% (123)	10% (61)	624
Employ: Government	23% (34)	32% (47)	11% (17)	22% (32)	12% (18)	148
Employ: Self-Employed	18% (36)	31% (64)	12% (25)	24% (50)	14% (29)	205
Employ: Homemaker	17% (37)	22% (48)	12% (26)	28% (60)	21% (45)	217
Employ: Student	26% (31)	30% (35)	13% (15)	11% (13)	20% (24)	117
Employ: Retired	16% (75)	29% (142)	15% (74)	29% (139)	11% (54)	484
Employ: Unemployed	21% (41)	20% (41)	16% (31)	21% (41)	23% (45)	199
Employ: Other	24% (50)	20% (40)	10% (21)	26% (53)	20% (41)	207
Military HH: Yes	24% (105)	31% (134)	13% (59)	20% (87)	12% (54)	440
Military HH: No	22% (395)	27% (472)	12% (207)	24% (425)	15% (263)	1761
RD/WT: Right Direction	25% (216)	29% (250)	11% (93)	21% (183)	13% (114)	856
RD/WT: Wrong Track	21% (284)	26% (356)	13% (173)	24% (329)	15% (203)	1345

Continued on next page

Table BRD2_5: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The date and time of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (500)	28% (607)	12% (266)	23% (511)	14% (317)	2201
Strongly Approve	27% (122)	26% (114)	10% (46)	24% (105)	13% (59)	446
Somewhat Approve	19% (100)	33% (172)	14% (70)	21% (107)	13% (69)	519
Somewhat Disapprove	20% (60)	31% (94)	15% (44)	23% (70)	11% (34)	303
Strongly Disapprove	24% (186)	25% (198)	11% (90)	26% (204)	14% (113)	790
Dont Know / No Opinion	22% (32)	19% (28)	11% (15)	18% (26)	30% (42)	143
#1 Issue: Economy	22% (136)	29% (181)	11% (66)	25% (154)	13% (82)	620
#1 Issue: Security	24% (94)	30% (117)	12% (47)	20% (76)	13% (52)	386
#1 Issue: Health Care	24% (95)	27% (107)	14% (53)	22% (85)	14% (53)	395
#1 Issue: Medicare / Social Security	21% (71)	30% (101)	13% (42)	25% (85)	11% (36)	335
#1 Issue: Women's Issues	29% (27)	21% (20)	7% (6)	21% (20)	21% (20)	93
#1 Issue: Education	15% (23)	26% (41)	17% (26)	23% (36)	19% (29)	156
#1 Issue: Energy	33% (32)	23% (23)	13% (13)	22% (21)	8% (8)	97
#1 Issue: Other	18% (21)	14% (17)	10% (11)	28% (33)	30% (36)	119
2016 Vote: Democrat Hillary Clinton	24% (163)	29% (200)	13% (89)	22% (150)	12% (83)	686
2016 Vote: Republican Donald Trump	23% (175)	29% (223)	13% (98)	23% (173)	12% (94)	763
2016 Vote: Someone else	21% (35)	29% (48)	13% (22)	23% (38)	14% (24)	167
2012 Vote: Barack Obama	25% (212)	28% (233)	12% (104)	25% (207)	11% (89)	845
2012 Vote: Mitt Romney	23% (122)	30% (161)	13% (68)	22% (120)	13% (69)	540
2012 Vote: Other	17% (16)	29% (28)	15% (14)	23% (22)	16% (16)	96
2012 Vote: Didn't Vote	21% (148)	26% (184)	11% (79)	22% (161)	20% (144)	716
4-Region: Northeast	24% (97)	30% (119)	17% (69)	18% (74)	11% (43)	402
4-Region: Midwest	23% (110)	27% (127)	11% (51)	25% (119)	14% (67)	474
4-Region: South	22% (183)	26% (209)	11% (91)	24% (196)	17% (136)	815
4-Region: West	22% (110)	30% (152)	11% (56)	24% (122)	14% (71)	511

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

Table BRD2_6: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
What else is on TV at the time

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	26%	(569)	27%	(605)	15%	(323)	19%	(414)	13%	(291)	2201
Gender: Male	25%	(270)	30%	(321)	18%	(187)	17%	(180)	10%	(102)	1060
Gender: Female	26%	(299)	25%	(284)	12%	(136)	20%	(234)	17%	(189)	1141
Age: 18-29	27%	(127)	26%	(125)	14%	(66)	16%	(78)	17%	(82)	477
Age: 30-44	29%	(160)	26%	(146)	15%	(82)	17%	(93)	14%	(77)	558
Age: 45-54	24%	(94)	26%	(102)	14%	(54)	22%	(83)	14%	(54)	387
Age: 55-64	26%	(101)	29%	(110)	14%	(53)	21%	(82)	9%	(35)	381
Age: 65+	22%	(87)	31%	(122)	17%	(68)	20%	(78)	11%	(43)	398
PID: Dem (no lean)	25%	(179)	28%	(200)	16%	(116)	19%	(132)	12%	(84)	711
PID: Ind (no lean)	22%	(186)	26%	(215)	14%	(113)	22%	(183)	16%	(132)	828
PID: Rep (no lean)	31%	(204)	29%	(190)	14%	(93)	15%	(100)	11%	(75)	662
PID/Gender: Dem Men	27%	(88)	30%	(100)	18%	(60)	16%	(53)	9%	(31)	332
PID/Gender: Dem Women	24%	(91)	26%	(100)	15%	(56)	21%	(79)	14%	(53)	379
PID/Gender: Ind Men	19%	(74)	29%	(113)	18%	(68)	21%	(82)	12%	(47)	383
PID/Gender: Ind Women	25%	(112)	23%	(102)	10%	(45)	23%	(101)	19%	(85)	445
PID/Gender: Rep Men	31%	(108)	31%	(108)	17%	(58)	13%	(46)	7%	(25)	345
PID/Gender: Rep Women	30%	(96)	26%	(81)	11%	(35)	17%	(54)	16%	(51)	317
Ideo: Liberal (1-3)	28%	(223)	29%	(230)	12%	(96)	19%	(152)	11%	(87)	788
Ideo: Moderate (4)	22%	(95)	34%	(146)	18%	(76)	14%	(59)	12%	(53)	430
Ideo: Conservative (5-7)	28%	(192)	26%	(182)	16%	(112)	20%	(143)	10%	(67)	696
Educ: < College	25%	(398)	26%	(402)	14%	(227)	20%	(308)	15%	(232)	1567
Educ: Bachelors degree	25%	(106)	32%	(134)	15%	(64)	16%	(67)	11%	(44)	416
Educ: Post-grad	30%	(65)	31%	(68)	14%	(31)	18%	(39)	7%	(15)	219
Income: Under 50k	26%	(344)	24%	(324)	15%	(195)	20%	(268)	16%	(210)	1341
Income: 50k-100k	27%	(164)	32%	(200)	15%	(91)	16%	(100)	10%	(62)	617
Income: 100k+	25%	(60)	33%	(81)	15%	(37)	19%	(45)	8%	(20)	243
Ethnicity: White	25%	(438)	28%	(494)	15%	(260)	19%	(330)	13%	(227)	1750
Ethnicity: Hispanic	30%	(99)	24%	(78)	18%	(59)	16%	(53)	12%	(41)	329

Continued on next page

Table BRD2_6: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
What else is on TV at the time

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	26% (569)	27% (605)	15% (323)	19% (414)	13% (291)	2201
Ethnicity: Afr. Am.	29% (78)	27% (74)	14% (38)	18% (49)	12% (31)	269
Ethnicity: Other	29% (53)	20% (37)	14% (25)	19% (35)	18% (33)	182
Relig: Protestant	30% (155)	31% (161)	15% (76)	16% (82)	8% (40)	515
Relig: Roman Catholic	22% (92)	34% (138)	17% (72)	17% (70)	10% (40)	412
Relig: Ath./Agn./None	25% (167)	23% (154)	15% (98)	20% (136)	18% (119)	673
Relig: Something Else	26% (88)	26% (87)	14% (46)	22% (75)	12% (42)	339
Relig: Jewish	15% (8)	40% (20)	19% (10)	10% (5)	16% (8)	51
Relig: Evangelical	28% (166)	28% (166)	13% (77)	19% (114)	13% (78)	603
Relig: Non-Evang. Catholics	25% (144)	34% (198)	17% (101)	15% (89)	9% (52)	583
Relig: All Christian	26% (310)	31% (364)	15% (178)	17% (203)	11% (130)	1186
Relig: All Non-Christian	25% (255)	24% (241)	14% (144)	21% (211)	16% (161)	1012
Community: Urban	27% (161)	27% (160)	14% (85)	19% (112)	13% (76)	594
Community: Suburban	24% (216)	31% (277)	16% (141)	18% (162)	12% (105)	901
Community: Rural	27% (192)	24% (168)	14% (96)	20% (139)	16% (110)	706
Employ: Private Sector	33% (207)	28% (172)	15% (94)	16% (98)	9% (53)	624
Employ: Government	20% (29)	37% (55)	12% (18)	20% (29)	11% (17)	148
Employ: Self-Employed	20% (41)	25% (52)	20% (41)	21% (43)	14% (28)	205
Employ: Homemaker	26% (56)	24% (53)	11% (24)	20% (43)	18% (40)	217
Employ: Student	30% (35)	29% (34)	10% (12)	10% (11)	21% (25)	117
Employ: Retired	23% (112)	31% (152)	16% (78)	20% (95)	10% (48)	484
Employ: Unemployed	20% (40)	20% (39)	14% (28)	27% (53)	19% (39)	199
Employ: Other	24% (49)	23% (48)	13% (27)	20% (41)	20% (41)	207
Military HH: Yes	29% (128)	28% (122)	15% (68)	17% (73)	11% (49)	440
Military HH: No	25% (441)	27% (482)	14% (254)	19% (341)	14% (242)	1761
RD/WT: Right Direction	26% (224)	32% (271)	14% (122)	16% (135)	12% (103)	856
RD/WT: Wrong Track	26% (345)	25% (334)	15% (200)	21% (278)	14% (188)	1345

Continued on next page

Table BRD2_6: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
What else is on TV at the time

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	26% (569)	27% (605)	15% (323)	19% (414)	13% (291)	2201
Strongly Approve	33% (146)	26% (115)	15% (65)	16% (70)	11% (50)	446
Somewhat Approve	23% (118)	33% (170)	15% (79)	17% (86)	13% (66)	519
Somewhat Disapprove	20% (62)	31% (93)	24% (72)	16% (50)	9% (26)	303
Strongly Disapprove	27% (215)	24% (191)	12% (91)	23% (185)	14% (109)	790
Dont Know / No Opinion	20% (28)	25% (35)	11% (16)	17% (24)	28% (41)	143
#1 Issue: Economy	24% (147)	29% (181)	17% (102)	19% (117)	12% (73)	620
#1 Issue: Security	27% (102)	32% (123)	13% (50)	18% (68)	11% (44)	386
#1 Issue: Health Care	27% (105)	26% (103)	17% (67)	18% (71)	12% (49)	395
#1 Issue: Medicare / Social Security	27% (91)	29% (97)	14% (45)	21% (70)	9% (31)	335
#1 Issue: Women's Issues	32% (30)	14% (13)	14% (13)	19% (17)	21% (20)	93
#1 Issue: Education	19% (29)	29% (45)	11% (17)	18% (29)	23% (36)	156
#1 Issue: Energy	37% (36)	21% (20)	12% (12)	21% (20)	9% (9)	97
#1 Issue: Other	24% (29)	19% (22)	13% (16)	18% (22)	26% (31)	119
2016 Vote: Democrat Hillary Clinton	25% (168)	29% (196)	15% (105)	20% (136)	12% (80)	686
2016 Vote: Republican Donald Trump	26% (198)	30% (231)	15% (118)	18% (134)	11% (82)	763
2016 Vote: Someone else	27% (44)	25% (41)	16% (26)	17% (29)	16% (27)	167
2012 Vote: Barack Obama	25% (213)	29% (243)	15% (126)	21% (178)	10% (85)	845
2012 Vote: Mitt Romney	28% (151)	30% (164)	13% (70)	18% (97)	11% (59)	540
2012 Vote: Other	19% (18)	26% (25)	19% (18)	20% (19)	16% (15)	96
2012 Vote: Didn't Vote	26% (186)	24% (173)	15% (105)	17% (120)	18% (132)	716
4-Region: Northeast	24% (95)	34% (137)	18% (73)	14% (57)	10% (40)	402
4-Region: Midwest	28% (134)	28% (132)	12% (58)	20% (93)	12% (57)	474
4-Region: South	25% (204)	27% (224)	13% (107)	20% (165)	14% (114)	815
4-Region: West	27% (136)	22% (112)	16% (84)	19% (99)	16% (80)	511

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

Table BRD2_7: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The network or station that is carrying the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (335)	17% (385)	19% (424)	33% (720)	15% (336)	2201
Gender: Male	20% (208)	19% (204)	20% (210)	31% (327)	10% (109)	1060
Gender: Female	11% (127)	16% (181)	19% (214)	34% (392)	20% (227)	1141
Age: 18-29	22% (104)	19% (88)	15% (74)	25% (121)	19% (91)	477
Age: 30-44	20% (112)	19% (108)	16% (92)	29% (164)	15% (81)	558
Age: 45-54	17% (64)	16% (64)	21% (81)	31% (120)	15% (59)	387
Age: 55-64	8% (30)	16% (60)	19% (73)	42% (159)	16% (59)	381
Age: 65+	6% (26)	16% (64)	26% (105)	39% (156)	12% (46)	398
PID: Dem (no lean)	16% (114)	18% (130)	22% (156)	31% (219)	13% (92)	711
PID: Ind (no lean)	12% (103)	14% (119)	18% (145)	36% (302)	19% (160)	828
PID: Rep (no lean)	18% (119)	21% (136)	19% (124)	30% (199)	13% (84)	662
PID/Gender: Dem Men	23% (78)	19% (65)	22% (73)	26% (85)	10% (32)	332
PID/Gender: Dem Women	10% (36)	17% (66)	22% (83)	35% (134)	16% (60)	379
PID/Gender: Ind Men	12% (46)	16% (60)	20% (78)	38% (146)	14% (53)	383
PID/Gender: Ind Women	13% (57)	13% (59)	15% (67)	35% (156)	24% (107)	445
PID/Gender: Rep Men	25% (84)	23% (79)	17% (59)	28% (96)	7% (25)	345
PID/Gender: Rep Women	11% (34)	18% (57)	20% (64)	32% (102)	19% (59)	317
Ideo: Liberal (1-3)	20% (155)	21% (164)	17% (133)	29% (226)	14% (110)	788
Ideo: Moderate (4)	13% (57)	17% (75)	25% (108)	30% (131)	14% (59)	430
Ideo: Conservative (5-7)	14% (94)	17% (117)	20% (143)	39% (268)	11% (74)	696
Educ: < College	16% (248)	17% (264)	18% (279)	32% (508)	17% (268)	1567
Educ: Bachelors degree	14% (60)	20% (83)	23% (96)	31% (128)	12% (50)	416
Educ: Post-grad	13% (28)	18% (39)	23% (50)	38% (84)	8% (18)	219
Income: Under 50k	17% (222)	17% (227)	17% (231)	32% (424)	18% (238)	1341
Income: 50k-100k	15% (91)	18% (109)	21% (130)	35% (214)	12% (73)	617
Income: 100k+	10% (23)	20% (49)	26% (63)	34% (82)	11% (26)	243
Ethnicity: White	14% (238)	17% (301)	21% (359)	34% (591)	15% (261)	1750
Ethnicity: Hispanic	27% (89)	15% (50)	18% (59)	26% (85)	14% (47)	329

Continued on next page

**Table BRD2_7: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The network or station that is carrying the game**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (335)	17% (385)	19% (424)	33% (720)	15% (336)	2201
Ethnicity: Afr. Am.	23% (61)	22% (58)	15% (39)	28% (75)	13% (35)	269
Ethnicity: Other	20% (36)	15% (26)	14% (26)	29% (54)	22% (40)	182
Relig: Protestant	16% (83)	19% (100)	21% (106)	35% (179)	9% (47)	515
Relig: Roman Catholic	17% (71)	22% (91)	23% (93)	27% (113)	10% (43)	412
Relig: Ath./Agn./None	15% (99)	14% (96)	19% (125)	33% (219)	20% (134)	673
Relig: Something Else	13% (43)	18% (60)	17% (59)	37% (126)	15% (51)	339
Relig: Jewish	14% (7)	15% (8)	22% (11)	31% (16)	18% (9)	51
Relig: Evangelical	17% (103)	17% (103)	18% (110)	32% (191)	16% (95)	603
Relig: Non-Evang. Catholics	15% (87)	22% (127)	22% (131)	31% (183)	10% (56)	583
Relig: All Christian	16% (190)	19% (230)	20% (241)	32% (374)	13% (151)	1186
Relig: All Non-Christian	14% (142)	15% (155)	18% (183)	34% (345)	18% (185)	1012
Community: Urban	19% (110)	19% (112)	19% (115)	30% (178)	13% (79)	594
Community: Suburban	12% (111)	18% (163)	22% (196)	34% (308)	14% (124)	901
Community: Rural	16% (115)	16% (111)	16% (114)	33% (234)	19% (133)	706
Employ: Private Sector	21% (129)	20% (124)	17% (108)	32% (200)	10% (62)	624
Employ: Government	16% (24)	21% (31)	21% (31)	28% (41)	14% (20)	148
Employ: Self-Employed	14% (30)	17% (34)	21% (42)	32% (67)	16% (33)	205
Employ: Homemaker	11% (24)	16% (35)	20% (43)	30% (65)	23% (49)	217
Employ: Student	23% (27)	18% (21)	13% (16)	23% (27)	23% (27)	117
Employ: Retired	8% (37)	15% (74)	25% (123)	39% (187)	13% (63)	484
Employ: Unemployed	14% (28)	13% (26)	21% (41)	29% (58)	23% (46)	199
Employ: Other	18% (36)	20% (41)	9% (19)	36% (75)	17% (36)	207
Military HH: Yes	20% (88)	17% (73)	20% (87)	31% (135)	13% (56)	440
Military HH: No	14% (248)	18% (312)	19% (337)	33% (585)	16% (280)	1761
RD/WT: Right Direction	20% (170)	19% (160)	19% (165)	28% (241)	14% (120)	856
RD/WT: Wrong Track	12% (165)	17% (225)	19% (259)	36% (479)	16% (217)	1345

Continued on next page

Table BRD2_7: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The network or station that is carrying the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (335)	17% (385)	19% (424)	33% (720)	15% (336)	2201
Strongly Approve	22% (97)	17% (76)	17% (76)	31% (138)	13% (59)	446
Somewhat Approve	11% (58)	20% (102)	23% (120)	32% (165)	14% (74)	519
Somewhat Disapprove	13% (39)	20% (62)	22% (66)	34% (103)	11% (33)	303
Strongly Disapprove	15% (117)	15% (118)	18% (145)	36% (284)	16% (126)	790
Dont Know / No Opinion	17% (24)	19% (28)	12% (18)	20% (29)	31% (45)	143
#1 Issue: Economy	10% (64)	21% (130)	19% (117)	36% (223)	14% (86)	620
#1 Issue: Security	17% (65)	19% (75)	19% (74)	31% (120)	13% (52)	386
#1 Issue: Health Care	18% (72)	17% (67)	23% (90)	29% (116)	13% (50)	395
#1 Issue: Medicare / Social Security	15% (52)	15% (49)	22% (73)	36% (121)	12% (40)	335
#1 Issue: Women's Issues	20% (18)	13% (12)	16% (15)	27% (26)	24% (22)	93
#1 Issue: Education	16% (25)	17% (26)	18% (28)	28% (44)	22% (34)	156
#1 Issue: Energy	26% (25)	18% (17)	14% (13)	31% (30)	11% (11)	97
#1 Issue: Other	11% (13)	8% (9)	12% (14)	34% (40)	35% (42)	119
2016 Vote: Democrat Hillary Clinton	15% (106)	18% (127)	22% (152)	31% (210)	13% (91)	686
2016 Vote: Republican Donald Trump	15% (117)	19% (143)	20% (154)	33% (255)	12% (94)	763
2016 Vote: Someone else	12% (20)	14% (24)	23% (38)	36% (60)	15% (25)	167
2012 Vote: Barack Obama	16% (133)	18% (150)	22% (185)	33% (279)	12% (99)	845
2012 Vote: Mitt Romney	14% (74)	19% (100)	20% (110)	35% (187)	13% (68)	540
2012 Vote: Other	7% (7)	18% (17)	21% (20)	33% (32)	21% (20)	96
2012 Vote: Didn't Vote	17% (119)	16% (118)	15% (108)	31% (220)	21% (150)	716
4-Region: Northeast	14% (56)	20% (82)	25% (102)	28% (114)	12% (48)	402
4-Region: Midwest	14% (67)	19% (90)	18% (84)	35% (165)	14% (68)	474
4-Region: South	17% (141)	16% (129)	18% (144)	32% (263)	17% (138)	815
4-Region: West	14% (72)	17% (84)	19% (95)	35% (177)	16% (83)	511

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

Table BRD2_8: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The length of games

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (329)	22% (491)	19% (427)	29% (630)	15% (324)	2201
Gender: Male	20% (207)	23% (240)	22% (233)	26% (272)	10% (106)	1060
Gender: Female	11% (122)	22% (251)	17% (193)	31% (357)	19% (218)	1141
Age: 18-29	19% (90)	24% (114)	16% (79)	23% (110)	18% (85)	477
Age: 30-44	21% (114)	22% (124)	17% (94)	26% (145)	15% (81)	558
Age: 45-54	18% (71)	18% (70)	20% (78)	29% (113)	14% (56)	387
Age: 55-64	7% (26)	23% (86)	20% (75)	36% (137)	15% (57)	381
Age: 65+	7% (29)	25% (98)	26% (102)	32% (126)	11% (44)	398
PID: Dem (no lean)	15% (104)	23% (162)	22% (158)	28% (197)	13% (90)	711
PID: Ind (no lean)	13% (104)	21% (174)	18% (147)	31% (256)	18% (147)	828
PID: Rep (no lean)	18% (121)	24% (156)	18% (122)	27% (176)	13% (87)	662
PID/Gender: Dem Men	22% (71)	23% (76)	23% (77)	23% (76)	9% (31)	332
PID/Gender: Dem Women	9% (33)	23% (86)	21% (81)	32% (121)	16% (59)	379
PID/Gender: Ind Men	13% (52)	21% (79)	23% (87)	31% (119)	12% (47)	383
PID/Gender: Ind Women	12% (53)	21% (95)	13% (60)	31% (137)	23% (100)	445
PID/Gender: Rep Men	24% (84)	25% (86)	20% (69)	22% (77)	8% (29)	345
PID/Gender: Rep Women	12% (37)	22% (70)	17% (53)	31% (99)	18% (59)	317
Ideo: Liberal (1-3)	20% (158)	23% (184)	17% (137)	26% (208)	13% (101)	788
Ideo: Moderate (4)	14% (59)	25% (109)	23% (98)	25% (107)	13% (56)	430
Ideo: Conservative (5-7)	12% (87)	25% (173)	20% (140)	32% (225)	10% (71)	696
Educ: < College	14% (220)	20% (316)	18% (289)	30% (477)	17% (265)	1567
Educ: Bachelors degree	18% (74)	28% (115)	22% (91)	22% (92)	11% (44)	416
Educ: Post-grad	16% (36)	28% (61)	21% (46)	28% (61)	7% (15)	219
Income: Under 50k	14% (194)	19% (259)	19% (252)	30% (404)	17% (232)	1341
Income: 50k-100k	16% (97)	25% (156)	21% (131)	27% (164)	11% (69)	617
Income: 100k+	16% (38)	31% (76)	18% (44)	25% (62)	10% (23)	243
Ethnicity: White	13% (229)	23% (406)	20% (350)	29% (511)	15% (254)	1750
Ethnicity: Hispanic	29% (94)	16% (52)	18% (59)	25% (83)	13% (41)	329

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Table BRD2_8: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The length of games

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (329)	22% (491)	19% (427)	29% (630)	15% (324)	2201
Ethnicity: Afr. Am.	24% (65)	21% (56)	16% (42)	27% (72)	12% (33)	269
Ethnicity: Other	20% (36)	16% (28)	19% (35)	25% (46)	20% (37)	182
Relig: Protestant	17% (87)	26% (132)	22% (114)	26% (135)	9% (48)	515
Relig: Roman Catholic	19% (78)	26% (108)	20% (80)	25% (102)	10% (43)	412
Relig: Ath./Agn./None	13% (87)	19% (126)	19% (126)	31% (209)	18% (124)	673
Relig: Something Else	13% (43)	21% (70)	20% (66)	32% (107)	15% (52)	339
Relig: Jewish	11% (6)	33% (17)	20% (10)	18% (9)	18% (9)	51
Relig: Evangelical	16% (97)	23% (136)	18% (108)	28% (169)	15% (93)	603
Relig: Non-Evang. Catholics	17% (99)	27% (158)	22% (127)	25% (145)	9% (55)	583
Relig: All Christian	17% (196)	25% (294)	20% (234)	26% (314)	12% (148)	1186
Relig: All Non-Christian	13% (131)	19% (196)	19% (192)	31% (316)	17% (176)	1012
Community: Urban	19% (113)	22% (130)	21% (123)	25% (149)	13% (79)	594
Community: Suburban	13% (116)	26% (238)	19% (174)	28% (255)	13% (119)	901
Community: Rural	14% (101)	17% (123)	18% (130)	32% (226)	18% (126)	706
Employ: Private Sector	24% (149)	23% (145)	18% (110)	25% (159)	10% (61)	624
Employ: Government	17% (25)	26% (38)	20% (29)	26% (38)	12% (17)	148
Employ: Self-Employed	10% (21)	21% (43)	25% (51)	27% (56)	17% (34)	205
Employ: Homemaker	10% (23)	23% (49)	13% (28)	33% (72)	21% (45)	217
Employ: Student	18% (21)	27% (32)	20% (24)	13% (16)	21% (25)	117
Employ: Retired	8% (37)	24% (114)	26% (125)	31% (149)	12% (59)	484
Employ: Unemployed	14% (28)	16% (31)	18% (35)	32% (64)	21% (41)	199
Employ: Other	13% (26)	19% (38)	12% (24)	37% (76)	20% (42)	207
Military HH: Yes	17% (75)	22% (99)	23% (103)	25% (110)	12% (53)	440
Military HH: No	14% (255)	22% (392)	18% (324)	30% (520)	15% (271)	1761
RD/WT: Right Direction	18% (152)	24% (210)	18% (150)	27% (227)	14% (117)	856
RD/WT: Wrong Track	13% (177)	21% (282)	21% (276)	30% (403)	15% (207)	1345

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Table BRD2_8: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
The length of games

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	15% (329)	22% (491)	19% (427)	29% (630)	15% (324)	2201
Strongly Approve	20% (90)	20% (91)	19% (83)	27% (122)	13% (60)	446
Somewhat Approve	10% (54)	27% (141)	21% (111)	27% (141)	14% (71)	519
Somewhat Disapprove	12% (35)	26% (80)	23% (69)	28% (84)	11% (34)	303
Strongly Disapprove	15% (120)	20% (162)	18% (145)	32% (250)	14% (114)	790
Dont Know / No Opinion	21% (30)	12% (17)	13% (18)	23% (32)	32% (45)	143
#1 Issue: Economy	15% (96)	20% (124)	22% (139)	28% (176)	14% (86)	620
#1 Issue: Security	16% (61)	26% (99)	19% (74)	27% (105)	12% (47)	386
#1 Issue: Health Care	15% (59)	23% (90)	20% (79)	28% (111)	14% (56)	395
#1 Issue: Medicare / Social Security	11% (38)	26% (88)	18% (62)	32% (109)	12% (39)	335
#1 Issue: Women's Issues	21% (19)	18% (17)	16% (15)	26% (24)	20% (19)	93
#1 Issue: Education	15% (24)	20% (31)	17% (26)	30% (47)	19% (29)	156
#1 Issue: Energy	24% (23)	23% (22)	16% (16)	27% (26)	10% (10)	97
#1 Issue: Other	9% (10)	18% (21)	14% (17)	27% (33)	32% (38)	119
2016 Vote: Democrat Hillary Clinton	16% (109)	22% (153)	22% (154)	27% (185)	12% (85)	686
2016 Vote: Republican Donald Trump	14% (104)	25% (193)	21% (160)	28% (214)	12% (93)	763
2016 Vote: Someone else	20% (33)	18% (30)	19% (32)	27% (45)	16% (27)	167
2012 Vote: Barack Obama	17% (143)	22% (187)	20% (173)	30% (254)	10% (88)	845
2012 Vote: Mitt Romney	14% (77)	25% (133)	21% (114)	27% (148)	13% (68)	540
2012 Vote: Other	6% (6)	20% (19)	20% (19)	35% (34)	19% (18)	96
2012 Vote: Didn't Vote	14% (102)	21% (149)	17% (120)	27% (194)	21% (150)	716
4-Region: Northeast	17% (69)	28% (114)	20% (82)	23% (91)	11% (46)	402
4-Region: Midwest	13% (62)	24% (113)	19% (89)	30% (144)	14% (66)	474
4-Region: South	16% (133)	21% (174)	17% (139)	28% (231)	17% (137)	815
4-Region: West	13% (66)	17% (89)	23% (117)	32% (164)	15% (75)	511

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

Table BRD2_9: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
How players behave outside of baseball games

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	17%	(365)	23%	(517)	18%	(394)	26%	(581)	16%	(343)	2201
Gender: Male	20%	(211)	26%	(279)	19%	(200)	24%	(256)	11%	(112)	1060
Gender: Female	13%	(154)	21%	(238)	17%	(194)	28%	(325)	20%	(231)	1141
Age: 18-29	18%	(86)	21%	(101)	19%	(90)	22%	(106)	20%	(95)	477
Age: 30-44	18%	(99)	23%	(127)	16%	(89)	29%	(160)	15%	(83)	558
Age: 45-54	16%	(61)	27%	(104)	18%	(70)	23%	(89)	16%	(63)	387
Age: 55-64	14%	(55)	22%	(84)	18%	(70)	32%	(123)	13%	(49)	381
Age: 65+	16%	(65)	26%	(102)	19%	(76)	26%	(103)	13%	(52)	398
PID: Dem (no lean)	14%	(100)	23%	(166)	22%	(154)	27%	(191)	14%	(99)	711
PID: Ind (no lean)	13%	(107)	22%	(185)	15%	(123)	31%	(258)	19%	(157)	828
PID: Rep (no lean)	24%	(158)	25%	(167)	18%	(118)	20%	(132)	13%	(87)	662
PID/Gender: Dem Men	19%	(64)	26%	(87)	21%	(69)	25%	(82)	9%	(30)	332
PID/Gender: Dem Women	10%	(36)	21%	(79)	22%	(85)	29%	(109)	18%	(70)	379
PID/Gender: Ind Men	12%	(45)	26%	(101)	18%	(68)	29%	(112)	15%	(57)	383
PID/Gender: Ind Women	14%	(61)	19%	(84)	12%	(54)	33%	(146)	22%	(100)	445
PID/Gender: Rep Men	30%	(102)	27%	(92)	18%	(63)	18%	(62)	8%	(26)	345
PID/Gender: Rep Women	18%	(56)	24%	(75)	17%	(55)	22%	(70)	19%	(61)	317
Ideo: Liberal (1-3)	18%	(141)	23%	(183)	19%	(147)	25%	(198)	15%	(118)	788
Ideo: Moderate (4)	14%	(60)	28%	(121)	21%	(90)	24%	(101)	14%	(58)	430
Ideo: Conservative (5-7)	20%	(140)	25%	(172)	18%	(127)	27%	(187)	10%	(71)	696
Educ: < College	17%	(264)	22%	(344)	16%	(255)	28%	(431)	17%	(272)	1567
Educ: Bachelors degree	16%	(65)	27%	(113)	23%	(94)	22%	(92)	13%	(53)	416
Educ: Post-grad	16%	(36)	27%	(60)	21%	(46)	27%	(58)	8%	(18)	219
Income: Under 50k	17%	(224)	22%	(291)	17%	(221)	27%	(361)	18%	(243)	1341
Income: 50k-100k	15%	(92)	28%	(172)	19%	(120)	25%	(156)	13%	(78)	617
Income: 100k+	20%	(50)	22%	(53)	22%	(53)	26%	(64)	9%	(23)	243
Ethnicity: White	16%	(283)	23%	(404)	19%	(331)	27%	(472)	15%	(261)	1750
Ethnicity: Hispanic	19%	(63)	26%	(87)	16%	(53)	23%	(76)	15%	(50)	329

Continued on next page

Table BRD2_9: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
How players behave outside of baseball games

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	17% (365)	23% (517)	18% (394)	26% (581)	16% (343)	2201
Ethnicity: Afr. Am.	18% (48)	28% (75)	14% (38)	24% (63)	17% (45)	269
Ethnicity: Other	19% (34)	21% (38)	14% (26)	26% (46)	20% (37)	182
Relig: Protestant	21% (110)	26% (134)	21% (106)	23% (119)	9% (45)	515
Relig: Roman Catholic	19% (79)	26% (105)	19% (79)	24% (99)	12% (50)	412
Relig: Ath./Agn./None	12% (84)	22% (149)	17% (112)	29% (198)	19% (129)	673
Relig: Something Else	14% (49)	19% (64)	20% (66)	29% (98)	18% (62)	339
Relig: Jewish	12% (6)	26% (13)	22% (11)	21% (11)	18% (9)	51
Relig: Evangelical	21% (125)	23% (141)	16% (97)	24% (147)	15% (93)	603
Relig: Non-Evang. Catholics	18% (104)	28% (163)	20% (118)	24% (139)	10% (59)	583
Relig: All Christian	19% (229)	26% (304)	18% (216)	24% (286)	13% (152)	1186
Relig: All Non-Christian	13% (133)	21% (213)	18% (179)	29% (296)	19% (191)	1012
Community: Urban	15% (92)	25% (146)	21% (122)	24% (144)	15% (90)	594
Community: Suburban	16% (149)	24% (216)	19% (171)	27% (242)	14% (124)	901
Community: Rural	18% (125)	22% (155)	14% (102)	28% (195)	18% (130)	706
Employ: Private Sector	20% (122)	26% (160)	18% (112)	25% (158)	11% (71)	624
Employ: Government	22% (32)	20% (29)	18% (26)	25% (36)	16% (24)	148
Employ: Self-Employed	8% (16)	27% (55)	23% (48)	26% (53)	16% (32)	205
Employ: Homemaker	14% (31)	20% (44)	15% (33)	30% (64)	21% (45)	217
Employ: Student	22% (26)	20% (23)	20% (24)	15% (18)	22% (26)	117
Employ: Retired	17% (83)	25% (121)	19% (93)	26% (125)	13% (63)	484
Employ: Unemployed	15% (29)	21% (41)	17% (33)	27% (54)	21% (42)	199
Employ: Other	12% (25)	21% (43)	12% (25)	36% (74)	20% (40)	207
Military HH: Yes	20% (89)	30% (133)	17% (73)	20% (89)	13% (55)	440
Military HH: No	16% (276)	22% (384)	18% (322)	28% (492)	16% (288)	1761
RD/WT: Right Direction	23% (197)	25% (214)	16% (137)	22% (188)	14% (120)	856
RD/WT: Wrong Track	13% (168)	23% (303)	19% (257)	29% (393)	17% (223)	1345

Continued on next page

Table BRD2_9: How important are each of the following when deciding whether or not to watch a Major League Baseball (MLB) Game?
How players behave outside of baseball games

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	17% (365)	23% (517)	18% (394)	26% (581)	16% (343)	2201
Strongly Approve	26% (115)	26% (117)	14% (63)	21% (95)	12% (56)	446
Somewhat Approve	16% (81)	25% (130)	20% (104)	24% (125)	15% (78)	519
Somewhat Disapprove	13% (40)	23% (71)	22% (67)	27% (83)	14% (43)	303
Strongly Disapprove	13% (102)	22% (177)	18% (142)	31% (246)	16% (123)	790
Dont Know / No Opinion	19% (27)	16% (23)	13% (18)	22% (32)	30% (43)	143
#1 Issue: Economy	15% (94)	24% (149)	19% (121)	28% (171)	14% (86)	620
#1 Issue: Security	21% (80)	26% (99)	17% (64)	24% (92)	13% (52)	386
#1 Issue: Health Care	15% (58)	26% (102)	19% (76)	24% (97)	16% (62)	395
#1 Issue: Medicare / Social Security	18% (62)	22% (73)	19% (64)	28% (92)	13% (43)	335
#1 Issue: Women's Issues	21% (19)	16% (15)	18% (16)	21% (19)	25% (24)	93
#1 Issue: Education	12% (18)	25% (39)	18% (28)	28% (43)	18% (27)	156
#1 Issue: Energy	23% (22)	21% (20)	14% (13)	31% (30)	12% (11)	97
#1 Issue: Other	11% (13)	17% (21)	9% (11)	31% (37)	31% (37)	119
2016 Vote: Democrat Hillary Clinton	12% (84)	24% (167)	22% (148)	28% (190)	14% (96)	686
2016 Vote: Republican Donald Trump	20% (156)	26% (199)	16% (124)	25% (189)	13% (96)	763
2016 Vote: Someone else	16% (27)	25% (42)	18% (31)	25% (42)	16% (26)	167
2012 Vote: Barack Obama	14% (115)	26% (216)	19% (159)	29% (248)	13% (106)	845
2012 Vote: Mitt Romney	24% (128)	24% (129)	18% (95)	22% (121)	13% (68)	540
2012 Vote: Other	16% (16)	18% (17)	17% (16)	30% (29)	19% (18)	96
2012 Vote: Didn't Vote	15% (106)	22% (155)	17% (122)	25% (181)	21% (152)	716
4-Region: Northeast	16% (65)	29% (117)	21% (85)	22% (89)	12% (46)	402
4-Region: Midwest	17% (82)	23% (108)	19% (89)	28% (131)	13% (64)	474
4-Region: South	19% (157)	22% (176)	15% (123)	26% (213)	18% (145)	815
4-Region: West	12% (62)	23% (116)	19% (97)	29% (149)	17% (87)	511

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

Table BRD3_1: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*
Shorter broadcasts or games

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (274)	20% (444)	7% (164)	5% (101)	40% (879)	15% (339)	2201
Gender: Male	16% (167)	23% (248)	9% (98)	6% (64)	35% (371)	10% (111)	1060
Gender: Female	9% (107)	17% (196)	6% (65)	3% (37)	44% (508)	20% (228)	1141
Age: 18-29	17% (80)	20% (94)	9% (42)	9% (42)	27% (128)	19% (92)	477
Age: 30-44	17% (93)	21% (116)	8% (44)	4% (25)	35% (197)	15% (84)	558
Age: 45-54	12% (47)	19% (75)	7% (29)	3% (10)	44% (168)	15% (57)	387
Age: 55-64	6% (24)	19% (72)	6% (22)	2% (9)	50% (192)	17% (63)	381
Age: 65+	8% (30)	22% (88)	7% (28)	4% (15)	49% (195)	11% (43)	398
PID: Dem (no lean)	15% (106)	18% (130)	7% (49)	7% (50)	40% (283)	13% (93)	711
PID: Ind (no lean)	8% (67)	18% (153)	8% (62)	3% (24)	43% (360)	20% (162)	828
PID: Rep (no lean)	15% (101)	24% (161)	8% (53)	4% (27)	36% (236)	13% (84)	662
PID/Gender: Dem Men	20% (65)	21% (68)	8% (26)	11% (36)	32% (107)	9% (30)	332
PID/Gender: Dem Women	11% (41)	16% (61)	6% (22)	4% (14)	47% (177)	17% (64)	379
PID/Gender: Ind Men	9% (34)	23% (88)	9% (35)	4% (14)	41% (158)	14% (55)	383
PID/Gender: Ind Women	7% (33)	15% (65)	6% (28)	2% (10)	45% (202)	24% (107)	445
PID/Gender: Rep Men	20% (69)	27% (92)	11% (37)	4% (14)	31% (107)	8% (27)	345
PID/Gender: Rep Women	10% (33)	22% (69)	5% (16)	4% (13)	41% (129)	18% (58)	317
Ideo: Liberal (1-3)	18% (145)	22% (174)	7% (58)	5% (37)	35% (275)	13% (99)	788
Ideo: Moderate (4)	10% (41)	22% (94)	7% (32)	5% (21)	43% (186)	13% (56)	430
Ideo: Conservative (5-7)	9% (65)	22% (152)	9% (63)	5% (32)	44% (309)	11% (76)	696
Educ: < College	12% (181)	18% (282)	8% (123)	5% (73)	40% (631)	18% (277)	1567
Educ: Bachelors degree	14% (58)	27% (111)	6% (26)	5% (19)	37% (155)	11% (47)	416
Educ: Post-grad	16% (35)	24% (52)	7% (15)	4% (9)	43% (93)	7% (15)	219
Income: Under 50k	11% (150)	19% (249)	9% (116)	5% (68)	39% (520)	18% (239)	1341
Income: 50k-100k	14% (85)	23% (143)	5% (33)	4% (25)	42% (260)	12% (72)	617
Income: 100k+	16% (39)	22% (53)	6% (15)	3% (8)	41% (100)	12% (29)	243
Ethnicity: White	11% (191)	21% (367)	7% (122)	5% (79)	42% (728)	15% (264)	1750

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Table BRD3_1: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*
Shorter broadcasts or games

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (274)	20% (444)	7% (164)	5% (101)	40% (879)	15% (339)	2201
Ethnicity: Hispanic	21% (69)	19% (61)	6% (20)	9% (30)	30% (99)	15% (50)	329
Ethnicity: Afr. Am.	18% (49)	19% (51)	9% (25)	4% (11)	38% (101)	12% (33)	269
Ethnicity: Other	19% (34)	15% (27)	9% (16)	6% (11)	28% (50)	24% (43)	182
Relig: Protestant	12% (62)	26% (132)	6% (33)	4% (19)	42% (218)	10% (50)	515
Relig: Roman Catholic	14% (57)	22% (89)	10% (42)	6% (25)	37% (153)	11% (46)	412
Relig: Ath./Agn./None	13% (85)	17% (111)	6% (43)	5% (35)	38% (257)	21% (142)	673
Relig: Something Else	12% (41)	19% (64)	9% (30)	3% (12)	43% (147)	13% (45)	339
Relig: Jewish	17% (9)	26% (13)	2% (1)	1% (1)	40% (20)	13% (7)	51
Relig: Evangelical	14% (83)	21% (128)	6% (37)	6% (35)	38% (230)	15% (89)	603
Relig: Non-Evang. Catholics	11% (62)	24% (141)	9% (53)	3% (19)	42% (244)	11% (63)	583
Relig: All Christian	12% (145)	23% (268)	8% (91)	5% (54)	40% (474)	13% (152)	1186
Relig: All Non-Christian	12% (126)	17% (175)	7% (73)	5% (47)	40% (405)	18% (187)	1012
Community: Urban	15% (89)	21% (122)	8% (45)	5% (31)	39% (230)	13% (78)	594
Community: Suburban	11% (103)	22% (198)	7% (64)	5% (41)	42% (378)	13% (116)	901
Community: Rural	12% (82)	18% (124)	8% (55)	4% (28)	38% (271)	21% (145)	706
Employ: Private Sector	18% (110)	23% (141)	8% (47)	4% (27)	36% (226)	12% (72)	624
Employ: Government	16% (24)	23% (34)	5% (7)	7% (10)	39% (58)	10% (15)	148
Employ: Self-Employed	10% (20)	20% (40)	10% (20)	5% (10)	42% (86)	14% (29)	205
Employ: Homemaker	11% (23)	17% (38)	5% (11)	4% (9)	42% (91)	21% (45)	217
Employ: Student	20% (23)	19% (23)	10% (12)	7% (8)	20% (23)	24% (29)	117
Employ: Retired	7% (36)	20% (99)	6% (31)	3% (14)	50% (242)	13% (62)	484
Employ: Unemployed	10% (19)	15% (30)	9% (19)	5% (10)	38% (76)	23% (46)	199
Employ: Other	9% (18)	19% (40)	8% (17)	6% (12)	37% (77)	21% (43)	207
Military HH: Yes	16% (69)	22% (96)	7% (30)	6% (26)	39% (173)	10% (45)	440
Military HH: No	12% (205)	20% (348)	8% (134)	4% (75)	40% (706)	17% (294)	1761
RD/WT: Right Direction	15% (129)	22% (191)	8% (69)	5% (41)	34% (294)	15% (131)	856
RD/WT: Wrong Track	11% (145)	19% (253)	7% (95)	4% (60)	43% (585)	15% (208)	1345

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Table BRD3_1: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
Shorter broadcasts or games

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (274)	20% (444)	7% (164)	5% (101)	40% (879)	15% (339)	2201
Strongly Approve	18% (81)	21% (92)	9% (41)	3% (15)	37% (164)	12% (52)	446
Somewhat Approve	10% (50)	23% (118)	7% (35)	6% (30)	40% (207)	15% (79)	519
Somewhat Disapprove	10% (31)	21% (64)	11% (33)	6% (18)	41% (123)	11% (34)	303
Strongly Disapprove	13% (100)	18% (141)	6% (44)	4% (33)	44% (350)	15% (122)	790
Dont Know / No Opinion	9% (13)	21% (30)	7% (10)	3% (4)	24% (35)	35% (51)	143
#1 Issue: Economy	12% (71)	21% (132)	7% (46)	4% (27)	42% (260)	13% (84)	620
#1 Issue: Security	11% (44)	19% (74)	10% (37)	5% (20)	41% (157)	14% (54)	386
#1 Issue: Health Care	13% (52)	18% (73)	9% (35)	6% (22)	39% (155)	15% (59)	395
#1 Issue: Medicare / Social Security	12% (40)	21% (70)	6% (20)	3% (9)	46% (155)	12% (41)	335
#1 Issue: Women's Issues	16% (15)	20% (19)	4% (4)	6% (6)	32% (29)	22% (21)	93
#1 Issue: Education	16% (25)	24% (38)	4% (7)	6% (9)	32% (50)	18% (28)	156
#1 Issue: Energy	19% (18)	20% (20)	9% (9)	7% (7)	30% (29)	15% (14)	97
#1 Issue: Other	7% (8)	17% (20)	5% (6)	2% (3)	37% (44)	32% (38)	119
2016 Vote: Democrat Hillary Clinton	16% (109)	18% (122)	7% (45)	5% (32)	42% (285)	14% (94)	686
2016 Vote: Republican Donald Trump	13% (98)	21% (163)	9% (69)	4% (31)	40% (307)	12% (95)	763
2016 Vote: Someone else	8% (13)	26% (43)	5% (8)	6% (10)	44% (73)	12% (20)	167
2012 Vote: Barack Obama	14% (122)	19% (159)	8% (70)	4% (36)	43% (361)	11% (97)	845
2012 Vote: Mitt Romney	14% (76)	23% (122)	5% (26)	4% (21)	42% (229)	13% (68)	540
2012 Vote: Other	5% (5)	22% (21)	10% (9)	5% (5)	43% (41)	16% (15)	96
2012 Vote: Didn't Vote	10% (72)	20% (141)	8% (58)	5% (39)	34% (246)	22% (160)	716
4-Region: Northeast	17% (68)	21% (85)	9% (37)	5% (21)	35% (141)	12% (50)	402
4-Region: Midwest	11% (54)	21% (98)	7% (31)	4% (21)	43% (203)	14% (67)	474
4-Region: South	11% (87)	21% (172)	7% (58)	4% (31)	41% (331)	17% (135)	815
4-Region: West	13% (66)	18% (90)	7% (36)	6% (28)	40% (203)	17% (87)	511

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

Table BRD3_4: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Fewer commercials

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	23% (512)	23% (517)	5% (116)	4% (80)	31% (672)	14% (303)	2201
Gender: Male	27% (283)	28% (301)	6% (59)	5% (50)	25% (264)	10% (103)	1060
Gender: Female	20% (229)	19% (216)	5% (58)	3% (31)	36% (408)	18% (200)	1141
Age: 18-29	25% (121)	20% (95)	8% (39)	7% (32)	22% (105)	18% (87)	477
Age: 30-44	26% (142)	22% (125)	6% (33)	4% (22)	28% (156)	14% (79)	558
Age: 45-54	21% (83)	24% (93)	3% (12)	3% (12)	34% (133)	14% (54)	387
Age: 55-64	19% (71)	24% (93)	3% (13)	2% (9)	40% (151)	12% (45)	381
Age: 65+	24% (95)	28% (112)	5% (19)	1% (6)	32% (127)	10% (39)	398
PID: Dem (no lean)	24% (173)	24% (172)	5% (37)	3% (24)	31% (223)	11% (81)	711
PID: Ind (no lean)	20% (164)	21% (175)	6% (46)	4% (33)	33% (270)	17% (141)	828
PID: Rep (no lean)	26% (175)	26% (170)	5% (34)	4% (23)	27% (178)	12% (81)	662
PID/Gender: Dem Men	27% (90)	32% (108)	5% (18)	4% (13)	23% (76)	8% (27)	332
PID/Gender: Dem Women	22% (83)	17% (65)	5% (19)	3% (11)	39% (147)	14% (54)	379
PID/Gender: Ind Men	22% (83)	25% (97)	6% (21)	5% (18)	30% (115)	13% (49)	383
PID/Gender: Ind Women	18% (82)	17% (77)	5% (24)	3% (15)	35% (155)	21% (92)	445
PID/Gender: Rep Men	32% (110)	28% (96)	6% (19)	5% (19)	21% (73)	8% (27)	345
PID/Gender: Rep Women	20% (65)	23% (74)	5% (14)	1% (5)	33% (106)	17% (54)	317
Ideo: Liberal (1-3)	26% (204)	25% (194)	8% (61)	5% (40)	25% (198)	12% (91)	788
Ideo: Moderate (4)	22% (94)	29% (123)	3% (14)	3% (12)	31% (133)	12% (53)	430
Ideo: Conservative (5-7)	23% (158)	25% (176)	5% (31)	3% (22)	35% (246)	9% (63)	696
Educ: < College	23% (353)	21% (333)	6% (92)	4% (61)	31% (483)	16% (245)	1567
Educ: Bachelors degree	25% (105)	31% (128)	4% (17)	3% (14)	27% (113)	9% (38)	416
Educ: Post-grad	25% (55)	26% (56)	3% (7)	2% (5)	35% (76)	9% (20)	219
Income: Under 50k	22% (296)	20% (275)	7% (88)	4% (57)	31% (411)	16% (215)	1341
Income: 50k-100k	25% (153)	29% (178)	3% (20)	3% (19)	30% (185)	10% (62)	617
Income: 100k+	26% (63)	26% (64)	4% (9)	2% (4)	31% (76)	11% (26)	243
Ethnicity: White	23% (397)	25% (438)	5% (85)	3% (47)	31% (542)	14% (241)	1750

Continued on next page

Table BRD3_4: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
Fewer commercials

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	23% (512)	23% (517)	5% (116)	4% (80)	31% (672)	14% (303)	2201
Ethnicity: Hispanic	27% (88)	23% (74)	8% (27)	7% (23)	21% (69)	15% (48)	329
Ethnicity: Afr. Am.	25% (68)	20% (54)	7% (18)	7% (18)	32% (86)	9% (24)	269
Ethnicity: Other	26% (48)	13% (24)	7% (13)	8% (14)	24% (44)	21% (39)	182
Relig: Protestant	24% (126)	30% (154)	5% (23)	2% (11)	31% (158)	8% (43)	515
Relig: Roman Catholic	25% (103)	27% (111)	7% (31)	3% (11)	27% (111)	11% (45)	412
Relig: Ath./Agn./None	22% (151)	19% (130)	5% (34)	5% (32)	30% (202)	18% (124)	673
Relig: Something Else	24% (81)	20% (68)	5% (18)	5% (18)	34% (114)	12% (40)	339
Relig: Jewish	22% (11)	31% (16)	2% (1)	2% (1)	31% (16)	12% (6)	51
Relig: Evangelical	22% (132)	24% (144)	5% (31)	4% (22)	31% (190)	14% (84)	603
Relig: Non-Evang. Catholics	25% (146)	30% (175)	6% (33)	1% (8)	28% (166)	10% (56)	583
Relig: All Christian	23% (277)	27% (319)	5% (64)	3% (30)	30% (356)	12% (139)	1186
Relig: All Non-Christian	23% (232)	20% (198)	5% (52)	5% (50)	31% (316)	16% (164)	1012
Community: Urban	22% (132)	25% (146)	7% (42)	5% (32)	29% (172)	12% (71)	594
Community: Suburban	24% (217)	25% (225)	5% (42)	3% (27)	32% (286)	12% (104)	901
Community: Rural	23% (163)	21% (146)	5% (32)	3% (22)	30% (214)	18% (128)	706
Employ: Private Sector	27% (167)	27% (167)	5% (29)	4% (27)	27% (169)	10% (65)	624
Employ: Government	18% (27)	29% (43)	3% (4)	11% (16)	30% (45)	9% (13)	148
Employ: Self-Employed	23% (46)	25% (52)	7% (15)	3% (7)	29% (59)	13% (26)	205
Employ: Homemaker	16% (34)	16% (34)	8% (16)	3% (7)	40% (86)	18% (39)	217
Employ: Student	32% (38)	18% (21)	4% (5)	4% (5)	16% (19)	25% (29)	117
Employ: Retired	22% (108)	28% (135)	4% (20)	1% (5)	34% (164)	10% (51)	484
Employ: Unemployed	20% (39)	17% (34)	5% (10)	5% (10)	31% (61)	23% (45)	199
Employ: Other	26% (53)	14% (30)	8% (16)	2% (3)	33% (68)	17% (36)	207
Military HH: Yes	29% (127)	26% (114)	5% (23)	3% (15)	27% (117)	10% (44)	440
Military HH: No	22% (385)	23% (403)	5% (94)	4% (65)	32% (555)	15% (259)	1761
RD/WT: Right Direction	26% (219)	26% (219)	6% (54)	2% (19)	27% (231)	13% (114)	856
RD/WT: Wrong Track	22% (294)	22% (297)	5% (63)	5% (61)	33% (441)	14% (189)	1345

Continued on next page

Table BRD3_4: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
Fewer commercials

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	23% (512)	23% (517)	5% (116)	4% (80)	31% (672)	14% (303)	2201
Strongly Approve	29% (129)	24% (107)	5% (23)	2% (10)	28% (124)	12% (53)	446
Somewhat Approve	21% (110)	27% (138)	6% (29)	3% (17)	31% (160)	12% (65)	519
Somewhat Disapprove	19% (56)	26% (78)	10% (29)	6% (19)	29% (88)	11% (32)	303
Strongly Disapprove	24% (187)	21% (166)	4% (28)	4% (29)	34% (271)	14% (108)	790
Dont Know / No Opinion	21% (30)	19% (27)	5% (7)	3% (5)	20% (29)	32% (46)	143
#1 Issue: Economy	25% (154)	23% (141)	6% (36)	2% (15)	33% (204)	11% (70)	620
#1 Issue: Security	24% (91)	24% (92)	5% (19)	4% (14)	31% (121)	13% (48)	386
#1 Issue: Health Care	23% (92)	24% (95)	6% (22)	4% (17)	29% (115)	14% (53)	395
#1 Issue: Medicare / Social Security	23% (77)	28% (95)	4% (15)	2% (7)	32% (108)	10% (33)	335
#1 Issue: Women's Issues	22% (21)	21% (19)	4% (4)	4% (4)	29% (27)	19% (18)	93
#1 Issue: Education	15% (24)	25% (40)	8% (12)	9% (14)	24% (38)	18% (28)	156
#1 Issue: Energy	35% (34)	16% (15)	5% (5)	6% (5)	24% (23)	15% (14)	97
#1 Issue: Other	17% (20)	16% (19)	3% (3)	2% (3)	29% (35)	33% (39)	119
2016 Vote: Democrat Hillary Clinton	23% (158)	24% (165)	6% (41)	3% (18)	32% (222)	12% (82)	686
2016 Vote: Republican Donald Trump	25% (192)	27% (207)	5% (38)	2% (19)	30% (227)	11% (81)	763
2016 Vote: Someone else	24% (40)	22% (37)	4% (6)	3% (4)	35% (58)	13% (21)	167
2012 Vote: Barack Obama	23% (193)	26% (219)	6% (47)	3% (24)	33% (276)	10% (87)	845
2012 Vote: Mitt Romney	24% (132)	27% (145)	3% (15)	3% (15)	32% (174)	11% (60)	540
2012 Vote: Other	26% (25)	17% (17)	4% (4)	3% (3)	33% (32)	16% (16)	96
2012 Vote: Didn't Vote	22% (161)	19% (137)	7% (49)	5% (38)	26% (189)	20% (141)	716
4-Region: Northeast	30% (122)	29% (117)	4% (15)	2% (8)	25% (102)	9% (37)	402
4-Region: Midwest	21% (97)	26% (122)	4% (20)	5% (24)	32% (152)	12% (58)	474
4-Region: South	22% (178)	21% (175)	6% (45)	3% (24)	33% (271)	15% (122)	815
4-Region: West	22% (115)	20% (102)	7% (37)	5% (23)	29% (148)	17% (86)	511

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

Table BRD3_5: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Higher scoring

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (223)	15% (338)	8% (171)	4% (88)	47% (1033)	16% (347)	2201
Gender: Male	13% (141)	19% (203)	9% (90)	5% (52)	43% (455)	11% (117)	1060
Gender: Female	7% (82)	12% (135)	7% (81)	3% (36)	51% (578)	20% (229)	1141
Age: 18-29	17% (82)	16% (77)	9% (43)	6% (29)	33% (156)	19% (90)	477
Age: 30-44	13% (71)	20% (109)	9% (49)	4% (22)	40% (221)	15% (86)	558
Age: 45-54	9% (36)	15% (59)	5% (19)	2% (9)	52% (201)	16% (64)	387
Age: 55-64	4% (14)	10% (38)	6% (22)	4% (15)	60% (229)	16% (62)	381
Age: 65+	5% (20)	14% (54)	10% (38)	3% (14)	57% (226)	11% (46)	398
PID: Dem (no lean)	12% (83)	17% (119)	9% (61)	4% (28)	46% (325)	13% (95)	711
PID: Ind (no lean)	7% (56)	13% (104)	7% (59)	4% (31)	49% (407)	21% (171)	828
PID: Rep (no lean)	13% (84)	17% (115)	8% (51)	4% (29)	45% (301)	12% (81)	662
PID/Gender: Dem Men	17% (56)	20% (66)	9% (30)	6% (19)	38% (126)	10% (34)	332
PID/Gender: Dem Women	7% (27)	14% (53)	8% (30)	2% (9)	53% (200)	16% (60)	379
PID/Gender: Ind Men	8% (30)	17% (66)	7% (28)	4% (17)	49% (188)	14% (54)	383
PID/Gender: Ind Women	6% (26)	9% (38)	7% (31)	3% (14)	49% (219)	26% (117)	445
PID/Gender: Rep Men	16% (55)	21% (71)	9% (32)	5% (16)	41% (141)	8% (29)	345
PID/Gender: Rep Women	9% (29)	14% (44)	6% (20)	4% (13)	50% (159)	16% (52)	317
Ideo: Liberal (1-3)	15% (122)	20% (154)	8% (63)	5% (41)	39% (310)	12% (98)	788
Ideo: Moderate (4)	8% (32)	16% (69)	10% (42)	3% (13)	49% (211)	15% (63)	430
Ideo: Conservative (5-7)	7% (49)	13% (91)	8% (58)	4% (30)	56% (389)	11% (80)	696
Educ: < College	10% (163)	14% (223)	8% (121)	4% (61)	46% (720)	18% (280)	1567
Educ: Bachelors degree	10% (40)	19% (77)	8% (34)	4% (15)	48% (201)	12% (48)	416
Educ: Post-grad	10% (21)	17% (38)	7% (16)	6% (12)	52% (113)	8% (18)	219
Income: Under 50k	11% (148)	14% (188)	8% (112)	5% (65)	43% (581)	18% (247)	1341
Income: 50k-100k	9% (56)	18% (110)	7% (40)	3% (18)	52% (323)	11% (70)	617
Income: 100k+	8% (19)	16% (40)	8% (19)	2% (6)	53% (129)	12% (29)	243
Ethnicity: White	9% (155)	15% (258)	8% (141)	3% (61)	49% (865)	15% (271)	1750

Continued on next page

Table BRD3_5: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Higher scoring

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (223)	15% (338)	8% (171)	4% (88)	47% (1033)	16% (347)	2201
Ethnicity: Hispanic	18% (59)	16% (53)	12% (38)	8% (26)	32% (105)	15% (49)	329
Ethnicity: Afr. Am.	15% (40)	23% (62)	4% (11)	7% (20)	38% (101)	13% (34)	269
Ethnicity: Other	15% (28)	10% (18)	11% (20)	4% (8)	37% (67)	23% (41)	182
Relig: Protestant	11% (57)	16% (80)	6% (33)	3% (18)	53% (273)	11% (54)	515
Relig: Roman Catholic	9% (37)	20% (84)	13% (53)	3% (14)	42% (174)	12% (49)	412
Relig: Ath./Agn./None	10% (67)	14% (96)	6% (43)	4% (29)	45% (302)	20% (137)	673
Relig: Something Else	11% (38)	13% (43)	8% (26)	5% (18)	48% (162)	15% (52)	339
Relig: Jewish	15% (8)	11% (5)	13% (6)	3% (2)	46% (23)	12% (6)	51
Relig: Evangelical	11% (66)	15% (92)	8% (46)	4% (26)	47% (283)	15% (90)	603
Relig: Non-Evang. Catholics	9% (50)	19% (108)	9% (55)	3% (16)	49% (287)	12% (68)	583
Relig: All Christian	10% (116)	17% (200)	9% (101)	4% (42)	48% (570)	13% (158)	1186
Relig: All Non-Christian	10% (105)	14% (138)	7% (70)	5% (47)	46% (464)	19% (189)	1012
Community: Urban	13% (79)	18% (106)	8% (50)	4% (24)	43% (253)	14% (82)	594
Community: Suburban	9% (83)	17% (151)	8% (70)	4% (36)	49% (443)	13% (119)	901
Community: Rural	9% (62)	11% (81)	7% (51)	4% (28)	48% (337)	21% (146)	706
Employ: Private Sector	15% (92)	19% (120)	8% (49)	4% (27)	42% (263)	12% (74)	624
Employ: Government	8% (11)	17% (25)	9% (13)	6% (8)	53% (78)	9% (13)	148
Employ: Self-Employed	11% (23)	16% (32)	8% (17)	4% (8)	44% (91)	16% (34)	205
Employ: Homemaker	9% (20)	13% (29)	7% (16)	5% (10)	46% (99)	20% (43)	217
Employ: Student	22% (26)	11% (13)	7% (8)	6% (7)	30% (36)	24% (28)	117
Employ: Retired	5% (25)	14% (67)	7% (33)	3% (14)	59% (284)	13% (62)	484
Employ: Unemployed	4% (7)	15% (29)	9% (17)	2% (5)	46% (91)	25% (50)	199
Employ: Other	9% (20)	11% (22)	10% (20)	4% (9)	45% (93)	21% (44)	207
Military HH: Yes	14% (61)	15% (64)	10% (42)	5% (23)	46% (203)	11% (46)	440
Military HH: No	9% (162)	16% (274)	7% (129)	4% (66)	47% (830)	17% (301)	1761
RD/WT: Right Direction	13% (109)	18% (151)	8% (71)	4% (37)	42% (361)	15% (127)	856
RD/WT: Wrong Track	8% (114)	14% (187)	7% (100)	4% (52)	50% (673)	16% (220)	1345

Continued on next page

Table BRD3_5: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Higher scoring

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (223)	15% (338)	8% (171)	4% (88)	47% (1033)	16% (347)	2201
Strongly Approve	16% (70)	17% (74)	9% (38)	4% (20)	42% (186)	13% (57)	446
Somewhat Approve	7% (34)	14% (74)	8% (44)	5% (27)	51% (267)	14% (72)	519
Somewhat Disapprove	8% (25)	20% (61)	10% (30)	5% (14)	45% (137)	12% (36)	303
Strongly Disapprove	10% (81)	13% (105)	7% (54)	3% (24)	50% (396)	16% (130)	790
Dont Know / No Opinion	9% (13)	16% (24)	4% (5)	2% (3)	33% (47)	36% (52)	143
#1 Issue: Economy	8% (52)	17% (106)	8% (50)	3% (16)	50% (310)	14% (86)	620
#1 Issue: Security	12% (48)	14% (55)	8% (32)	4% (16)	47% (182)	14% (54)	386
#1 Issue: Health Care	10% (41)	16% (64)	6% (26)	7% (27)	46% (181)	14% (56)	395
#1 Issue: Medicare / Social Security	9% (31)	13% (42)	9% (29)	3% (9)	54% (182)	12% (41)	335
#1 Issue: Women's Issues	15% (14)	19% (18)	3% (3)	3% (3)	39% (36)	21% (19)	93
#1 Issue: Education	9% (15)	14% (22)	13% (20)	9% (14)	34% (53)	20% (32)	156
#1 Issue: Energy	16% (16)	17% (16)	9% (8)	1% (1)	43% (41)	15% (14)	97
#1 Issue: Other	6% (7)	13% (15)	3% (3)	2% (2)	40% (48)	37% (44)	119
2016 Vote: Democrat Hillary Clinton	9% (64)	16% (107)	10% (67)	4% (29)	47% (322)	14% (97)	686
2016 Vote: Republican Donald Trump	10% (80)	17% (128)	8% (61)	3% (24)	49% (375)	13% (96)	763
2016 Vote: Someone else	6% (10)	16% (27)	5% (8)	4% (6)	56% (94)	14% (23)	167
2012 Vote: Barack Obama	9% (78)	18% (150)	9% (74)	4% (37)	48% (403)	12% (104)	845
2012 Vote: Mitt Romney	9% (50)	14% (74)	7% (37)	3% (14)	56% (302)	12% (64)	540
2012 Vote: Other	6% (6)	7% (7)	4% (4)	5% (5)	59% (56)	18% (17)	96
2012 Vote: Didn't Vote	12% (89)	15% (107)	8% (56)	5% (33)	38% (268)	23% (162)	716
4-Region: Northeast	12% (49)	16% (65)	11% (42)	4% (16)	46% (183)	11% (45)	402
4-Region: Midwest	10% (48)	17% (81)	7% (34)	4% (18)	47% (225)	14% (68)	474
4-Region: South	9% (73)	17% (139)	5% (43)	2% (20)	48% (391)	18% (149)	815
4-Region: West	10% (53)	10% (52)	10% (52)	7% (34)	46% (234)	17% (86)	511

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

Table BRD3_6: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Less time in between pitching changes, mound visits and innings

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (301)	22% (476)	6% (140)	3% (72)	40% (876)	15% (336)	2201
Gender: Male	18% (191)	25% (263)	7% (75)	4% (41)	35% (374)	11% (115)	1060
Gender: Female	10% (110)	19% (213)	6% (65)	3% (31)	44% (503)	19% (220)	1141
Age: 18-29	19% (91)	21% (101)	8% (38)	5% (24)	27% (127)	20% (96)	477
Age: 30-44	17% (97)	21% (118)	6% (33)	4% (22)	37% (204)	15% (83)	558
Age: 45-54	12% (47)	21% (80)	6% (24)	2% (9)	43% (168)	15% (59)	387
Age: 55-64	6% (24)	22% (84)	5% (19)	2% (9)	51% (193)	14% (52)	381
Age: 65+	10% (41)	23% (92)	7% (27)	2% (8)	46% (184)	12% (46)	398
PID: Dem (no lean)	16% (110)	22% (157)	7% (50)	4% (27)	39% (277)	13% (90)	711
PID: Ind (no lean)	9% (75)	19% (161)	6% (54)	3% (23)	43% (355)	19% (160)	828
PID: Rep (no lean)	17% (115)	24% (158)	6% (36)	3% (23)	37% (244)	13% (85)	662
PID/Gender: Dem Men	23% (78)	24% (79)	8% (26)	5% (18)	29% (97)	10% (34)	332
PID/Gender: Dem Women	9% (33)	21% (78)	6% (24)	2% (9)	47% (180)	15% (56)	379
PID/Gender: Ind Men	10% (37)	23% (88)	8% (30)	3% (13)	42% (161)	14% (54)	383
PID/Gender: Ind Women	9% (38)	17% (73)	5% (23)	2% (10)	44% (194)	24% (106)	445
PID/Gender: Rep Men	22% (77)	28% (96)	6% (19)	3% (10)	33% (115)	8% (27)	345
PID/Gender: Rep Women	12% (39)	19% (61)	5% (17)	4% (12)	41% (129)	18% (58)	317
Ideo: Liberal (1-3)	19% (153)	23% (184)	9% (68)	3% (26)	32% (252)	13% (105)	788
Ideo: Moderate (4)	11% (46)	25% (107)	6% (25)	4% (15)	42% (180)	13% (56)	430
Ideo: Conservative (5-7)	11% (79)	23% (158)	6% (40)	4% (25)	46% (321)	11% (75)	696
Educ: < College	13% (201)	20% (313)	6% (101)	3% (47)	40% (629)	18% (275)	1567
Educ: Bachelors degree	15% (62)	26% (107)	8% (31)	4% (18)	37% (155)	10% (42)	416
Educ: Post-grad	17% (38)	26% (56)	3% (8)	3% (7)	42% (92)	8% (18)	219
Income: Under 50k	13% (171)	19% (256)	7% (98)	4% (47)	39% (524)	18% (245)	1341
Income: 50k-100k	16% (97)	25% (152)	4% (26)	3% (20)	42% (258)	10% (64)	617
Income: 100k+	13% (33)	28% (68)	7% (16)	2% (5)	39% (94)	11% (27)	243
Ethnicity: White	13% (224)	22% (386)	6% (107)	3% (60)	41% (718)	15% (255)	1750

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Table BRD3_6: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Less time in between pitching changes, mound visits and innings

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (301)	22% (476)	6% (140)	3% (72)	40% (876)	15% (336)	2201
Ethnicity: Hispanic	21% (70)	21% (68)	8% (25)	4% (13)	31% (101)	16% (52)	329
Ethnicity: Afr. Am.	16% (43)	23% (62)	8% (21)	2% (6)	36% (96)	15% (40)	269
Ethnicity: Other	18% (33)	15% (27)	6% (12)	4% (7)	34% (62)	22% (40)	182
Relig: Protestant	16% (81)	25% (130)	4% (22)	3% (15)	42% (219)	9% (49)	515
Relig: Roman Catholic	17% (68)	24% (99)	8% (34)	3% (13)	37% (153)	11% (45)	412
Relig: Ath./Agn./None	11% (77)	20% (133)	7% (45)	4% (24)	38% (257)	20% (137)	673
Relig: Something Else	13% (42)	18% (62)	6% (20)	4% (14)	45% (152)	14% (49)	339
Relig: Jewish	17% (9)	15% (8)	7% (3)	4% (2)	43% (22)	14% (7)	51
Relig: Evangelical	15% (91)	23% (136)	6% (38)	3% (21)	38% (228)	15% (89)	603
Relig: Non-Evang. Catholics	15% (88)	25% (145)	6% (38)	2% (13)	41% (239)	10% (60)	583
Relig: All Christian	15% (179)	24% (281)	6% (75)	3% (34)	39% (467)	13% (150)	1186
Relig: All Non-Christian	12% (119)	19% (194)	6% (64)	4% (38)	40% (409)	18% (186)	1012
Community: Urban	17% (103)	21% (127)	6% (34)	3% (19)	39% (233)	13% (77)	594
Community: Suburban	13% (121)	22% (200)	7% (62)	3% (27)	41% (372)	13% (118)	901
Community: Rural	11% (76)	21% (148)	6% (44)	4% (25)	38% (272)	20% (140)	706
Employ: Private Sector	20% (123)	23% (146)	7% (43)	3% (22)	35% (219)	11% (71)	624
Employ: Government	15% (22)	20% (30)	8% (12)	7% (11)	42% (62)	7% (11)	148
Employ: Self-Employed	13% (27)	24% (49)	5% (10)	4% (9)	39% (81)	14% (30)	205
Employ: Homemaker	7% (15)	18% (39)	6% (14)	3% (7)	44% (96)	21% (46)	217
Employ: Student	24% (28)	23% (27)	3% (4)	6% (7)	19% (22)	25% (29)	117
Employ: Retired	8% (38)	23% (109)	6% (29)	1% (5)	49% (239)	13% (64)	484
Employ: Unemployed	10% (21)	20% (39)	7% (14)	2% (3)	38% (76)	23% (46)	199
Employ: Other	13% (27)	17% (36)	7% (14)	4% (8)	39% (81)	20% (40)	207
Military HH: Yes	20% (88)	22% (95)	6% (26)	4% (18)	38% (165)	11% (47)	440
Military HH: No	12% (213)	22% (381)	6% (113)	3% (54)	40% (711)	16% (289)	1761
RD/WT: Right Direction	15% (132)	25% (210)	8% (66)	3% (24)	35% (297)	15% (127)	856
RD/WT: Wrong Track	13% (169)	20% (266)	6% (74)	4% (48)	43% (579)	15% (208)	1345

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Table BRD3_6: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Less time in between pitching changes, mound visits and innings

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (301)	22% (476)	6% (140)	3% (72)	40% (876)	15% (336)	2201
Strongly Approve	21% (95)	20% (88)	5% (24)	3% (12)	38% (168)	13% (59)	446
Somewhat Approve	9% (47)	23% (119)	9% (45)	4% (23)	42% (216)	13% (70)	519
Somewhat Disapprove	12% (36)	22% (66)	12% (38)	4% (12)	37% (111)	13% (40)	303
Strongly Disapprove	14% (110)	21% (169)	3% (27)	3% (24)	43% (339)	15% (121)	790
Dont Know / No Opinion	9% (13)	24% (34)	5% (7)	1% (2)	29% (42)	32% (46)	143
#1 Issue: Economy	12% (76)	23% (141)	5% (29)	3% (17)	44% (273)	13% (83)	620
#1 Issue: Security	15% (59)	19% (73)	8% (31)	4% (14)	40% (156)	13% (52)	386
#1 Issue: Health Care	13% (51)	22% (88)	8% (32)	4% (16)	37% (146)	15% (60)	395
#1 Issue: Medicare / Social Security	15% (50)	23% (77)	5% (18)	1% (5)	42% (141)	13% (44)	335
#1 Issue: Women's Issues	20% (18)	22% (21)	4% (4)	3% (3)	33% (31)	18% (16)	93
#1 Issue: Education	11% (17)	27% (42)	7% (12)	4% (6)	33% (52)	18% (28)	156
#1 Issue: Energy	22% (21)	18% (17)	6% (6)	7% (6)	34% (33)	14% (13)	97
#1 Issue: Other	6% (7)	15% (18)	6% (7)	4% (4)	37% (44)	33% (39)	119
2016 Vote: Democrat Hillary Clinton	15% (101)	23% (156)	7% (47)	3% (18)	40% (273)	13% (91)	686
2016 Vote: Republican Donald Trump	16% (120)	21% (161)	7% (52)	4% (27)	41% (311)	12% (92)	763
2016 Vote: Someone else	10% (17)	24% (41)	6% (10)	5% (8)	44% (73)	11% (18)	167
2012 Vote: Barack Obama	14% (117)	24% (199)	7% (59)	4% (32)	41% (345)	11% (93)	845
2012 Vote: Mitt Romney	16% (85)	23% (123)	5% (27)	2% (12)	43% (231)	11% (62)	540
2012 Vote: Other	1% (1)	21% (20)	5% (5)	5% (5)	51% (49)	18% (17)	96
2012 Vote: Didn't Vote	14% (99)	19% (134)	7% (47)	3% (24)	35% (248)	23% (163)	716
4-Region: Northeast	18% (74)	24% (96)	7% (29)	4% (17)	36% (145)	10% (42)	402
4-Region: Midwest	12% (57)	23% (109)	5% (24)	5% (25)	41% (196)	13% (63)	474
4-Region: South	12% (97)	21% (174)	7% (55)	3% (21)	40% (329)	17% (139)	815
4-Region: West	14% (74)	19% (98)	6% (33)	2% (9)	40% (206)	18% (92)	511

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

Table BRD3_7: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Showing games at more convenient times

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (393)	24% (535)	6% (132)	3% (63)	34% (741)	15% (336)	2201
Gender: Male	23% (243)	28% (298)	6% (62)	4% (41)	29% (304)	11% (112)	1060
Gender: Female	13% (150)	21% (237)	6% (70)	2% (22)	38% (438)	20% (224)	1141
Age: 18-29	23% (112)	24% (116)	8% (37)	4% (18)	21% (102)	19% (92)	477
Age: 30-44	23% (129)	22% (123)	7% (41)	2% (12)	29% (162)	16% (91)	558
Age: 45-54	18% (71)	22% (84)	6% (23)	3% (11)	35% (136)	16% (61)	387
Age: 55-64	9% (33)	26% (99)	5% (18)	2% (9)	45% (172)	13% (50)	381
Age: 65+	12% (48)	28% (112)	3% (13)	3% (13)	43% (170)	11% (42)	398
PID: Dem (no lean)	20% (141)	24% (168)	8% (54)	3% (19)	33% (236)	13% (91)	711
PID: Ind (no lean)	15% (125)	24% (196)	5% (39)	2% (20)	35% (288)	19% (160)	828
PID: Rep (no lean)	19% (127)	26% (170)	6% (39)	4% (24)	33% (217)	13% (84)	662
PID/Gender: Dem Men	27% (90)	27% (89)	8% (27)	4% (13)	24% (80)	10% (33)	332
PID/Gender: Dem Women	13% (51)	21% (80)	7% (27)	2% (7)	41% (156)	15% (59)	379
PID/Gender: Ind Men	18% (68)	28% (106)	5% (19)	2% (8)	35% (133)	13% (49)	383
PID/Gender: Ind Women	13% (58)	20% (89)	5% (21)	3% (12)	35% (155)	25% (111)	445
PID/Gender: Rep Men	25% (86)	30% (103)	5% (16)	6% (20)	26% (90)	9% (30)	345
PID/Gender: Rep Women	13% (41)	21% (68)	7% (23)	1% (4)	40% (127)	17% (55)	317
Ideo: Liberal (1-3)	23% (183)	25% (194)	7% (58)	3% (23)	28% (224)	13% (105)	788
Ideo: Moderate (4)	15% (65)	30% (130)	4% (19)	3% (15)	34% (148)	12% (52)	430
Ideo: Conservative (5-7)	16% (108)	25% (176)	6% (44)	3% (23)	40% (275)	10% (70)	696
Educ: < College	18% (283)	22% (347)	6% (99)	3% (45)	33% (517)	18% (276)	1567
Educ: Bachelors degree	16% (68)	31% (129)	6% (25)	3% (14)	34% (140)	9% (39)	416
Educ: Post-grad	20% (43)	27% (59)	4% (8)	2% (4)	38% (84)	9% (20)	219
Income: Under 50k	19% (252)	20% (274)	7% (97)	3% (44)	33% (437)	18% (237)	1341
Income: 50k-100k	16% (99)	30% (186)	4% (25)	2% (14)	36% (220)	12% (73)	617
Income: 100k+	18% (43)	31% (74)	4% (11)	2% (5)	35% (84)	11% (27)	243
Ethnicity: White	16% (281)	25% (439)	6% (105)	3% (54)	35% (611)	15% (261)	1750

Continued on next page

Table BRD3_7: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Showing games at more convenient times

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (393)	24% (535)	6% (132)	3% (63)	34% (741)	15% (336)	2201
Ethnicity: Hispanic	28% (93)	21% (68)	8% (27)	3% (9)	24% (79)	16% (54)	329
Ethnicity: Afr. Am.	28% (75)	23% (61)	7% (18)	1% (3)	30% (80)	12% (31)	269
Ethnicity: Other	20% (37)	19% (35)	5% (10)	3% (6)	28% (51)	24% (43)	182
Relig: Protestant	17% (87)	30% (156)	5% (27)	3% (13)	37% (189)	8% (43)	515
Relig: Roman Catholic	21% (85)	27% (111)	6% (26)	4% (15)	30% (125)	12% (50)	412
Relig: Ath./Agn./None	17% (115)	20% (132)	7% (46)	3% (20)	33% (220)	21% (140)	673
Relig: Something Else	18% (62)	25% (86)	4% (14)	3% (11)	35% (119)	14% (47)	339
Relig: Jewish	13% (6)	32% (16)	3% (2)	4% (2)	35% (17)	13% (6)	51
Relig: Evangelical	19% (114)	24% (145)	6% (39)	3% (17)	33% (198)	15% (89)	603
Relig: Non-Evang. Catholics	17% (100)	29% (171)	6% (34)	3% (15)	35% (204)	10% (60)	583
Relig: All Christian	18% (214)	27% (316)	6% (73)	3% (32)	34% (402)	13% (149)	1186
Relig: All Non-Christian	17% (177)	22% (218)	6% (60)	3% (31)	34% (339)	18% (187)	1012
Community: Urban	21% (124)	23% (135)	6% (38)	3% (15)	33% (199)	14% (83)	594
Community: Suburban	16% (145)	27% (243)	6% (57)	2% (22)	35% (320)	13% (115)	901
Community: Rural	18% (124)	22% (157)	5% (37)	4% (27)	32% (223)	20% (139)	706
Employ: Private Sector	24% (150)	28% (173)	7% (43)	2% (15)	28% (176)	11% (67)	624
Employ: Government	20% (29)	25% (37)	6% (10)	4% (6)	36% (53)	10% (14)	148
Employ: Self-Employed	17% (36)	28% (57)	6% (12)	4% (7)	29% (60)	16% (33)	205
Employ: Homemaker	12% (25)	17% (36)	8% (18)	1% (3)	39% (84)	24% (51)	217
Employ: Student	29% (34)	20% (24)	7% (9)	4% (5)	17% (20)	22% (25)	117
Employ: Retired	10% (50)	27% (131)	3% (15)	3% (16)	45% (217)	11% (55)	484
Employ: Unemployed	17% (33)	15% (30)	10% (19)	2% (3)	32% (64)	25% (49)	199
Employ: Other	17% (36)	22% (46)	4% (8)	4% (9)	33% (68)	20% (41)	207
Military HH: Yes	24% (104)	25% (111)	5% (24)	3% (14)	31% (135)	12% (52)	440
Military HH: No	16% (290)	24% (423)	6% (109)	3% (49)	34% (607)	16% (284)	1761
RD/WT: Right Direction	21% (177)	25% (211)	6% (53)	3% (29)	31% (265)	14% (120)	856
RD/WT: Wrong Track	16% (216)	24% (324)	6% (80)	3% (35)	35% (476)	16% (215)	1345

Continued on next page

Table BRD3_7: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
Showing games at more convenient times

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (393)	24% (535)	6% (132)	3% (63)	34% (741)	15% (336)	2201
Strongly Approve	24% (105)	21% (93)	7% (33)	4% (16)	32% (143)	12% (55)	446
Somewhat Approve	16% (81)	25% (131)	7% (38)	4% (22)	34% (178)	13% (69)	519
Somewhat Disapprove	16% (47)	28% (84)	8% (23)	3% (9)	33% (100)	13% (38)	303
Strongly Disapprove	18% (142)	24% (188)	4% (29)	2% (15)	36% (288)	16% (127)	790
Dont Know / No Opinion	13% (18)	26% (38)	6% (8)	1% (1)	22% (32)	32% (46)	143
#1 Issue: Economy	18% (112)	27% (167)	5% (30)	2% (14)	35% (216)	13% (82)	620
#1 Issue: Security	17% (66)	23% (88)	8% (31)	4% (15)	34% (132)	14% (54)	386
#1 Issue: Health Care	19% (76)	23% (92)	8% (33)	4% (15)	31% (123)	14% (56)	395
#1 Issue: Medicare / Social Security	20% (67)	24% (80)	2% (6)	2% (7)	42% (139)	11% (35)	335
#1 Issue: Women's Issues	20% (18)	23% (21)	5% (5)	1% (1)	30% (28)	21% (20)	93
#1 Issue: Education	12% (18)	24% (38)	10% (16)	5% (8)	27% (42)	22% (35)	156
#1 Issue: Energy	25% (24)	28% (27)	7% (7)	2% (2)	25% (24)	12% (12)	97
#1 Issue: Other	10% (12)	19% (22)	4% (5)	2% (2)	31% (37)	35% (41)	119
2016 Vote: Democrat Hillary Clinton	19% (131)	25% (170)	6% (44)	2% (14)	34% (231)	14% (95)	686
2016 Vote: Republican Donald Trump	17% (132)	26% (201)	6% (43)	3% (25)	36% (275)	12% (89)	763
2016 Vote: Someone else	14% (24)	28% (47)	4% (6)	2% (3)	39% (65)	12% (21)	167
2012 Vote: Barack Obama	18% (152)	26% (217)	7% (57)	2% (20)	35% (298)	12% (101)	845
2012 Vote: Mitt Romney	17% (93)	27% (144)	5% (26)	3% (16)	38% (204)	11% (57)	540
2012 Vote: Other	8% (8)	29% (27)	2% (2)	3% (3)	42% (40)	16% (16)	96
2012 Vote: Didn't Vote	19% (138)	20% (146)	7% (47)	3% (24)	28% (198)	23% (163)	716
4-Region: Northeast	22% (87)	30% (119)	7% (26)	3% (12)	27% (109)	12% (48)	402
4-Region: Midwest	16% (78)	24% (115)	5% (24)	3% (16)	37% (177)	14% (64)	474
4-Region: South	16% (130)	24% (199)	6% (48)	3% (22)	34% (279)	17% (136)	815
4-Region: West	19% (99)	20% (101)	7% (34)	3% (14)	34% (176)	17% (87)	511

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

Table BRD3_8: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

My favorite team doing better during the regular season

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	26% (565)	24% (532)	5% (101)	3% (64)	28% (620)	15% (319)	2201
Gender: Male	31% (327)	26% (280)	5% (55)	4% (40)	24% (252)	10% (105)	1060
Gender: Female	21% (238)	22% (252)	4% (46)	2% (24)	32% (367)	19% (214)	1141
Age: 18-29	27% (130)	20% (94)	8% (36)	6% (30)	21% (100)	18% (87)	477
Age: 30-44	28% (154)	26% (143)	5% (26)	2% (14)	25% (140)	15% (82)	558
Age: 45-54	26% (101)	24% (93)	3% (12)	2% (9)	30% (114)	15% (58)	387
Age: 55-64	23% (86)	24% (90)	4% (14)	2% (7)	36% (139)	12% (45)	381
Age: 65+	24% (94)	28% (111)	3% (13)	1% (5)	32% (127)	12% (48)	398
PID: Dem (no lean)	28% (201)	24% (170)	5% (34)	3% (24)	28% (199)	12% (82)	711
PID: Ind (no lean)	21% (171)	23% (187)	5% (38)	2% (19)	31% (254)	19% (159)	828
PID: Rep (no lean)	29% (193)	26% (175)	4% (29)	3% (21)	25% (166)	12% (78)	662
PID/Gender: Dem Men	36% (121)	25% (83)	6% (19)	5% (18)	19% (63)	8% (28)	332
PID/Gender: Dem Women	21% (81)	23% (87)	4% (15)	1% (6)	36% (136)	14% (54)	379
PID/Gender: Ind Men	23% (90)	25% (96)	5% (20)	2% (6)	31% (120)	13% (51)	383
PID/Gender: Ind Women	18% (81)	21% (91)	4% (18)	3% (13)	30% (134)	24% (107)	445
PID/Gender: Rep Men	34% (116)	29% (101)	5% (16)	5% (16)	20% (70)	7% (26)	345
PID/Gender: Rep Women	24% (76)	23% (74)	4% (13)	2% (5)	30% (96)	17% (52)	317
Ideo: Liberal (1-3)	31% (246)	25% (193)	4% (35)	4% (32)	24% (190)	12% (91)	788
Ideo: Moderate (4)	25% (109)	27% (115)	6% (24)	2% (8)	28% (118)	13% (55)	430
Ideo: Conservative (5-7)	24% (170)	27% (187)	5% (34)	2% (15)	32% (223)	10% (69)	696
Educ: < College	25% (386)	22% (352)	5% (77)	3% (46)	28% (445)	17% (261)	1567
Educ: Bachelors degree	30% (125)	27% (112)	4% (18)	3% (11)	26% (106)	10% (43)	416
Educ: Post-grad	25% (54)	31% (69)	3% (6)	3% (6)	31% (68)	7% (15)	219
Income: Under 50k	24% (323)	21% (282)	5% (73)	4% (49)	29% (385)	17% (228)	1341
Income: 50k-100k	28% (170)	28% (175)	3% (20)	2% (13)	28% (174)	11% (65)	617
Income: 100k+	30% (72)	31% (75)	3% (8)	1% (2)	25% (60)	11% (26)	243
Ethnicity: White	26% (454)	25% (436)	4% (74)	2% (42)	28% (497)	14% (248)	1750

Continued on next page

Table BRD3_8: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*
My favorite team doing better during the regular season

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	26% (565)	24% (532)	5% (101)	3% (64)	28% (620)	15% (319)	2201
Ethnicity: Hispanic	29% (96)	25% (82)	5% (17)	5% (18)	23% (76)	12% (41)	329
Ethnicity: Afr. Am.	23% (61)	27% (72)	7% (18)	3% (9)	28% (75)	13% (34)	269
Ethnicity: Other	28% (51)	13% (24)	5% (9)	7% (13)	26% (47)	20% (37)	182
Relig: Protestant	27% (137)	32% (164)	3% (15)	2% (10)	28% (146)	8% (43)	515
Relig: Roman Catholic	31% (127)	28% (115)	3% (12)	3% (13)	23% (94)	12% (50)	412
Relig: Ath./Agn./None	23% (155)	19% (130)	7% (46)	3% (19)	28% (190)	20% (133)	673
Relig: Something Else	25% (86)	20% (67)	6% (20)	4% (13)	32% (109)	13% (44)	339
Relig: Jewish	27% (14)	30% (15)	6% (3)	— (0)	22% (11)	15% (8)	51
Relig: Evangelical	24% (145)	27% (164)	3% (21)	4% (22)	28% (169)	14% (82)	603
Relig: Non-Evang. Catholics	30% (177)	29% (171)	3% (15)	2% (10)	26% (151)	10% (60)	583
Relig: All Christian	27% (321)	28% (335)	3% (35)	3% (32)	27% (320)	12% (142)	1186
Relig: All Non-Christian	24% (241)	19% (196)	6% (65)	3% (32)	30% (299)	18% (177)	1012
Community: Urban	26% (154)	25% (148)	5% (32)	3% (16)	29% (172)	12% (73)	594
Community: Suburban	27% (241)	27% (242)	5% (46)	3% (24)	27% (240)	12% (108)	901
Community: Rural	24% (170)	20% (143)	3% (24)	3% (24)	29% (208)	19% (137)	706
Employ: Private Sector	31% (194)	28% (174)	4% (26)	2% (12)	25% (156)	10% (62)	624
Employ: Government	24% (35)	31% (46)	6% (9)	3% (4)	28% (41)	9% (13)	148
Employ: Self-Employed	22% (46)	26% (53)	4% (8)	4% (9)	30% (61)	13% (27)	205
Employ: Homemaker	18% (39)	22% (48)	4% (9)	4% (9)	33% (71)	19% (40)	217
Employ: Student	33% (38)	19% (22)	5% (6)	7% (8)	15% (18)	21% (25)	117
Employ: Retired	23% (113)	27% (131)	3% (17)	1% (6)	33% (161)	12% (57)	484
Employ: Unemployed	21% (42)	15% (30)	7% (14)	4% (7)	28% (55)	25% (50)	199
Employ: Other	28% (58)	14% (28)	5% (11)	5% (10)	27% (55)	21% (44)	207
Military HH: Yes	31% (137)	24% (105)	6% (25)	2% (10)	27% (119)	10% (44)	440
Military HH: No	24% (429)	24% (427)	4% (76)	3% (54)	28% (500)	16% (275)	1761
RD/WT: Right Direction	28% (239)	26% (219)	5% (43)	3% (25)	24% (206)	14% (124)	856
RD/WT: Wrong Track	24% (326)	23% (313)	4% (58)	3% (39)	31% (414)	15% (196)	1345

Continued on next page

Table BRD3_8: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
My favorite team doing better during the regular season

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	26% (565)	24% (532)	5% (101)	3% (64)	28% (620)	15% (319)	2201
Strongly Approve	30% (135)	23% (101)	4% (18)	3% (14)	27% (120)	13% (57)	446
Somewhat Approve	24% (123)	31% (160)	6% (32)	3% (13)	25% (127)	12% (64)	519
Somewhat Disapprove	24% (73)	24% (72)	8% (24)	3% (8)	30% (92)	11% (34)	303
Strongly Disapprove	26% (202)	22% (175)	3% (23)	3% (24)	32% (249)	15% (117)	790
Dont Know / No Opinion	22% (32)	17% (24)	3% (4)	3% (5)	21% (31)	33% (47)	143
#1 Issue: Economy	25% (153)	27% (165)	4% (26)	2% (15)	28% (174)	14% (88)	620
#1 Issue: Security	30% (115)	22% (84)	5% (20)	2% (10)	27% (103)	14% (55)	386
#1 Issue: Health Care	27% (105)	25% (100)	5% (20)	4% (14)	27% (107)	12% (48)	395
#1 Issue: Medicare / Social Security	25% (83)	29% (97)	4% (12)	2% (7)	30% (99)	11% (36)	335
#1 Issue: Women's Issues	29% (27)	20% (19)	4% (3)	3% (3)	24% (22)	21% (19)	93
#1 Issue: Education	21% (33)	22% (35)	6% (9)	6% (9)	27% (43)	18% (28)	156
#1 Issue: Energy	33% (32)	20% (19)	8% (8)	1% (1)	25% (24)	13% (13)	97
#1 Issue: Other	15% (18)	12% (14)	2% (3)	4% (5)	39% (47)	28% (33)	119
2016 Vote: Democrat Hillary Clinton	27% (186)	24% (164)	5% (33)	4% (28)	28% (190)	12% (85)	686
2016 Vote: Republican Donald Trump	27% (210)	26% (195)	4% (34)	2% (16)	28% (217)	12% (91)	763
2016 Vote: Someone else	26% (43)	26% (43)	4% (7)	2% (3)	31% (51)	12% (20)	167
2012 Vote: Barack Obama	28% (236)	25% (212)	6% (47)	2% (18)	29% (246)	10% (86)	845
2012 Vote: Mitt Romney	26% (143)	27% (148)	3% (16)	2% (11)	30% (162)	11% (60)	540
2012 Vote: Other	20% (19)	24% (23)	6% (5)	— (0)	35% (33)	15% (15)	96
2012 Vote: Didn't Vote	23% (166)	21% (149)	5% (32)	5% (33)	25% (175)	22% (159)	716
4-Region: Northeast	30% (122)	28% (113)	5% (21)	2% (9)	23% (92)	11% (45)	402
4-Region: Midwest	25% (117)	23% (109)	5% (25)	3% (12)	30% (143)	14% (67)	474
4-Region: South	24% (195)	24% (195)	3% (28)	3% (27)	30% (241)	16% (129)	815
4-Region: West	26% (131)	22% (115)	5% (27)	3% (16)	28% (144)	15% (79)	511

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

Table BRD3_9: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*

Better representation of minorities in the sport

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (221)	14% (312)	6% (143)	5% (101)	48% (1062)	16% (363)	2201
Gender: Male	12% (132)	16% (171)	7% (77)	6% (60)	46% (487)	12% (131)	1060
Gender: Female	8% (88)	12% (141)	6% (65)	4% (41)	50% (575)	20% (232)	1141
Age: 18-29	16% (78)	18% (86)	9% (43)	5% (25)	30% (142)	22% (103)	477
Age: 30-44	14% (81)	17% (96)	5% (29)	4% (23)	42% (236)	17% (94)	558
Age: 45-54	10% (39)	11% (41)	7% (26)	5% (18)	53% (203)	15% (59)	387
Age: 55-64	3% (10)	12% (45)	4% (16)	4% (14)	63% (239)	15% (56)	381
Age: 65+	3% (13)	11% (43)	7% (28)	5% (21)	61% (241)	13% (52)	398
PID: Dem (no lean)	13% (90)	20% (142)	7% (49)	4% (27)	44% (315)	12% (89)	711
PID: Ind (no lean)	7% (55)	9% (78)	6% (53)	5% (43)	50% (416)	22% (185)	828
PID: Rep (no lean)	11% (76)	14% (93)	6% (41)	5% (32)	50% (331)	14% (90)	662
PID/Gender: Dem Men	16% (54)	24% (81)	7% (24)	5% (18)	38% (125)	9% (31)	332
PID/Gender: Dem Women	10% (37)	16% (61)	7% (25)	2% (9)	50% (190)	15% (57)	379
PID/Gender: Ind Men	8% (29)	9% (36)	7% (26)	6% (24)	52% (200)	18% (68)	383
PID/Gender: Ind Women	6% (26)	9% (42)	6% (27)	4% (19)	48% (216)	26% (116)	445
PID/Gender: Rep Men	14% (50)	16% (55)	8% (28)	5% (18)	47% (163)	9% (32)	345
PID/Gender: Rep Women	8% (26)	12% (38)	4% (13)	4% (14)	53% (169)	18% (58)	317
Ideo: Liberal (1-3)	16% (127)	21% (169)	8% (62)	3% (27)	38% (297)	14% (107)	788
Ideo: Moderate (4)	6% (25)	15% (63)	6% (27)	5% (23)	54% (234)	13% (58)	430
Ideo: Conservative (5-7)	6% (44)	9% (61)	6% (41)	6% (43)	60% (419)	13% (88)	696
Educ: < College	10% (161)	14% (220)	7% (104)	4% (70)	46% (716)	19% (296)	1567
Educ: Bachelors degree	10% (40)	14% (59)	7% (28)	4% (17)	54% (223)	12% (48)	416
Educ: Post-grad	9% (20)	15% (33)	5% (10)	7% (15)	56% (123)	9% (19)	219
Income: Under 50k	12% (155)	14% (190)	7% (96)	4% (58)	43% (576)	20% (266)	1341
Income: 50k-100k	8% (52)	14% (86)	5% (30)	6% (34)	56% (347)	11% (68)	617
Income: 100k+	6% (14)	15% (35)	7% (17)	4% (9)	57% (139)	12% (28)	243
Ethnicity: White	8% (134)	13% (226)	7% (116)	5% (79)	52% (906)	17% (290)	1750

Continued on next page

Table BRD3_9: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Better representation of minorities in the sport

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (221)	14% (312)	6% (143)	5% (101)	48% (1062)	16% (363)	2201
Ethnicity: Hispanic	17% (56)	20% (66)	8% (28)	5% (16)	33% (107)	17% (56)	329
Ethnicity: Afr. Am.	21% (55)	23% (61)	5% (13)	6% (15)	34% (91)	13% (34)	269
Ethnicity: Other	18% (32)	14% (25)	8% (14)	4% (7)	36% (65)	22% (39)	182
Relig: Protestant	10% (52)	13% (65)	4% (20)	5% (25)	57% (293)	12% (60)	515
Relig: Roman Catholic	9% (35)	15% (60)	11% (44)	6% (26)	46% (187)	14% (59)	412
Relig: Ath./Agn./None	9% (62)	14% (96)	6% (44)	4% (24)	45% (301)	22% (146)	673
Relig: Something Else	12% (42)	14% (48)	6% (20)	5% (15)	50% (169)	13% (45)	339
Relig: Jewish	9% (4)	24% (12)	2% (1)	2% (1)	48% (24)	15% (8)	51
Relig: Evangelical	12% (71)	14% (86)	6% (37)	6% (36)	45% (274)	16% (99)	603
Relig: Non-Evang. Catholics	7% (43)	14% (81)	7% (42)	4% (26)	54% (318)	13% (73)	583
Relig: All Christian	10% (114)	14% (166)	7% (80)	5% (62)	50% (592)	15% (172)	1186
Relig: All Non-Christian	10% (104)	14% (144)	6% (63)	4% (39)	46% (470)	19% (191)	1012
Community: Urban	13% (75)	16% (97)	9% (54)	5% (32)	42% (250)	14% (86)	594
Community: Suburban	8% (73)	15% (132)	6% (51)	5% (43)	54% (486)	13% (116)	901
Community: Rural	10% (72)	12% (82)	5% (38)	4% (26)	46% (326)	23% (162)	706
Employ: Private Sector	14% (88)	14% (88)	6% (36)	5% (33)	47% (296)	13% (82)	624
Employ: Government	9% (13)	17% (24)	11% (16)	5% (7)	49% (72)	11% (16)	148
Employ: Self-Employed	13% (27)	13% (26)	9% (18)	3% (7)	46% (94)	16% (34)	205
Employ: Homemaker	8% (18)	15% (32)	3% (8)	5% (11)	49% (105)	20% (43)	217
Employ: Student	20% (24)	15% (18)	6% (7)	10% (12)	22% (26)	27% (31)	117
Employ: Retired	3% (16)	12% (57)	6% (30)	4% (17)	61% (297)	14% (66)	484
Employ: Unemployed	10% (20)	16% (32)	6% (12)	3% (6)	41% (82)	24% (48)	199
Employ: Other	8% (16)	16% (34)	8% (16)	4% (8)	44% (90)	20% (42)	207
Military HH: Yes	12% (53)	15% (64)	8% (35)	5% (23)	48% (212)	12% (53)	440
Military HH: No	10% (167)	14% (247)	6% (108)	4% (78)	48% (850)	18% (310)	1761
RD/WT: Right Direction	11% (95)	14% (116)	7% (63)	6% (48)	47% (398)	16% (135)	856
RD/WT: Wrong Track	9% (126)	15% (195)	6% (79)	4% (53)	49% (663)	17% (228)	1345

Continued on next page

Table BRD3_9: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?

Better representation of minorities in the sport

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (221)	14% (312)	6% (143)	5% (101)	48% (1062)	16% (363)	2201
Strongly Approve	13% (57)	15% (69)	7% (30)	6% (27)	47% (209)	12% (55)	446
Somewhat Approve	4% (21)	10% (51)	8% (41)	5% (25)	56% (292)	17% (89)	519
Somewhat Disapprove	9% (27)	16% (50)	8% (25)	6% (17)	46% (138)	15% (45)	303
Strongly Disapprove	12% (92)	15% (122)	5% (41)	4% (29)	48% (381)	16% (125)	790
Dont Know / No Opinion	16% (23)	15% (21)	4% (6)	2% (3)	29% (42)	33% (48)	143
#1 Issue: Economy	9% (56)	12% (76)	5% (31)	5% (28)	54% (333)	15% (95)	620
#1 Issue: Security	11% (41)	11% (41)	8% (30)	4% (17)	52% (202)	14% (55)	386
#1 Issue: Health Care	10% (39)	20% (77)	6% (26)	5% (18)	42% (168)	17% (67)	395
#1 Issue: Medicare / Social Security	8% (25)	13% (44)	8% (25)	5% (18)	54% (179)	13% (42)	335
#1 Issue: Women's Issues	16% (15)	15% (14)	4% (4)	7% (6)	36% (34)	23% (21)	93
#1 Issue: Education	10% (16)	19% (30)	9% (14)	5% (8)	39% (61)	18% (28)	156
#1 Issue: Energy	18% (17)	15% (15)	9% (9)	3% (3)	38% (36)	16% (16)	97
#1 Issue: Other	10% (12)	12% (14)	3% (4)	2% (2)	41% (49)	33% (39)	119
2016 Vote: Democrat Hillary Clinton	12% (85)	17% (119)	7% (48)	3% (20)	47% (320)	13% (92)	686
2016 Vote: Republican Donald Trump	8% (59)	11% (84)	7% (53)	6% (44)	56% (426)	13% (99)	763
2016 Vote: Someone else	7% (11)	7% (12)	7% (12)	6% (11)	58% (96)	15% (26)	167
2012 Vote: Barack Obama	12% (101)	18% (154)	6% (54)	3% (29)	48% (405)	12% (102)	845
2012 Vote: Mitt Romney	8% (41)	8% (41)	5% (25)	6% (32)	62% (333)	13% (68)	540
2012 Vote: Other	— (0)	4% (4)	6% (6)	10% (10)	63% (61)	17% (16)	96
2012 Vote: Didn't Vote	11% (79)	16% (111)	8% (58)	4% (31)	36% (260)	25% (176)	716
4-Region: Northeast	9% (35)	14% (57)	7% (27)	6% (24)	52% (209)	12% (49)	402
4-Region: Midwest	10% (46)	14% (66)	6% (27)	5% (22)	52% (244)	15% (69)	474
4-Region: South	12% (100)	15% (121)	5% (41)	4% (36)	46% (372)	18% (145)	815
4-Region: West	8% (40)	13% (67)	9% (49)	4% (19)	46% (237)	19% (100)	511

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

Table BRD3_10: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*
Additional measures to player safety

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	11% (245)	16% (347)	7% (150)	4% (97)	45% (985)	17% (376)	2201
Gender: Male	13% (138)	18% (190)	9% (95)	5% (51)	43% (452)	13% (133)	1060
Gender: Female	9% (107)	14% (158)	5% (54)	4% (46)	47% (532)	21% (244)	1141
Age: 18-29	18% (85)	18% (84)	8% (40)	6% (31)	28% (134)	22% (104)	477
Age: 30-44	13% (74)	17% (96)	6% (34)	5% (28)	42% (233)	17% (94)	558
Age: 45-54	13% (49)	14% (56)	6% (23)	4% (14)	48% (185)	16% (60)	387
Age: 55-64	3% (13)	15% (58)	6% (23)	3% (10)	57% (218)	16% (60)	381
Age: 65+	6% (25)	14% (55)	8% (31)	4% (15)	54% (214)	15% (59)	398
PID: Dem (no lean)	15% (105)	18% (128)	6% (44)	5% (35)	42% (297)	14% (101)	711
PID: Ind (no lean)	7% (58)	14% (117)	5% (42)	4% (37)	47% (393)	22% (181)	828
PID: Rep (no lean)	12% (82)	15% (102)	10% (63)	4% (25)	45% (295)	14% (94)	662
PID/Gender: Dem Men	19% (64)	20% (67)	9% (29)	6% (19)	37% (123)	9% (30)	332
PID/Gender: Dem Women	11% (41)	16% (61)	4% (16)	4% (16)	46% (173)	19% (71)	379
PID/Gender: Ind Men	6% (23)	15% (56)	8% (29)	4% (17)	49% (190)	18% (69)	383
PID/Gender: Ind Women	8% (36)	14% (61)	3% (13)	5% (21)	46% (203)	25% (112)	445
PID/Gender: Rep Men	15% (51)	19% (67)	11% (38)	5% (16)	40% (139)	10% (33)	345
PID/Gender: Rep Women	10% (31)	11% (35)	8% (26)	3% (9)	49% (156)	19% (61)	317
Ideo: Liberal (1-3)	16% (129)	19% (153)	8% (67)	5% (39)	38% (296)	13% (105)	788
Ideo: Moderate (4)	10% (41)	17% (74)	5% (21)	5% (22)	48% (208)	15% (63)	430
Ideo: Conservative (5-7)	8% (55)	12% (85)	8% (54)	4% (27)	55% (380)	14% (96)	696
Educ: < College	11% (180)	16% (250)	6% (97)	5% (73)	42% (663)	19% (303)	1567
Educ: Bachelors degree	10% (43)	15% (63)	9% (38)	5% (20)	48% (200)	12% (51)	416
Educ: Post-grad	10% (22)	16% (34)	7% (14)	2% (5)	55% (121)	10% (22)	219
Income: Under 50k	12% (164)	15% (206)	7% (94)	5% (65)	41% (547)	20% (264)	1341
Income: 50k-100k	9% (57)	17% (106)	6% (38)	4% (24)	51% (313)	13% (79)	617
Income: 100k+	10% (24)	14% (35)	7% (18)	3% (8)	51% (125)	14% (33)	243
Ethnicity: White	10% (167)	15% (254)	7% (119)	5% (81)	48% (835)	17% (295)	1750

Continued on next page

Table BRD3_10: *Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?*
Additional measures to player safety

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	11% (245)	16% (347)	7% (150)	4% (97)	45% (985)	17% (376)	2201
Ethnicity: Hispanic	23% (74)	16% (52)	9% (29)	4% (14)	32% (105)	16% (54)	329
Ethnicity: Afr. Am.	15% (40)	27% (72)	7% (18)	3% (8)	33% (87)	16% (43)	269
Ethnicity: Other	21% (38)	12% (21)	7% (13)	5% (8)	34% (62)	21% (39)	182
Relig: Protestant	12% (63)	15% (77)	6% (31)	4% (21)	50% (258)	13% (65)	515
Relig: Roman Catholic	13% (52)	18% (74)	10% (41)	4% (17)	43% (177)	12% (50)	412
Relig: Ath./Agn./None	9% (62)	16% (106)	6% (39)	6% (39)	43% (287)	21% (140)	673
Relig: Something Else	13% (44)	14% (47)	7% (23)	3% (10)	45% (153)	18% (62)	339
Relig: Jewish	11% (6)	19% (10)	8% (4)	1% (1)	41% (21)	19% (10)	51
Relig: Evangelical	12% (74)	17% (105)	7% (44)	4% (24)	43% (257)	16% (99)	603
Relig: Non-Evang. Catholics	11% (62)	15% (89)	7% (44)	4% (24)	50% (289)	13% (76)	583
Relig: All Christian	11% (136)	16% (194)	7% (88)	4% (48)	46% (546)	15% (174)	1186
Relig: All Non-Christian	11% (106)	15% (153)	6% (62)	5% (49)	43% (439)	20% (202)	1012
Community: Urban	14% (82)	19% (112)	7% (39)	4% (24)	42% (247)	15% (90)	594
Community: Suburban	9% (81)	16% (141)	9% (81)	4% (34)	47% (427)	15% (137)	901
Community: Rural	12% (82)	13% (94)	4% (30)	6% (40)	44% (310)	21% (149)	706
Employ: Private Sector	14% (88)	17% (106)	7% (46)	4% (25)	45% (280)	13% (79)	624
Employ: Government	15% (22)	17% (26)	6% (9)	7% (10)	43% (64)	11% (17)	148
Employ: Self-Employed	12% (25)	14% (29)	8% (15)	8% (16)	42% (85)	17% (35)	205
Employ: Homemaker	7% (16)	14% (30)	6% (14)	5% (10)	45% (97)	23% (50)	217
Employ: Student	24% (28)	14% (17)	6% (7)	8% (10)	24% (29)	23% (27)	117
Employ: Retired	6% (29)	14% (70)	7% (33)	2% (11)	55% (266)	15% (73)	484
Employ: Unemployed	9% (18)	14% (28)	7% (14)	4% (9)	40% (79)	26% (52)	199
Employ: Other	9% (19)	20% (42)	5% (11)	3% (6)	41% (85)	21% (44)	207
Military HH: Yes	16% (72)	16% (69)	7% (31)	4% (19)	43% (189)	14% (60)	440
Military HH: No	10% (174)	16% (278)	7% (119)	4% (78)	45% (796)	18% (317)	1761
RD/WT: Right Direction	15% (127)	16% (133)	8% (68)	3% (30)	43% (366)	16% (133)	856
RD/WT: Wrong Track	9% (118)	16% (215)	6% (82)	5% (68)	46% (619)	18% (244)	1345

Continued on next page

Table BRD3_10: Would each of the following make you more or less likely to watch Major League Baseball (MLB) games in the future, or would it have no impact either way?
Additional measures to player safety

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	11% (245)	16% (347)	7% (150)	4% (97)	45% (985)	17% (376)	2201
Strongly Approve	16% (73)	15% (68)	8% (34)	3% (13)	43% (193)	15% (65)	446
Somewhat Approve	9% (44)	15% (77)	7% (36)	6% (32)	48% (247)	16% (83)	519
Somewhat Disapprove	12% (35)	17% (52)	11% (32)	4% (12)	43% (131)	13% (40)	303
Strongly Disapprove	9% (73)	17% (132)	5% (39)	4% (33)	47% (369)	18% (145)	790
Dont Know / No Opinion	13% (19)	14% (20)	6% (9)	5% (7)	32% (45)	30% (43)	143
#1 Issue: Economy	7% (45)	16% (101)	6% (40)	5% (30)	51% (314)	14% (90)	620
#1 Issue: Security	15% (57)	12% (45)	8% (31)	4% (15)	48% (184)	14% (54)	386
#1 Issue: Health Care	11% (42)	21% (81)	7% (29)	4% (15)	41% (160)	17% (67)	395
#1 Issue: Medicare / Social Security	12% (41)	15% (52)	6% (19)	3% (11)	49% (163)	15% (49)	335
#1 Issue: Women's Issues	13% (12)	14% (13)	6% (6)	5% (5)	38% (35)	23% (22)	93
#1 Issue: Education	8% (13)	23% (36)	8% (12)	6% (10)	30% (47)	24% (38)	156
#1 Issue: Energy	27% (26)	10% (9)	9% (9)	6% (6)	33% (32)	15% (15)	97
#1 Issue: Other	8% (10)	8% (10)	4% (4)	5% (5)	41% (49)	35% (41)	119
2016 Vote: Democrat Hillary Clinton	12% (81)	18% (122)	7% (48)	5% (32)	44% (303)	14% (99)	686
2016 Vote: Republican Donald Trump	11% (81)	14% (108)	8% (65)	4% (29)	48% (369)	15% (111)	763
2016 Vote: Someone else	7% (12)	12% (20)	4% (6)	6% (9)	57% (95)	14% (24)	167
2012 Vote: Barack Obama	11% (95)	18% (156)	7% (59)	5% (41)	45% (383)	13% (112)	845
2012 Vote: Mitt Romney	8% (43)	12% (65)	7% (39)	3% (16)	55% (299)	14% (78)	540
2012 Vote: Other	2% (2)	12% (12)	7% (7)	3% (3)	53% (51)	22% (21)	96
2012 Vote: Didn't Vote	15% (106)	16% (115)	6% (45)	5% (38)	34% (247)	23% (166)	716
4-Region: Northeast	12% (50)	20% (80)	7% (28)	5% (20)	42% (170)	14% (55)	402
4-Region: Midwest	10% (47)	15% (71)	6% (30)	5% (22)	49% (231)	15% (73)	474
4-Region: South	11% (91)	16% (134)	7% (55)	3% (25)	44% (359)	19% (151)	815
4-Region: West	11% (58)	12% (63)	7% (37)	6% (30)	44% (225)	19% (98)	511

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

Table BRD4: As you may know, Major League Baseball (MLB) has announced that during the 2018 season, it plans to limit the number of visits to the pitcher's mound while also shortening commercial breaks between innings and pitching changes. Knowing this, are you more or less likely to watch any Major League Baseball (MLB) games this coming season or does it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	16% (359)	23% (511)	4% (88)	3% (57)	43% (948)	11% (239)	2201
Gender: Male	20% (213)	26% (277)	4% (39)	2% (22)	39% (418)	9% (90)	1060
Gender: Female	13% (145)	20% (234)	4% (49)	3% (35)	46% (530)	13% (149)	1141
Age: 18-29	19% (91)	24% (116)	8% (38)	6% (27)	25% (121)	18% (85)	477
Age: 30-44	21% (115)	24% (136)	4% (21)	2% (11)	40% (224)	9% (52)	558
Age: 45-54	19% (73)	21% (83)	3% (12)	1% (4)	45% (176)	10% (40)	387
Age: 55-64	7% (27)	23% (86)	3% (10)	3% (11)	55% (211)	10% (37)	381
Age: 65+	13% (53)	23% (90)	2% (8)	1% (5)	55% (217)	6% (25)	398
PID: Dem (no lean)	20% (139)	25% (177)	4% (27)	2% (17)	42% (295)	8% (55)	711
PID: Ind (no lean)	11% (91)	22% (186)	4% (33)	3% (24)	44% (364)	16% (130)	828
PID: Rep (no lean)	19% (128)	22% (148)	4% (27)	2% (16)	44% (289)	8% (54)	662
PID/Gender: Dem Men	24% (78)	28% (93)	4% (13)	2% (7)	36% (118)	7% (22)	332
PID/Gender: Dem Women	16% (61)	22% (84)	4% (14)	3% (10)	47% (177)	9% (33)	379
PID/Gender: Ind Men	12% (48)	26% (99)	3% (11)	2% (9)	44% (167)	13% (49)	383
PID/Gender: Ind Women	10% (44)	19% (87)	5% (22)	3% (15)	44% (197)	18% (81)	445
PID/Gender: Rep Men	25% (87)	25% (85)	4% (15)	2% (6)	39% (133)	5% (19)	345
PID/Gender: Rep Women	13% (41)	20% (63)	4% (12)	3% (10)	49% (156)	11% (35)	317
Ideo: Liberal (1-3)	23% (177)	23% (183)	5% (37)	3% (26)	38% (300)	8% (65)	788
Ideo: Moderate (4)	15% (67)	25% (109)	4% (17)	2% (10)	42% (182)	11% (45)	430
Ideo: Conservative (5-7)	13% (91)	26% (181)	4% (27)	2% (11)	49% (340)	7% (46)	696
Educ: < College	16% (258)	22% (338)	4% (65)	3% (47)	42% (658)	13% (201)	1567
Educ: Bachelors degree	15% (63)	27% (111)	4% (15)	2% (8)	46% (191)	7% (28)	416
Educ: Post-grad	17% (37)	28% (61)	4% (8)	1% (2)	46% (100)	5% (10)	219
Income: Under 50k	17% (223)	20% (265)	5% (67)	3% (44)	42% (560)	14% (181)	1341
Income: 50k-100k	15% (95)	28% (174)	2% (15)	1% (9)	46% (284)	7% (41)	617
Income: 100k+	17% (41)	30% (72)	2% (5)	2% (4)	43% (105)	7% (17)	243
Ethnicity: White	15% (257)	24% (427)	4% (64)	2% (40)	45% (792)	10% (170)	1750

Continued on next page

Table BRD4: As you may know, Major League Baseball (MLB) has announced that during the 2018 season, it plans to limit the number of visits to the pitcher's mound while also shortening commercial breaks between innings and pitching changes. Knowing this, are you more or less likely to watch any Major League Baseball (MLB) games this coming season or does it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	16% (359)	23% (511)	4% (88)	3% (57)	43% (948)	11% (239)	2201
Ethnicity: Hispanic	28% (93)	24% (78)	5% (16)	4% (15)	29% (95)	10% (33)	329
Ethnicity: Afr. Am.	24% (64)	19% (51)	6% (16)	4% (9)	35% (93)	13% (36)	269
Ethnicity: Other	21% (38)	18% (32)	4% (8)	4% (7)	35% (64)	18% (33)	182
Relig: Protestant	16% (83)	25% (128)	2% (12)	1% (6)	49% (255)	6% (30)	515
Relig: Roman Catholic	21% (87)	26% (108)	4% (18)	4% (17)	37% (153)	7% (28)	412
Relig: Ath./Agn./None	15% (101)	21% (140)	3% (22)	3% (18)	44% (294)	15% (98)	673
Relig: Something Else	16% (54)	21% (72)	5% (18)	3% (10)	41% (140)	13% (45)	339
Relig: Jewish	13% (6)	25% (13)	7% (3)	— (0)	52% (26)	3% (2)	51
Relig: Evangelical	17% (104)	23% (141)	5% (30)	2% (13)	42% (255)	10% (59)	603
Relig: Non-Evang. Catholics	17% (97)	27% (156)	3% (17)	3% (16)	44% (259)	6% (37)	583
Relig: All Christian	17% (202)	25% (297)	4% (48)	2% (29)	43% (514)	8% (96)	1186
Relig: All Non-Christian	15% (154)	21% (213)	4% (40)	3% (28)	43% (434)	14% (142)	1012
Community: Urban	20% (122)	24% (143)	3% (19)	3% (18)	38% (224)	12% (69)	594
Community: Suburban	14% (125)	26% (234)	4% (38)	3% (23)	46% (413)	8% (69)	901
Community: Rural	16% (112)	19% (134)	4% (31)	2% (16)	44% (311)	14% (101)	706
Employ: Private Sector	23% (144)	26% (164)	3% (18)	3% (16)	37% (230)	8% (52)	624
Employ: Government	20% (30)	21% (31)	10% (14)	1% (2)	43% (64)	5% (7)	148
Employ: Self-Employed	16% (32)	26% (53)	5% (10)	3% (7)	40% (82)	10% (21)	205
Employ: Homemaker	8% (18)	20% (44)	5% (10)	3% (5)	53% (115)	11% (24)	217
Employ: Student	17% (20)	27% (32)	6% (7)	5% (6)	27% (32)	18% (21)	117
Employ: Retired	13% (61)	22% (106)	2% (8)	1% (6)	56% (270)	7% (33)	484
Employ: Unemployed	10% (19)	16% (33)	7% (13)	6% (11)	39% (78)	23% (45)	199
Employ: Other	17% (34)	23% (48)	3% (7)	2% (4)	38% (78)	17% (36)	207
Military HH: Yes	24% (107)	25% (108)	3% (13)	1% (6)	40% (176)	7% (29)	440
Military HH: No	14% (251)	23% (402)	4% (74)	3% (51)	44% (773)	12% (210)	1761
RD/WT: Right Direction	20% (174)	23% (200)	4% (36)	3% (22)	39% (331)	11% (94)	856
RD/WT: Wrong Track	14% (185)	23% (311)	4% (52)	3% (35)	46% (618)	11% (145)	1345

Continued on next page

Table BRD4: As you may know, Major League Baseball (MLB) has announced that during the 2018 season, it plans to limit the number of visits to the pitcher's mound while also shortening commercial breaks between innings and pitching changes. Knowing this, are you more or less likely to watch any Major League Baseball (MLB) games this coming season or does it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	16% (359)	23% (511)	4% (88)	3% (57)	43% (948)	11% (239)	2201
Strongly Approve	26% (116)	18% (82)	5% (22)	2% (7)	41% (181)	8% (37)	446
Somewhat Approve	10% (54)	30% (154)	4% (23)	3% (14)	44% (226)	9% (48)	519
Somewhat Disapprove	15% (44)	26% (77)	5% (16)	4% (12)	41% (125)	9% (28)	303
Strongly Disapprove	16% (124)	22% (177)	3% (25)	2% (19)	46% (366)	10% (79)	790
Dont Know / No Opinion	14% (21)	15% (21)	1% (1)	2% (3)	36% (51)	32% (46)	143
#1 Issue: Economy	13% (83)	24% (148)	4% (25)	3% (17)	48% (297)	8% (50)	620
#1 Issue: Security	17% (67)	24% (92)	4% (15)	3% (11)	43% (165)	9% (36)	386
#1 Issue: Health Care	19% (74)	25% (100)	5% (21)	2% (8)	36% (144)	12% (48)	395
#1 Issue: Medicare / Social Security	19% (64)	23% (76)	2% (6)	2% (5)	47% (159)	7% (24)	335
#1 Issue: Women's Issues	18% (17)	19% (18)	6% (5)	2% (1)	40% (37)	15% (14)	93
#1 Issue: Education	15% (24)	21% (33)	3% (5)	4% (7)	38% (59)	19% (30)	156
#1 Issue: Energy	22% (21)	23% (22)	9% (9)	3% (3)	30% (29)	13% (13)	97
#1 Issue: Other	7% (9)	18% (21)	1% (1)	4% (4)	50% (59)	21% (25)	119
2016 Vote: Democrat Hillary Clinton	17% (115)	25% (170)	4% (28)	2% (13)	44% (303)	8% (57)	686
2016 Vote: Republican Donald Trump	17% (128)	25% (191)	4% (29)	2% (16)	45% (345)	7% (54)	763
2016 Vote: Someone else	13% (22)	23% (39)	4% (6)	2% (3)	49% (82)	9% (15)	167
2012 Vote: Barack Obama	17% (148)	25% (211)	4% (34)	2% (18)	45% (376)	7% (58)	845
2012 Vote: Mitt Romney	16% (88)	25% (134)	2% (13)	2% (10)	48% (261)	6% (34)	540
2012 Vote: Other	9% (9)	24% (23)	4% (4)	— (0)	52% (50)	11% (11)	96
2012 Vote: Didn't Vote	16% (114)	20% (140)	5% (37)	4% (29)	36% (260)	19% (135)	716
4-Region: Northeast	19% (76)	27% (108)	4% (17)	4% (15)	39% (156)	7% (29)	402
4-Region: Midwest	14% (65)	26% (124)	3% (16)	3% (15)	42% (198)	12% (56)	474
4-Region: South	18% (147)	19% (158)	3% (26)	2% (20)	45% (368)	12% (95)	815
4-Region: West	14% (70)	24% (121)	6% (29)	1% (7)	44% (227)	11% (58)	511

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

Table BRD5_1: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Gender: Male	20% (217)	21% (226)	20% (212)	28% (299)	10% (106)	1060
Gender: Female	10% (114)	20% (226)	25% (284)	30% (348)	15% (171)	1141
Age: 18-29	23% (112)	23% (111)	17% (81)	18% (86)	18% (88)	477
Age: 30-44	20% (113)	23% (126)	22% (123)	24% (133)	11% (63)	558
Age: 45-54	12% (46)	19% (73)	26% (101)	32% (125)	11% (41)	387
Age: 55-64	7% (29)	19% (73)	26% (101)	35% (134)	12% (45)	381
Age: 65+	8% (31)	17% (68)	23% (90)	42% (168)	10% (40)	398
PID: Dem (no lean)	20% (139)	24% (173)	22% (156)	24% (171)	10% (71)	711
PID: Ind (no lean)	11% (92)	21% (172)	22% (182)	29% (237)	18% (146)	828
PID: Rep (no lean)	15% (100)	16% (106)	24% (158)	36% (239)	9% (59)	662
PID/Gender: Dem Men	27% (89)	24% (78)	20% (66)	22% (74)	7% (23)	332
PID/Gender: Dem Women	13% (50)	25% (95)	24% (90)	26% (97)	13% (48)	379
PID/Gender: Ind Men	14% (53)	23% (89)	18% (68)	29% (113)	16% (60)	383
PID/Gender: Ind Women	9% (38)	19% (83)	26% (114)	28% (124)	19% (86)	445
PID/Gender: Rep Men	22% (74)	17% (58)	23% (78)	32% (111)	7% (23)	345
PID/Gender: Rep Women	8% (26)	15% (48)	25% (80)	40% (127)	12% (37)	317
Ideo: Liberal (1-3)	25% (197)	26% (205)	20% (155)	19% (148)	11% (83)	788
Ideo: Moderate (4)	10% (45)	24% (105)	30% (129)	24% (105)	11% (46)	430
Ideo: Conservative (5-7)	9% (65)	16% (108)	24% (167)	43% (297)	9% (60)	696
Educ: < College	13% (210)	20% (311)	21% (330)	31% (480)	15% (235)	1567
Educ: Bachelors degree	18% (74)	21% (89)	26% (106)	27% (114)	8% (32)	416
Educ: Post-grad	21% (46)	23% (51)	27% (59)	24% (53)	4% (9)	219
Income: Under 50k	15% (207)	20% (269)	21% (285)	28% (379)	15% (201)	1341
Income: 50k-100k	14% (86)	20% (124)	25% (155)	32% (194)	9% (58)	617
Income: 100k+	16% (38)	24% (58)	23% (56)	30% (73)	8% (18)	243
Ethnicity: White	14% (246)	21% (361)	23% (400)	31% (540)	12% (203)	1750

Continued on next page

Table BRD5_1: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Ethnicity: Hispanic	29% (97)	19% (62)	16% (54)	23% (75)	13% (43)	329
Ethnicity: Afr. Am.	18% (48)	20% (54)	23% (62)	23% (61)	16% (43)	269
Ethnicity: Other	20% (36)	20% (37)	19% (34)	25% (45)	17% (30)	182
Relig: Protestant	11% (54)	19% (99)	25% (131)	34% (175)	11% (55)	515
Relig: Roman Catholic	18% (72)	22% (92)	23% (96)	28% (117)	8% (34)	412
Relig: Ath./Agn./None	16% (108)	22% (146)	19% (126)	28% (187)	16% (106)	673
Relig: Something Else	15% (50)	23% (77)	26% (88)	20% (69)	16% (56)	339
Relig: Jewish	24% (12)	31% (15)	21% (10)	16% (8)	9% (5)	51
Relig: Evangelical	15% (91)	18% (106)	21% (125)	36% (214)	11% (65)	603
Relig: Non-Evang. Catholics	13% (78)	21% (122)	27% (157)	30% (176)	9% (50)	583
Relig: All Christian	14% (170)	19% (229)	24% (282)	33% (391)	10% (115)	1186
Relig: All Non-Christian	16% (157)	22% (223)	21% (214)	25% (256)	16% (162)	1012
Community: Urban	18% (106)	22% (129)	22% (131)	27% (159)	12% (71)	594
Community: Suburban	13% (121)	22% (196)	24% (212)	29% (263)	12% (108)	901
Community: Rural	15% (104)	18% (127)	22% (153)	32% (225)	14% (98)	706
Employ: Private Sector	20% (125)	22% (137)	22% (140)	28% (177)	7% (45)	624
Employ: Government	19% (28)	19% (28)	29% (43)	23% (34)	10% (15)	148
Employ: Self-Employed	17% (34)	24% (48)	24% (50)	27% (56)	8% (17)	205
Employ: Homemaker	12% (26)	17% (37)	19% (42)	35% (75)	17% (37)	217
Employ: Student	24% (28)	28% (33)	14% (17)	14% (17)	19% (22)	117
Employ: Retired	8% (37)	17% (82)	23% (111)	41% (197)	12% (58)	484
Employ: Unemployed	12% (23)	24% (49)	22% (45)	21% (43)	20% (40)	199
Employ: Other	14% (28)	19% (38)	24% (49)	23% (48)	21% (43)	207
Military HH: Yes	20% (89)	19% (83)	18% (78)	34% (151)	9% (37)	440
Military HH: No	14% (241)	21% (368)	24% (417)	28% (495)	14% (239)	1761
RD/WT: Right Direction	16% (136)	18% (152)	19% (167)	34% (292)	13% (109)	856
RD/WT: Wrong Track	14% (194)	22% (300)	24% (329)	26% (354)	12% (168)	1345

Continued on next page

Table BRD5_1: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Strongly Approve	18% (82)	16% (72)	19% (86)	38% (171)	8% (35)	446
Somewhat Approve	9% (46)	16% (83)	28% (147)	33% (173)	13% (69)	519
Somewhat Disapprove	14% (43)	27% (82)	23% (71)	21% (63)	14% (44)	303
Strongly Disapprove	18% (140)	23% (185)	21% (167)	27% (211)	11% (88)	790
Dont Know / No Opinion	14% (19)	21% (30)	17% (25)	20% (28)	28% (41)	143
#1 Issue: Economy	13% (81)	19% (116)	27% (167)	31% (191)	10% (65)	620
#1 Issue: Security	13% (49)	14% (55)	25% (95)	36% (138)	13% (50)	386
#1 Issue: Health Care	15% (58)	22% (88)	24% (93)	28% (109)	12% (46)	395
#1 Issue: Medicare / Social Security	10% (35)	22% (75)	20% (66)	36% (121)	11% (38)	335
#1 Issue: Women's Issues	16% (15)	30% (28)	22% (20)	18% (17)	14% (13)	93
#1 Issue: Education	19% (29)	24% (37)	19% (29)	18% (28)	21% (33)	156
#1 Issue: Energy	47% (45)	24% (23)	13% (13)	10% (9)	6% (6)	97
#1 Issue: Other	15% (18)	25% (30)	11% (13)	27% (32)	22% (27)	119
2016 Vote: Democrat Hillary Clinton	19% (130)	24% (162)	22% (150)	25% (173)	10% (70)	686
2016 Vote: Republican Donald Trump	12% (91)	16% (120)	26% (195)	37% (279)	10% (78)	763
2016 Vote: Someone else	12% (20)	29% (48)	24% (40)	25% (42)	10% (17)	167
2012 Vote: Barack Obama	18% (151)	23% (192)	22% (185)	26% (222)	11% (94)	845
2012 Vote: Mitt Romney	10% (52)	17% (92)	26% (140)	39% (212)	8% (44)	540
2012 Vote: Other	11% (11)	22% (21)	25% (24)	30% (29)	12% (11)	96
2012 Vote: Didn't Vote	16% (116)	20% (146)	20% (144)	25% (181)	18% (128)	716
4-Region: Northeast	13% (52)	21% (86)	25% (100)	28% (114)	12% (50)	402
4-Region: Midwest	13% (62)	19% (91)	24% (115)	31% (147)	12% (58)	474
4-Region: South	15% (119)	22% (178)	21% (170)	30% (244)	13% (103)	815
4-Region: West	19% (97)	19% (97)	22% (111)	28% (141)	13% (65)	511

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

Table BRD5_4: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Gender: Male	23% (242)	36% (377)	16% (170)	18% (188)	8% (82)	1060
Gender: Female	16% (185)	31% (351)	15% (168)	23% (261)	15% (176)	1141
Age: 18-29	28% (133)	30% (143)	13% (61)	13% (61)	16% (79)	477
Age: 30-44	25% (137)	33% (184)	15% (84)	15% (86)	12% (67)	558
Age: 45-54	15% (56)	34% (132)	15% (59)	26% (99)	10% (40)	387
Age: 55-64	13% (51)	37% (140)	15% (57)	25% (95)	10% (38)	381
Age: 65+	13% (50)	33% (130)	19% (76)	27% (108)	9% (34)	398
PID: Dem (no lean)	25% (176)	36% (256)	13% (93)	17% (120)	9% (66)	711
PID: Ind (no lean)	16% (131)	33% (272)	16% (133)	19% (159)	16% (134)	828
PID: Rep (no lean)	18% (120)	30% (200)	17% (111)	26% (171)	9% (59)	662
PID/Gender: Dem Men	30% (98)	37% (124)	13% (44)	14% (46)	6% (19)	332
PID/Gender: Dem Women	20% (77)	35% (132)	13% (49)	19% (74)	12% (46)	379
PID/Gender: Ind Men	17% (66)	36% (137)	19% (71)	17% (64)	12% (46)	383
PID/Gender: Ind Women	15% (65)	30% (135)	14% (62)	21% (95)	20% (88)	445
PID/Gender: Rep Men	23% (78)	34% (116)	16% (55)	23% (79)	5% (17)	345
PID/Gender: Rep Women	13% (42)	26% (84)	18% (57)	29% (92)	13% (42)	317
Ideo: Liberal (1-3)	28% (219)	36% (287)	13% (101)	14% (112)	9% (68)	788
Ideo: Moderate (4)	17% (75)	39% (169)	17% (73)	17% (72)	9% (40)	430
Ideo: Conservative (5-7)	13% (93)	32% (224)	18% (129)	27% (188)	9% (62)	696
Educ: < College	17% (271)	31% (491)	15% (236)	22% (348)	14% (221)	1567
Educ: Bachelors degree	22% (92)	37% (154)	17% (73)	16% (68)	7% (29)	416
Educ: Post-grad	30% (65)	38% (83)	13% (29)	15% (33)	4% (9)	219
Income: Under 50k	19% (258)	31% (412)	16% (208)	20% (271)	14% (191)	1341
Income: 50k-100k	19% (116)	36% (222)	15% (93)	22% (134)	8% (51)	617
Income: 100k+	22% (52)	38% (93)	15% (37)	18% (44)	7% (17)	243
Ethnicity: White	18% (318)	34% (597)	15% (265)	21% (366)	12% (205)	1750

Continued on next page

Table BRD5_4: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Ethnicity: Hispanic	34% (111)	31% (101)	12% (40)	14% (47)	9% (30)	329
Ethnicity: Afr. Am.	25% (68)	28% (75)	17% (46)	19% (52)	10% (27)	269
Ethnicity: Other	23% (42)	31% (56)	15% (27)	17% (31)	15% (27)	182
Relig: Protestant	17% (88)	33% (168)	16% (85)	23% (119)	11% (55)	515
Relig: Roman Catholic	22% (92)	33% (136)	15% (64)	21% (86)	8% (34)	412
Relig: Ath./Agn./None	20% (136)	33% (225)	14% (92)	18% (123)	14% (96)	673
Relig: Something Else	19% (66)	36% (122)	16% (56)	18% (60)	10% (35)	339
Relig: Jewish	21% (10)	53% (27)	12% (6)	6% (3)	9% (5)	51
Relig: Evangelical	20% (121)	28% (168)	16% (94)	24% (142)	13% (77)	603
Relig: Non-Evang. Catholics	17% (100)	36% (213)	17% (96)	21% (124)	9% (50)	583
Relig: All Christian	19% (221)	32% (380)	16% (191)	22% (266)	11% (127)	1186
Relig: All Non-Christian	20% (202)	34% (347)	15% (147)	18% (183)	13% (132)	1012
Community: Urban	23% (139)	34% (203)	14% (86)	18% (105)	10% (62)	594
Community: Suburban	17% (157)	35% (319)	14% (126)	21% (188)	12% (110)	901
Community: Rural	19% (131)	29% (206)	18% (126)	22% (156)	12% (86)	706
Employ: Private Sector	22% (140)	39% (241)	15% (94)	17% (108)	7% (41)	624
Employ: Government	21% (31)	30% (45)	20% (29)	20% (29)	9% (14)	148
Employ: Self-Employed	29% (60)	29% (59)	13% (27)	19% (38)	11% (22)	205
Employ: Homemaker	18% (39)	29% (62)	11% (24)	27% (58)	15% (33)	217
Employ: Student	26% (30)	37% (44)	7% (8)	13% (15)	17% (20)	117
Employ: Retired	13% (63)	31% (152)	18% (87)	27% (130)	11% (52)	484
Employ: Unemployed	16% (32)	30% (59)	18% (35)	15% (30)	21% (42)	199
Employ: Other	15% (31)	32% (67)	16% (34)	20% (40)	17% (35)	207
Military HH: Yes	25% (109)	31% (135)	15% (65)	21% (93)	8% (37)	440
Military HH: No	18% (318)	34% (592)	15% (273)	20% (356)	13% (222)	1761
RD/WT: Right Direction	18% (158)	30% (256)	16% (138)	23% (200)	12% (104)	856
RD/WT: Wrong Track	20% (270)	35% (472)	15% (200)	19% (249)	11% (154)	1345

Continued on next page

Table BRD5_4: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Strongly Approve	22% (97)	29% (131)	16% (73)	26% (114)	7% (30)	446
Somewhat Approve	13% (67)	33% (173)	19% (97)	23% (119)	12% (64)	519
Somewhat Disapprove	17% (52)	36% (110)	15% (46)	18% (53)	14% (42)	303
Strongly Disapprove	24% (190)	34% (270)	13% (103)	18% (140)	11% (87)	790
Dont Know / No Opinion	14% (21)	30% (43)	14% (21)	16% (23)	25% (36)	143
#1 Issue: Economy	20% (126)	35% (217)	17% (105)	18% (113)	9% (58)	620
#1 Issue: Security	14% (55)	31% (119)	17% (65)	27% (102)	12% (46)	386
#1 Issue: Health Care	18% (72)	38% (152)	13% (52)	20% (77)	11% (42)	395
#1 Issue: Medicare / Social Security	16% (52)	31% (104)	18% (59)	24% (82)	11% (38)	335
#1 Issue: Women's Issues	27% (25)	32% (30)	16% (14)	15% (14)	10% (9)	93
#1 Issue: Education	23% (36)	26% (40)	14% (21)	16% (25)	22% (34)	156
#1 Issue: Energy	40% (39)	33% (32)	9% (9)	10% (10)	8% (7)	97
#1 Issue: Other	18% (21)	28% (34)	12% (14)	21% (25)	21% (25)	119
2016 Vote: Democrat Hillary Clinton	24% (166)	38% (258)	12% (81)	17% (115)	10% (65)	686
2016 Vote: Republican Donald Trump	16% (123)	31% (239)	19% (148)	23% (175)	10% (78)	763
2016 Vote: Someone else	23% (39)	38% (64)	11% (18)	19% (32)	9% (15)	167
2012 Vote: Barack Obama	23% (195)	37% (316)	12% (102)	18% (150)	10% (81)	845
2012 Vote: Mitt Romney	15% (82)	29% (159)	20% (109)	27% (145)	8% (45)	540
2012 Vote: Other	17% (16)	38% (37)	14% (14)	19% (18)	12% (12)	96
2012 Vote: Didn't Vote	18% (132)	30% (214)	16% (112)	19% (137)	17% (121)	716
4-Region: Northeast	19% (76)	34% (138)	16% (63)	20% (80)	11% (44)	402
4-Region: Midwest	17% (83)	31% (146)	18% (86)	22% (104)	12% (55)	474
4-Region: South	19% (155)	35% (287)	13% (108)	20% (163)	13% (102)	815
4-Region: West	22% (113)	31% (156)	16% (81)	20% (103)	11% (58)	511

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

Table BRD5_5: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Gender: Male	13% (141)	25% (262)	23% (240)	23% (247)	16% (170)	1060
Gender: Female	8% (94)	17% (189)	23% (262)	28% (320)	24% (277)	1141
Age: 18-29	16% (77)	27% (128)	15% (71)	17% (79)	26% (123)	477
Age: 30-44	16% (87)	22% (124)	24% (133)	19% (107)	19% (106)	558
Age: 45-54	9% (33)	20% (79)	23% (87)	30% (117)	18% (71)	387
Age: 55-64	5% (19)	15% (58)	28% (108)	31% (119)	20% (76)	381
Age: 65+	5% (18)	15% (62)	26% (102)	37% (145)	18% (71)	398
PID: Dem (no lean)	13% (91)	24% (170)	23% (161)	23% (161)	18% (128)	711
PID: Ind (no lean)	8% (66)	19% (157)	23% (189)	25% (206)	25% (210)	828
PID: Rep (no lean)	12% (78)	19% (123)	23% (152)	30% (201)	16% (109)	662
PID/Gender: Dem Men	16% (54)	27% (91)	22% (72)	21% (68)	14% (47)	332
PID/Gender: Dem Women	10% (36)	21% (80)	23% (89)	24% (93)	21% (81)	379
PID/Gender: Ind Men	9% (36)	21% (81)	24% (93)	24% (91)	21% (82)	383
PID/Gender: Ind Women	7% (30)	17% (76)	22% (96)	26% (115)	29% (128)	445
PID/Gender: Rep Men	15% (50)	26% (91)	22% (74)	26% (88)	12% (42)	345
PID/Gender: Rep Women	9% (28)	10% (32)	24% (78)	35% (113)	21% (67)	317
Ideo: Liberal (1-3)	17% (136)	25% (200)	20% (160)	21% (163)	16% (129)	788
Ideo: Moderate (4)	9% (38)	25% (109)	28% (118)	21% (92)	17% (73)	430
Ideo: Conservative (5-7)	7% (51)	16% (114)	24% (169)	34% (234)	18% (128)	696
Educ: < College	10% (160)	19% (300)	21% (330)	27% (427)	22% (349)	1567
Educ: Bachelors degree	10% (44)	22% (92)	29% (119)	22% (92)	17% (69)	416
Educ: Post-grad	14% (31)	27% (58)	24% (53)	22% (48)	13% (28)	219
Income: Under 50k	11% (153)	19% (260)	21% (278)	26% (343)	23% (308)	1341
Income: 50k-100k	9% (55)	22% (137)	26% (159)	27% (165)	16% (100)	617
Income: 100k+	11% (27)	22% (53)	27% (65)	24% (59)	16% (39)	243
Ethnicity: White	10% (167)	20% (350)	24% (416)	26% (460)	20% (357)	1750

Continued on next page

Table BRD5_5: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Ethnicity: Hispanic	19% (62)	27% (90)	22% (73)	15% (50)	16% (54)	329
Ethnicity: Afr. Am.	15% (40)	21% (57)	22% (59)	25% (66)	17% (46)	269
Ethnicity: Other	15% (28)	24% (43)	15% (27)	23% (41)	24% (44)	182
Relig: Protestant	9% (46)	18% (91)	26% (133)	28% (145)	19% (100)	515
Relig: Roman Catholic	12% (50)	24% (99)	24% (100)	23% (96)	16% (66)	412
Relig: Ath./Agn./None	11% (71)	22% (147)	19% (130)	25% (169)	23% (157)	673
Relig: Something Else	11% (36)	19% (65)	22% (75)	26% (89)	22% (75)	339
Relig: Jewish	12% (6)	27% (13)	26% (13)	19% (10)	16% (8)	51
Relig: Evangelical	12% (71)	19% (116)	23% (140)	28% (167)	18% (109)	603
Relig: Non-Evang. Catholics	9% (54)	21% (123)	27% (158)	24% (143)	18% (106)	583
Relig: All Christian	11% (125)	20% (238)	25% (297)	26% (310)	18% (216)	1186
Relig: All Non-Christian	11% (106)	21% (212)	20% (205)	25% (257)	23% (231)	1012
Community: Urban	13% (75)	24% (141)	22% (128)	24% (144)	18% (106)	594
Community: Suburban	10% (86)	19% (169)	25% (229)	25% (228)	21% (190)	901
Community: Rural	10% (74)	20% (141)	20% (144)	28% (195)	21% (151)	706
Employ: Private Sector	14% (86)	23% (144)	22% (140)	24% (152)	16% (102)	624
Employ: Government	15% (21)	23% (34)	25% (37)	20% (30)	17% (25)	148
Employ: Self-Employed	17% (36)	22% (45)	19% (39)	26% (54)	15% (31)	205
Employ: Homemaker	10% (21)	19% (42)	20% (43)	29% (62)	23% (49)	217
Employ: Student	15% (17)	28% (33)	17% (20)	14% (17)	25% (30)	117
Employ: Retired	4% (20)	15% (74)	27% (133)	34% (164)	19% (93)	484
Employ: Unemployed	8% (17)	24% (47)	19% (39)	20% (40)	28% (56)	199
Employ: Other	8% (17)	15% (30)	25% (51)	23% (48)	29% (60)	207
Military HH: Yes	15% (68)	24% (106)	19% (85)	24% (108)	17% (73)	440
Military HH: No	9% (167)	20% (345)	24% (416)	26% (460)	21% (373)	1761
RD/WT: Right Direction	12% (104)	21% (176)	19% (166)	29% (245)	19% (166)	856
RD/WT: Wrong Track	10% (131)	20% (274)	25% (336)	24% (323)	21% (281)	1345

Continued on next page

Table BRD5_5: Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?
A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Strongly Approve	15% (65)	19% (86)	20% (89)	32% (145)	14% (62)	446
Somewhat Approve	7% (36)	17% (90)	27% (142)	26% (137)	22% (113)	519
Somewhat Disapprove	10% (30)	25% (76)	24% (73)	22% (66)	19% (58)	303
Strongly Disapprove	11% (88)	22% (170)	22% (177)	25% (194)	21% (162)	790
Dont Know / No Opinion	11% (16)	20% (29)	15% (21)	18% (26)	36% (51)	143
#1 Issue: Economy	10% (63)	18% (114)	28% (171)	25% (157)	19% (115)	620
#1 Issue: Security	10% (39)	18% (68)	21% (81)	33% (127)	18% (71)	386
#1 Issue: Health Care	8% (33)	24% (93)	24% (96)	24% (93)	20% (80)	395
#1 Issue: Medicare / Social Security	9% (29)	15% (51)	22% (73)	33% (109)	21% (72)	335
#1 Issue: Women's Issues	20% (19)	31% (29)	16% (15)	14% (13)	19% (18)	93
#1 Issue: Education	10% (16)	27% (42)	22% (34)	16% (26)	25% (39)	156
#1 Issue: Energy	26% (25)	33% (32)	12% (11)	14% (14)	15% (15)	97
#1 Issue: Other	9% (11)	19% (22)	17% (20)	24% (29)	31% (37)	119
2016 Vote: Democrat Hillary Clinton	11% (78)	24% (166)	24% (166)	22% (153)	18% (122)	686
2016 Vote: Republican Donald Trump	9% (69)	17% (133)	25% (189)	30% (229)	19% (143)	763
2016 Vote: Someone else	8% (14)	28% (47)	24% (40)	22% (37)	18% (29)	167
2012 Vote: Barack Obama	12% (100)	23% (196)	23% (192)	24% (202)	18% (155)	845
2012 Vote: Mitt Romney	10% (52)	17% (90)	25% (136)	31% (169)	17% (93)	540
2012 Vote: Other	6% (5)	22% (21)	22% (21)	27% (26)	23% (22)	96
2012 Vote: Didn't Vote	11% (78)	20% (143)	21% (149)	24% (169)	25% (177)	716
4-Region: Northeast	9% (35)	22% (88)	24% (95)	23% (93)	23% (90)	402
4-Region: Midwest	12% (56)	18% (83)	23% (110)	28% (134)	19% (91)	474
4-Region: South	10% (78)	23% (190)	22% (178)	26% (214)	19% (155)	815
4-Region: West	13% (66)	17% (89)	23% (119)	25% (126)	22% (110)	511

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

Table BRD6: Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Gender: Male	8%	(41)	23%	(112)	20%	(98)	30%	(148)	15%	(75)	3%	(14)	487
Gender: Female	8%	(48)	18%	(103)	11%	(62)	40%	(235)	15%	(90)	8%	(44)	582
Age: 18-29	11%	(17)	22%	(32)	13%	(19)	39%	(58)	10%	(16)	5%	(8)	150
Age: 30-44	10%	(23)	24%	(57)	14%	(33)	31%	(75)	16%	(39)	5%	(13)	241
Age: 45-54	8%	(16)	22%	(46)	16%	(32)	34%	(69)	14%	(29)	6%	(12)	204
Age: 55-64	10%	(22)	18%	(40)	13%	(30)	39%	(89)	15%	(34)	5%	(12)	227
Age: 65+	4%	(11)	16%	(40)	18%	(45)	37%	(92)	19%	(47)	5%	(13)	247
PID: Dem (no lean)	10%	(34)	19%	(60)	11%	(34)	41%	(133)	13%	(42)	6%	(18)	321
PID: Ind (no lean)	9%	(34)	21%	(82)	16%	(64)	32%	(125)	16%	(63)	7%	(28)	395
PID: Rep (no lean)	6%	(22)	21%	(72)	17%	(61)	36%	(125)	17%	(60)	3%	(11)	352
PID/Gender: Dem Men	13%	(18)	22%	(31)	15%	(21)	32%	(45)	14%	(20)	4%	(6)	140
PID/Gender: Dem Women	9%	(16)	16%	(28)	7%	(13)	49%	(89)	13%	(23)	7%	(13)	181
PID/Gender: Ind Men	8%	(15)	24%	(45)	21%	(38)	27%	(50)	17%	(31)	3%	(6)	185
PID/Gender: Ind Women	9%	(18)	18%	(38)	12%	(26)	35%	(75)	15%	(32)	10%	(22)	210
PID/Gender: Rep Men	5%	(8)	22%	(36)	24%	(39)	33%	(53)	15%	(25)	1%	(2)	162
PID/Gender: Rep Women	8%	(14)	19%	(36)	12%	(23)	38%	(72)	19%	(35)	5%	(9)	190
Ideo: Liberal (1-3)	8%	(25)	19%	(62)	16%	(51)	42%	(135)	12%	(38)	4%	(13)	323
Ideo: Moderate (4)	9%	(20)	23%	(49)	13%	(27)	38%	(80)	10%	(21)	7%	(14)	210
Ideo: Conservative (5-7)	8%	(33)	19%	(77)	18%	(74)	31%	(125)	19%	(75)	5%	(20)	403
Educ: < College	9%	(67)	19%	(146)	14%	(102)	36%	(275)	16%	(120)	6%	(47)	757
Educ: Bachelors degree	7%	(16)	23%	(49)	18%	(39)	34%	(71)	14%	(28)	4%	(8)	210
Educ: Post-grad	7%	(7)	19%	(19)	18%	(18)	36%	(37)	17%	(17)	3%	(3)	101
Income: Under 50k	9%	(57)	21%	(128)	13%	(83)	34%	(211)	16%	(99)	7%	(41)	620
Income: 50k-100k	7%	(22)	19%	(61)	16%	(53)	39%	(128)	15%	(50)	4%	(12)	324
Income: 100k+	8%	(10)	21%	(26)	19%	(23)	36%	(44)	13%	(16)	3%	(4)	124

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Table BRD6: Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Ethnicity: White	7%	(65)	20%	(176)	16%	(139)	35%	(306)	16%	(139)	6%	(51)	876
Ethnicity: Hispanic	10%	(12)	27%	(33)	13%	(16)	35%	(43)	11%	(14)	5%	(6)	123
Ethnicity: Afr. Am.	15%	(18)	16%	(20)	9%	(11)	46%	(58)	12%	(15)	2%	(3)	125
Ethnicity: Other	8%	(6)	27%	(18)	14%	(10)	29%	(19)	17%	(11)	6%	(4)	68
Relig: Protestant	8%	(22)	20%	(56)	16%	(45)	35%	(97)	17%	(46)	4%	(12)	278
Relig: Roman Catholic	7%	(14)	21%	(41)	16%	(31)	35%	(69)	19%	(37)	3%	(5)	196
Relig: Ath./Agn./None	8%	(25)	20%	(59)	16%	(47)	36%	(107)	15%	(45)	5%	(16)	299
Relig: Something Else	12%	(20)	16%	(26)	18%	(30)	40%	(65)	11%	(17)	4%	(6)	163
Relig: Evangelical	7%	(23)	24%	(74)	10%	(30)	32%	(99)	18%	(56)	8%	(24)	307
Relig: Non-Evang. Catholics	7%	(22)	19%	(56)	17%	(52)	38%	(113)	15%	(46)	4%	(12)	300
Relig: All Christian	7%	(45)	21%	(130)	14%	(82)	35%	(212)	17%	(103)	6%	(36)	607
Relig: All Non-Christian	10%	(45)	18%	(85)	17%	(77)	37%	(171)	14%	(62)	5%	(22)	462
Community: Urban	13%	(35)	17%	(46)	15%	(42)	39%	(106)	11%	(31)	5%	(13)	273
Community: Suburban	7%	(31)	22%	(100)	14%	(63)	37%	(170)	14%	(64)	6%	(28)	457
Community: Rural	7%	(23)	20%	(68)	16%	(54)	32%	(108)	21%	(70)	5%	(17)	340
Employ: Private Sector	9%	(27)	23%	(67)	14%	(39)	35%	(103)	15%	(43)	4%	(13)	292
Employ: Government	6%	(4)	27%	(18)	16%	(10)	39%	(26)	11%	(8)	2%	(1)	67
Employ: Self-Employed	7%	(6)	19%	(18)	19%	(18)	42%	(39)	7%	(6)	6%	(6)	93
Employ: Homemaker	13%	(13)	21%	(22)	13%	(14)	33%	(35)	14%	(14)	7%	(7)	105
Employ: Retired	6%	(18)	16%	(46)	17%	(51)	36%	(106)	20%	(60)	5%	(14)	296
Employ: Unemployed	6%	(5)	17%	(13)	14%	(11)	31%	(24)	18%	(15)	13%	(10)	79
Employ: Other	8%	(8)	24%	(23)	13%	(13)	36%	(36)	15%	(15)	4%	(4)	100
Military HH: Yes	8%	(15)	20%	(39)	17%	(34)	31%	(59)	21%	(40)	4%	(7)	193
Military HH: No	8%	(74)	20%	(176)	14%	(126)	37%	(324)	14%	(125)	6%	(51)	876
RD/WT: Right Direction	10%	(39)	18%	(75)	17%	(70)	31%	(129)	18%	(73)	6%	(25)	411
RD/WT: Wrong Track	8%	(50)	21%	(140)	14%	(89)	39%	(254)	14%	(92)	5%	(33)	659

Continued on next page

Table BRD6: Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Strongly Approve	7%	(16)	19%	(45)	18%	(41)	31%	(73)	20%	(47)	5%	(11)	233
Somewhat Approve	10%	(27)	21%	(59)	17%	(47)	31%	(87)	16%	(45)	5%	(15)	280
Somewhat Disapprove	13%	(18)	18%	(25)	12%	(17)	37%	(52)	12%	(17)	7%	(10)	139
Strongly Disapprove	7%	(25)	21%	(76)	15%	(54)	42%	(154)	13%	(47)	4%	(15)	370
#1 Issue: Economy	9%	(29)	25%	(82)	15%	(50)	36%	(118)	10%	(32)	5%	(16)	328
#1 Issue: Security	8%	(16)	15%	(30)	17%	(35)	34%	(70)	19%	(40)	8%	(16)	208
#1 Issue: Health Care	8%	(15)	19%	(36)	16%	(30)	38%	(73)	13%	(25)	5%	(10)	189
#1 Issue: Medicare / Social Security	7%	(12)	18%	(32)	15%	(28)	35%	(65)	20%	(37)	5%	(9)	183
#1 Issue: Education	14%	(8)	22%	(13)	13%	(8)	30%	(18)	17%	(10)	4%	(2)	59
2016 Vote: Democrat Hillary Clinton	6%	(21)	22%	(70)	13%	(42)	40%	(128)	13%	(43)	5%	(16)	319
2016 Vote: Republican Donald Trump	8%	(33)	20%	(83)	19%	(79)	32%	(135)	17%	(70)	5%	(20)	418
2016 Vote: Someone else	11%	(8)	21%	(17)	12%	(9)	46%	(35)	7%	(5)	3%	(2)	77
2012 Vote: Barack Obama	9%	(36)	19%	(77)	14%	(56)	40%	(157)	13%	(53)	4%	(15)	394
2012 Vote: Mitt Romney	7%	(22)	19%	(59)	16%	(50)	34%	(104)	18%	(56)	5%	(15)	306
2012 Vote: Didn't Vote	8%	(25)	20%	(64)	15%	(47)	33%	(103)	17%	(54)	8%	(24)	318
4-Region: Northeast	12%	(23)	18%	(34)	16%	(29)	35%	(67)	13%	(24)	6%	(11)	188
4-Region: Midwest	10%	(25)	18%	(44)	11%	(26)	36%	(88)	20%	(48)	5%	(12)	244
4-Region: South	7%	(29)	20%	(77)	16%	(62)	36%	(140)	15%	(57)	7%	(26)	391
4-Region: West	5%	(12)	24%	(59)	17%	(42)	36%	(88)	14%	(36)	4%	(9)	245

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

Table BRD7_1: How much have you seen, read or heard about each of the following?
 Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
Gender: Male	11%	(117)	15%	(160)	23%	(246)	51%	(536)	1060
Gender: Female	5%	(59)	12%	(132)	19%	(221)	64%	(730)	1141
Age: 18-29	16%	(74)	21%	(99)	19%	(89)	45%	(215)	477
Age: 30-44	12%	(65)	14%	(80)	24%	(135)	50%	(277)	558
Age: 45-54	6%	(25)	11%	(43)	21%	(80)	62%	(240)	387
Age: 55-64	1%	(6)	9%	(35)	20%	(75)	69%	(265)	381
Age: 65+	2%	(6)	9%	(34)	22%	(88)	68%	(269)	398
PID: Dem (no lean)	8%	(58)	16%	(113)	22%	(160)	54%	(381)	711
PID: Ind (no lean)	6%	(49)	12%	(102)	21%	(175)	61%	(502)	828
PID: Rep (no lean)	10%	(69)	12%	(77)	20%	(132)	58%	(383)	662
PID/Gender: Dem Men	12%	(39)	17%	(58)	25%	(84)	45%	(151)	332
PID/Gender: Dem Women	5%	(19)	14%	(55)	20%	(75)	61%	(230)	379
PID/Gender: Ind Men	5%	(21)	14%	(54)	24%	(91)	57%	(218)	383
PID/Gender: Ind Women	6%	(29)	11%	(48)	19%	(84)	64%	(284)	445
PID/Gender: Rep Men	17%	(58)	14%	(49)	21%	(71)	49%	(167)	345
PID/Gender: Rep Women	4%	(11)	9%	(28)	19%	(61)	68%	(216)	317
Ideo: Liberal (1-3)	15%	(118)	18%	(140)	20%	(160)	47%	(370)	788
Ideo: Moderate (4)	6%	(24)	15%	(62)	21%	(89)	59%	(254)	430
Ideo: Conservative (5-7)	3%	(24)	9%	(63)	24%	(168)	63%	(442)	696
Educ: < College	8%	(131)	13%	(201)	21%	(324)	58%	(910)	1567
Educ: Bachelors degree	7%	(27)	13%	(56)	23%	(95)	57%	(238)	416
Educ: Post-grad	8%	(18)	16%	(34)	22%	(48)	54%	(118)	219
Income: Under 50k	9%	(117)	14%	(184)	21%	(281)	57%	(759)	1341
Income: 50k-100k	7%	(41)	12%	(76)	22%	(134)	59%	(366)	617
Income: 100k+	7%	(18)	13%	(32)	21%	(52)	58%	(141)	243
Ethnicity: White	6%	(110)	12%	(218)	20%	(358)	61%	(1065)	1750
Ethnicity: Hispanic	21%	(69)	20%	(66)	16%	(53)	43%	(142)	329
Ethnicity: Afr. Am.	12%	(33)	16%	(42)	24%	(64)	48%	(129)	269

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Table BRD7_1: How much have you seen, read or heard about each of the following?
Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
Ethnicity: Other	18%	(33)	18%	(32)	24%	(45)	39%	(72)	182
Relig: Protestant	8%	(42)	10%	(53)	20%	(103)	62%	(318)	515
Relig: Roman Catholic	8%	(35)	16%	(65)	23%	(96)	52%	(215)	412
Relig: Ath./Agn./None	8%	(51)	15%	(99)	21%	(142)	57%	(381)	673
Relig: Something Else	8%	(27)	11%	(38)	23%	(76)	58%	(197)	339
Relig: Jewish	6%	(3)	17%	(9)	17%	(8)	59%	(30)	51
Relig: Evangelical	10%	(60)	13%	(80)	20%	(119)	57%	(343)	603
Relig: Non-Evang. Catholics	6%	(35)	13%	(74)	22%	(130)	59%	(345)	583
Relig: All Christian	8%	(95)	13%	(154)	21%	(248)	58%	(688)	1186
Relig: All Non-Christian	8%	(78)	14%	(137)	22%	(218)	57%	(578)	1012
Community: Urban	11%	(65)	13%	(79)	22%	(130)	54%	(320)	594
Community: Suburban	6%	(52)	13%	(117)	20%	(176)	62%	(556)	901
Community: Rural	8%	(59)	14%	(95)	23%	(161)	55%	(390)	706
Employ: Private Sector	11%	(71)	14%	(85)	24%	(150)	51%	(318)	624
Employ: Government	13%	(19)	21%	(31)	18%	(27)	48%	(72)	148
Employ: Self-Employed	7%	(13)	12%	(24)	24%	(50)	58%	(118)	205
Employ: Homemaker	4%	(9)	14%	(30)	16%	(36)	65%	(142)	217
Employ: Student	17%	(20)	24%	(28)	13%	(15)	46%	(54)	117
Employ: Retired	2%	(9)	9%	(45)	21%	(103)	68%	(327)	484
Employ: Unemployed	9%	(18)	12%	(24)	22%	(45)	56%	(112)	199
Employ: Other	8%	(16)	12%	(25)	20%	(42)	60%	(124)	207
Military HH: Yes	11%	(48)	15%	(67)	23%	(102)	51%	(223)	440
Military HH: No	7%	(129)	13%	(225)	21%	(365)	59%	(1043)	1761
RD/WT: Right Direction	11%	(93)	14%	(124)	19%	(163)	56%	(476)	856
RD/WT: Wrong Track	6%	(83)	13%	(168)	23%	(304)	59%	(791)	1345
Strongly Approve	13%	(60)	12%	(52)	19%	(84)	56%	(250)	446
Somewhat Approve	4%	(22)	14%	(74)	22%	(114)	59%	(308)	519
Somewhat Disapprove	8%	(23)	20%	(61)	22%	(66)	50%	(153)	303
Strongly Disapprove	7%	(56)	11%	(87)	22%	(172)	60%	(475)	790
Dont Know / No Opinion	10%	(14)	12%	(17)	22%	(32)	56%	(80)	143

Continued on next page

Table BRD7_1: How much have you seen, read or heard about each of the following?
Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
#1 Issue: Economy	6%	(36)	12%	(77)	25%	(153)	57%	(355)	620
#1 Issue: Security	10%	(38)	13%	(49)	18%	(70)	59%	(230)	386
#1 Issue: Health Care	7%	(28)	16%	(63)	22%	(86)	55%	(217)	395
#1 Issue: Medicare / Social Security	6%	(19)	10%	(33)	16%	(52)	69%	(230)	335
#1 Issue: Women's Issues	18%	(17)	20%	(19)	17%	(16)	45%	(42)	93
#1 Issue: Education	12%	(18)	13%	(20)	23%	(36)	53%	(83)	156
#1 Issue: Energy	17%	(17)	18%	(17)	27%	(26)	38%	(36)	97
#1 Issue: Other	4%	(4)	12%	(14)	23%	(28)	61%	(73)	119
2016 Vote: Democrat Hillary Clinton	9%	(59)	14%	(98)	22%	(153)	55%	(375)	686
2016 Vote: Republican Donald Trump	6%	(47)	12%	(92)	21%	(157)	61%	(467)	763
2016 Vote: Someone else	3%	(4)	12%	(20)	21%	(36)	64%	(107)	167
2012 Vote: Barack Obama	8%	(67)	14%	(120)	22%	(183)	56%	(474)	845
2012 Vote: Mitt Romney	5%	(28)	10%	(53)	20%	(107)	65%	(352)	540
2012 Vote: Other	5%	(4)	11%	(11)	21%	(20)	64%	(61)	96
2012 Vote: Didn't Vote	11%	(77)	15%	(108)	22%	(155)	53%	(376)	716
4-Region: Northeast	7%	(27)	15%	(59)	22%	(87)	57%	(228)	402
4-Region: Midwest	8%	(36)	11%	(54)	22%	(102)	59%	(282)	474
4-Region: South	7%	(60)	16%	(127)	20%	(160)	57%	(467)	815
4-Region: West	10%	(53)	10%	(51)	23%	(117)	57%	(289)	511

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

Table BRD7_4: How much have you seen, read or heard about each of the following?
Toyota Prius, a hybrid vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
Gender: Male	28%	(297)	34%	(361)	19%	(199)	19%	(202)	1060
Gender: Female	23%	(263)	31%	(349)	19%	(214)	28%	(315)	1141
Age: 18-29	34%	(162)	27%	(130)	14%	(67)	25%	(117)	477
Age: 30-44	30%	(169)	32%	(179)	17%	(95)	21%	(116)	558
Age: 45-54	24%	(94)	30%	(117)	20%	(76)	26%	(99)	387
Age: 55-64	14%	(54)	37%	(143)	22%	(83)	27%	(102)	381
Age: 65+	20%	(81)	36%	(142)	23%	(92)	21%	(83)	398
PID: Dem (no lean)	27%	(195)	33%	(236)	17%	(123)	22%	(156)	711
PID: Ind (no lean)	23%	(195)	31%	(255)	21%	(173)	25%	(206)	828
PID: Rep (no lean)	26%	(170)	33%	(220)	18%	(117)	23%	(155)	662
PID/Gender: Dem Men	30%	(101)	34%	(112)	17%	(57)	19%	(62)	332
PID/Gender: Dem Women	25%	(94)	33%	(124)	18%	(67)	25%	(94)	379
PID/Gender: Ind Men	22%	(86)	33%	(128)	24%	(92)	20%	(77)	383
PID/Gender: Ind Women	24%	(109)	28%	(126)	18%	(81)	29%	(130)	445
PID/Gender: Rep Men	32%	(111)	35%	(121)	14%	(50)	18%	(63)	345
PID/Gender: Rep Women	19%	(60)	31%	(99)	21%	(67)	29%	(92)	317
Ideo: Liberal (1-3)	37%	(291)	31%	(247)	16%	(124)	16%	(126)	788
Ideo: Moderate (4)	20%	(84)	38%	(162)	18%	(79)	24%	(105)	430
Ideo: Conservative (5-7)	20%	(136)	36%	(248)	22%	(151)	23%	(161)	696
Educ: < College	23%	(355)	31%	(480)	20%	(310)	27%	(422)	1567
Educ: Bachelors degree	31%	(130)	36%	(149)	17%	(70)	16%	(67)	416
Educ: Post-grad	34%	(75)	38%	(82)	15%	(33)	13%	(28)	219
Income: Under 50k	24%	(323)	30%	(398)	19%	(254)	27%	(365)	1341
Income: 50k-100k	26%	(159)	36%	(220)	21%	(127)	18%	(110)	617
Income: 100k+	32%	(77)	38%	(92)	13%	(32)	17%	(41)	243
Ethnicity: White	25%	(434)	32%	(564)	19%	(337)	24%	(416)	1750
Ethnicity: Hispanic	34%	(112)	30%	(99)	16%	(52)	20%	(66)	329
Ethnicity: Afr. Am.	22%	(59)	36%	(97)	19%	(50)	23%	(61)	269

Continued on next page

Table BRD7_4: How much have you seen, read or heard about each of the following?
 Toyota Prius, a hybrid vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
Ethnicity: Other	37%	(67)	27%	(49)	15%	(27)	22%	(40)	182
Relig: Protestant	24%	(124)	34%	(177)	21%	(106)	21%	(109)	515
Relig: Roman Catholic	27%	(113)	33%	(136)	19%	(76)	21%	(86)	412
Relig: Ath./Agn./None	26%	(178)	32%	(215)	17%	(117)	24%	(162)	673
Relig: Something Else	31%	(104)	29%	(100)	17%	(58)	23%	(77)	339
Relig: Jewish	40%	(20)	32%	(16)	10%	(5)	18%	(9)	51
Relig: Evangelical	22%	(135)	31%	(189)	22%	(133)	24%	(146)	603
Relig: Non-Evang. Catholics	24%	(141)	35%	(205)	18%	(106)	23%	(131)	583
Relig: All Christian	23%	(275)	33%	(395)	20%	(239)	23%	(277)	1186
Relig: All Non-Christian	28%	(282)	31%	(315)	17%	(175)	24%	(240)	1012
Community: Urban	28%	(165)	30%	(176)	19%	(114)	24%	(140)	594
Community: Suburban	26%	(234)	34%	(307)	17%	(151)	23%	(210)	901
Community: Rural	23%	(162)	32%	(228)	21%	(149)	24%	(167)	706
Employ: Private Sector	32%	(198)	35%	(221)	17%	(104)	16%	(101)	624
Employ: Government	28%	(42)	35%	(52)	17%	(26)	19%	(29)	148
Employ: Self-Employed	28%	(58)	29%	(61)	17%	(34)	26%	(53)	205
Employ: Homemaker	18%	(39)	34%	(74)	16%	(35)	32%	(68)	217
Employ: Student	31%	(37)	29%	(34)	15%	(18)	24%	(28)	117
Employ: Retired	18%	(88)	33%	(159)	25%	(122)	24%	(115)	484
Employ: Unemployed	22%	(44)	25%	(50)	21%	(41)	32%	(63)	199
Employ: Other	26%	(55)	29%	(60)	16%	(34)	28%	(59)	207
Military HH: Yes	28%	(123)	32%	(140)	22%	(98)	18%	(79)	440
Military HH: No	25%	(437)	32%	(571)	18%	(315)	25%	(438)	1761
RD/WT: Right Direction	24%	(205)	31%	(267)	20%	(169)	25%	(215)	856
RD/WT: Wrong Track	26%	(355)	33%	(443)	18%	(244)	22%	(302)	1345
Strongly Approve	26%	(114)	32%	(142)	18%	(80)	25%	(110)	446
Somewhat Approve	21%	(107)	33%	(172)	24%	(122)	23%	(118)	519
Somewhat Disapprove	22%	(66)	39%	(119)	16%	(50)	23%	(68)	303
Strongly Disapprove	30%	(237)	31%	(246)	17%	(138)	21%	(169)	790
Dont Know / No Opinion	26%	(37)	21%	(31)	17%	(24)	36%	(52)	143

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Table BRD7_4: How much have you seen, read or heard about each of the following?
Toyota Prius, a hybrid vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
#1 Issue: Economy	28%	(176)	34%	(212)	17%	(108)	20%	(125)	620
#1 Issue: Security	21%	(83)	28%	(107)	25%	(96)	26%	(100)	386
#1 Issue: Health Care	23%	(92)	33%	(129)	18%	(69)	26%	(104)	395
#1 Issue: Medicare / Social Security	22%	(74)	31%	(105)	22%	(74)	25%	(82)	335
#1 Issue: Women's Issues	35%	(33)	33%	(31)	12%	(11)	20%	(19)	93
#1 Issue: Education	21%	(34)	36%	(56)	15%	(23)	28%	(44)	156
#1 Issue: Energy	39%	(38)	33%	(32)	15%	(15)	13%	(12)	97
#1 Issue: Other	27%	(32)	32%	(38)	15%	(18)	27%	(32)	119
2016 Vote: Democrat Hillary Clinton	31%	(211)	32%	(223)	18%	(123)	19%	(129)	686
2016 Vote: Republican Donald Trump	22%	(168)	32%	(247)	21%	(161)	24%	(187)	763
2016 Vote: Someone else	24%	(40)	40%	(66)	17%	(29)	19%	(32)	167
2012 Vote: Barack Obama	28%	(233)	33%	(277)	20%	(166)	20%	(169)	845
2012 Vote: Mitt Romney	22%	(117)	35%	(188)	19%	(104)	24%	(131)	540
2012 Vote: Other	21%	(20)	42%	(40)	14%	(13)	22%	(21)	96
2012 Vote: Didn't Vote	26%	(189)	28%	(202)	18%	(129)	27%	(196)	716
4-Region: Northeast	24%	(98)	31%	(126)	22%	(88)	22%	(89)	402
4-Region: Midwest	21%	(99)	31%	(147)	21%	(101)	27%	(127)	474
4-Region: South	24%	(193)	36%	(291)	17%	(137)	24%	(194)	815
4-Region: West	33%	(170)	29%	(146)	17%	(87)	21%	(107)	511

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

Table BRD7_5: How much have you seen, read or heard about each of the following?
 Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
Gender: Male	12%	(128)	17%	(178)	25%	(260)	47%	(494)	1060
Gender: Female	6%	(71)	13%	(152)	20%	(228)	61%	(691)	1141
Age: 18-29	16%	(78)	19%	(93)	22%	(107)	42%	(199)	477
Age: 30-44	14%	(77)	17%	(93)	22%	(124)	47%	(264)	558
Age: 45-54	7%	(26)	17%	(65)	20%	(77)	57%	(219)	387
Age: 55-64	3%	(11)	10%	(39)	22%	(83)	65%	(249)	381
Age: 65+	2%	(8)	10%	(40)	24%	(96)	64%	(254)	398
PID: Dem (no lean)	11%	(78)	17%	(122)	22%	(157)	50%	(353)	711
PID: Ind (no lean)	6%	(53)	13%	(108)	23%	(192)	57%	(476)	828
PID: Rep (no lean)	10%	(69)	15%	(99)	21%	(139)	54%	(356)	662
PID/Gender: Dem Men	16%	(54)	18%	(59)	24%	(79)	42%	(140)	332
PID/Gender: Dem Women	6%	(24)	17%	(64)	21%	(78)	56%	(213)	379
PID/Gender: Ind Men	6%	(24)	13%	(50)	28%	(107)	53%	(203)	383
PID/Gender: Ind Women	6%	(29)	13%	(59)	19%	(85)	61%	(274)	445
PID/Gender: Rep Men	15%	(50)	20%	(69)	21%	(74)	44%	(151)	345
PID/Gender: Rep Women	6%	(18)	9%	(30)	20%	(65)	64%	(204)	317
Ideo: Liberal (1-3)	15%	(120)	19%	(148)	21%	(168)	45%	(353)	788
Ideo: Moderate (4)	7%	(31)	16%	(69)	23%	(100)	53%	(229)	430
Ideo: Conservative (5-7)	4%	(29)	12%	(81)	24%	(165)	60%	(421)	696
Educ: < College	9%	(141)	16%	(244)	22%	(350)	53%	(832)	1567
Educ: Bachelors degree	9%	(36)	12%	(48)	24%	(98)	56%	(234)	416
Educ: Post-grad	11%	(23)	17%	(38)	18%	(39)	54%	(119)	219
Income: Under 50k	10%	(134)	16%	(209)	22%	(293)	53%	(705)	1341
Income: 50k-100k	8%	(51)	14%	(85)	22%	(135)	56%	(346)	617
Income: 100k+	6%	(14)	15%	(36)	24%	(59)	55%	(133)	243
Ethnicity: White	8%	(134)	14%	(241)	22%	(387)	56%	(988)	1750
Ethnicity: Hispanic	24%	(80)	22%	(74)	14%	(45)	40%	(131)	329
Ethnicity: Afr. Am.	14%	(38)	17%	(45)	23%	(61)	46%	(125)	269

Continued on next page

Table BRD7_5: How much have you seen, read or heard about each of the following?
Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
Ethnicity: Other	15%	(28)	24%	(43)	21%	(39)	40%	(72)	182
Relig: Protestant	7%	(38)	13%	(68)	22%	(115)	57%	(294)	515
Relig: Roman Catholic	11%	(45)	17%	(72)	25%	(101)	47%	(194)	412
Relig: Ath./Agn./None	9%	(63)	16%	(105)	23%	(154)	52%	(351)	673
Relig: Something Else	8%	(26)	13%	(44)	20%	(67)	59%	(202)	339
Relig: Jewish	17%	(9)	11%	(6)	17%	(9)	55%	(28)	51
Relig: Evangelical	11%	(67)	15%	(91)	20%	(121)	54%	(324)	603
Relig: Non-Evang. Catholics	7%	(41)	15%	(89)	25%	(146)	53%	(308)	583
Relig: All Christian	9%	(108)	15%	(180)	22%	(267)	53%	(632)	1186
Relig: All Non-Christian	9%	(89)	15%	(149)	22%	(221)	55%	(553)	1012
Community: Urban	12%	(70)	15%	(91)	21%	(127)	52%	(306)	594
Community: Suburban	7%	(60)	14%	(124)	22%	(201)	57%	(516)	901
Community: Rural	10%	(69)	16%	(115)	23%	(159)	51%	(362)	706
Employ: Private Sector	12%	(75)	15%	(94)	21%	(131)	52%	(324)	624
Employ: Government	9%	(14)	20%	(30)	23%	(34)	47%	(70)	148
Employ: Self-Employed	10%	(20)	19%	(39)	22%	(45)	50%	(102)	205
Employ: Homemaker	6%	(13)	17%	(37)	20%	(43)	57%	(123)	217
Employ: Student	17%	(20)	20%	(23)	22%	(26)	41%	(48)	117
Employ: Retired	2%	(11)	11%	(52)	24%	(118)	63%	(303)	484
Employ: Unemployed	11%	(21)	11%	(21)	27%	(54)	52%	(103)	199
Employ: Other	13%	(26)	16%	(32)	18%	(37)	54%	(111)	207
Military HH: Yes	14%	(59)	14%	(62)	23%	(101)	49%	(217)	440
Military HH: No	8%	(140)	15%	(267)	22%	(386)	55%	(967)	1761
RD/WT: Right Direction	12%	(104)	17%	(142)	19%	(166)	52%	(444)	856
RD/WT: Wrong Track	7%	(96)	14%	(188)	24%	(322)	55%	(740)	1345
Strongly Approve	12%	(53)	16%	(72)	19%	(83)	53%	(238)	446
Somewhat Approve	7%	(34)	14%	(70)	23%	(120)	57%	(295)	519
Somewhat Disapprove	13%	(39)	19%	(56)	20%	(61)	49%	(147)	303
Strongly Disapprove	7%	(55)	14%	(111)	25%	(196)	54%	(428)	790
Dont Know / No Opinion	13%	(19)	15%	(21)	19%	(27)	53%	(76)	143

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Table BRD7_5: How much have you seen, read or heard about each of the following?
Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
#1 Issue: Economy	7%	(42)	16%	(98)	24%	(147)	54%	(334)	620
#1 Issue: Security	9%	(36)	15%	(58)	21%	(82)	55%	(211)	386
#1 Issue: Health Care	9%	(37)	15%	(58)	24%	(95)	52%	(204)	395
#1 Issue: Medicare / Social Security	8%	(26)	9%	(30)	19%	(64)	64%	(214)	335
#1 Issue: Women's Issues	18%	(17)	18%	(17)	20%	(19)	44%	(41)	93
#1 Issue: Education	13%	(21)	18%	(29)	21%	(33)	48%	(75)	156
#1 Issue: Energy	16%	(15)	22%	(21)	25%	(24)	37%	(36)	97
#1 Issue: Other	5%	(6)	15%	(18)	21%	(25)	59%	(70)	119
2016 Vote: Democrat Hillary Clinton	10%	(72)	15%	(104)	24%	(164)	51%	(347)	686
2016 Vote: Republican Donald Trump	8%	(64)	13%	(100)	20%	(152)	59%	(447)	763
2016 Vote: Someone else	3%	(5)	11%	(19)	28%	(47)	58%	(97)	167
2012 Vote: Barack Obama	9%	(76)	17%	(141)	23%	(193)	51%	(435)	845
2012 Vote: Mitt Romney	7%	(40)	10%	(55)	21%	(114)	61%	(332)	540
2012 Vote: Other	3%	(2)	17%	(16)	22%	(21)	59%	(56)	96
2012 Vote: Didn't Vote	11%	(82)	16%	(117)	22%	(156)	50%	(361)	716
4-Region: Northeast	7%	(29)	14%	(54)	26%	(105)	53%	(214)	402
4-Region: Midwest	8%	(36)	14%	(67)	23%	(107)	56%	(264)	474
4-Region: South	10%	(79)	15%	(124)	21%	(174)	54%	(438)	815
4-Region: West	11%	(57)	17%	(85)	20%	(101)	53%	(269)	511

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

Table BRD7_6: How much have you seen, read or heard about each of the following?
Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
Gender: Male	12%	(126)	18%	(194)	24%	(257)	46%	(483)	1060
Gender: Female	4%	(51)	14%	(157)	20%	(225)	62%	(709)	1141
Age: 18-29	15%	(72)	21%	(99)	23%	(112)	41%	(194)	477
Age: 30-44	11%	(63)	19%	(103)	20%	(114)	50%	(277)	558
Age: 45-54	8%	(30)	16%	(62)	20%	(76)	56%	(219)	387
Age: 55-64	1%	(5)	10%	(40)	21%	(81)	67%	(256)	381
Age: 65+	1%	(6)	12%	(46)	25%	(99)	62%	(247)	398
PID: Dem (no lean)	8%	(60)	20%	(143)	23%	(160)	49%	(347)	711
PID: Ind (no lean)	7%	(54)	14%	(117)	21%	(170)	59%	(487)	828
PID: Rep (no lean)	9%	(62)	14%	(89)	23%	(152)	54%	(359)	662
PID/Gender: Dem Men	14%	(46)	22%	(71)	25%	(83)	40%	(131)	332
PID/Gender: Dem Women	4%	(14)	19%	(72)	20%	(77)	57%	(215)	379
PID/Gender: Ind Men	8%	(29)	17%	(64)	22%	(83)	54%	(207)	383
PID/Gender: Ind Women	6%	(25)	12%	(54)	19%	(87)	63%	(280)	445
PID/Gender: Rep Men	15%	(51)	17%	(58)	26%	(90)	42%	(145)	345
PID/Gender: Rep Women	3%	(11)	10%	(31)	19%	(61)	67%	(214)	317
Ideo: Liberal (1-3)	14%	(110)	21%	(166)	21%	(168)	44%	(343)	788
Ideo: Moderate (4)	6%	(27)	17%	(73)	22%	(96)	54%	(233)	430
Ideo: Conservative (5-7)	3%	(21)	11%	(74)	24%	(167)	62%	(434)	696
Educ: < College	8%	(132)	16%	(246)	22%	(348)	54%	(841)	1567
Educ: Bachelors degree	6%	(24)	17%	(71)	22%	(90)	56%	(231)	416
Educ: Post-grad	10%	(21)	15%	(33)	20%	(44)	55%	(121)	219
Income: Under 50k	9%	(122)	17%	(224)	23%	(304)	52%	(692)	1341
Income: 50k-100k	7%	(42)	15%	(90)	21%	(131)	57%	(354)	617
Income: 100k+	5%	(12)	15%	(36)	20%	(47)	61%	(147)	243
Ethnicity: White	6%	(111)	15%	(254)	22%	(380)	57%	(1005)	1750
Ethnicity: Hispanic	22%	(74)	23%	(74)	19%	(61)	36%	(120)	329
Ethnicity: Afr. Am.	17%	(44)	21%	(57)	21%	(55)	42%	(112)	269

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Table BRD7_6: How much have you seen, read or heard about each of the following?
Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
Ethnicity: Other	12%	(21)	21%	(39)	26%	(47)	41%	(75)	182
Relig: Protestant	9%	(47)	12%	(62)	20%	(104)	59%	(302)	515
Relig: Roman Catholic	8%	(34)	17%	(72)	25%	(105)	49%	(201)	412
Relig: Ath./Agn./None	7%	(47)	17%	(116)	23%	(157)	52%	(353)	673
Relig: Something Else	8%	(26)	17%	(59)	20%	(68)	55%	(186)	339
Relig: Jewish	9%	(5)	19%	(10)	17%	(8)	55%	(28)	51
Relig: Evangelical	10%	(63)	14%	(82)	22%	(130)	54%	(328)	603
Relig: Non-Evang. Catholics	6%	(37)	16%	(93)	22%	(127)	56%	(326)	583
Relig: All Christian	8%	(100)	15%	(175)	22%	(258)	55%	(653)	1186
Relig: All Non-Christian	7%	(73)	17%	(175)	22%	(225)	53%	(539)	1012
Community: Urban	12%	(72)	17%	(102)	20%	(117)	51%	(304)	594
Community: Suburban	5%	(47)	16%	(141)	23%	(203)	57%	(510)	901
Community: Rural	8%	(58)	15%	(107)	23%	(162)	54%	(378)	706
Employ: Private Sector	12%	(73)	17%	(103)	22%	(135)	50%	(313)	624
Employ: Government	13%	(20)	18%	(27)	21%	(31)	47%	(70)	148
Employ: Self-Employed	9%	(19)	19%	(40)	22%	(45)	49%	(101)	205
Employ: Homemaker	4%	(10)	16%	(35)	21%	(45)	59%	(127)	217
Employ: Student	8%	(10)	23%	(27)	21%	(24)	48%	(56)	117
Employ: Retired	1%	(6)	11%	(55)	25%	(122)	62%	(301)	484
Employ: Unemployed	11%	(21)	14%	(27)	24%	(48)	52%	(103)	199
Employ: Other	8%	(17)	17%	(36)	15%	(32)	59%	(121)	207
Military HH: Yes	12%	(51)	15%	(67)	23%	(101)	50%	(220)	440
Military HH: No	7%	(126)	16%	(283)	22%	(381)	55%	(972)	1761
RD/WT: Right Direction	10%	(82)	16%	(136)	21%	(181)	53%	(457)	856
RD/WT: Wrong Track	7%	(94)	16%	(214)	22%	(301)	55%	(736)	1345
Strongly Approve	11%	(48)	15%	(66)	21%	(93)	53%	(238)	446
Somewhat Approve	4%	(19)	16%	(82)	24%	(122)	57%	(295)	519
Somewhat Disapprove	10%	(29)	22%	(67)	21%	(65)	47%	(142)	303
Strongly Disapprove	8%	(60)	15%	(115)	22%	(175)	56%	(440)	790
Dont Know / No Opinion	14%	(20)	14%	(20)	18%	(26)	54%	(77)	143

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Table BRD7_6: How much have you seen, read or heard about each of the following?
Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
#1 Issue: Economy	5%	(33)	18%	(113)	22%	(139)	54%	(335)	620
#1 Issue: Security	6%	(23)	17%	(66)	20%	(77)	57%	(220)	386
#1 Issue: Health Care	11%	(42)	14%	(55)	26%	(102)	50%	(196)	395
#1 Issue: Medicare / Social Security	8%	(28)	11%	(38)	17%	(57)	63%	(211)	335
#1 Issue: Women's Issues	14%	(13)	19%	(17)	20%	(19)	47%	(44)	93
#1 Issue: Education	8%	(13)	15%	(24)	29%	(45)	48%	(75)	156
#1 Issue: Energy	22%	(21)	19%	(18)	20%	(19)	40%	(38)	97
#1 Issue: Other	3%	(4)	16%	(19)	20%	(24)	61%	(73)	119
2016 Vote: Democrat Hillary Clinton	9%	(61)	19%	(130)	23%	(157)	49%	(338)	686
2016 Vote: Republican Donald Trump	6%	(44)	15%	(116)	20%	(154)	59%	(449)	763
2016 Vote: Someone else	4%	(7)	9%	(14)	27%	(45)	60%	(100)	167
2012 Vote: Barack Obama	9%	(73)	18%	(153)	22%	(185)	51%	(433)	845
2012 Vote: Mitt Romney	5%	(29)	11%	(58)	22%	(118)	62%	(334)	540
2012 Vote: Other	5%	(5)	15%	(14)	20%	(19)	60%	(58)	96
2012 Vote: Didn't Vote	10%	(68)	17%	(125)	22%	(159)	51%	(364)	716
4-Region: Northeast	8%	(34)	13%	(51)	25%	(101)	54%	(215)	402
4-Region: Midwest	7%	(32)	16%	(75)	23%	(107)	55%	(260)	474
4-Region: South	8%	(64)	18%	(148)	20%	(164)	54%	(438)	815
4-Region: West	9%	(47)	15%	(76)	21%	(110)	54%	(278)	511

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

**Table BRD7_7: How much have you seen, read or heard about each of the following?
Hyundai Tucson, a fuel cell SUV**

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
Gender: Male	12%	(129)	17%	(181)	27%	(285)	44%	(464)	1060
Gender: Female	6%	(63)	15%	(177)	23%	(258)	56%	(643)	1141
Age: 18-29	16%	(75)	25%	(119)	23%	(108)	37%	(175)	477
Age: 30-44	13%	(74)	18%	(103)	25%	(138)	44%	(243)	558
Age: 45-54	7%	(29)	17%	(64)	23%	(88)	53%	(206)	387
Age: 55-64	2%	(7)	9%	(34)	26%	(99)	64%	(242)	381
Age: 65+	2%	(7)	10%	(38)	28%	(111)	61%	(241)	398
PID: Dem (no lean)	10%	(72)	17%	(121)	26%	(182)	47%	(335)	711
PID: Ind (no lean)	6%	(49)	16%	(135)	25%	(209)	52%	(435)	828
PID: Rep (no lean)	11%	(70)	15%	(102)	23%	(152)	51%	(338)	662
PID/Gender: Dem Men	16%	(52)	16%	(53)	28%	(94)	40%	(133)	332
PID/Gender: Dem Women	5%	(20)	18%	(69)	23%	(89)	53%	(201)	379
PID/Gender: Ind Men	6%	(22)	16%	(62)	28%	(109)	50%	(190)	383
PID/Gender: Ind Women	6%	(27)	16%	(73)	23%	(101)	55%	(245)	445
PID/Gender: Rep Men	16%	(54)	19%	(66)	24%	(83)	41%	(141)	345
PID/Gender: Rep Women	5%	(16)	11%	(35)	22%	(69)	62%	(198)	317
Ideo: Liberal (1-3)	16%	(124)	20%	(156)	25%	(193)	40%	(314)	788
Ideo: Moderate (4)	6%	(26)	15%	(66)	28%	(121)	50%	(217)	430
Ideo: Conservative (5-7)	4%	(28)	14%	(96)	25%	(172)	57%	(400)	696
Educ: < College	9%	(135)	17%	(261)	24%	(375)	51%	(796)	1567
Educ: Bachelors degree	9%	(38)	13%	(55)	28%	(117)	49%	(205)	416
Educ: Post-grad	9%	(19)	19%	(42)	23%	(51)	49%	(107)	219
Income: Under 50k	9%	(126)	17%	(228)	25%	(329)	49%	(657)	1341
Income: 50k-100k	8%	(47)	15%	(90)	25%	(157)	52%	(323)	617
Income: 100k+	8%	(18)	16%	(40)	24%	(57)	53%	(128)	243
Ethnicity: White	7%	(130)	15%	(261)	24%	(424)	53%	(935)	1750
Ethnicity: Hispanic	19%	(64)	25%	(81)	19%	(63)	37%	(121)	329
Ethnicity: Afr. Am.	13%	(35)	21%	(57)	26%	(69)	40%	(107)	269

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**Table BRD7_7: How much have you seen, read or heard about each of the following?
Hyundai Tucson, a fuel cell SUV**

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
Ethnicity: Other	14%	(26)	22%	(40)	28%	(51)	36%	(65)	182
Relig: Protestant	8%	(43)	14%	(74)	23%	(119)	54%	(279)	515
Relig: Roman Catholic	10%	(43)	14%	(59)	30%	(124)	45%	(186)	412
Relig: Ath./Agn./None	8%	(57)	19%	(125)	23%	(156)	50%	(335)	673
Relig: Something Else	8%	(28)	18%	(59)	24%	(80)	50%	(171)	339
Relig: Jewish	9%	(5)	22%	(11)	18%	(9)	50%	(25)	51
Relig: Evangelical	10%	(63)	16%	(95)	24%	(145)	50%	(300)	603
Relig: Non-Evang. Catholics	7%	(40)	14%	(79)	28%	(162)	52%	(302)	583
Relig: All Christian	9%	(103)	15%	(174)	26%	(307)	51%	(601)	1186
Relig: All Non-Christian	8%	(85)	18%	(184)	23%	(236)	50%	(506)	1012
Community: Urban	13%	(80)	16%	(93)	24%	(146)	46%	(276)	594
Community: Suburban	5%	(48)	16%	(147)	25%	(224)	53%	(482)	901
Community: Rural	9%	(64)	17%	(117)	25%	(174)	50%	(350)	706
Employ: Private Sector	13%	(80)	19%	(117)	23%	(142)	46%	(285)	624
Employ: Government	14%	(20)	18%	(26)	27%	(40)	42%	(62)	148
Employ: Self-Employed	8%	(16)	16%	(33)	27%	(55)	49%	(102)	205
Employ: Homemaker	6%	(12)	20%	(43)	20%	(44)	54%	(117)	217
Employ: Student	9%	(11)	26%	(30)	28%	(33)	36%	(43)	117
Employ: Retired	1%	(6)	9%	(43)	27%	(132)	63%	(304)	484
Employ: Unemployed	11%	(21)	14%	(29)	25%	(49)	50%	(100)	199
Employ: Other	12%	(24)	18%	(37)	24%	(49)	47%	(96)	207
Military HH: Yes	13%	(56)	16%	(72)	25%	(110)	46%	(202)	440
Military HH: No	8%	(136)	16%	(286)	25%	(434)	51%	(906)	1761
RD/WT: Right Direction	12%	(99)	16%	(139)	23%	(193)	50%	(424)	856
RD/WT: Wrong Track	7%	(92)	16%	(219)	26%	(350)	51%	(684)	1345
Strongly Approve	12%	(53)	16%	(71)	22%	(99)	50%	(223)	446
Somewhat Approve	5%	(24)	15%	(78)	29%	(149)	52%	(268)	519
Somewhat Disapprove	10%	(29)	24%	(73)	23%	(69)	43%	(131)	303
Strongly Disapprove	9%	(70)	14%	(111)	25%	(197)	52%	(412)	790
Dont Know / No Opinion	11%	(15)	17%	(25)	20%	(29)	52%	(74)	143

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**Table BRD7_7: How much have you seen, read or heard about each of the following?
Hyundai Tucson, a fuel cell SUV**

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
#1 Issue: Economy	6%	(40)	18%	(111)	25%	(158)	50%	(311)	620
#1 Issue: Security	9%	(34)	13%	(48)	26%	(100)	53%	(204)	386
#1 Issue: Health Care	10%	(38)	18%	(69)	24%	(94)	49%	(193)	395
#1 Issue: Medicare / Social Security	6%	(21)	12%	(40)	21%	(70)	61%	(203)	335
#1 Issue: Women's Issues	20%	(19)	23%	(22)	22%	(20)	35%	(32)	93
#1 Issue: Education	10%	(16)	18%	(28)	27%	(42)	45%	(71)	156
#1 Issue: Energy	17%	(17)	19%	(19)	30%	(29)	33%	(32)	97
#1 Issue: Other	5%	(7)	18%	(21)	25%	(30)	52%	(62)	119
2016 Vote: Democrat Hillary Clinton	9%	(61)	17%	(116)	27%	(184)	47%	(324)	686
2016 Vote: Republican Donald Trump	7%	(54)	16%	(120)	22%	(169)	55%	(420)	763
2016 Vote: Someone else	7%	(11)	12%	(21)	33%	(55)	48%	(80)	167
2012 Vote: Barack Obama	9%	(72)	17%	(140)	26%	(218)	49%	(415)	845
2012 Vote: Mitt Romney	8%	(43)	12%	(63)	24%	(128)	57%	(307)	540
2012 Vote: Other	4%	(4)	22%	(21)	20%	(19)	55%	(53)	96
2012 Vote: Didn't Vote	10%	(73)	19%	(135)	25%	(177)	46%	(330)	716
4-Region: Northeast	7%	(28)	19%	(75)	27%	(109)	47%	(189)	402
4-Region: Midwest	9%	(41)	15%	(70)	23%	(111)	53%	(252)	474
4-Region: South	10%	(78)	16%	(129)	23%	(188)	52%	(420)	815
4-Region: West	9%	(44)	16%	(84)	27%	(136)	48%	(247)	511

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

Table BRD8_1: Should television shows have more characters that represent each of the following types of people?

Men

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	30% (661)	29% (633)	41% (907)	2201
Gender: Male	32% (340)	28% (300)	40% (420)	1060
Gender: Female	28% (321)	29% (333)	43% (488)	1141
Age: 18-29	40% (189)	31% (150)	29% (139)	477
Age: 30-44	35% (194)	29% (163)	36% (201)	558
Age: 45-54	26% (100)	29% (110)	46% (176)	387
Age: 55-64	23% (88)	23% (87)	54% (207)	381
Age: 65+	23% (90)	31% (123)	46% (184)	398
PID: Dem (no lean)	29% (209)	37% (260)	34% (241)	711
PID: Ind (no lean)	26% (217)	27% (220)	47% (391)	828
PID: Rep (no lean)	35% (235)	23% (152)	41% (275)	662
PID/Gender: Dem Men	33% (109)	34% (112)	33% (110)	332
PID/Gender: Dem Women	26% (100)	39% (148)	35% (131)	379
PID/Gender: Ind Men	23% (89)	30% (113)	47% (180)	383
PID/Gender: Ind Women	29% (127)	24% (107)	47% (211)	445
PID/Gender: Rep Men	41% (141)	22% (75)	37% (129)	345
PID/Gender: Rep Women	30% (94)	25% (78)	46% (146)	317
Ideo: Liberal (1-3)	34% (265)	38% (303)	28% (219)	788
Ideo: Moderate (4)	30% (128)	26% (110)	45% (192)	430
Ideo: Conservative (5-7)	28% (195)	25% (176)	47% (325)	696
Educ: < College	31% (487)	25% (398)	44% (682)	1567
Educ: Bachelors degree	27% (114)	37% (153)	36% (148)	416
Educ: Post-grad	27% (60)	38% (82)	35% (77)	219
Income: Under 50k	33% (445)	26% (353)	40% (543)	1341
Income: 50k-100k	26% (162)	31% (194)	42% (262)	617
Income: 100k+	22% (55)	35% (86)	42% (103)	243
Ethnicity: White	28% (488)	29% (503)	43% (760)	1750
Ethnicity: Hispanic	40% (133)	33% (110)	26% (86)	329

Continued on next page

Table BRD8_1: *Should television shows have more characters that represent each of the following types of people?*

Men

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	30% (661)	29% (633)	41% (907)	2201
Ethnicity: Afr. Am.	41% (109)	29% (77)	31% (82)	269
Ethnicity: Other	35% (64)	29% (53)	36% (65)	182
Relig: Protestant	29% (148)	26% (134)	45% (233)	515
Relig: Roman Catholic	33% (137)	29% (120)	37% (154)	412
Relig: Ath./Agn./None	26% (177)	32% (217)	41% (278)	673
Relig: Something Else	33% (113)	27% (92)	39% (133)	339
Relig: Jewish	25% (13)	22% (11)	54% (27)	51
Relig: Evangelical	33% (201)	25% (150)	42% (252)	603
Relig: Non-Evang. Catholics	29% (166)	30% (174)	42% (244)	583
Relig: All Christian	31% (367)	27% (324)	42% (495)	1186
Relig: All Non-Christian	29% (290)	31% (309)	41% (412)	1012
Community: Urban	33% (198)	29% (174)	37% (223)	594
Community: Suburban	28% (256)	31% (275)	41% (370)	901
Community: Rural	29% (208)	26% (184)	45% (314)	706
Employ: Private Sector	34% (211)	30% (189)	36% (224)	624
Employ: Government	33% (49)	33% (49)	34% (50)	148
Employ: Self-Employed	27% (55)	36% (74)	37% (77)	205
Employ: Homemaker	34% (74)	27% (58)	39% (85)	217
Employ: Student	35% (41)	34% (40)	32% (37)	117
Employ: Retired	23% (111)	27% (131)	50% (242)	484
Employ: Unemployed	27% (54)	22% (43)	51% (102)	199
Employ: Other	32% (66)	24% (50)	44% (91)	207
Military HH: Yes	32% (139)	29% (126)	40% (175)	440
Military HH: No	30% (522)	29% (507)	42% (732)	1761
RD/WT: Right Direction	36% (311)	23% (194)	41% (351)	856
RD/WT: Wrong Track	26% (350)	33% (439)	41% (557)	1345

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Table BRD8_1: Should television shows have more characters that represent each of the following types of people?

Men

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	30% (661)	29% (633)	41% (907)	2201
Strongly Approve	42% (186)	22% (98)	36% (162)	446
Somewhat Approve	28% (147)	24% (123)	48% (249)	519
Somewhat Disapprove	27% (83)	31% (94)	42% (126)	303
Strongly Disapprove	25% (198)	38% (297)	37% (295)	790
Dont Know / No Opinion	33% (47)	15% (21)	52% (75)	143
#1 Issue: Economy	28% (177)	28% (174)	43% (269)	620
#1 Issue: Security	34% (130)	21% (82)	45% (173)	386
#1 Issue: Health Care	26% (103)	37% (148)	36% (144)	395
#1 Issue: Medicare / Social Security	31% (105)	28% (94)	40% (135)	335
#1 Issue: Women's Issues	34% (31)	35% (32)	32% (30)	93
#1 Issue: Education	33% (51)	30% (46)	38% (59)	156
#1 Issue: Energy	38% (37)	31% (30)	31% (30)	97
#1 Issue: Other	22% (26)	21% (25)	57% (68)	119
2016 Vote: Democrat Hillary Clinton	27% (184)	38% (262)	35% (239)	686
2016 Vote: Republican Donald Trump	31% (236)	23% (173)	46% (354)	763
2016 Vote: Someone else	25% (42)	28% (47)	46% (78)	167
2012 Vote: Barack Obama	29% (245)	33% (280)	38% (320)	845
2012 Vote: Mitt Romney	28% (150)	26% (143)	46% (248)	540
2012 Vote: Other	31% (30)	20% (19)	49% (47)	96
2012 Vote: Didn't Vote	33% (234)	26% (189)	41% (292)	716
4-Region: Northeast	27% (110)	31% (124)	42% (167)	402
4-Region: Midwest	30% (143)	25% (121)	44% (210)	474
4-Region: South	32% (260)	26% (213)	42% (341)	815
4-Region: West	29% (148)	34% (175)	37% (188)	511

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

Table BRD8_4: *Should television shows have more characters that represent each of the following types of people?*

Women

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	18% (395)	36% (789)	2201
Gender: Male	45% (475)	21% (220)	34% (365)	1060
Gender: Female	47% (542)	15% (176)	37% (424)	1141
Age: 18-29	58% (279)	17% (79)	25% (119)	477
Age: 30-44	54% (303)	15% (84)	31% (172)	558
Age: 45-54	39% (152)	22% (84)	39% (151)	387
Age: 55-64	35% (132)	16% (63)	49% (186)	381
Age: 65+	38% (151)	22% (86)	40% (161)	398
PID: Dem (no lean)	56% (401)	16% (116)	27% (193)	711
PID: Ind (no lean)	42% (351)	17% (137)	41% (340)	828
PID: Rep (no lean)	40% (265)	21% (142)	39% (256)	662
PID/Gender: Dem Men	53% (176)	19% (63)	28% (92)	332
PID/Gender: Dem Women	59% (225)	14% (53)	27% (101)	379
PID/Gender: Ind Men	41% (158)	19% (73)	40% (152)	383
PID/Gender: Ind Women	43% (193)	14% (64)	42% (188)	445
PID/Gender: Rep Men	41% (140)	24% (83)	35% (121)	345
PID/Gender: Rep Women	39% (124)	18% (59)	42% (134)	317
Ideo: Liberal (1-3)	60% (472)	19% (150)	21% (165)	788
Ideo: Moderate (4)	45% (193)	15% (64)	40% (173)	430
Ideo: Conservative (5-7)	36% (251)	21% (145)	43% (300)	696
Educ: < College	44% (697)	18% (274)	38% (596)	1567
Educ: Bachelors degree	50% (206)	20% (83)	30% (127)	416
Educ: Post-grad	52% (114)	17% (38)	30% (67)	219
Income: Under 50k	48% (644)	17% (225)	35% (472)	1341
Income: 50k-100k	43% (267)	19% (120)	37% (230)	617
Income: 100k+	44% (106)	21% (51)	36% (86)	243
Ethnicity: White	43% (749)	19% (330)	38% (671)	1750
Ethnicity: Hispanic	61% (200)	19% (64)	20% (65)	329

Continued on next page

Table BRD8_4: *Should television shows have more characters that represent each of the following types of people?*

Women

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	18% (395)	36% (789)	2201
Ethnicity: Afr. Am.	63% (168)	14% (38)	23% (63)	269
Ethnicity: Other	55% (100)	15% (28)	30% (55)	182
Relig: Protestant	42% (214)	19% (97)	40% (205)	515
Relig: Roman Catholic	47% (194)	20% (81)	33% (136)	412
Relig: Ath./Agn./None	44% (298)	20% (134)	36% (241)	673
Relig: Something Else	51% (173)	14% (46)	35% (120)	339
Relig: Jewish	48% (24)	8% (4)	44% (22)	51
Relig: Evangelical	48% (288)	16% (99)	36% (215)	603
Relig: Non-Evang. Catholics	44% (255)	20% (116)	36% (213)	583
Relig: All Christian	46% (543)	18% (215)	36% (428)	1186
Relig: All Non-Christian	47% (470)	18% (180)	36% (361)	1012
Community: Urban	54% (319)	14% (86)	32% (189)	594
Community: Suburban	46% (418)	18% (164)	35% (319)	901
Community: Rural	40% (280)	21% (145)	40% (281)	706
Employ: Private Sector	50% (314)	18% (115)	31% (194)	624
Employ: Government	50% (73)	18% (27)	32% (48)	148
Employ: Self-Employed	49% (101)	17% (34)	34% (70)	205
Employ: Homemaker	50% (108)	17% (36)	34% (73)	217
Employ: Student	60% (71)	15% (17)	25% (29)	117
Employ: Retired	34% (165)	22% (105)	44% (214)	484
Employ: Unemployed	45% (89)	15% (30)	40% (80)	199
Employ: Other	46% (95)	15% (31)	39% (80)	207
Military HH: Yes	45% (198)	22% (95)	33% (147)	440
Military HH: No	47% (819)	17% (301)	36% (642)	1761
RD/WT: Right Direction	40% (341)	22% (185)	38% (329)	856
RD/WT: Wrong Track	50% (676)	16% (210)	34% (460)	1345

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Table BRD8_4: Should television shows have more characters that represent each of the following types of people?

Women

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	18% (395)	36% (789)	2201
Strongly Approve	44% (194)	21% (93)	36% (158)	446
Somewhat Approve	35% (181)	21% (108)	44% (230)	519
Somewhat Disapprove	47% (142)	18% (53)	36% (108)	303
Strongly Disapprove	56% (440)	15% (122)	29% (228)	790
Dont Know / No Opinion	42% (60)	13% (18)	45% (65)	143
#1 Issue: Economy	44% (272)	18% (112)	38% (237)	620
#1 Issue: Security	37% (143)	22% (84)	41% (160)	386
#1 Issue: Health Care	50% (198)	20% (79)	30% (117)	395
#1 Issue: Medicare / Social Security	46% (154)	19% (62)	35% (119)	335
#1 Issue: Women's Issues	68% (64)	11% (10)	21% (19)	93
#1 Issue: Education	50% (79)	15% (24)	35% (54)	156
#1 Issue: Energy	61% (59)	13% (13)	26% (25)	97
#1 Issue: Other	41% (49)	10% (12)	48% (58)	119
2016 Vote: Democrat Hillary Clinton	55% (380)	16% (112)	28% (193)	686
2016 Vote: Republican Donald Trump	36% (275)	21% (158)	43% (330)	763
2016 Vote: Someone else	40% (67)	19% (32)	41% (68)	167
2012 Vote: Barack Obama	54% (459)	15% (127)	31% (259)	845
2012 Vote: Mitt Romney	34% (184)	22% (119)	44% (237)	540
2012 Vote: Other	29% (27)	26% (25)	46% (44)	96
2012 Vote: Didn't Vote	48% (346)	17% (123)	34% (246)	716
4-Region: Northeast	44% (177)	20% (82)	35% (142)	402
4-Region: Midwest	45% (212)	15% (72)	40% (190)	474
4-Region: South	46% (376)	18% (145)	36% (294)	815
4-Region: West	49% (252)	19% (96)	32% (163)	511

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

Table BRD8_5: *Should television shows have more characters that represent each of the following types of people?*
Military members

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	19% (426)	34% (758)	2201
Gender: Male	44% (466)	23% (246)	33% (348)	1060
Gender: Female	48% (551)	16% (180)	36% (410)	1141
Age: 18-29	53% (254)	17% (83)	29% (140)	477
Age: 30-44	49% (273)	22% (123)	29% (161)	558
Age: 45-54	44% (169)	19% (73)	37% (145)	387
Age: 55-64	39% (147)	18% (69)	43% (165)	381
Age: 65+	44% (174)	19% (78)	37% (146)	398
PID: Dem (no lean)	48% (338)	20% (139)	33% (233)	711
PID: Ind (no lean)	41% (339)	19% (155)	40% (335)	828
PID: Rep (no lean)	51% (340)	20% (132)	29% (190)	662
PID/Gender: Dem Men	47% (157)	22% (74)	30% (100)	332
PID/Gender: Dem Women	48% (181)	17% (65)	35% (132)	379
PID/Gender: Ind Men	35% (133)	24% (92)	41% (159)	383
PID/Gender: Ind Women	46% (206)	14% (63)	40% (177)	445
PID/Gender: Rep Men	51% (176)	23% (80)	26% (88)	345
PID/Gender: Rep Women	52% (164)	16% (51)	32% (101)	317
Ideo: Liberal (1-3)	45% (355)	26% (203)	29% (230)	788
Ideo: Moderate (4)	47% (202)	15% (64)	38% (163)	430
Ideo: Conservative (5-7)	49% (343)	18% (128)	32% (226)	696
Educ: < College	48% (746)	17% (265)	35% (555)	1567
Educ: Bachelors degree	44% (181)	25% (103)	32% (132)	416
Educ: Post-grad	41% (90)	26% (58)	33% (71)	219
Income: Under 50k	47% (634)	18% (241)	35% (466)	1341
Income: 50k-100k	46% (285)	21% (128)	33% (204)	617
Income: 100k+	40% (98)	23% (57)	36% (88)	243
Ethnicity: White	46% (800)	19% (336)	35% (614)	1750
Ethnicity: Hispanic	60% (198)	18% (59)	22% (72)	329

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Table BRD8_5: *Should television shows have more characters that represent each of the following types of people?*
 Military members

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	19% (426)	34% (758)	2201
Ethnicity: Afr. Am.	49% (133)	20% (54)	31% (83)	269
Ethnicity: Other	47% (85)	20% (36)	34% (62)	182
Relig: Protestant	48% (249)	19% (96)	33% (170)	515
Relig: Roman Catholic	49% (200)	20% (82)	31% (129)	412
Relig: Ath./Agn./None	40% (268)	22% (149)	38% (256)	673
Relig: Something Else	45% (151)	19% (65)	36% (123)	339
Relig: Jewish	42% (21)	18% (9)	41% (21)	51
Relig: Evangelical	54% (324)	15% (92)	31% (186)	603
Relig: Non-Evang. Catholics	46% (271)	21% (120)	33% (193)	583
Relig: All Christian	50% (595)	18% (212)	32% (379)	1186
Relig: All Non-Christian	41% (419)	21% (214)	37% (379)	1012
Community: Urban	47% (279)	21% (125)	32% (191)	594
Community: Suburban	44% (399)	19% (175)	36% (326)	901
Community: Rural	48% (339)	18% (125)	34% (241)	706
Employ: Private Sector	50% (310)	20% (124)	30% (190)	624
Employ: Government	44% (65)	27% (41)	29% (43)	148
Employ: Self-Employed	38% (78)	26% (53)	37% (75)	205
Employ: Homemaker	52% (113)	16% (36)	31% (68)	217
Employ: Student	62% (73)	13% (16)	25% (29)	117
Employ: Retired	43% (211)	19% (91)	38% (183)	484
Employ: Unemployed	37% (74)	20% (40)	43% (85)	199
Employ: Other	46% (96)	12% (26)	41% (85)	207
Military HH: Yes	55% (243)	19% (83)	26% (114)	440
Military HH: No	44% (774)	19% (343)	37% (644)	1761
RD/WT: Right Direction	50% (431)	19% (164)	30% (260)	856
RD/WT: Wrong Track	44% (586)	19% (261)	37% (498)	1345

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Table BRD8_5: Should television shows have more characters that represent each of the following types of people?

Military members

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	46% (1017)	19% (426)	34% (758)	2201
Strongly Approve	56% (249)	21% (92)	23% (104)	446
Somewhat Approve	49% (255)	15% (80)	35% (183)	519
Somewhat Disapprove	42% (129)	21% (63)	37% (111)	303
Strongly Disapprove	42% (328)	22% (171)	37% (291)	790
Dont Know / No Opinion	39% (56)	14% (20)	47% (68)	143
#1 Issue: Economy	43% (269)	20% (123)	37% (229)	620
#1 Issue: Security	53% (204)	14% (55)	33% (127)	386
#1 Issue: Health Care	48% (189)	23% (89)	29% (116)	395
#1 Issue: Medicare / Social Security	44% (147)	20% (66)	36% (122)	335
#1 Issue: Women's Issues	52% (48)	18% (17)	30% (28)	93
#1 Issue: Education	52% (81)	16% (24)	33% (51)	156
#1 Issue: Energy	39% (38)	31% (30)	30% (29)	97
#1 Issue: Other	34% (41)	19% (23)	47% (56)	119
2016 Vote: Democrat Hillary Clinton	44% (305)	21% (144)	35% (237)	686
2016 Vote: Republican Donald Trump	50% (384)	19% (145)	31% (235)	763
2016 Vote: Someone else	34% (56)	20% (34)	46% (77)	167
2012 Vote: Barack Obama	46% (389)	20% (168)	34% (287)	845
2012 Vote: Mitt Romney	47% (254)	20% (109)	33% (178)	540
2012 Vote: Other	41% (39)	16% (15)	43% (41)	96
2012 Vote: Didn't Vote	46% (332)	18% (131)	35% (252)	716
4-Region: Northeast	47% (189)	18% (74)	35% (139)	402
4-Region: Midwest	46% (220)	17% (81)	37% (173)	474
4-Region: South	47% (386)	20% (159)	33% (270)	815
4-Region: West	44% (223)	22% (112)	35% (176)	511

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

Table BRD8_6: *Should television shows have more characters that represent each of the following types of people?*
Interracial couples

Demographic	Yes		No		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	39%	(848)	27%	(590)	35%	(763)	2201
Gender: Male	34%	(358)	32%	(340)	34%	(361)	1060
Gender: Female	43%	(489)	22%	(250)	35%	(402)	1141
Age: 18-29	56%	(269)	18%	(86)	26%	(123)	477
Age: 30-44	45%	(254)	25%	(138)	30%	(167)	558
Age: 45-54	35%	(135)	26%	(100)	39%	(152)	387
Age: 55-64	26%	(100)	28%	(107)	46%	(175)	381
Age: 65+	23%	(91)	40%	(161)	37%	(147)	398
PID: Dem (no lean)	53%	(378)	18%	(130)	29%	(203)	711
PID: Ind (no lean)	35%	(288)	24%	(203)	41%	(338)	828
PID: Rep (no lean)	28%	(182)	39%	(257)	34%	(223)	662
PID/Gender: Dem Men	49%	(162)	22%	(74)	29%	(96)	332
PID/Gender: Dem Women	57%	(216)	15%	(57)	28%	(106)	379
PID/Gender: Ind Men	27%	(104)	30%	(114)	43%	(165)	383
PID/Gender: Ind Women	41%	(184)	20%	(89)	39%	(172)	445
PID/Gender: Rep Men	27%	(92)	44%	(153)	29%	(99)	345
PID/Gender: Rep Women	28%	(90)	33%	(104)	39%	(123)	317
Ideo: Liberal (1-3)	57%	(446)	21%	(163)	23%	(179)	788
Ideo: Moderate (4)	36%	(153)	24%	(104)	40%	(172)	430
Ideo: Conservative (5-7)	24%	(166)	39%	(273)	37%	(257)	696
Educ: < College	37%	(580)	25%	(398)	38%	(589)	1567
Educ: Bachelors degree	42%	(173)	31%	(127)	28%	(116)	416
Educ: Post-grad	43%	(95)	30%	(66)	27%	(58)	219
Income: Under 50k	39%	(528)	26%	(342)	35%	(470)	1341
Income: 50k-100k	37%	(227)	29%	(178)	34%	(213)	617
Income: 100k+	38%	(93)	29%	(70)	33%	(80)	243
Ethnicity: White	35%	(616)	29%	(502)	36%	(632)	1750
Ethnicity: Hispanic	52%	(170)	24%	(80)	24%	(80)	329

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Table BRD8_6: *Should television shows have more characters that represent each of the following types of people?*
Interracial couples

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	39% (848)	27% (590)	35% (763)	2201
Ethnicity: Afr. Am.	54% (145)	19% (50)	27% (73)	269
Ethnicity: Other	47% (86)	21% (38)	32% (57)	182
Relig: Protestant	34% (174)	32% (167)	34% (174)	515
Relig: Roman Catholic	36% (147)	32% (130)	32% (134)	412
Relig: Ath./Agn./None	39% (262)	23% (158)	38% (253)	673
Relig: Something Else	46% (157)	20% (66)	34% (116)	339
Relig: Jewish	52% (26)	15% (7)	34% (17)	51
Relig: Evangelical	37% (220)	31% (185)	33% (197)	603
Relig: Non-Evang. Catholics	35% (205)	31% (181)	34% (197)	583
Relig: All Christian	36% (425)	31% (367)	33% (394)	1186
Relig: All Non-Christian	41% (419)	22% (224)	36% (369)	1012
Community: Urban	47% (277)	23% (137)	30% (180)	594
Community: Suburban	39% (348)	26% (234)	35% (319)	901
Community: Rural	31% (222)	31% (220)	37% (264)	706
Employ: Private Sector	44% (273)	26% (165)	30% (186)	624
Employ: Government	45% (66)	24% (36)	31% (46)	148
Employ: Self-Employed	43% (88)	23% (48)	34% (69)	205
Employ: Homemaker	49% (107)	22% (47)	29% (63)	217
Employ: Student	63% (74)	12% (15)	24% (28)	117
Employ: Retired	20% (99)	39% (188)	41% (197)	484
Employ: Unemployed	27% (54)	26% (52)	47% (93)	199
Employ: Other	42% (87)	20% (41)	38% (79)	207
Military HH: Yes	32% (142)	34% (151)	33% (147)	440
Military HH: No	40% (706)	25% (439)	35% (616)	1761
RD/WT: Right Direction	29% (246)	37% (318)	34% (292)	856
RD/WT: Wrong Track	45% (602)	20% (272)	35% (471)	1345

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Table BRD8_6: *Should television shows have more characters that represent each of the following types of people?*
Interracial couples

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	39% (848)	27% (590)	35% (763)	2201
Strongly Approve	26% (117)	47% (208)	27% (120)	446
Somewhat Approve	28% (144)	29% (150)	43% (225)	519
Somewhat Disapprove	38% (115)	24% (74)	38% (114)	303
Strongly Disapprove	53% (422)	17% (137)	29% (231)	790
Dont Know / No Opinion	34% (49)	15% (21)	51% (73)	143
#1 Issue: Economy	37% (226)	27% (165)	37% (228)	620
#1 Issue: Security	29% (113)	33% (128)	38% (145)	386
#1 Issue: Health Care	42% (165)	26% (102)	32% (128)	395
#1 Issue: Medicare / Social Security	31% (104)	35% (118)	34% (113)	335
#1 Issue: Women's Issues	68% (63)	13% (12)	19% (18)	93
#1 Issue: Education	52% (81)	14% (21)	34% (54)	156
#1 Issue: Energy	54% (53)	24% (23)	22% (21)	97
#1 Issue: Other	36% (43)	18% (21)	46% (55)	119
2016 Vote: Democrat Hillary Clinton	53% (365)	19% (130)	28% (191)	686
2016 Vote: Republican Donald Trump	23% (172)	41% (313)	37% (279)	763
2016 Vote: Someone else	32% (54)	24% (40)	44% (73)	167
2012 Vote: Barack Obama	49% (416)	20% (166)	31% (263)	845
2012 Vote: Mitt Romney	21% (115)	43% (230)	36% (195)	540
2012 Vote: Other	19% (18)	34% (32)	47% (45)	96
2012 Vote: Didn't Vote	41% (297)	22% (159)	36% (260)	716
4-Region: Northeast	41% (166)	24% (97)	34% (138)	402
4-Region: Midwest	40% (189)	21% (101)	39% (184)	474
4-Region: South	34% (277)	31% (252)	35% (285)	815
4-Region: West	42% (215)	27% (140)	30% (155)	511

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

Table BRD8_7: Should television shows have more characters that represent each of the following types of people?
White Americans

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	29% (633)	31% (686)	40% (882)	2201
Gender: Male	32% (338)	31% (326)	37% (396)	1060
Gender: Female	26% (295)	32% (360)	43% (487)	1141
Age: 18-29	35% (166)	35% (168)	30% (143)	477
Age: 30-44	35% (194)	30% (170)	35% (194)	558
Age: 45-54	24% (94)	33% (127)	43% (167)	387
Age: 55-64	22% (82)	26% (98)	53% (201)	381
Age: 65+	24% (96)	31% (124)	45% (178)	398
PID: Dem (no lean)	23% (166)	43% (308)	33% (237)	711
PID: Ind (no lean)	26% (214)	28% (232)	46% (383)	828
PID: Rep (no lean)	38% (253)	22% (146)	40% (263)	662
PID/Gender: Dem Men	27% (90)	39% (131)	33% (111)	332
PID/Gender: Dem Women	20% (75)	47% (177)	33% (126)	379
PID/Gender: Ind Men	27% (104)	30% (114)	43% (165)	383
PID/Gender: Ind Women	25% (110)	26% (118)	49% (218)	445
PID/Gender: Rep Men	42% (144)	23% (81)	35% (120)	345
PID/Gender: Rep Women	34% (109)	20% (65)	45% (143)	317
Ideo: Liberal (1-3)	31% (242)	43% (338)	26% (208)	788
Ideo: Moderate (4)	26% (111)	30% (128)	44% (190)	430
Ideo: Conservative (5-7)	33% (227)	24% (165)	44% (304)	696
Educ: < College	29% (456)	28% (443)	43% (668)	1567
Educ: Bachelors degree	26% (108)	39% (162)	35% (146)	416
Educ: Post-grad	31% (69)	37% (82)	31% (68)	219
Income: Under 50k	30% (401)	29% (394)	41% (546)	1341
Income: 50k-100k	28% (175)	33% (203)	39% (240)	617
Income: 100k+	23% (57)	37% (89)	40% (97)	243
Ethnicity: White	30% (524)	28% (492)	42% (734)	1750
Ethnicity: Hispanic	36% (118)	36% (120)	28% (91)	329

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Table BRD8_7: *Should television shows have more characters that represent each of the following types of people?*
 White Americans

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	29% (633)	31% (686)	40% (882)	2201
Ethnicity: Afr. Am.	26% (70)	45% (120)	29% (78)	269
Ethnicity: Other	21% (38)	40% (73)	39% (70)	182
Relig: Protestant	29% (150)	29% (149)	42% (216)	515
Relig: Roman Catholic	34% (138)	29% (119)	37% (154)	412
Relig: Ath./Agn./None	24% (165)	35% (237)	40% (271)	673
Relig: Something Else	28% (95)	32% (108)	40% (137)	339
Relig: Jewish	24% (12)	24% (12)	53% (27)	51
Relig: Evangelical	34% (205)	28% (166)	38% (232)	603
Relig: Non-Evang. Catholics	28% (165)	30% (176)	42% (243)	583
Relig: All Christian	31% (370)	29% (341)	40% (474)	1186
Relig: All Non-Christian	26% (259)	34% (344)	40% (408)	1012
Community: Urban	29% (170)	34% (203)	37% (221)	594
Community: Suburban	25% (230)	34% (302)	41% (369)	901
Community: Rural	33% (233)	26% (181)	41% (292)	706
Employ: Private Sector	34% (209)	32% (200)	34% (214)	624
Employ: Government	37% (55)	31% (47)	32% (47)	148
Employ: Self-Employed	32% (66)	34% (70)	34% (70)	205
Employ: Homemaker	26% (56)	34% (74)	40% (87)	217
Employ: Student	31% (36)	40% (47)	29% (35)	117
Employ: Retired	24% (116)	29% (138)	47% (229)	484
Employ: Unemployed	21% (41)	27% (53)	52% (104)	199
Employ: Other	26% (54)	28% (57)	46% (95)	207
Military HH: Yes	33% (143)	31% (137)	36% (159)	440
Military HH: No	28% (489)	31% (549)	41% (723)	1761
RD/WT: Right Direction	39% (330)	23% (193)	39% (333)	856
RD/WT: Wrong Track	23% (303)	37% (493)	41% (550)	1345

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Table BRD8_7: Should television shows have more characters that represent each of the following types of people?

White Americans

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	29% (633)	31% (686)	40% (882)	2201
Strongly Approve	48% (213)	19% (86)	33% (147)	446
Somewhat Approve	28% (145)	25% (128)	47% (246)	519
Somewhat Disapprove	27% (80)	32% (96)	42% (126)	303
Strongly Disapprove	20% (160)	44% (348)	36% (282)	790
Dont Know / No Opinion	24% (35)	19% (27)	57% (82)	143
#1 Issue: Economy	24% (147)	33% (206)	43% (267)	620
#1 Issue: Security	36% (137)	23% (88)	42% (161)	386
#1 Issue: Health Care	29% (115)	33% (132)	38% (148)	395
#1 Issue: Medicare / Social Security	31% (104)	30% (100)	39% (130)	335
#1 Issue: Women's Issues	29% (27)	41% (39)	30% (28)	93
#1 Issue: Education	30% (47)	33% (52)	37% (57)	156
#1 Issue: Energy	35% (34)	37% (35)	29% (28)	97
#1 Issue: Other	19% (22)	28% (34)	53% (63)	119
2016 Vote: Democrat Hillary Clinton	21% (144)	44% (305)	34% (236)	686
2016 Vote: Republican Donald Trump	37% (281)	20% (152)	43% (330)	763
2016 Vote: Someone else	20% (34)	29% (48)	51% (85)	167
2012 Vote: Barack Obama	23% (194)	40% (340)	37% (311)	845
2012 Vote: Mitt Romney	33% (178)	23% (125)	44% (237)	540
2012 Vote: Other	26% (25)	23% (22)	50% (48)	96
2012 Vote: Didn't Vote	32% (232)	28% (199)	40% (285)	716
4-Region: Northeast	28% (113)	31% (126)	41% (163)	402
4-Region: Midwest	31% (146)	27% (128)	42% (199)	474
4-Region: South	29% (233)	31% (253)	40% (328)	815
4-Region: West	28% (141)	35% (179)	38% (192)	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	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	477	22%
	Age: 30-44	558	25%
	Age: 45-54	387	18%
	Age: 55-64	381	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	711	32%
	PID: Ind (no lean)	828	38%
	PID: Rep (no lean)	662	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	332	15%
	PID/Gender: Dem Women	379	17%
	PID/Gender: Ind Men	383	17%
	PID/Gender: Ind Women	445	20%
	PID/Gender: Rep Men	345	16%
	PID/Gender: Rep Women	317	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	788	36%
	Ideo: Moderate (4)	430	20%
	Ideo: Conservative (5-7)	696	32%
	N	1914	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1341	61%
	Income: 50k-100k	617	28%
	Income: 100k+	243	11%
	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	515	23%
	Relig: Roman Catholic	412	19%
	Relig: Ath./Agn./None	673	31%
	Relig: Something Else	339	15%
	N	1938	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	603	27%
	Relig: Non-Evang. Catholics	583	27%
	N	1186	
xreligion3	Relig: All Christian	1186	54%
	Relig: All Non-Christian	1012	46%
	N	2198	
xdemUsr	Community: Urban	594	27%
	Community: Suburban	901	41%
	Community: Rural	706	32%
	N	2201	
xdemEmploy	Employ: Private Sector	624	28%
	Employ: Government	148	7%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	217	10%
	Employ: Student	117	5%
	Employ: Retired	484	22%
	Employ: Unemployed	199	9%
	Employ: Other	207	9%
	N	2201	
xdemMilHH1	Military HH: Yes	440	20%
	Military HH: No	1761	80%
	N	2201	
xnrl	RD/WT: Right Direction	856	39%
	RD/WT: Wrong Track	1345	61%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	446	20%
	Somewhat Approve	519	24%
	Somewhat Disapprove	303	14%
	Strongly Disapprove	790	36%
	Dont Know / No Opinion	143	7%
	N	2201	
xnr3	#1 Issue: Economy	620	28%
	#1 Issue: Security	386	18%
	#1 Issue: Health Care	395	18%
	#1 Issue: Medicare / Social Security	335	15%
	#1 Issue: Women's Issues	93	4%
	#1 Issue: Education	156	7%
	#1 Issue: Energy	97	4%
	#1 Issue: Other	119	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	686	31%
	2016 Vote: Republican Donald Trump	763	35%
	2016 Vote: Someone else	167	8%
	N	1616	
xsubVote12O	2012 Vote: Barack Obama	845	38%
	2012 Vote: Mitt Romney	540	25%
	2012 Vote: Other	96	4%
	2012 Vote: Didn't Vote	716	33%
	N	2196	
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.

