



National Tracking Poll #180557
May 31 - June 04, 2018

Crosstabulation Results

Methodology:

This poll was conducted from May 31 - June 04, 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 BRD11_1: How much interest do you have in each of the following sports?

Professional football

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	35%	(773)	23%	(517)	13%	(290)	23%	(517)	5%	(104)	2201
Gender: Male	47%	(495)	22%	(238)	11%	(119)	16%	(171)	4%	(39)	1062
Gender: Female	24%	(278)	24%	(279)	15%	(171)	30%	(346)	6%	(65)	1139
Age: 18-29	27%	(130)	22%	(109)	15%	(73)	28%	(135)	8%	(40)	487
Age: 30-44	35%	(186)	26%	(137)	14%	(71)	17%	(92)	8%	(40)	527
Age: 45-54	43%	(173)	23%	(94)	10%	(41)	20%	(82)	3%	(11)	400
Age: 55-64	38%	(134)	22%	(78)	11%	(40)	25%	(88)	3%	(11)	351
Age: 65	34%	(149)	23%	(99)	15%	(66)	27%	(120)	—	(2)	436
Generation Z: 18-21	17%	(31)	20%	(37)	15%	(26)	32%	(59)	15%	(28)	181
Millennial: Age 22-37	32%	(194)	26%	(155)	15%	(90)	21%	(127)	6%	(37)	603
Generation X: Age 38-53	44%	(258)	22%	(129)	11%	(65)	20%	(117)	4%	(24)	593
Boomers: Age 54-72	35%	(247)	24%	(171)	14%	(96)	25%	(172)	2%	(15)	701
PID: Dem (no lean)	38%	(286)	23%	(174)	13%	(98)	21%	(157)	4%	(29)	743
PID: Ind (no lean)	27%	(216)	25%	(194)	14%	(113)	28%	(217)	6%	(47)	786
PID: Rep (no lean)	41%	(272)	22%	(149)	12%	(79)	21%	(143)	4%	(28)	672
PID/Gender: Dem Men	50%	(169)	23%	(77)	10%	(33)	13%	(46)	4%	(14)	338
PID/Gender: Dem Women	29%	(117)	24%	(97)	16%	(65)	27%	(111)	4%	(15)	405
PID/Gender: Ind Men	38%	(142)	21%	(80)	15%	(57)	22%	(82)	3%	(12)	374
PID/Gender: Ind Women	18%	(73)	28%	(114)	13%	(56)	33%	(134)	8%	(35)	412
PID/Gender: Rep Men	53%	(185)	23%	(81)	8%	(29)	12%	(43)	4%	(13)	350
PID/Gender: Rep Women	27%	(88)	21%	(68)	16%	(50)	31%	(100)	5%	(15)	322
Ideo: Liberal (1-3)	37%	(284)	23%	(176)	12%	(91)	23%	(174)	4%	(32)	756
Ideo: Moderate (4)	35%	(150)	26%	(112)	13%	(56)	21%	(93)	5%	(23)	433
Ideo: Conservative (5-7)	36%	(255)	23%	(160)	14%	(101)	24%	(170)	2%	(17)	702
Educ: < College	35%	(524)	22%	(334)	13%	(200)	25%	(373)	5%	(82)	1513
Educ: Bachelors degree	36%	(161)	25%	(113)	14%	(60)	22%	(96)	3%	(13)	444
Educ: Post-grad	36%	(88)	29%	(71)	12%	(30)	19%	(47)	4%	(9)	244

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Table BRD11_1: How much interest do you have in each of the following sports?
 Professional football

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(773)	23%	(517)	13%	(290)	23%	(517)	5%	(104)	2201
Income: Under 50k	33%	(431)	22%	(286)	13%	(174)	26%	(342)	6%	(81)	1314
Income: 50k-100k	37%	(234)	26%	(166)	14%	(86)	20%	(127)	3%	(16)	628
Income: 100k	42%	(108)	25%	(65)	12%	(30)	18%	(48)	3%	(7)	259
Ethnicity: White	34%	(593)	24%	(413)	14%	(235)	24%	(418)	4%	(63)	1722
Ethnicity: Hispanic	43%	(151)	18%	(62)	9%	(30)	21%	(73)	9%	(33)	350
Ethnicity: Afr. Am.	44%	(120)	22%	(60)	10%	(28)	16%	(44)	8%	(23)	274
Ethnicity: Other	30%	(60)	22%	(44)	13%	(27)	26%	(54)	9%	(18)	204
Relig: Protestant	40%	(202)	24%	(120)	14%	(72)	20%	(98)	2%	(8)	499
Relig: Roman Catholic	39%	(169)	26%	(113)	13%	(56)	19%	(80)	3%	(12)	430
Relig: Ath./Agn./None	27%	(175)	23%	(150)	12%	(82)	31%	(208)	7%	(46)	662
Relig: Something Else	36%	(124)	21%	(73)	15%	(51)	23%	(77)	5%	(18)	343
Relig: Jewish	47%	(20)	17%	(7)	6%	(3)	26%	(11)	3%	(2)	43
Relig: Evangelical	38%	(213)	24%	(138)	13%	(71)	20%	(115)	5%	(28)	565
Relig: Non-Evang. Catholics	41%	(259)	25%	(156)	14%	(86)	18%	(114)	1%	(9)	623
Relig: All Christian	40%	(471)	25%	(293)	13%	(157)	19%	(229)	3%	(37)	1188
Relig: All Non-Christian	30%	(299)	22%	(224)	13%	(133)	28%	(285)	6%	(64)	1005
Community: Urban	36%	(206)	24%	(135)	11%	(64)	24%	(138)	5%	(29)	571
Community: Suburban	35%	(332)	24%	(234)	14%	(131)	23%	(223)	4%	(39)	958
Community: Rural	35%	(236)	22%	(148)	14%	(95)	23%	(156)	5%	(36)	671
Employ: Private Sector	42%	(283)	23%	(153)	13%	(86)	19%	(125)	3%	(21)	669
Employ: Government	39%	(53)	27%	(38)	9%	(12)	18%	(25)	7%	(9)	137
Employ: Self-Employed	30%	(48)	32%	(52)	11%	(17)	24%	(39)	4%	(7)	163
Employ: Homemaker	30%	(45)	25%	(37)	15%	(22)	23%	(35)	7%	(11)	150
Employ: Student	17%	(20)	30%	(36)	13%	(15)	29%	(34)	11%	(13)	119
Employ: Retired	33%	(148)	23%	(105)	14%	(62)	30%	(138)	—	(2)	456
Employ: Unemployed	35%	(84)	18%	(42)	16%	(39)	24%	(58)	7%	(17)	240
Employ: Other	35%	(92)	20%	(54)	13%	(35)	23%	(62)	9%	(24)	267
Military HH: Yes	38%	(156)	24%	(98)	13%	(55)	24%	(100)	1%	(3)	412
Military HH: No	35%	(617)	23%	(419)	13%	(235)	23%	(416)	6%	(101)	1789

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Table BRD11_1: How much interest do you have in each of the following sports?

Professional football

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(773)	23%	(517)	13%	(290)	23%	(517)	5%	(104)	2201
RD/WT: Right Direction	39%	(321)	23%	(193)	13%	(105)	20%	(168)	5%	(39)	825
RD/WT: Wrong Track	33%	(452)	24%	(324)	13%	(185)	25%	(349)	5%	(65)	1376
Trump Job Approve	38%	(350)	24%	(215)	13%	(120)	21%	(190)	4%	(36)	911
Trump Job Disapprove	34%	(396)	23%	(267)	14%	(157)	25%	(292)	4%	(44)	1156
Trump Job Strongly Approve	43%	(196)	18%	(80)	14%	(62)	22%	(99)	3%	(15)	453
Trump Job Somewhat Approve	33%	(153)	29%	(135)	13%	(58)	20%	(91)	5%	(21)	458
Trump Job Somewhat Disapprove	36%	(96)	23%	(63)	14%	(39)	21%	(57)	6%	(16)	270
Trump Job Strongly Disapprove	34%	(300)	23%	(204)	13%	(118)	27%	(235)	3%	(28)	885
#1 Issue: Economy	40%	(267)	25%	(169)	12%	(77)	18%	(120)	5%	(33)	667
#1 Issue: Security	36%	(125)	25%	(88)	15%	(52)	22%	(78)	2%	(7)	350
#1 Issue: Health Care	38%	(134)	18%	(65)	14%	(49)	24%	(86)	5%	(19)	352
#1 Issue: Medicare / Social Security	34%	(105)	24%	(73)	10%	(32)	28%	(88)	4%	(12)	310
#1 Issue: Women's Issues	16%	(16)	33%	(33)	19%	(19)	31%	(30)	—	(0)	98
#1 Issue: Education	43%	(83)	16%	(32)	13%	(25)	22%	(43)	6%	(12)	194
#1 Issue: Energy	21%	(21)	30%	(31)	16%	(17)	23%	(24)	9%	(10)	102
#1 Issue: Other	18%	(23)	20%	(26)	16%	(20)	37%	(48)	9%	(12)	129
2016 Vote: Democrat Hillary Clinton	38%	(257)	25%	(169)	12%	(84)	21%	(145)	4%	(26)	681
2016 Vote: Republican Donald Trump	39%	(270)	23%	(160)	13%	(93)	22%	(154)	2%	(13)	689
2016 Vote: Someone else	34%	(69)	24%	(49)	13%	(28)	25%	(52)	4%	(7)	206
Voted in 2014: Yes	37%	(512)	25%	(344)	13%	(177)	22%	(300)	2%	(33)	1366
Voted in 2014: No	31%	(262)	21%	(173)	14%	(113)	26%	(216)	9%	(71)	835
2012 Vote: Barack Obama	38%	(315)	25%	(212)	13%	(111)	21%	(175)	3%	(23)	837
2012 Vote: Mitt Romney	38%	(190)	24%	(121)	13%	(65)	22%	(111)	2%	(10)	497
2012 Vote: Other	30%	(33)	27%	(29)	9%	(10)	31%	(34)	3%	(3)	108
2012 Vote: Didn't Vote	31%	(235)	20%	(154)	14%	(104)	26%	(196)	9%	(68)	757
4-Region: Northeast	42%	(165)	19%	(77)	13%	(52)	22%	(86)	4%	(14)	394
4-Region: Midwest	35%	(163)	24%	(111)	13%	(61)	24%	(111)	4%	(18)	462
4-Region: South	34%	(279)	23%	(193)	14%	(114)	23%	(194)	5%	(44)	825
4-Region: West	32%	(166)	26%	(137)	12%	(63)	24%	(127)	5%	(28)	520

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Table BRD11_1: How much interest do you have in each of the following sports?
 Professional football

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	35%	(773)	23%	(517)	13%	(290)	23%	(517)	5%	(104)	2201
Favorable of Trump	41%	(372)	23%	(210)	12%	(110)	21%	(189)	2%	(20)	902
Unfavorable of Trump	32%	(365)	25%	(286)	14%	(162)	25%	(285)	4%	(45)	1143
Very Favorable of Trump	44%	(231)	21%	(112)	12%	(61)	20%	(107)	2%	(12)	523
Somewhat Favorable of Trump	37%	(141)	26%	(99)	13%	(49)	22%	(82)	2%	(9)	380
Somewhat Unfavorable of Trump	31%	(75)	31%	(76)	17%	(41)	15%	(35)	6%	(15)	243
Very Unfavorable of Trump	32%	(289)	23%	(210)	13%	(121)	28%	(250)	3%	(30)	900
Watch 2014 World Cup: Yes	53%	(237)	25%	(110)	9%	(41)	9%	(41)	3%	(15)	444
Watch 2014 World Cup: No	30%	(473)	24%	(368)	15%	(237)	28%	(436)	3%	(49)	1562
Watch 2014 World Cup: DK/NO	33%	(64)	20%	(39)	6%	(12)	20%	(39)	21%	(41)	195
Attend MLS Game past yr: Yes	53%	(143)	25%	(67)	11%	(30)	8%	(22)	3%	(8)	270
Attend MLS Game past yr: No	33%	(596)	24%	(430)	14%	(255)	26%	(473)	3%	(56)	1810
Attend MLS Game past yr: DK/NO	28%	(34)	16%	(20)	5%	(6)	18%	(21)	33%	(40)	121
Watched Int'l Soccer in last yr: Yes	59%	(100)	23%	(40)	6%	(10)	11%	(19)	1%	(1)	170
Watched Int'l Soccer in last yr: No	34%	(638)	24%	(454)	14%	(269)	25%	(473)	3%	(61)	1896
Watched Int'l Soccer in last yr: DK/NO	26%	(36)	18%	(24)	8%	(10)	18%	(24)	31%	(42)	136

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

Table BRD11_4: How much interest do you have in each of the following sports?
Professional baseball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	21%	(468)	27%	(584)	18%	(404)	29%	(645)	5%	(100)	2201
Gender: Male	29%	(311)	29%	(309)	17%	(177)	21%	(226)	4%	(40)	1062
Gender: Female	14%	(157)	24%	(276)	20%	(227)	37%	(419)	5%	(59)	1139
Age: 18-29	13%	(63)	19%	(95)	20%	(99)	40%	(197)	7%	(33)	487
Age: 30-44	19%	(101)	28%	(149)	18%	(97)	27%	(141)	7%	(38)	527
Age: 45-54	22%	(86)	30%	(121)	16%	(65)	29%	(118)	3%	(11)	400
Age: 55-64	29%	(101)	26%	(92)	16%	(56)	26%	(91)	3%	(11)	351
Age: 65	27%	(117)	29%	(128)	20%	(87)	22%	(98)	2%	(7)	436
Generation Z: 18-21	9%	(16)	15%	(27)	19%	(35)	46%	(82)	11%	(21)	181
Millennial: Age 22-37	18%	(107)	25%	(149)	19%	(116)	32%	(196)	6%	(35)	603
Generation X: Age 38-53	20%	(121)	30%	(178)	18%	(104)	28%	(166)	4%	(24)	593
Boomers: Age 54-72	26%	(184)	28%	(194)	19%	(134)	24%	(170)	3%	(20)	701
PID: Dem (no lean)	22%	(163)	27%	(204)	18%	(133)	29%	(212)	4%	(31)	743
PID: Ind (no lean)	17%	(131)	23%	(181)	22%	(170)	33%	(259)	6%	(44)	786
PID: Rep (no lean)	26%	(174)	30%	(199)	15%	(101)	26%	(173)	4%	(25)	672
PID/Gender: Dem Men	31%	(103)	31%	(106)	13%	(42)	22%	(74)	4%	(13)	338
PID/Gender: Dem Women	15%	(60)	24%	(98)	22%	(90)	34%	(139)	4%	(18)	405
PID/Gender: Ind Men	21%	(80)	25%	(93)	24%	(91)	25%	(95)	4%	(15)	374
PID/Gender: Ind Women	12%	(51)	22%	(89)	19%	(79)	40%	(164)	7%	(29)	412
PID/Gender: Rep Men	37%	(128)	32%	(110)	12%	(43)	16%	(57)	3%	(12)	350
PID/Gender: Rep Women	14%	(46)	28%	(89)	18%	(58)	36%	(116)	4%	(13)	322
Ideo: Liberal (1-3)	24%	(182)	25%	(187)	20%	(150)	28%	(215)	3%	(23)	756
Ideo: Moderate (4)	22%	(95)	25%	(109)	19%	(83)	28%	(120)	6%	(26)	433
Ideo: Conservative (5-7)	22%	(155)	30%	(214)	17%	(118)	28%	(196)	3%	(18)	702
Educ: < College	19%	(294)	25%	(379)	18%	(278)	32%	(484)	5%	(78)	1513
Educ: Bachelors degree	26%	(118)	28%	(125)	18%	(79)	24%	(107)	3%	(15)	444
Educ: Post-grad	23%	(57)	33%	(80)	19%	(47)	22%	(53)	3%	(7)	244

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Table BRD11_4: How much interest do you have in each of the following sports?
 Professional baseball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	21%	(468)	27%	(584)	18%	(404)	29%	(645)	5%	(100)	2201
Income: Under 50k	21%	(275)	23%	(299)	18%	(234)	32%	(426)	6%	(80)	1314
Income: 50k-100k	20%	(127)	33%	(207)	20%	(125)	25%	(159)	2%	(10)	628
Income: 100k	26%	(66)	30%	(78)	18%	(45)	23%	(60)	3%	(9)	259
Ethnicity: White	23%	(396)	27%	(467)	18%	(313)	28%	(485)	4%	(62)	1722
Ethnicity: Hispanic	31%	(107)	21%	(75)	16%	(57)	24%	(84)	8%	(27)	350
Ethnicity: Afr. Am.	17%	(46)	26%	(71)	17%	(46)	33%	(91)	8%	(21)	274
Ethnicity: Other	13%	(27)	23%	(47)	22%	(45)	34%	(69)	8%	(16)	204
Relig: Protestant	27%	(136)	28%	(141)	19%	(96)	23%	(116)	2%	(10)	499
Relig: Roman Catholic	29%	(123)	30%	(128)	17%	(74)	22%	(93)	3%	(12)	430
Relig: Ath./Agn./None	15%	(98)	24%	(158)	17%	(115)	38%	(250)	6%	(41)	662
Relig: Something Else	17%	(57)	23%	(78)	23%	(79)	32%	(110)	6%	(19)	343
Relig: Jewish	42%	(18)	18%	(8)	13%	(6)	23%	(10)	3%	(2)	43
Relig: Evangelical	22%	(126)	29%	(163)	17%	(94)	27%	(153)	5%	(28)	565
Relig: Non-Evang. Catholics	30%	(187)	29%	(182)	19%	(115)	21%	(128)	2%	(11)	623
Relig: All Christian	26%	(313)	29%	(345)	18%	(210)	24%	(282)	3%	(39)	1188
Relig: All Non-Christian	15%	(154)	23%	(236)	19%	(194)	36%	(360)	6%	(60)	1005
Community: Urban	21%	(120)	29%	(165)	18%	(102)	28%	(160)	4%	(25)	571
Community: Suburban	21%	(200)	28%	(271)	18%	(171)	30%	(283)	4%	(34)	958
Community: Rural	22%	(149)	22%	(149)	20%	(131)	30%	(202)	6%	(41)	671
Employ: Private Sector	25%	(165)	31%	(207)	17%	(115)	24%	(162)	3%	(20)	669
Employ: Government	28%	(39)	26%	(35)	16%	(22)	24%	(33)	6%	(8)	137
Employ: Self-Employed	15%	(24)	33%	(53)	15%	(24)	34%	(56)	3%	(6)	163
Employ: Homemaker	16%	(24)	24%	(36)	17%	(25)	36%	(54)	7%	(11)	150
Employ: Student	11%	(14)	18%	(22)	27%	(32)	35%	(41)	8%	(10)	119
Employ: Retired	25%	(114)	27%	(124)	18%	(84)	28%	(125)	2%	(8)	456
Employ: Unemployed	20%	(47)	21%	(50)	18%	(43)	35%	(85)	6%	(15)	240
Employ: Other	16%	(41)	21%	(57)	22%	(58)	33%	(88)	8%	(22)	267
Military HH: Yes	22%	(92)	30%	(122)	21%	(85)	27%	(110)	1%	(3)	412
Military HH: No	21%	(376)	26%	(462)	18%	(319)	30%	(534)	5%	(97)	1789

Continued on next page

Table BRD11_4: How much interest do you have in each of the following sports?
Professional baseball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	21%	(468)	27%	(584)	18%	(404)	29%	(645)	5%	(100)	2201
RD/WT: Right Direction	24%	(201)	29%	(236)	18%	(146)	24%	(202)	5%	(40)	825
RD/WT: Wrong Track	19%	(268)	25%	(348)	19%	(257)	32%	(443)	4%	(60)	1376
Trump Job Approve	24%	(222)	29%	(269)	17%	(157)	25%	(232)	3%	(32)	911
Trump Job Disapprove	20%	(233)	26%	(300)	19%	(214)	32%	(366)	4%	(42)	1156
Trump Job Strongly Approve	26%	(120)	30%	(134)	16%	(72)	25%	(111)	4%	(16)	453
Trump Job Somewhat Approve	22%	(102)	29%	(135)	19%	(86)	26%	(121)	3%	(15)	458
Trump Job Somewhat Disapprove	23%	(62)	26%	(70)	19%	(51)	28%	(76)	4%	(10)	270
Trump Job Strongly Disapprove	19%	(171)	26%	(230)	18%	(163)	33%	(290)	4%	(32)	885
#1 Issue: Economy	21%	(142)	27%	(181)	20%	(134)	27%	(183)	4%	(27)	667
#1 Issue: Security	22%	(78)	33%	(115)	20%	(68)	24%	(84)	2%	(6)	350
#1 Issue: Health Care	20%	(72)	27%	(94)	18%	(63)	29%	(103)	6%	(21)	352
#1 Issue: Medicare / Social Security	24%	(74)	25%	(77)	17%	(53)	28%	(88)	6%	(18)	310
#1 Issue: Women's Issues	16%	(16)	18%	(18)	23%	(22)	43%	(42)	—	(0)	98
#1 Issue: Education	25%	(49)	23%	(45)	19%	(38)	29%	(57)	3%	(6)	194
#1 Issue: Energy	15%	(16)	28%	(29)	9%	(9)	37%	(38)	10%	(11)	102
#1 Issue: Other	18%	(23)	21%	(27)	13%	(17)	39%	(51)	9%	(12)	129
2016 Vote: Democrat Hillary Clinton	22%	(152)	28%	(190)	19%	(127)	27%	(185)	4%	(27)	681
2016 Vote: Republican Donald Trump	24%	(167)	32%	(218)	17%	(118)	25%	(174)	2%	(13)	689
2016 Vote: Someone else	26%	(53)	22%	(45)	20%	(41)	29%	(60)	3%	(6)	206
Voted in 2014: Yes	25%	(339)	30%	(410)	17%	(228)	26%	(354)	2%	(34)	1366
Voted in 2014: No	15%	(129)	21%	(174)	21%	(176)	35%	(291)	8%	(66)	835
2012 Vote: Barack Obama	24%	(202)	28%	(238)	18%	(151)	26%	(218)	3%	(28)	837
2012 Vote: Mitt Romney	25%	(124)	33%	(163)	17%	(87)	23%	(115)	2%	(9)	497
2012 Vote: Other	24%	(26)	28%	(31)	16%	(17)	31%	(33)	2%	(2)	108
2012 Vote: Didn't Vote	15%	(116)	20%	(153)	20%	(149)	37%	(278)	8%	(62)	757
4-Region: Northeast	25%	(98)	29%	(114)	17%	(65)	27%	(107)	3%	(10)	394
4-Region: Midwest	25%	(115)	29%	(136)	17%	(76)	25%	(117)	4%	(18)	462
4-Region: South	19%	(157)	26%	(212)	18%	(150)	32%	(264)	5%	(41)	825
4-Region: West	19%	(98)	24%	(123)	22%	(112)	30%	(157)	6%	(31)	520

Continued on next page

Table BRD11_4: How much interest do you have in each of the following sports?
 Professional baseball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	21%	(468)	27%	(584)	18%	(404)	29%	(645)	5%	(100)	2201
Favorable of Trump	26%	(231)	29%	(266)	18%	(164)	24%	(219)	3%	(23)	902
Unfavorable of Trump	19%	(220)	26%	(297)	18%	(211)	32%	(368)	4%	(46)	1143
Very Favorable of Trump	28%	(148)	30%	(157)	16%	(82)	24%	(123)	2%	(13)	523
Somewhat Favorable of Trump	22%	(83)	29%	(109)	22%	(82)	25%	(96)	3%	(10)	380
Somewhat Unfavorable of Trump	23%	(56)	25%	(61)	20%	(47)	26%	(63)	6%	(16)	243
Very Unfavorable of Trump	18%	(165)	26%	(236)	18%	(164)	34%	(305)	3%	(31)	900
Watch 2014 World Cup: Yes	33%	(146)	34%	(150)	18%	(80)	13%	(59)	2%	(9)	444
Watch 2014 World Cup: No	19%	(297)	25%	(395)	18%	(287)	34%	(533)	3%	(50)	1562
Watch 2014 World Cup: DK/NO	13%	(25)	20%	(39)	19%	(36)	27%	(53)	21%	(41)	195
Attend MLS Game past yr: Yes	39%	(104)	29%	(77)	17%	(45)	15%	(42)	1%	(2)	270
Attend MLS Game past yr: No	19%	(349)	27%	(490)	19%	(339)	32%	(576)	3%	(55)	1810
Attend MLS Game past yr: DK/NO	12%	(15)	14%	(17)	16%	(19)	23%	(28)	35%	(42)	121
Watched Int'l Soccer in last yr: Yes	34%	(57)	36%	(62)	14%	(24)	15%	(25)	1%	(1)	170
Watched Int'l Soccer in last yr: No	21%	(392)	27%	(507)	19%	(354)	31%	(588)	3%	(54)	1896
Watched Int'l Soccer in last yr: DK/NO	14%	(19)	12%	(16)	19%	(25)	23%	(31)	33%	(45)	136

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

Table BRD11_5: How much interest do you have in each of the following sports?
Professional tennis

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	7%	(155)	12%	(272)	22%	(485)	53%	(1177)	5%	(112)	2201
Gender: Male	10%	(110)	15%	(162)	26%	(274)	44%	(472)	4%	(45)	1062
Gender: Female	4%	(45)	10%	(110)	19%	(212)	62%	(705)	6%	(67)	1139
Age: 18-29	7%	(33)	13%	(62)	17%	(84)	56%	(274)	7%	(33)	487
Age: 30-44	4%	(23)	11%	(56)	23%	(122)	54%	(283)	8%	(42)	527
Age: 45-54	8%	(33)	17%	(68)	21%	(82)	51%	(205)	3%	(11)	400
Age: 55-64	10%	(34)	13%	(46)	22%	(76)	51%	(180)	4%	(15)	351
Age: 65	7%	(31)	9%	(40)	27%	(120)	54%	(236)	2%	(10)	436
Generation Z: 18-21	7%	(13)	11%	(19)	18%	(33)	54%	(98)	10%	(19)	181
Millennial: Age 22-37	6%	(39)	12%	(70)	20%	(119)	56%	(335)	7%	(40)	603
Generation X: Age 38-53	6%	(36)	15%	(91)	21%	(127)	53%	(313)	4%	(26)	593
Boomers: Age 54-72	9%	(62)	11%	(79)	24%	(172)	52%	(362)	4%	(27)	701
PID: Dem (no lean)	8%	(58)	14%	(103)	24%	(180)	49%	(367)	5%	(36)	743
PID: Ind (no lean)	4%	(32)	13%	(100)	21%	(168)	56%	(436)	6%	(50)	786
PID: Rep (no lean)	10%	(65)	10%	(69)	20%	(138)	56%	(374)	4%	(26)	672
PID/Gender: Dem Men	11%	(36)	19%	(65)	26%	(87)	39%	(133)	5%	(17)	338
PID/Gender: Dem Women	5%	(22)	9%	(38)	23%	(92)	58%	(234)	5%	(19)	405
PID/Gender: Ind Men	6%	(21)	13%	(49)	27%	(102)	49%	(185)	4%	(17)	374
PID/Gender: Ind Women	3%	(11)	12%	(51)	16%	(66)	61%	(251)	8%	(33)	412
PID/Gender: Rep Men	15%	(53)	14%	(48)	24%	(85)	44%	(154)	3%	(11)	350
PID/Gender: Rep Women	4%	(12)	7%	(21)	17%	(53)	68%	(220)	5%	(15)	322
Ideo: Liberal (1-3)	12%	(93)	15%	(110)	23%	(172)	47%	(356)	4%	(27)	756
Ideo: Moderate (4)	6%	(26)	13%	(56)	26%	(114)	48%	(209)	7%	(28)	433
Ideo: Conservative (5-7)	4%	(31)	12%	(81)	23%	(159)	58%	(408)	3%	(23)	702
Educ: < College	7%	(108)	11%	(163)	20%	(297)	57%	(858)	6%	(87)	1513
Educ: Bachelors degree	6%	(26)	16%	(69)	26%	(116)	49%	(218)	3%	(15)	444
Educ: Post-grad	8%	(20)	17%	(40)	29%	(72)	42%	(102)	4%	(10)	244

Continued on next page

Table BRD11_5: How much interest do you have in each of the following sports?
 Professional tennis

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	7%	(155)	12%	(272)	22%	(485)	53%	(1177)	5%	(112)	2201
Income: Under 50k	8%	(106)	12%	(152)	20%	(258)	54%	(711)	7%	(87)	1314
Income: 50k-100k	6%	(37)	13%	(81)	24%	(151)	54%	(341)	3%	(18)	628
Income: 100k	5%	(12)	15%	(39)	29%	(76)	48%	(125)	3%	(7)	259
Ethnicity: White	7%	(113)	10%	(170)	21%	(363)	58%	(1004)	4%	(74)	1722
Ethnicity: Hispanic	19%	(66)	14%	(48)	17%	(59)	41%	(145)	9%	(32)	350
Ethnicity: Afr. Am.	9%	(25)	25%	(68)	24%	(66)	34%	(94)	8%	(22)	274
Ethnicity: Other	8%	(17)	17%	(34)	28%	(57)	39%	(80)	8%	(17)	204
Relig: Protestant	11%	(57)	11%	(57)	22%	(109)	54%	(268)	2%	(9)	499
Relig: Roman Catholic	10%	(41)	13%	(57)	26%	(112)	47%	(203)	4%	(16)	430
Relig: Ath./Agn./None	4%	(30)	10%	(64)	20%	(132)	58%	(386)	7%	(49)	662
Relig: Something Else	5%	(17)	14%	(49)	22%	(75)	54%	(184)	5%	(19)	343
Relig: Jewish	9%	(4)	11%	(5)	24%	(10)	52%	(23)	4%	(2)	43
Relig: Evangelical	5%	(30)	13%	(73)	22%	(126)	54%	(307)	5%	(29)	565
Relig: Non-Evang. Catholics	13%	(78)	13%	(83)	24%	(151)	47%	(295)	2%	(15)	623
Relig: All Christian	9%	(108)	13%	(156)	23%	(277)	51%	(602)	4%	(44)	1188
Relig: All Non-Christian	5%	(47)	11%	(114)	21%	(207)	57%	(570)	7%	(68)	1005
Community: Urban	9%	(53)	15%	(87)	23%	(131)	48%	(275)	5%	(26)	571
Community: Suburban	4%	(41)	12%	(114)	24%	(233)	56%	(534)	4%	(36)	958
Community: Rural	9%	(61)	11%	(71)	18%	(121)	55%	(369)	7%	(49)	671
Employ: Private Sector	11%	(72)	17%	(113)	18%	(123)	50%	(337)	3%	(23)	669
Employ: Government	9%	(12)	15%	(20)	17%	(23)	53%	(72)	7%	(10)	137
Employ: Self-Employed	11%	(18)	11%	(18)	29%	(47)	46%	(76)	3%	(6)	163
Employ: Homemaker	2%	(3)	8%	(11)	19%	(28)	64%	(96)	7%	(11)	150
Employ: Student	4%	(5)	16%	(19)	24%	(28)	49%	(58)	8%	(9)	119
Employ: Retired	5%	(24)	8%	(37)	27%	(124)	57%	(258)	3%	(12)	456
Employ: Unemployed	5%	(11)	10%	(25)	23%	(54)	55%	(132)	7%	(17)	240
Employ: Other	4%	(10)	11%	(28)	21%	(57)	55%	(147)	9%	(25)	267
Military HH: Yes	7%	(27)	13%	(56)	20%	(84)	58%	(239)	2%	(6)	412
Military HH: No	7%	(128)	12%	(216)	22%	(401)	52%	(938)	6%	(105)	1789

Continued on next page

Table BRD11_5: How much interest do you have in each of the following sports?

Professional tennis

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	7%	(155)	12%	(272)	22%	(485)	53%	(1177)	5%	(112)	2201
RD/WT: Right Direction	8%	(69)	11%	(94)	23%	(186)	52%	(432)	5%	(45)	825
RD/WT: Wrong Track	6%	(86)	13%	(178)	22%	(299)	54%	(745)	5%	(66)	1376
Trump Job Approve	7%	(66)	11%	(98)	21%	(195)	56%	(513)	4%	(40)	911
Trump Job Disapprove	7%	(86)	13%	(154)	24%	(276)	51%	(595)	4%	(45)	1156
Trump Job Strongly Approve	12%	(52)	11%	(49)	19%	(84)	55%	(248)	4%	(19)	453
Trump Job Somewhat Approve	3%	(13)	11%	(50)	24%	(111)	58%	(264)	4%	(20)	458
Trump Job Somewhat Disapprove	6%	(16)	21%	(57)	22%	(61)	46%	(124)	5%	(12)	270
Trump Job Strongly Disapprove	8%	(70)	11%	(98)	24%	(215)	53%	(470)	4%	(33)	885
#1 Issue: Economy	7%	(48)	16%	(108)	20%	(136)	51%	(339)	5%	(35)	667
#1 Issue: Security	7%	(24)	9%	(33)	24%	(84)	57%	(199)	2%	(9)	350
#1 Issue: Health Care	9%	(30)	12%	(42)	27%	(94)	47%	(165)	6%	(20)	352
#1 Issue: Medicare / Social Security	3%	(10)	12%	(36)	22%	(68)	57%	(177)	6%	(18)	310
#1 Issue: Women's Issues	4%	(4)	9%	(9)	20%	(20)	66%	(65)	1%	(1)	98
#1 Issue: Education	10%	(20)	13%	(25)	22%	(43)	51%	(100)	4%	(7)	194
#1 Issue: Energy	10%	(10)	6%	(6)	21%	(21)	54%	(55)	9%	(9)	102
#1 Issue: Other	6%	(7)	10%	(12)	15%	(19)	60%	(77)	10%	(13)	129
2016 Vote: Democrat Hillary Clinton	8%	(56)	16%	(108)	24%	(165)	47%	(323)	4%	(30)	681
2016 Vote: Republican Donald Trump	5%	(36)	11%	(73)	23%	(162)	58%	(401)	3%	(18)	689
2016 Vote: Someone else	6%	(13)	12%	(25)	24%	(50)	53%	(109)	4%	(8)	206
Voted in 2014: Yes	7%	(91)	13%	(178)	25%	(340)	52%	(713)	3%	(44)	1366
Voted in 2014: No	8%	(64)	11%	(94)	17%	(146)	56%	(464)	8%	(68)	835
2012 Vote: Barack Obama	8%	(69)	14%	(117)	25%	(205)	50%	(416)	3%	(29)	837
2012 Vote: Mitt Romney	4%	(21)	11%	(53)	26%	(127)	57%	(283)	3%	(13)	497
2012 Vote: Other	4%	(5)	13%	(14)	26%	(28)	54%	(59)	3%	(4)	108
2012 Vote: Didn't Vote	8%	(61)	12%	(88)	16%	(125)	55%	(419)	9%	(65)	757
4-Region: Northeast	6%	(24)	14%	(56)	23%	(91)	54%	(212)	3%	(10)	394
4-Region: Midwest	7%	(30)	11%	(50)	23%	(107)	56%	(258)	4%	(18)	462
4-Region: South	7%	(56)	15%	(124)	19%	(160)	53%	(441)	5%	(44)	825
4-Region: West	9%	(45)	8%	(42)	25%	(128)	51%	(266)	8%	(39)	520

Continued on next page

Table BRD11_5: How much interest do you have in each of the following sports?
 Professional tennis

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	7%	(155)	12%	(272)	22%	(485)	53%	(1177)	5%	(112)	2201
Favorable of Trump	10%	(87)	12%	(104)	21%	(185)	55%	(498)	3%	(28)	902
Unfavorable of Trump	5%	(59)	14%	(156)	24%	(271)	53%	(609)	4%	(48)	1143
Very Favorable of Trump	13%	(66)	11%	(58)	21%	(108)	52%	(273)	3%	(18)	523
Somewhat Favorable of Trump	5%	(21)	12%	(46)	20%	(78)	59%	(226)	3%	(10)	380
Somewhat Unfavorable of Trump	3%	(7)	19%	(45)	24%	(58)	48%	(117)	6%	(16)	243
Very Unfavorable of Trump	6%	(52)	12%	(110)	24%	(213)	55%	(492)	4%	(33)	900
Watch 2014 World Cup: Yes	14%	(62)	20%	(91)	29%	(129)	34%	(151)	2%	(10)	444
Watch 2014 World Cup: No	5%	(83)	10%	(161)	20%	(307)	61%	(951)	4%	(60)	1562
Watch 2014 World Cup: DK/NO	5%	(9)	10%	(20)	25%	(49)	39%	(75)	21%	(41)	195
Attend MLS Game past yr: Yes	19%	(52)	25%	(67)	27%	(74)	27%	(72)	2%	(4)	270
Attend MLS Game past yr: No	5%	(99)	11%	(193)	21%	(383)	59%	(1068)	4%	(67)	1810
Attend MLS Game past yr: DK/NO	3%	(4)	9%	(12)	23%	(28)	31%	(37)	34%	(41)	121
Watched Int'l Soccer in last yr: Yes	25%	(42)	21%	(35)	23%	(40)	31%	(53)	—	(0)	170
Watched Int'l Soccer in last yr: No	6%	(108)	12%	(225)	22%	(413)	57%	(1081)	4%	(69)	1896
Watched Int'l Soccer in last yr: DK/NO	4%	(5)	9%	(12)	24%	(33)	32%	(43)	32%	(43)	136

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

Table BRD11_6: How much interest do you have in each of the following sports?

Professional basketball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	19%	(410)	24%	(520)	17%	(378)	36%	(784)	5%	(109)	2201
Gender: Male	26%	(274)	27%	(284)	17%	(186)	26%	(277)	4%	(42)	1062
Gender: Female	12%	(136)	21%	(236)	17%	(192)	45%	(507)	6%	(67)	1139
Age: 18-29	20%	(99)	22%	(108)	12%	(57)	38%	(185)	8%	(38)	487
Age: 30-44	21%	(112)	26%	(136)	18%	(94)	28%	(148)	7%	(37)	527
Age: 45-54	20%	(78)	25%	(101)	18%	(71)	35%	(140)	3%	(11)	400
Age: 55-64	19%	(65)	21%	(73)	18%	(64)	39%	(136)	4%	(13)	351
Age: 65	13%	(55)	24%	(103)	21%	(92)	40%	(175)	2%	(11)	436
Generation Z: 18-21	17%	(31)	23%	(42)	14%	(26)	33%	(60)	12%	(21)	181
Millennial: Age 22-37	21%	(128)	23%	(138)	14%	(83)	36%	(214)	6%	(39)	603
Generation X: Age 38-53	21%	(126)	26%	(151)	17%	(103)	32%	(190)	4%	(22)	593
Boomers: Age 54-72	15%	(105)	22%	(154)	21%	(145)	39%	(272)	4%	(25)	701
PID: Dem (no lean)	24%	(177)	28%	(205)	15%	(109)	29%	(218)	5%	(34)	743
PID: Ind (no lean)	13%	(100)	22%	(174)	20%	(158)	39%	(310)	6%	(44)	786
PID: Rep (no lean)	20%	(133)	21%	(142)	16%	(110)	38%	(256)	5%	(31)	672
PID/Gender: Dem Men	31%	(104)	31%	(104)	13%	(44)	21%	(72)	4%	(14)	338
PID/Gender: Dem Women	18%	(73)	25%	(101)	16%	(66)	36%	(145)	5%	(20)	405
PID/Gender: Ind Men	18%	(66)	27%	(101)	22%	(81)	30%	(113)	3%	(12)	374
PID/Gender: Ind Women	8%	(34)	18%	(73)	19%	(77)	48%	(197)	8%	(32)	412
PID/Gender: Rep Men	30%	(104)	23%	(79)	17%	(61)	26%	(91)	4%	(16)	350
PID/Gender: Rep Women	9%	(29)	20%	(63)	15%	(50)	51%	(165)	5%	(15)	322
Ideo: Liberal (1-3)	24%	(183)	26%	(195)	17%	(125)	30%	(225)	4%	(28)	756
Ideo: Moderate (4)	19%	(83)	26%	(113)	17%	(73)	32%	(137)	6%	(28)	433
Ideo: Conservative (5-7)	15%	(105)	22%	(151)	19%	(132)	42%	(292)	3%	(22)	702
Educ: < College	18%	(279)	21%	(321)	16%	(242)	39%	(585)	6%	(86)	1513
Educ: Bachelors degree	19%	(84)	28%	(125)	20%	(91)	29%	(128)	3%	(15)	444
Educ: Post-grad	19%	(46)	30%	(74)	19%	(45)	29%	(70)	3%	(8)	244

Continued on next page

Table BRD11_6: How much interest do you have in each of the following sports?
 Professional basketball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	19%	(410)	24%	(520)	17%	(378)	36%	(784)	5%	(109)	2201
Income: Under 50k	18%	(240)	21%	(272)	16%	(215)	38%	(498)	7%	(89)	1314
Income: 50k-100k	20%	(125)	28%	(178)	17%	(110)	32%	(203)	2%	(12)	628
Income: 100k	17%	(45)	27%	(71)	21%	(53)	32%	(82)	3%	(8)	259
Ethnicity: White	15%	(255)	23%	(390)	19%	(326)	39%	(680)	4%	(71)	1722
Ethnicity: Hispanic	32%	(111)	23%	(82)	13%	(45)	23%	(82)	9%	(30)	350
Ethnicity: Afr. Am.	38%	(103)	31%	(86)	8%	(23)	14%	(40)	8%	(22)	274
Ethnicity: Other	25%	(51)	22%	(44)	14%	(29)	31%	(64)	8%	(16)	204
Relig: Protestant	23%	(115)	20%	(101)	19%	(95)	36%	(178)	2%	(10)	499
Relig: Roman Catholic	21%	(91)	26%	(113)	17%	(74)	33%	(140)	3%	(12)	430
Relig: Ath./Agn./None	12%	(79)	21%	(137)	17%	(113)	43%	(286)	7%	(48)	662
Relig: Something Else	19%	(65)	29%	(98)	16%	(56)	31%	(105)	5%	(19)	343
Relig: Jewish	19%	(8)	35%	(15)	12%	(5)	31%	(13)	3%	(2)	43
Relig: Evangelical	21%	(121)	24%	(134)	17%	(99)	32%	(183)	5%	(28)	565
Relig: Non-Evang. Catholics	23%	(145)	24%	(151)	17%	(109)	33%	(207)	2%	(11)	623
Relig: All Christian	22%	(266)	24%	(285)	17%	(207)	33%	(391)	3%	(38)	1188
Relig: All Non-Christian	14%	(144)	23%	(235)	17%	(169)	39%	(390)	7%	(66)	1005
Community: Urban	23%	(133)	27%	(153)	15%	(88)	29%	(167)	5%	(30)	571
Community: Suburban	17%	(166)	26%	(246)	18%	(170)	35%	(338)	4%	(39)	958
Community: Rural	16%	(110)	18%	(121)	18%	(120)	41%	(278)	6%	(41)	671
Employ: Private Sector	24%	(158)	26%	(173)	16%	(109)	31%	(209)	3%	(20)	669
Employ: Government	27%	(38)	25%	(35)	15%	(20)	26%	(36)	7%	(9)	137
Employ: Self-Employed	22%	(36)	25%	(41)	17%	(28)	32%	(53)	3%	(6)	163
Employ: Homemaker	17%	(25)	14%	(21)	15%	(23)	47%	(70)	7%	(11)	150
Employ: Student	17%	(21)	25%	(30)	19%	(23)	28%	(33)	11%	(13)	119
Employ: Retired	11%	(49)	23%	(103)	21%	(96)	43%	(197)	2%	(10)	456
Employ: Unemployed	21%	(51)	24%	(58)	13%	(31)	35%	(84)	7%	(16)	240
Employ: Other	12%	(32)	22%	(59)	18%	(48)	38%	(102)	9%	(25)	267
Military HH: Yes	17%	(68)	20%	(82)	20%	(83)	42%	(174)	1%	(5)	412
Military HH: No	19%	(341)	25%	(439)	16%	(295)	34%	(610)	6%	(104)	1789

Continued on next page

Table BRD11_6: How much interest do you have in each of the following sports?
Professional basketball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	19%	(410)	24%	(520)	17%	(378)	36%	(784)	5%	(109)	2201
RD/WT: Right Direction	18%	(145)	22%	(183)	19%	(156)	36%	(296)	6%	(46)	825
RD/WT: Wrong Track	19%	(264)	25%	(337)	16%	(222)	36%	(488)	5%	(63)	1376
Trump Job Approve	17%	(153)	21%	(192)	19%	(174)	39%	(354)	4%	(38)	911
Trump Job Disapprove	21%	(237)	26%	(305)	16%	(187)	33%	(378)	4%	(48)	1156
Trump Job Strongly Approve	20%	(92)	20%	(90)	20%	(89)	36%	(165)	4%	(16)	453
Trump Job Somewhat Approve	13%	(60)	22%	(102)	18%	(84)	41%	(190)	5%	(22)	458
Trump Job Somewhat Disapprove	21%	(57)	23%	(62)	20%	(54)	31%	(84)	5%	(14)	270
Trump Job Strongly Disapprove	20%	(180)	28%	(244)	15%	(134)	33%	(294)	4%	(34)	885
#1 Issue: Economy	23%	(153)	24%	(158)	18%	(120)	31%	(203)	5%	(31)	667
#1 Issue: Security	19%	(65)	23%	(82)	20%	(70)	36%	(128)	2%	(6)	350
#1 Issue: Health Care	15%	(53)	28%	(97)	18%	(62)	34%	(119)	6%	(21)	352
#1 Issue: Medicare / Social Security	14%	(43)	19%	(57)	16%	(49)	45%	(139)	7%	(21)	310
#1 Issue: Women's Issues	12%	(12)	30%	(30)	20%	(19)	37%	(37)	—	(0)	98
#1 Issue: Education	24%	(46)	29%	(56)	12%	(24)	31%	(61)	4%	(8)	194
#1 Issue: Energy	18%	(19)	12%	(12)	17%	(17)	42%	(43)	10%	(11)	102
#1 Issue: Other	14%	(18)	22%	(28)	13%	(16)	43%	(55)	9%	(12)	129
2016 Vote: Democrat Hillary Clinton	23%	(159)	28%	(193)	15%	(104)	29%	(200)	4%	(25)	681
2016 Vote: Republican Donald Trump	15%	(103)	22%	(151)	20%	(136)	41%	(286)	2%	(13)	689
2016 Vote: Someone else	18%	(37)	21%	(42)	23%	(48)	35%	(71)	4%	(8)	206
Voted in 2014: Yes	18%	(252)	26%	(349)	18%	(247)	35%	(479)	3%	(38)	1366
Voted in 2014: No	19%	(157)	21%	(171)	16%	(130)	37%	(305)	8%	(71)	835
2012 Vote: Barack Obama	23%	(192)	28%	(232)	16%	(132)	30%	(253)	3%	(29)	837
2012 Vote: Mitt Romney	13%	(64)	23%	(112)	21%	(106)	40%	(201)	3%	(13)	497
2012 Vote: Other	10%	(11)	23%	(25)	25%	(27)	39%	(42)	3%	(3)	108
2012 Vote: Didn't Vote	19%	(142)	20%	(152)	15%	(113)	38%	(287)	8%	(64)	757
4-Region: Northeast	21%	(83)	24%	(93)	13%	(52)	39%	(154)	3%	(12)	394
4-Region: Midwest	20%	(94)	22%	(103)	18%	(82)	35%	(163)	4%	(20)	462
4-Region: South	18%	(151)	22%	(180)	18%	(152)	36%	(297)	5%	(45)	825
4-Region: West	16%	(82)	28%	(144)	18%	(91)	33%	(170)	6%	(33)	520

Continued on next page

Table BRD11_6: How much interest do you have in each of the following sports?
 Professional basketball

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	19%	(410)	24%	(520)	17%	(378)	36%	(784)	5%	(109)	2201
Favorable of Trump	19%	(174)	21%	(191)	19%	(167)	38%	(347)	3%	(24)	902
Unfavorable of Trump	19%	(216)	27%	(304)	16%	(188)	34%	(383)	4%	(51)	1143
Very Favorable of Trump	21%	(110)	22%	(114)	18%	(92)	37%	(191)	3%	(15)	523
Somewhat Favorable of Trump	17%	(64)	20%	(76)	20%	(75)	41%	(155)	2%	(9)	380
Somewhat Unfavorable of Trump	17%	(42)	25%	(59)	20%	(49)	31%	(75)	7%	(18)	243
Very Unfavorable of Trump	19%	(174)	27%	(245)	15%	(139)	34%	(308)	4%	(34)	900
Watch 2014 World Cup: Yes	34%	(149)	30%	(135)	19%	(85)	15%	(67)	2%	(8)	444
Watch 2014 World Cup: No	15%	(230)	22%	(339)	17%	(271)	43%	(665)	4%	(56)	1562
Watch 2014 World Cup: DK/NO	15%	(30)	24%	(46)	11%	(21)	27%	(52)	23%	(45)	195
Attend MLS Game past yr: Yes	39%	(105)	30%	(80)	18%	(48)	12%	(33)	1%	(3)	270
Attend MLS Game past yr: No	16%	(283)	23%	(423)	18%	(319)	40%	(722)	3%	(63)	1810
Attend MLS Game past yr: DK/NO	18%	(21)	14%	(17)	9%	(10)	24%	(29)	36%	(44)	121
Watched Int'l Soccer in last yr: Yes	48%	(81)	28%	(47)	12%	(20)	13%	(21)	—	(1)	170
Watched Int'l Soccer in last yr: No	16%	(303)	24%	(454)	18%	(342)	39%	(733)	3%	(63)	1896
Watched Int'l Soccer in last yr: DK/NO	19%	(26)	14%	(20)	12%	(16)	22%	(29)	33%	(45)	136

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

Table BRD11_7: How much interest do you have in each of the following sports?
Professional hockey

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(249)	18%	(396)	20%	(432)	46%	(1009)	5%	(115)	2201
Gender: Male	15%	(158)	24%	(250)	23%	(240)	35%	(375)	4%	(39)	1062
Gender: Female	8%	(91)	13%	(146)	17%	(193)	56%	(634)	7%	(75)	1139
Age: 18-29	9%	(45)	15%	(73)	18%	(89)	50%	(242)	8%	(38)	487
Age: 30-44	10%	(52)	21%	(110)	20%	(106)	41%	(216)	8%	(42)	527
Age: 45-54	13%	(51)	23%	(92)	21%	(84)	40%	(162)	3%	(11)	400
Age: 55-64	18%	(64)	13%	(47)	18%	(62)	47%	(164)	4%	(14)	351
Age: 65	8%	(37)	17%	(74)	21%	(92)	52%	(225)	2%	(9)	436
Generation Z: 18-21	7%	(13)	11%	(19)	18%	(32)	53%	(95)	12%	(21)	181
Millennial: Age 22-37	9%	(57)	20%	(122)	19%	(114)	44%	(264)	8%	(46)	603
Generation X: Age 38-53	13%	(76)	22%	(131)	21%	(122)	41%	(244)	3%	(20)	593
Boomers: Age 54-72	13%	(93)	15%	(106)	19%	(134)	49%	(342)	4%	(26)	701
PID: Dem (no lean)	9%	(70)	16%	(121)	20%	(151)	49%	(362)	5%	(38)	743
PID: Ind (no lean)	10%	(81)	19%	(147)	19%	(151)	45%	(358)	6%	(49)	786
PID: Rep (no lean)	15%	(98)	19%	(127)	19%	(131)	43%	(289)	4%	(27)	672
PID/Gender: Dem Men	11%	(38)	24%	(80)	24%	(81)	37%	(124)	4%	(15)	338
PID/Gender: Dem Women	8%	(32)	10%	(42)	17%	(69)	59%	(238)	6%	(24)	405
PID/Gender: Ind Men	12%	(46)	23%	(86)	21%	(77)	39%	(147)	5%	(17)	374
PID/Gender: Ind Women	9%	(35)	15%	(61)	18%	(73)	51%	(211)	8%	(32)	412
PID/Gender: Rep Men	21%	(74)	24%	(84)	23%	(81)	30%	(104)	2%	(8)	350
PID/Gender: Rep Women	7%	(24)	13%	(43)	16%	(50)	58%	(185)	6%	(20)	322
Ideo: Liberal (1-3)	15%	(112)	18%	(135)	22%	(163)	41%	(314)	4%	(32)	756
Ideo: Moderate (4)	9%	(39)	19%	(81)	20%	(88)	45%	(195)	7%	(30)	433
Ideo: Conservative (5-7)	11%	(78)	19%	(134)	19%	(136)	47%	(334)	3%	(21)	702
Educ: < College	12%	(175)	17%	(253)	18%	(273)	48%	(720)	6%	(91)	1513
Educ: Bachelors degree	12%	(51)	21%	(95)	22%	(99)	41%	(184)	3%	(14)	444
Educ: Post-grad	9%	(23)	19%	(47)	25%	(60)	43%	(105)	4%	(10)	244

Continued on next page

Table BRD11_7: How much interest do you have in each of the following sports?
 Professional hockey

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(249)	18%	(396)	20%	(432)	46%	(1009)	5%	(115)	2201
Income: Under 50k	12%	(153)	15%	(202)	18%	(231)	48%	(635)	7%	(94)	1314
Income: 50k-100k	10%	(62)	23%	(143)	22%	(138)	43%	(271)	2%	(14)	628
Income: 100k	13%	(34)	20%	(51)	25%	(64)	40%	(103)	3%	(7)	259
Ethnicity: White	13%	(218)	19%	(333)	18%	(317)	45%	(783)	4%	(72)	1722
Ethnicity: Hispanic	18%	(62)	14%	(48)	17%	(59)	42%	(146)	10%	(35)	350
Ethnicity: Afr. Am.	5%	(14)	12%	(34)	25%	(68)	48%	(133)	9%	(25)	274
Ethnicity: Other	9%	(18)	14%	(29)	23%	(47)	46%	(93)	9%	(18)	204
Relig: Protestant	14%	(68)	19%	(96)	19%	(94)	47%	(234)	2%	(8)	499
Relig: Roman Catholic	16%	(69)	23%	(98)	21%	(90)	37%	(158)	3%	(15)	430
Relig: Ath./Agn./None	9%	(58)	17%	(112)	18%	(118)	50%	(329)	7%	(45)	662
Relig: Something Else	9%	(30)	16%	(54)	21%	(73)	46%	(159)	8%	(28)	343
Relig: Jewish	15%	(6)	28%	(12)	20%	(8)	33%	(14)	5%	(2)	43
Relig: Evangelical	10%	(56)	17%	(93)	19%	(108)	49%	(279)	5%	(28)	565
Relig: Non-Evang. Catholics	17%	(105)	22%	(137)	21%	(131)	38%	(238)	2%	(13)	623
Relig: All Christian	14%	(161)	19%	(230)	20%	(239)	44%	(517)	3%	(41)	1188
Relig: All Non-Christian	9%	(88)	16%	(166)	19%	(191)	49%	(488)	7%	(73)	1005
Community: Urban	9%	(52)	21%	(118)	18%	(105)	46%	(265)	6%	(32)	571
Community: Suburban	12%	(115)	19%	(178)	21%	(203)	44%	(426)	4%	(36)	958
Community: Rural	12%	(82)	15%	(100)	19%	(124)	47%	(318)	7%	(48)	671
Employ: Private Sector	17%	(117)	22%	(148)	19%	(125)	39%	(262)	2%	(16)	669
Employ: Government	10%	(14)	24%	(33)	19%	(25)	42%	(57)	6%	(8)	137
Employ: Self-Employed	11%	(18)	20%	(32)	25%	(41)	41%	(67)	3%	(6)	163
Employ: Homemaker	8%	(12)	14%	(21)	20%	(29)	48%	(73)	10%	(15)	150
Employ: Student	3%	(4)	13%	(16)	19%	(23)	54%	(64)	10%	(12)	119
Employ: Retired	9%	(43)	15%	(70)	23%	(103)	50%	(229)	2%	(10)	456
Employ: Unemployed	8%	(20)	11%	(26)	17%	(40)	55%	(133)	8%	(20)	240
Employ: Other	8%	(22)	18%	(49)	17%	(45)	46%	(124)	10%	(27)	267
Military HH: Yes	10%	(40)	23%	(94)	19%	(78)	47%	(193)	2%	(8)	412
Military HH: No	12%	(209)	17%	(301)	20%	(354)	46%	(817)	6%	(107)	1789

Continued on next page

Table BRD11_7: How much interest do you have in each of the following sports?

Professional hockey

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(249)	18%	(396)	20%	(432)	46%	(1009)	5%	(115)	2201
RD/WT: Right Direction	14%	(115)	20%	(161)	20%	(162)	41%	(342)	5%	(45)	825
RD/WT: Wrong Track	10%	(134)	17%	(234)	20%	(270)	48%	(667)	5%	(70)	1376
Trump Job Approve	14%	(124)	20%	(181)	20%	(183)	42%	(384)	4%	(38)	911
Trump Job Disapprove	10%	(113)	17%	(199)	20%	(229)	49%	(563)	5%	(52)	1156
Trump Job Strongly Approve	16%	(71)	20%	(92)	18%	(82)	42%	(190)	4%	(19)	453
Trump Job Somewhat Approve	12%	(54)	20%	(90)	22%	(102)	42%	(194)	4%	(19)	458
Trump Job Somewhat Disapprove	10%	(27)	20%	(53)	22%	(60)	42%	(114)	6%	(16)	270
Trump Job Strongly Disapprove	10%	(85)	16%	(146)	19%	(169)	51%	(449)	4%	(36)	885
#1 Issue: Economy	11%	(74)	20%	(133)	21%	(142)	43%	(285)	5%	(32)	667
#1 Issue: Security	12%	(43)	15%	(54)	20%	(71)	50%	(173)	3%	(9)	350
#1 Issue: Health Care	12%	(43)	20%	(69)	20%	(70)	43%	(150)	5%	(19)	352
#1 Issue: Medicare / Social Security	11%	(33)	17%	(51)	19%	(57)	48%	(150)	6%	(18)	310
#1 Issue: Women's Issues	10%	(10)	17%	(17)	14%	(13)	57%	(57)	2%	(2)	98
#1 Issue: Education	11%	(22)	15%	(30)	27%	(53)	41%	(79)	6%	(11)	194
#1 Issue: Energy	12%	(13)	22%	(23)	8%	(8)	48%	(49)	10%	(10)	102
#1 Issue: Other	9%	(12)	15%	(19)	13%	(17)	52%	(67)	11%	(14)	129
2016 Vote: Democrat Hillary Clinton	11%	(74)	16%	(110)	22%	(147)	47%	(320)	4%	(30)	681
2016 Vote: Republican Donald Trump	12%	(83)	22%	(153)	20%	(140)	44%	(301)	2%	(12)	689
2016 Vote: Someone else	11%	(24)	23%	(47)	22%	(45)	39%	(80)	5%	(10)	206
Voted in 2014: Yes	11%	(151)	20%	(276)	21%	(288)	45%	(614)	3%	(37)	1366
Voted in 2014: No	12%	(99)	14%	(120)	17%	(144)	47%	(395)	9%	(78)	835
2012 Vote: Barack Obama	10%	(84)	18%	(154)	23%	(194)	45%	(373)	4%	(31)	837
2012 Vote: Mitt Romney	11%	(54)	21%	(105)	19%	(97)	47%	(232)	2%	(10)	497
2012 Vote: Other	18%	(20)	23%	(25)	15%	(17)	42%	(45)	2%	(2)	108
2012 Vote: Didn't Vote	12%	(92)	15%	(111)	16%	(124)	47%	(358)	9%	(72)	757
4-Region: Northeast	14%	(57)	21%	(83)	15%	(61)	46%	(182)	3%	(12)	394
4-Region: Midwest	15%	(68)	19%	(87)	19%	(87)	43%	(198)	5%	(23)	462
4-Region: South	9%	(73)	16%	(135)	21%	(170)	49%	(402)	5%	(45)	825
4-Region: West	10%	(51)	18%	(91)	22%	(114)	44%	(228)	7%	(36)	520

Continued on next page

Table BRD11_7: How much interest do you have in each of the following sports?
 Professional hockey

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(249)	18%	(396)	20%	(432)	46%	(1009)	5%	(115)	2201
Favorable of Trump	15%	(139)	21%	(190)	19%	(167)	42%	(377)	3%	(28)	902
Unfavorable of Trump	9%	(100)	17%	(189)	21%	(240)	49%	(561)	5%	(52)	1143
Very Favorable of Trump	16%	(84)	21%	(111)	18%	(92)	42%	(217)	4%	(20)	523
Somewhat Favorable of Trump	15%	(55)	21%	(80)	20%	(76)	42%	(160)	2%	(9)	380
Somewhat Unfavorable of Trump	10%	(24)	15%	(36)	26%	(64)	41%	(99)	8%	(20)	243
Very Unfavorable of Trump	8%	(76)	17%	(153)	20%	(176)	51%	(462)	4%	(33)	900
Watch 2014 World Cup: Yes	21%	(94)	28%	(126)	21%	(92)	27%	(121)	3%	(12)	444
Watch 2014 World Cup: No	9%	(141)	16%	(246)	19%	(296)	53%	(824)	4%	(56)	1562
Watch 2014 World Cup: DK/NO	7%	(15)	12%	(24)	23%	(45)	33%	(64)	24%	(47)	195
Attend MLS Game past yr: Yes	23%	(63)	30%	(80)	22%	(59)	24%	(66)	1%	(3)	270
Attend MLS Game past yr: No	10%	(181)	17%	(304)	19%	(343)	50%	(912)	4%	(70)	1810
Attend MLS Game past yr: DK/NO	5%	(6)	10%	(12)	25%	(30)	26%	(31)	35%	(42)	121
Watched Int'l Soccer in last yr: Yes	25%	(43)	33%	(56)	19%	(32)	22%	(38)	1%	(1)	170
Watched Int'l Soccer in last yr: No	11%	(201)	17%	(326)	19%	(367)	49%	(933)	4%	(69)	1896
Watched Int'l Soccer in last yr: DK/NO	4%	(6)	10%	(14)	25%	(33)	28%	(38)	33%	(45)	136

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

Table BRD11_8: How much interest do you have in each of the following sports?
Professional race car driving

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(240)	18%	(386)	21%	(461)	46%	(1013)	5%	(101)	2201
Gender: Male	15%	(157)	21%	(220)	22%	(232)	39%	(419)	3%	(35)	1062
Gender: Female	7%	(83)	15%	(166)	20%	(229)	52%	(595)	6%	(66)	1139
Age: 18-29	9%	(46)	12%	(59)	20%	(98)	51%	(249)	7%	(35)	487
Age: 30-44	8%	(43)	16%	(84)	24%	(129)	44%	(231)	8%	(41)	527
Age: 45-54	13%	(50)	24%	(94)	20%	(80)	42%	(168)	2%	(7)	400
Age: 55-64	16%	(55)	18%	(63)	19%	(66)	45%	(158)	3%	(9)	351
Age: 65	10%	(46)	20%	(85)	20%	(88)	48%	(209)	2%	(9)	436
Generation Z: 18-21	8%	(14)	7%	(13)	16%	(29)	57%	(102)	12%	(23)	181
Millennial: Age 22-37	9%	(54)	16%	(98)	22%	(133)	46%	(278)	6%	(39)	603
Generation X: Age 38-53	11%	(67)	20%	(121)	23%	(134)	43%	(253)	3%	(18)	593
Boomers: Age 54-72	14%	(95)	18%	(125)	20%	(140)	46%	(320)	3%	(21)	701
PID: Dem (no lean)	8%	(58)	17%	(127)	23%	(170)	47%	(352)	5%	(36)	743
PID: Ind (no lean)	8%	(66)	15%	(120)	21%	(165)	49%	(389)	6%	(46)	786
PID: Rep (no lean)	17%	(116)	21%	(139)	19%	(125)	41%	(273)	3%	(19)	672
PID/Gender: Dem Men	10%	(34)	21%	(72)	24%	(81)	40%	(135)	5%	(16)	338
PID/Gender: Dem Women	6%	(25)	13%	(55)	22%	(90)	53%	(216)	5%	(20)	405
PID/Gender: Ind Men	11%	(39)	16%	(58)	23%	(87)	47%	(176)	4%	(14)	374
PID/Gender: Ind Women	6%	(27)	15%	(62)	19%	(79)	52%	(213)	8%	(32)	412
PID/Gender: Rep Men	24%	(84)	26%	(90)	18%	(64)	31%	(107)	1%	(5)	350
PID/Gender: Rep Women	10%	(32)	15%	(49)	19%	(61)	51%	(165)	4%	(14)	322
Ideo: Liberal (1-3)	12%	(92)	17%	(125)	19%	(144)	49%	(369)	4%	(27)	756
Ideo: Moderate (4)	9%	(40)	19%	(82)	25%	(108)	41%	(178)	6%	(25)	433
Ideo: Conservative (5-7)	12%	(81)	21%	(145)	20%	(141)	45%	(316)	3%	(20)	702
Educ: < College	13%	(203)	19%	(286)	20%	(304)	42%	(642)	5%	(77)	1513
Educ: Bachelors degree	5%	(23)	15%	(67)	22%	(98)	54%	(242)	3%	(14)	444
Educ: Post-grad	6%	(14)	14%	(33)	24%	(58)	53%	(129)	4%	(10)	244

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Table BRD11_8: How much interest do you have in each of the following sports?
 Professional race car driving

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(240)	18%	(386)	21%	(461)	46%	(1013)	5%	(101)	2201
Income: Under 50k	12%	(160)	18%	(239)	20%	(260)	44%	(574)	6%	(81)	1314
Income: 50k-100k	10%	(65)	17%	(109)	23%	(142)	48%	(299)	2%	(13)	628
Income: 100k	6%	(14)	15%	(38)	23%	(59)	54%	(141)	3%	(7)	259
Ethnicity: White	12%	(199)	18%	(311)	20%	(344)	47%	(808)	3%	(60)	1722
Ethnicity: Hispanic	16%	(56)	19%	(65)	20%	(70)	37%	(130)	8%	(29)	350
Ethnicity: Afr. Am.	8%	(23)	14%	(39)	23%	(62)	46%	(127)	9%	(24)	274
Ethnicity: Other	9%	(18)	17%	(36)	27%	(55)	38%	(78)	8%	(17)	204
Relig: Protestant	18%	(88)	18%	(91)	17%	(86)	45%	(227)	2%	(8)	499
Relig: Roman Catholic	9%	(39)	21%	(88)	23%	(98)	44%	(190)	3%	(14)	430
Relig: Ath./Agn./None	8%	(53)	14%	(92)	19%	(127)	53%	(347)	6%	(42)	662
Relig: Something Else	9%	(31)	18%	(60)	24%	(83)	43%	(148)	6%	(22)	343
Relig: Jewish	6%	(3)	11%	(5)	19%	(8)	60%	(26)	3%	(2)	43
Relig: Evangelical	11%	(64)	20%	(115)	21%	(119)	43%	(242)	4%	(24)	565
Relig: Non-Evang. Catholics	15%	(91)	19%	(118)	21%	(130)	44%	(272)	2%	(12)	623
Relig: All Christian	13%	(156)	20%	(233)	21%	(249)	43%	(514)	3%	(36)	1188
Relig: All Non-Christian	8%	(83)	15%	(153)	21%	(210)	49%	(495)	6%	(64)	1005
Community: Urban	10%	(56)	17%	(95)	23%	(133)	46%	(264)	4%	(24)	571
Community: Suburban	7%	(63)	17%	(159)	22%	(211)	51%	(492)	4%	(35)	958
Community: Rural	18%	(122)	20%	(132)	18%	(118)	38%	(258)	6%	(42)	671
Employ: Private Sector	13%	(87)	19%	(124)	22%	(144)	45%	(298)	2%	(15)	669
Employ: Government	9%	(12)	15%	(20)	20%	(27)	50%	(69)	7%	(9)	137
Employ: Self-Employed	13%	(21)	19%	(31)	21%	(34)	45%	(73)	3%	(5)	163
Employ: Homemaker	5%	(8)	18%	(28)	20%	(31)	48%	(72)	8%	(12)	150
Employ: Student	8%	(9)	9%	(11)	20%	(23)	53%	(63)	11%	(13)	119
Employ: Retired	10%	(47)	19%	(84)	20%	(92)	49%	(223)	2%	(9)	456
Employ: Unemployed	10%	(24)	15%	(36)	18%	(42)	50%	(120)	7%	(17)	240
Employ: Other	12%	(32)	19%	(51)	25%	(68)	36%	(96)	7%	(20)	267
Military HH: Yes	13%	(55)	20%	(84)	22%	(91)	43%	(178)	1%	(5)	412
Military HH: No	10%	(185)	17%	(302)	21%	(370)	47%	(836)	5%	(96)	1789

Continued on next page

Table BRD11_8: How much interest do you have in each of the following sports?
Professional race car driving

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(240)	18%	(386)	21%	(461)	46%	(1013)	5%	(101)	2201
RD/WT: Right Direction	16%	(131)	22%	(177)	20%	(169)	38%	(312)	4%	(36)	825
RD/WT: Wrong Track	8%	(109)	15%	(208)	21%	(292)	51%	(701)	5%	(66)	1376
Trump Job Approve	16%	(144)	22%	(196)	20%	(186)	39%	(358)	3%	(27)	911
Trump Job Disapprove	7%	(82)	15%	(171)	21%	(247)	53%	(608)	4%	(48)	1156
Trump Job Strongly Approve	23%	(103)	22%	(100)	16%	(74)	36%	(161)	3%	(15)	453
Trump Job Somewhat Approve	9%	(41)	21%	(96)	24%	(112)	43%	(197)	3%	(12)	458
Trump Job Somewhat Disapprove	8%	(22)	21%	(57)	21%	(57)	45%	(121)	5%	(14)	270
Trump Job Strongly Disapprove	7%	(60)	13%	(114)	22%	(190)	55%	(487)	4%	(34)	885
#1 Issue: Economy	11%	(72)	17%	(115)	23%	(152)	44%	(296)	5%	(31)	667
#1 Issue: Security	16%	(55)	19%	(68)	16%	(57)	47%	(163)	2%	(6)	350
#1 Issue: Health Care	12%	(42)	17%	(61)	22%	(78)	43%	(153)	5%	(18)	352
#1 Issue: Medicare / Social Security	8%	(25)	21%	(64)	20%	(61)	46%	(143)	5%	(16)	310
#1 Issue: Women's Issues	1%	(1)	17%	(17)	16%	(16)	63%	(62)	2%	(2)	98
#1 Issue: Education	15%	(28)	16%	(31)	27%	(52)	39%	(76)	4%	(8)	194
#1 Issue: Energy	11%	(11)	13%	(14)	11%	(11)	55%	(56)	10%	(10)	102
#1 Issue: Other	4%	(5)	12%	(16)	25%	(33)	51%	(65)	7%	(10)	129
2016 Vote: Democrat Hillary Clinton	7%	(48)	15%	(105)	21%	(146)	51%	(350)	5%	(33)	681
2016 Vote: Republican Donald Trump	15%	(102)	21%	(145)	21%	(148)	42%	(286)	1%	(7)	689
2016 Vote: Someone else	10%	(20)	15%	(30)	24%	(49)	48%	(99)	4%	(8)	206
Voted in 2014: Yes	10%	(134)	18%	(251)	22%	(303)	47%	(641)	3%	(37)	1366
Voted in 2014: No	13%	(106)	16%	(135)	19%	(158)	45%	(372)	8%	(64)	835
2012 Vote: Barack Obama	8%	(64)	16%	(138)	24%	(199)	48%	(406)	4%	(31)	837
2012 Vote: Mitt Romney	13%	(64)	20%	(99)	21%	(103)	45%	(224)	1%	(7)	497
2012 Vote: Other	19%	(21)	19%	(21)	15%	(16)	45%	(49)	2%	(2)	108
2012 Vote: Didn't Vote	12%	(91)	17%	(128)	19%	(142)	44%	(334)	8%	(61)	757
4-Region: Northeast	10%	(40)	19%	(73)	19%	(75)	49%	(194)	3%	(11)	394
4-Region: Midwest	12%	(56)	21%	(95)	19%	(87)	44%	(205)	4%	(19)	462
4-Region: South	11%	(91)	16%	(135)	22%	(178)	47%	(384)	4%	(36)	825
4-Region: West	10%	(53)	16%	(83)	23%	(121)	44%	(229)	7%	(34)	520

Continued on next page

Table BRD11_8: How much interest do you have in each of the following sports?
 Professional race car driving

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	11%	(240)	18%	(386)	21%	(461)	46%	(1013)	5%	(101)	2201
Favorable of Trump	18%	(164)	22%	(198)	20%	(178)	38%	(347)	2%	(16)	902
Unfavorable of Trump	6%	(65)	15%	(168)	22%	(251)	53%	(609)	4%	(49)	1143
Very Favorable of Trump	24%	(126)	22%	(114)	16%	(83)	36%	(186)	2%	(13)	523
Somewhat Favorable of Trump	10%	(37)	22%	(84)	25%	(94)	42%	(161)	1%	(3)	380
Somewhat Unfavorable of Trump	7%	(17)	22%	(54)	22%	(53)	43%	(104)	7%	(16)	243
Very Unfavorable of Trump	5%	(49)	13%	(114)	22%	(198)	56%	(506)	4%	(33)	900
Watch 2014 World Cup: Yes	14%	(62)	23%	(100)	22%	(100)	39%	(173)	2%	(10)	444
Watch 2014 World Cup: No	10%	(155)	16%	(253)	21%	(326)	50%	(781)	3%	(47)	1562
Watch 2014 World Cup: DK/NO	12%	(23)	17%	(33)	18%	(35)	31%	(60)	23%	(44)	195
Attend MLS Game past yr: Yes	18%	(47)	27%	(72)	24%	(64)	30%	(81)	2%	(6)	270
Attend MLS Game past yr: No	10%	(181)	17%	(299)	21%	(375)	50%	(901)	3%	(54)	1810
Attend MLS Game past yr: DK/NO	10%	(12)	12%	(14)	19%	(23)	26%	(31)	34%	(42)	121
Watched Int'l Soccer in last yr: Yes	20%	(34)	27%	(47)	22%	(38)	29%	(49)	2%	(3)	170
Watched Int'l Soccer in last yr: No	10%	(193)	17%	(325)	21%	(396)	49%	(927)	3%	(55)	1896
Watched Int'l Soccer in last yr: DK/NO	10%	(13)	11%	(14)	20%	(27)	28%	(38)	32%	(43)	136

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

Table BRD11_9: How much interest do you have in each of the following sports?

Professional golf

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	8%	(177)	13%	(287)	18%	(403)	56%	(1223)	5%	(111)	2201
Gender: Male	13%	(137)	19%	(201)	22%	(237)	42%	(445)	4%	(42)	1062
Gender: Female	3%	(39)	8%	(86)	15%	(167)	68%	(778)	6%	(70)	1139
Age: 18-29	6%	(30)	10%	(47)	16%	(80)	60%	(293)	8%	(37)	487
Age: 30-44	4%	(23)	12%	(62)	18%	(95)	58%	(306)	8%	(41)	527
Age: 45-54	7%	(29)	15%	(59)	22%	(90)	53%	(211)	3%	(12)	400
Age: 55-64	13%	(47)	14%	(48)	15%	(53)	54%	(188)	4%	(14)	351
Age: 65	11%	(47)	16%	(70)	20%	(86)	52%	(225)	2%	(7)	436
Generation Z: 18-21	4%	(8)	7%	(13)	17%	(31)	60%	(109)	12%	(21)	181
Millennial: Age 22-37	6%	(39)	10%	(63)	17%	(101)	59%	(358)	7%	(42)	603
Generation X: Age 38-53	5%	(32)	15%	(88)	21%	(123)	55%	(326)	4%	(24)	593
Boomers: Age 54-72	12%	(83)	14%	(95)	18%	(127)	53%	(372)	3%	(24)	701
PID: Dem (no lean)	7%	(49)	13%	(99)	20%	(149)	55%	(410)	5%	(37)	743
PID: Ind (no lean)	5%	(39)	11%	(87)	17%	(134)	61%	(476)	6%	(49)	786
PID: Rep (no lean)	13%	(89)	15%	(101)	18%	(120)	50%	(337)	4%	(26)	672
PID/Gender: Dem Men	11%	(36)	19%	(63)	25%	(86)	41%	(138)	5%	(15)	338
PID/Gender: Dem Women	3%	(12)	9%	(36)	16%	(63)	67%	(272)	5%	(21)	405
PID/Gender: Ind Men	8%	(29)	17%	(62)	21%	(78)	50%	(188)	5%	(18)	374
PID/Gender: Ind Women	2%	(10)	6%	(25)	14%	(57)	70%	(289)	8%	(32)	412
PID/Gender: Rep Men	21%	(72)	22%	(76)	21%	(73)	34%	(120)	3%	(9)	350
PID/Gender: Rep Women	5%	(17)	8%	(24)	15%	(47)	67%	(217)	5%	(17)	322
Ideo: Liberal (1-3)	11%	(85)	13%	(97)	17%	(132)	55%	(412)	4%	(30)	756
Ideo: Moderate (4)	6%	(27)	14%	(60)	21%	(90)	53%	(230)	6%	(27)	433
Ideo: Conservative (5-7)	8%	(54)	16%	(114)	20%	(139)	53%	(371)	3%	(24)	702
Educ: < College	8%	(114)	12%	(176)	16%	(248)	59%	(888)	6%	(86)	1513
Educ: Bachelors degree	10%	(46)	15%	(67)	22%	(96)	49%	(219)	4%	(16)	444
Educ: Post-grad	7%	(17)	18%	(44)	24%	(58)	47%	(115)	4%	(10)	244

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Table BRD11_9: How much interest do you have in each of the following sports?
 Professional golf

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(177)	13%	(287)	18%	(403)	56%	(1223)	5%	(111)	2201
Income: Under 50k	9%	(116)	10%	(134)	17%	(220)	57%	(755)	7%	(90)	1314
Income: 50k-100k	6%	(38)	17%	(106)	20%	(126)	55%	(344)	2%	(14)	628
Income: 100k	9%	(23)	18%	(47)	22%	(58)	48%	(124)	3%	(7)	259
Ethnicity: White	9%	(153)	12%	(211)	17%	(298)	58%	(992)	4%	(68)	1722
Ethnicity: Hispanic	17%	(59)	10%	(34)	20%	(68)	45%	(157)	9%	(30)	350
Ethnicity: Afr. Am.	4%	(12)	16%	(45)	22%	(60)	48%	(131)	9%	(26)	274
Ethnicity: Other	6%	(12)	15%	(31)	22%	(45)	49%	(99)	8%	(17)	204
Relig: Protestant	14%	(68)	15%	(75)	19%	(95)	50%	(252)	2%	(10)	499
Relig: Roman Catholic	10%	(45)	16%	(67)	22%	(95)	49%	(209)	3%	(14)	430
Relig: Ath./Agn./None	5%	(30)	11%	(70)	14%	(94)	64%	(422)	7%	(46)	662
Relig: Something Else	6%	(21)	13%	(46)	17%	(58)	57%	(197)	6%	(21)	343
Relig: Jewish	8%	(3)	16%	(7)	9%	(4)	59%	(25)	8%	(3)	43
Relig: Evangelical	6%	(34)	14%	(77)	21%	(117)	54%	(304)	6%	(32)	565
Relig: Non-Evang. Catholics	14%	(90)	15%	(93)	21%	(132)	48%	(296)	2%	(12)	623
Relig: All Christian	10%	(125)	14%	(171)	21%	(249)	51%	(600)	4%	(44)	1188
Relig: All Non-Christian	5%	(51)	12%	(116)	15%	(152)	62%	(618)	7%	(67)	1005
Community: Urban	8%	(44)	15%	(87)	18%	(101)	54%	(309)	5%	(30)	571
Community: Suburban	7%	(63)	12%	(118)	22%	(209)	56%	(532)	4%	(36)	958
Community: Rural	10%	(70)	12%	(82)	14%	(93)	57%	(382)	7%	(45)	671
Employ: Private Sector	11%	(73)	13%	(88)	19%	(129)	54%	(359)	3%	(20)	669
Employ: Government	10%	(14)	18%	(24)	18%	(24)	48%	(66)	7%	(9)	137
Employ: Self-Employed	8%	(13)	14%	(23)	23%	(37)	51%	(84)	4%	(6)	163
Employ: Homemaker	2%	(4)	7%	(11)	13%	(20)	68%	(103)	8%	(13)	150
Employ: Student	3%	(4)	11%	(13)	17%	(20)	60%	(71)	9%	(10)	119
Employ: Retired	10%	(44)	16%	(74)	18%	(83)	54%	(245)	2%	(9)	456
Employ: Unemployed	6%	(14)	9%	(21)	18%	(44)	59%	(141)	8%	(20)	240
Employ: Other	4%	(11)	12%	(32)	17%	(45)	58%	(154)	9%	(24)	267
Military HH: Yes	10%	(42)	20%	(81)	17%	(70)	52%	(214)	1%	(5)	412
Military HH: No	8%	(135)	12%	(206)	19%	(333)	56%	(1009)	6%	(106)	1789

Continued on next page

Table BRD11_9: How much interest do you have in each of the following sports?

Professional golf

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	8%	(177)	13%	(287)	18%	(403)	56%	(1223)	5%	(111)	2201
RD/WT: Right Direction	11%	(91)	18%	(151)	17%	(139)	49%	(401)	5%	(44)	825
RD/WT: Wrong Track	6%	(85)	10%	(136)	19%	(264)	60%	(822)	5%	(68)	1376
Trump Job Approve	11%	(96)	17%	(151)	17%	(155)	52%	(472)	4%	(36)	911
Trump Job Disapprove	7%	(76)	11%	(127)	20%	(227)	59%	(679)	4%	(48)	1156
Trump Job Strongly Approve	14%	(64)	19%	(88)	14%	(62)	49%	(220)	4%	(19)	453
Trump Job Somewhat Approve	7%	(32)	14%	(63)	20%	(93)	55%	(252)	4%	(18)	458
Trump Job Somewhat Disapprove	3%	(8)	14%	(37)	27%	(72)	51%	(137)	6%	(16)	270
Trump Job Strongly Disapprove	8%	(67)	10%	(90)	17%	(154)	61%	(542)	4%	(32)	885
#1 Issue: Economy	8%	(50)	15%	(101)	20%	(131)	52%	(349)	5%	(36)	667
#1 Issue: Security	8%	(28)	16%	(54)	19%	(67)	55%	(193)	2%	(7)	350
#1 Issue: Health Care	11%	(37)	11%	(39)	18%	(65)	53%	(187)	7%	(24)	352
#1 Issue: Medicare / Social Security	7%	(21)	16%	(48)	15%	(46)	57%	(176)	6%	(19)	310
#1 Issue: Women's Issues	2%	(2)	8%	(8)	15%	(15)	74%	(73)	1%	(1)	98
#1 Issue: Education	11%	(21)	10%	(19)	22%	(44)	54%	(104)	3%	(6)	194
#1 Issue: Energy	8%	(9)	12%	(12)	18%	(18)	54%	(55)	8%	(8)	102
#1 Issue: Other	6%	(8)	5%	(6)	14%	(18)	66%	(86)	8%	(11)	129
2016 Vote: Democrat Hillary Clinton	7%	(45)	13%	(91)	19%	(129)	56%	(384)	5%	(33)	681
2016 Vote: Republican Donald Trump	8%	(58)	17%	(121)	20%	(141)	51%	(354)	2%	(16)	689
2016 Vote: Someone else	8%	(16)	10%	(21)	25%	(51)	53%	(108)	4%	(9)	206
Voted in 2014: Yes	8%	(108)	15%	(200)	20%	(279)	54%	(734)	3%	(44)	1366
Voted in 2014: No	8%	(68)	10%	(87)	15%	(124)	59%	(489)	8%	(67)	835
2012 Vote: Barack Obama	8%	(64)	13%	(108)	20%	(169)	55%	(463)	4%	(33)	837
2012 Vote: Mitt Romney	9%	(42)	18%	(91)	21%	(105)	50%	(248)	2%	(10)	497
2012 Vote: Other	9%	(9)	12%	(13)	18%	(20)	60%	(65)	2%	(2)	108
2012 Vote: Didn't Vote	8%	(61)	10%	(74)	14%	(109)	59%	(446)	9%	(66)	757
4-Region: Northeast	8%	(31)	15%	(58)	15%	(58)	60%	(235)	3%	(11)	394
4-Region: Midwest	7%	(35)	11%	(49)	18%	(84)	59%	(273)	5%	(21)	462
4-Region: South	8%	(62)	15%	(122)	20%	(162)	53%	(434)	5%	(45)	825
4-Region: West	9%	(49)	11%	(57)	19%	(99)	54%	(281)	7%	(34)	520

Continued on next page

Table BRD11_9: How much interest do you have in each of the following sports?
 Professional golf

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	8%	(177)	13%	(287)	18%	(403)	56%	(1223)	5%	(111)	2201
Favorable of Trump	12%	(109)	18%	(159)	18%	(159)	50%	(450)	3%	(25)	902
Unfavorable of Trump	5%	(58)	10%	(118)	20%	(223)	60%	(690)	5%	(53)	1143
Very Favorable of Trump	15%	(80)	19%	(101)	16%	(81)	46%	(243)	3%	(18)	523
Somewhat Favorable of Trump	8%	(29)	15%	(59)	20%	(78)	54%	(207)	2%	(8)	380
Somewhat Unfavorable of Trump	5%	(11)	13%	(32)	25%	(60)	50%	(121)	8%	(18)	243
Very Unfavorable of Trump	5%	(47)	10%	(86)	18%	(163)	63%	(569)	4%	(35)	900
Watch 2014 World Cup: Yes	14%	(62)	22%	(97)	25%	(112)	37%	(164)	2%	(9)	444
Watch 2014 World Cup: No	6%	(99)	11%	(169)	16%	(257)	63%	(976)	4%	(61)	1562
Watch 2014 World Cup: DK/NO	8%	(17)	11%	(21)	17%	(34)	42%	(82)	21%	(41)	195
Attend MLS Game past yr: Yes	18%	(48)	25%	(68)	22%	(59)	34%	(91)	2%	(5)	270
Attend MLS Game past yr: No	7%	(121)	11%	(205)	18%	(325)	60%	(1091)	4%	(67)	1810
Attend MLS Game past yr: DK/NO	6%	(7)	11%	(14)	16%	(20)	34%	(41)	33%	(40)	121
Watched Int'l Soccer in last yr: Yes	20%	(35)	25%	(43)	21%	(35)	32%	(55)	1%	(2)	170
Watched Int'l Soccer in last yr: No	7%	(135)	12%	(232)	18%	(344)	59%	(1117)	4%	(68)	1896
Watched Int'l Soccer in last yr: DK/NO	5%	(7)	8%	(11)	18%	(24)	38%	(51)	31%	(42)	136

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

Table BRD12: And how much interest do you have in professional soccer, either domestically or internationally?

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	6%	(133)	17%	(381)	19%	(413)	54%	(1186)	4%	(89)	2201
Gender: Male	8%	(86)	21%	(227)	22%	(229)	46%	(488)	3%	(32)	1062
Gender: Female	4%	(47)	14%	(154)	16%	(183)	61%	(698)	5%	(57)	1139
Age: 18-29	9%	(45)	20%	(99)	16%	(77)	46%	(225)	8%	(41)	487
Age: 30-44	7%	(39)	16%	(86)	22%	(115)	50%	(262)	5%	(25)	527
Age: 45-54	7%	(30)	18%	(70)	21%	(84)	51%	(203)	4%	(14)	400
Age: 55-64	3%	(10)	18%	(63)	20%	(70)	58%	(203)	2%	(6)	351
Age: 65	2%	(10)	14%	(63)	16%	(68)	67%	(294)	1%	(3)	436
Generation Z: 18-21	7%	(12)	18%	(32)	16%	(29)	47%	(84)	13%	(23)	181
Millennial: Age 22-37	10%	(60)	20%	(120)	18%	(109)	47%	(281)	5%	(33)	603
Generation X: Age 38-53	7%	(39)	16%	(94)	21%	(127)	52%	(308)	4%	(24)	593
Boomers: Age 54-72	3%	(19)	17%	(122)	18%	(128)	60%	(424)	1%	(8)	701
PID: Dem (no lean)	6%	(48)	19%	(141)	22%	(160)	51%	(382)	2%	(12)	743
PID: Ind (no lean)	5%	(41)	15%	(117)	18%	(144)	55%	(432)	7%	(53)	786
PID: Rep (no lean)	7%	(44)	18%	(122)	16%	(109)	55%	(373)	4%	(24)	672
PID/Gender: Dem Men	9%	(30)	22%	(74)	27%	(91)	42%	(142)	—	(2)	338
PID/Gender: Dem Women	4%	(17)	17%	(68)	17%	(69)	59%	(240)	3%	(11)	405
PID/Gender: Ind Men	7%	(25)	18%	(67)	19%	(73)	50%	(187)	6%	(22)	374
PID/Gender: Ind Women	4%	(16)	12%	(50)	17%	(71)	59%	(245)	7%	(30)	412
PID/Gender: Rep Men	9%	(31)	25%	(86)	19%	(66)	46%	(159)	2%	(8)	350
PID/Gender: Rep Women	4%	(14)	11%	(36)	13%	(43)	66%	(213)	5%	(15)	322
Ideo: Liberal (1-3)	8%	(63)	25%	(186)	19%	(145)	45%	(339)	3%	(24)	756
Ideo: Moderate (4)	7%	(29)	14%	(62)	21%	(90)	56%	(241)	3%	(11)	433
Ideo: Conservative (5-7)	4%	(31)	15%	(104)	20%	(141)	58%	(406)	3%	(20)	702
Educ: < College	4%	(68)	16%	(237)	17%	(258)	58%	(875)	5%	(75)	1513
Educ: Bachelors degree	8%	(33)	23%	(101)	21%	(95)	46%	(205)	2%	(10)	444
Educ: Post-grad	13%	(31)	17%	(43)	25%	(60)	43%	(106)	2%	(4)	244
Income: Under 50k	5%	(65)	16%	(209)	18%	(232)	56%	(739)	5%	(69)	1314
Income: 50k-100k	8%	(53)	20%	(123)	18%	(115)	52%	(325)	2%	(12)	628
Income: 100k	6%	(14)	19%	(49)	25%	(65)	47%	(123)	3%	(8)	259

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Table BRD12: *And how much interest do you have in professional soccer, either domestically or internationally?*

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	6%	(133)	17%	(381)	19%	(413)	54%	(1186)	4%	(89)	2201
Ethnicity: White	5%	(89)	17%	(292)	17%	(299)	57%	(980)	4%	(62)	1722
Ethnicity: Hispanic	14%	(50)	27%	(95)	22%	(77)	32%	(112)	5%	(16)	350
Ethnicity: Afr. Am.	8%	(21)	19%	(52)	22%	(61)	46%	(126)	5%	(15)	274
Ethnicity: Other	11%	(22)	18%	(37)	26%	(53)	39%	(80)	6%	(12)	204
Relig: Protestant	4%	(21)	22%	(112)	17%	(85)	54%	(268)	3%	(13)	499
Relig: Roman Catholic	10%	(41)	20%	(88)	25%	(106)	45%	(192)	1%	(2)	430
Relig: Ath./Agn./None	6%	(39)	14%	(94)	17%	(110)	58%	(386)	5%	(32)	662
Relig: Something Else	7%	(24)	14%	(48)	18%	(63)	55%	(188)	6%	(20)	343
Relig: Jewish	7%	(3)	7%	(3)	15%	(7)	68%	(29)	2%	(1)	43
Relig: Evangelical	5%	(26)	16%	(91)	19%	(110)	55%	(312)	5%	(26)	565
Relig: Non-Evang. Catholics	7%	(44)	24%	(147)	21%	(129)	47%	(296)	1%	(7)	623
Relig: All Christian	6%	(69)	20%	(239)	20%	(239)	51%	(608)	3%	(33)	1188
Relig: All Non-Christian	6%	(63)	14%	(142)	17%	(173)	57%	(574)	5%	(53)	1005
Community: Urban	10%	(55)	20%	(113)	19%	(107)	47%	(271)	4%	(25)	571
Community: Suburban	5%	(51)	16%	(154)	21%	(198)	55%	(526)	3%	(29)	958
Community: Rural	4%	(26)	17%	(114)	16%	(108)	58%	(389)	5%	(34)	671
Employ: Private Sector	7%	(47)	21%	(141)	22%	(147)	47%	(313)	3%	(22)	669
Employ: Government	10%	(14)	19%	(26)	23%	(31)	45%	(62)	3%	(4)	137
Employ: Self-Employed	10%	(17)	21%	(35)	21%	(34)	44%	(71)	4%	(6)	163
Employ: Homemaker	5%	(8)	14%	(20)	14%	(22)	61%	(92)	6%	(8)	150
Employ: Student	7%	(9)	29%	(34)	23%	(27)	35%	(42)	6%	(7)	119
Employ: Retired	3%	(13)	12%	(57)	15%	(69)	69%	(314)	1%	(3)	456
Employ: Unemployed	7%	(16)	13%	(31)	15%	(37)	58%	(140)	7%	(17)	240
Employ: Other	4%	(10)	14%	(38)	17%	(45)	57%	(152)	8%	(22)	267
Military HH: Yes	5%	(21)	15%	(63)	19%	(77)	60%	(246)	1%	(5)	412
Military HH: No	6%	(111)	18%	(318)	19%	(336)	53%	(940)	5%	(84)	1789
RD/WT: Right Direction	6%	(52)	16%	(129)	21%	(174)	53%	(437)	4%	(32)	825
RD/WT: Wrong Track	6%	(80)	18%	(252)	17%	(238)	54%	(749)	4%	(56)	1376
Trump Job Approve	6%	(57)	16%	(144)	19%	(174)	56%	(508)	3%	(28)	911
Trump Job Disapprove	6%	(71)	19%	(222)	19%	(224)	52%	(598)	4%	(41)	1156

Continued on next page

Table BRD12: And how much interest do you have in professional soccer, either domestically or internationally?

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
Adults	6%	(133)	17%	(381)	19%	(413)	54%	(1186)	4%	(89)	2201
Trump Job Strongly Approve	8%	(35)	17%	(77)	13%	(60)	58%	(261)	4%	(19)	453
Trump Job Somewhat Approve	5%	(22)	15%	(67)	25%	(114)	54%	(247)	2%	(9)	458
Trump Job Somewhat Disapprove	6%	(16)	23%	(62)	18%	(48)	48%	(129)	6%	(15)	270
Trump Job Strongly Disapprove	6%	(55)	18%	(160)	20%	(175)	53%	(470)	3%	(26)	885
#1 Issue: Economy	7%	(47)	18%	(123)	19%	(125)	52%	(343)	4%	(29)	667
#1 Issue: Security	8%	(27)	17%	(61)	18%	(64)	54%	(191)	2%	(8)	350
#1 Issue: Health Care	8%	(28)	16%	(58)	21%	(73)	51%	(178)	4%	(15)	352
#1 Issue: Medicare / Social Security	2%	(6)	12%	(36)	16%	(51)	66%	(203)	4%	(14)	310
#1 Issue: Women's Issues	3%	(3)	22%	(21)	20%	(19)	55%	(54)	—	(0)	98
#1 Issue: Education	7%	(14)	21%	(40)	21%	(41)	47%	(90)	5%	(9)	194
#1 Issue: Energy	5%	(5)	24%	(25)	23%	(23)	42%	(43)	6%	(6)	102
#1 Issue: Other	3%	(3)	13%	(17)	13%	(17)	65%	(83)	7%	(8)	129
2016 Vote: Democrat Hillary Clinton	7%	(46)	18%	(122)	22%	(147)	51%	(350)	2%	(16)	681
2016 Vote: Republican Donald Trump	6%	(41)	14%	(96)	19%	(128)	60%	(415)	1%	(10)	689
2016 Vote: Someone else	11%	(23)	19%	(39)	22%	(45)	43%	(88)	5%	(10)	206
Voted in 2014: Yes	6%	(87)	16%	(219)	20%	(272)	55%	(754)	2%	(33)	1366
Voted in 2014: No	5%	(45)	19%	(161)	17%	(141)	52%	(432)	7%	(56)	835
2012 Vote: Barack Obama	7%	(59)	16%	(136)	20%	(171)	54%	(451)	2%	(19)	837
2012 Vote: Mitt Romney	5%	(26)	14%	(71)	18%	(87)	61%	(303)	2%	(9)	497
2012 Vote: Other	9%	(10)	17%	(19)	22%	(24)	48%	(52)	4%	(5)	108
2012 Vote: Didn't Vote	5%	(38)	20%	(154)	17%	(130)	50%	(379)	7%	(56)	757
4-Region: Northeast	6%	(22)	14%	(56)	23%	(91)	56%	(219)	2%	(6)	394
4-Region: Midwest	6%	(28)	16%	(76)	17%	(79)	57%	(263)	4%	(17)	462
4-Region: South	5%	(41)	17%	(140)	17%	(143)	55%	(453)	6%	(47)	825
4-Region: West	8%	(42)	21%	(109)	19%	(101)	48%	(251)	4%	(19)	520
Favorable of Trump	6%	(55)	17%	(157)	18%	(159)	56%	(507)	3%	(24)	902
Unfavorable of Trump	6%	(72)	18%	(200)	21%	(235)	52%	(600)	3%	(35)	1143
Very Favorable of Trump	7%	(36)	17%	(91)	15%	(78)	58%	(303)	3%	(15)	523
Somewhat Favorable of Trump	5%	(20)	17%	(66)	21%	(81)	54%	(204)	2%	(9)	380
Somewhat Unfavorable of Trump	7%	(17)	19%	(47)	26%	(64)	45%	(109)	2%	(5)	243
Very Unfavorable of Trump	6%	(55)	17%	(153)	19%	(170)	55%	(491)	3%	(30)	900

Continued on next page

Table BRD12: And how much interest do you have in professional soccer, either domestically or internationally?

Demographic	A lot		Some		Not too much		None at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(133)	17%	(381)	19%	(413)	54%	(1186)	4%	(89)	2201
Watch 2014 World Cup: Yes	24%	(109)	40%	(178)	24%	(105)	11%	(49)	1%	(5)	444
Watch 2014 World Cup: No	1%	(21)	11%	(174)	17%	(260)	68%	(1064)	3%	(43)	1562
Watch 2014 World Cup: DK/NO	2%	(3)	15%	(29)	25%	(48)	38%	(73)	21%	(41)	195
Attend MLS Game past yr: Yes	35%	(94)	44%	(120)	15%	(40)	4%	(12)	1%	(4)	270
Attend MLS Game past yr: No	2%	(36)	14%	(246)	19%	(343)	63%	(1139)	3%	(47)	1810
Attend MLS Game past yr: DK/NO	2%	(3)	13%	(15)	25%	(30)	29%	(35)	32%	(38)	121
Watched Int'l Soccer in last yr: Yes	42%	(71)	43%	(73)	11%	(19)	4%	(6)	—	(0)	170
Watched Int'l Soccer in last yr: No	3%	(59)	15%	(285)	19%	(366)	60%	(1137)	3%	(49)	1896
Watched Int'l Soccer in last yr: DK/NO	2%	(2)	17%	(23)	21%	(28)	31%	(43)	29%	(40)	136

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

Table BRD13_1: How likely are you to watch each of the following major sporting events?
Super Bowl

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	51%	(1117)	20%	(438)	8%	(166)	18%	(402)	4%	(78)	2201
Gender: Male	59%	(626)	18%	(191)	7%	(72)	13%	(140)	3%	(33)	1062
Gender: Female	43%	(492)	22%	(247)	8%	(94)	23%	(262)	4%	(45)	1139
Age: 18-29	42%	(204)	23%	(111)	10%	(51)	18%	(89)	6%	(32)	487
Age: 30-44	53%	(278)	20%	(105)	7%	(38)	14%	(71)	6%	(34)	527
Age: 45-54	56%	(224)	19%	(75)	6%	(22)	18%	(71)	2%	(7)	400
Age: 55-64	52%	(183)	21%	(74)	6%	(22)	20%	(70)	1%	(2)	351
Age: 65	52%	(229)	17%	(72)	7%	(32)	23%	(101)	1%	(3)	436
Generation Z: 18-21	32%	(58)	23%	(41)	11%	(19)	23%	(42)	12%	(21)	181
Millennial: Age 22-37	49%	(297)	22%	(130)	9%	(52)	15%	(88)	6%	(35)	603
Generation X: Age 38-53	56%	(334)	18%	(109)	7%	(40)	16%	(95)	2%	(15)	593
Boomers: Age 54-72	52%	(365)	20%	(140)	7%	(48)	20%	(142)	1%	(7)	701
PID: Dem (no lean)	54%	(404)	20%	(150)	7%	(49)	15%	(111)	4%	(30)	743
PID: Ind (no lean)	45%	(351)	20%	(158)	10%	(78)	21%	(164)	4%	(35)	786
PID: Rep (no lean)	54%	(362)	19%	(131)	6%	(39)	19%	(127)	2%	(13)	672
PID/Gender: Dem Men	60%	(203)	19%	(64)	6%	(19)	11%	(38)	4%	(15)	338
PID/Gender: Dem Women	50%	(201)	21%	(86)	7%	(30)	18%	(73)	4%	(16)	405
PID/Gender: Ind Men	51%	(192)	20%	(74)	10%	(38)	16%	(62)	2%	(9)	374
PID/Gender: Ind Women	39%	(160)	20%	(84)	10%	(40)	25%	(103)	6%	(25)	412
PID/Gender: Rep Men	66%	(231)	15%	(54)	4%	(15)	12%	(41)	3%	(9)	350
PID/Gender: Rep Women	41%	(130)	24%	(77)	8%	(24)	27%	(86)	1%	(4)	322
Ideo: Liberal (1-3)	52%	(396)	21%	(159)	9%	(67)	15%	(116)	3%	(19)	756
Ideo: Moderate (4)	51%	(220)	22%	(94)	7%	(31)	16%	(71)	4%	(18)	433
Ideo: Conservative (5-7)	54%	(380)	19%	(130)	6%	(43)	20%	(137)	2%	(12)	702
Educ: < College	49%	(744)	20%	(300)	7%	(113)	19%	(290)	4%	(66)	1513
Educ: Bachelors degree	55%	(246)	18%	(78)	7%	(33)	18%	(81)	1%	(6)	444
Educ: Post-grad	52%	(128)	24%	(60)	8%	(20)	13%	(31)	2%	(6)	244

Continued on next page

Table BRD13_1: How likely are you to watch each of the following major sporting events?*Super Bowl*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	51%	(1117)	20%	(438)	8%	(166)	18%	(402)	4%	(78)	2201
Income: Under 50k	45%	(597)	21%	(271)	9%	(113)	21%	(270)	5%	(63)	1314
Income: 50k-100k	56%	(355)	21%	(129)	7%	(43)	15%	(92)	1%	(9)	628
Income: 100k	64%	(165)	15%	(38)	4%	(10)	15%	(40)	2%	(6)	259
Ethnicity: White	51%	(883)	19%	(330)	8%	(132)	19%	(329)	3%	(49)	1722
Ethnicity: Hispanic	50%	(173)	20%	(71)	4%	(15)	19%	(66)	7%	(24)	350
Ethnicity: Afr. Am.	54%	(149)	23%	(64)	6%	(17)	11%	(29)	6%	(16)	274
Ethnicity: Other	42%	(85)	22%	(44)	8%	(17)	22%	(44)	6%	(13)	204
Relig: Protestant	57%	(284)	20%	(98)	5%	(27)	17%	(83)	1%	(7)	499
Relig: Roman Catholic	57%	(246)	20%	(84)	8%	(32)	14%	(58)	2%	(9)	430
Relig: Ath./Agn./None	44%	(290)	16%	(108)	10%	(65)	25%	(164)	5%	(34)	662
Relig: Something Else	47%	(162)	24%	(82)	8%	(27)	16%	(55)	5%	(18)	343
Relig: Jewish	53%	(23)	25%	(11)	5%	(2)	15%	(6)	2%	(1)	43
Relig: Evangelical	51%	(287)	22%	(126)	6%	(35)	17%	(97)	4%	(20)	565
Relig: Non-Evang. Catholics	60%	(375)	19%	(119)	6%	(39)	13%	(84)	1%	(6)	623
Relig: All Christian	56%	(662)	21%	(245)	6%	(74)	15%	(180)	2%	(26)	1188
Relig: All Non-Christian	45%	(453)	19%	(190)	9%	(92)	22%	(218)	5%	(52)	1005
Community: Urban	51%	(290)	17%	(99)	8%	(44)	20%	(115)	4%	(24)	571
Community: Suburban	52%	(501)	19%	(185)	8%	(73)	18%	(175)	2%	(24)	958
Community: Rural	49%	(326)	23%	(154)	7%	(49)	17%	(112)	4%	(30)	671
Employ: Private Sector	59%	(394)	20%	(131)	6%	(40)	14%	(96)	1%	(9)	669
Employ: Government	54%	(74)	19%	(26)	6%	(9)	15%	(21)	6%	(8)	137
Employ: Self-Employed	50%	(82)	19%	(30)	12%	(19)	16%	(27)	4%	(6)	163
Employ: Homemaker	50%	(76)	19%	(29)	6%	(9)	19%	(29)	6%	(8)	150
Employ: Student	39%	(46)	28%	(33)	7%	(8)	19%	(23)	8%	(9)	119
Employ: Retired	48%	(218)	18%	(83)	9%	(39)	25%	(114)	1%	(2)	456
Employ: Unemployed	43%	(103)	18%	(43)	10%	(23)	21%	(50)	9%	(22)	240
Employ: Other	48%	(127)	24%	(63)	7%	(20)	16%	(44)	5%	(14)	267
Military HH: Yes	53%	(218)	18%	(73)	9%	(37)	19%	(78)	1%	(5)	412
Military HH: No	50%	(899)	20%	(365)	7%	(129)	18%	(324)	4%	(73)	1789

Continued on next page

Table BRD13_1: How likely are you to watch each of the following major sporting events?

Super Bowl

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	51%	(1117)	20%	(438)	8%	(166)	18%	(402)	4%	(78)	2201
RD/WT: Right Direction	52%	(427)	21%	(170)	7%	(57)	17%	(141)	4%	(31)	825
RD/WT: Wrong Track	50%	(690)	19%	(268)	8%	(109)	19%	(261)	3%	(47)	1376
Trump Job Approve	51%	(469)	21%	(187)	7%	(64)	18%	(163)	3%	(29)	911
Trump Job Disapprove	51%	(591)	20%	(231)	8%	(89)	19%	(214)	3%	(30)	1156
Trump Job Strongly Approve	53%	(240)	19%	(85)	6%	(26)	20%	(91)	2%	(11)	453
Trump Job Somewhat Approve	50%	(229)	22%	(102)	8%	(38)	16%	(72)	4%	(18)	458
Trump Job Somewhat Disapprove	52%	(140)	22%	(61)	7%	(19)	13%	(36)	5%	(14)	270
Trump Job Strongly Disapprove	51%	(451)	19%	(171)	8%	(70)	20%	(178)	2%	(16)	885
#1 Issue: Economy	56%	(371)	21%	(140)	6%	(41)	13%	(88)	4%	(26)	667
#1 Issue: Security	54%	(190)	20%	(71)	6%	(20)	18%	(64)	1%	(5)	350
#1 Issue: Health Care	51%	(179)	17%	(60)	9%	(31)	20%	(70)	3%	(12)	352
#1 Issue: Medicare / Social Security	50%	(155)	15%	(47)	8%	(25)	23%	(72)	4%	(11)	310
#1 Issue: Women's Issues	41%	(40)	32%	(31)	6%	(6)	21%	(21)	—	(0)	98
#1 Issue: Education	49%	(95)	21%	(40)	11%	(22)	17%	(33)	2%	(4)	194
#1 Issue: Energy	47%	(48)	19%	(19)	8%	(9)	15%	(15)	11%	(11)	102
#1 Issue: Other	30%	(38)	22%	(29)	10%	(13)	31%	(40)	7%	(9)	129
2016 Vote: Democrat Hillary Clinton	54%	(371)	21%	(144)	7%	(45)	15%	(102)	3%	(20)	681
2016 Vote: Republican Donald Trump	54%	(372)	20%	(134)	6%	(43)	19%	(129)	2%	(11)	689
2016 Vote: Someone else	52%	(107)	19%	(40)	9%	(19)	19%	(39)	1%	(2)	206
Voted in 2014: Yes	54%	(744)	20%	(268)	7%	(96)	17%	(231)	2%	(27)	1366
Voted in 2014: No	45%	(374)	20%	(169)	8%	(69)	21%	(171)	6%	(51)	835
2012 Vote: Barack Obama	55%	(463)	21%	(177)	6%	(54)	14%	(121)	3%	(21)	837
2012 Vote: Mitt Romney	54%	(268)	18%	(89)	8%	(42)	19%	(95)	1%	(4)	497
2012 Vote: Other	56%	(60)	10%	(11)	6%	(7)	27%	(29)	1%	(1)	108
2012 Vote: Didn't Vote	43%	(325)	21%	(161)	8%	(63)	21%	(156)	7%	(51)	757
4-Region: Northeast	57%	(225)	18%	(72)	7%	(26)	16%	(64)	2%	(6)	394
4-Region: Midwest	52%	(242)	20%	(93)	7%	(32)	18%	(84)	2%	(11)	462
4-Region: South	48%	(400)	20%	(162)	8%	(62)	20%	(165)	4%	(36)	825
4-Region: West	48%	(251)	21%	(111)	9%	(45)	17%	(89)	5%	(25)	520

Continued on next page

Table BRD13_1: How likely are you to watch each of the following major sporting events?
Super Bowl

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	51% (1117)	20% (438)	8% (166)	18% (402)	4% (78)	2201
Favorable of Trump	55% (494)	19% (170)	7% (60)	18% (160)	2% (20)	902
Unfavorable of Trump	50% (574)	21% (244)	8% (97)	17% (198)	3% (30)	1143
Very Favorable of Trump	55% (289)	19% (100)	5% (24)	19% (100)	2% (9)	523
Somewhat Favorable of Trump	54% (204)	18% (70)	9% (35)	16% (60)	3% (10)	380
Somewhat Unfavorable of Trump	51% (123)	27% (65)	7% (18)	10% (24)	5% (12)	243
Very Unfavorable of Trump	50% (451)	20% (178)	9% (79)	19% (173)	2% (18)	900
Watch 2014 World Cup: Yes	70% (312)	16% (71)	6% (27)	6% (27)	2% (8)	444
Watch 2014 World Cup: No	47% (728)	21% (335)	8% (125)	22% (342)	2% (32)	1562
Watch 2014 World Cup: DK/NO	40% (78)	16% (31)	7% (14)	17% (33)	20% (38)	195
Attend MLS Game past yr: Yes	69% (187)	20% (53)	3% (9)	7% (18)	1% (3)	270
Attend MLS Game past yr: No	49% (893)	20% (369)	8% (145)	20% (364)	2% (39)	1810
Attend MLS Game past yr: DK/NO	31% (37)	13% (16)	10% (12)	17% (20)	29% (36)	121
Watched Int'l Soccer in last yr: Yes	72% (123)	16% (26)	5% (8)	7% (11)	1% (1)	170
Watched Int'l Soccer in last yr: No	50% (954)	21% (391)	8% (144)	19% (368)	2% (38)	1896
Watched Int'l Soccer in last yr: DK/NO	30% (40)	15% (21)	10% (13)	17% (23)	29% (39)	136

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

Table BRD13_4: How likely are you to watch each of the following major sporting events?
Olympics

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	35%	(780)	28%	(614)	13%	(297)	19%	(419)	4%	(91)	2201
Gender: Male	38%	(402)	28%	(294)	15%	(156)	16%	(173)	4%	(38)	1062
Gender: Female	33%	(378)	28%	(321)	12%	(140)	22%	(246)	5%	(53)	1139
Age: 18-29	31%	(151)	27%	(132)	12%	(57)	22%	(107)	8%	(39)	487
Age: 30-44	31%	(162)	33%	(176)	14%	(72)	16%	(84)	6%	(34)	527
Age: 45-54	36%	(144)	25%	(100)	15%	(62)	21%	(83)	3%	(12)	400
Age: 55-64	40%	(140)	28%	(98)	14%	(50)	18%	(62)	1%	(2)	351
Age: 65	42%	(183)	25%	(109)	13%	(56)	19%	(83)	1%	(5)	436
Generation Z: 18-21	31%	(56)	21%	(37)	11%	(20)	25%	(45)	12%	(23)	181
Millennial: Age 22-37	32%	(191)	32%	(191)	12%	(75)	18%	(107)	6%	(39)	603
Generation X: Age 38-53	33%	(198)	27%	(163)	15%	(88)	21%	(122)	4%	(22)	593
Boomers: Age 54-72	40%	(280)	28%	(196)	14%	(101)	17%	(118)	1%	(6)	701
PID: Dem (no lean)	40%	(296)	26%	(196)	13%	(97)	16%	(123)	4%	(32)	743
PID: Ind (no lean)	29%	(230)	28%	(219)	16%	(126)	22%	(172)	5%	(39)	786
PID: Rep (no lean)	38%	(253)	30%	(200)	11%	(73)	18%	(124)	3%	(21)	672
PID/Gender: Dem Men	40%	(136)	27%	(91)	14%	(47)	14%	(48)	5%	(16)	338
PID/Gender: Dem Women	40%	(160)	26%	(104)	12%	(50)	18%	(75)	4%	(16)	405
PID/Gender: Ind Men	32%	(120)	26%	(97)	19%	(71)	20%	(76)	3%	(11)	374
PID/Gender: Ind Women	27%	(110)	30%	(122)	13%	(56)	23%	(96)	7%	(28)	412
PID/Gender: Rep Men	42%	(146)	30%	(106)	11%	(39)	14%	(49)	3%	(11)	350
PID/Gender: Rep Women	33%	(107)	29%	(94)	11%	(35)	23%	(75)	3%	(10)	322
Ideo: Liberal (1-3)	42%	(316)	27%	(203)	14%	(105)	15%	(114)	2%	(19)	756
Ideo: Moderate (4)	35%	(151)	31%	(133)	15%	(63)	16%	(67)	4%	(19)	433
Ideo: Conservative (5-7)	37%	(259)	30%	(211)	12%	(81)	18%	(130)	3%	(22)	702
Educ: < College	32%	(479)	27%	(403)	14%	(215)	22%	(336)	5%	(80)	1513
Educ: Bachelors degree	42%	(186)	30%	(135)	12%	(53)	14%	(62)	2%	(7)	444
Educ: Post-grad	47%	(114)	31%	(77)	11%	(28)	9%	(21)	2%	(5)	244

Continued on next page

Table BRD13_4: How likely are you to watch each of the following major sporting events?
Olympics

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(780)	28%	(614)	13%	(297)	19%	(419)	4%	(91)	2201
Income: Under 50k	32%	(422)	26%	(340)	14%	(186)	22%	(292)	6%	(74)	1314
Income: 50k-100k	40%	(254)	30%	(190)	12%	(75)	16%	(101)	1%	(9)	628
Income: 100k	40%	(104)	33%	(85)	14%	(35)	10%	(26)	3%	(9)	259
Ethnicity: White	35%	(611)	28%	(475)	14%	(236)	19%	(336)	4%	(65)	1722
Ethnicity: Hispanic	39%	(137)	20%	(72)	17%	(58)	16%	(56)	8%	(28)	350
Ethnicity: Afr. Am.	39%	(107)	30%	(82)	11%	(31)	15%	(43)	4%	(12)	274
Ethnicity: Other	30%	(62)	28%	(57)	15%	(30)	20%	(41)	7%	(14)	204
Relig: Protestant	47%	(235)	29%	(143)	8%	(40)	15%	(74)	2%	(8)	499
Relig: Roman Catholic	43%	(185)	27%	(116)	11%	(48)	16%	(67)	3%	(13)	430
Relig: Ath./Agn./None	27%	(176)	27%	(178)	17%	(113)	24%	(157)	6%	(37)	662
Relig: Something Else	32%	(109)	30%	(103)	13%	(46)	19%	(67)	6%	(20)	343
Relig: Jewish	34%	(15)	29%	(13)	3%	(1)	32%	(14)	2%	(1)	43
Relig: Evangelical	36%	(203)	29%	(165)	13%	(76)	16%	(91)	5%	(29)	565
Relig: Non-Evang. Catholics	47%	(292)	27%	(165)	10%	(60)	16%	(100)	1%	(6)	623
Relig: All Christian	42%	(495)	28%	(331)	11%	(137)	16%	(191)	3%	(35)	1188
Relig: All Non-Christian	28%	(285)	28%	(281)	16%	(159)	22%	(224)	6%	(57)	1005
Community: Urban	33%	(189)	28%	(159)	15%	(84)	19%	(110)	5%	(29)	571
Community: Suburban	39%	(373)	27%	(260)	13%	(121)	19%	(182)	2%	(23)	958
Community: Rural	32%	(217)	29%	(196)	14%	(92)	19%	(127)	6%	(40)	671
Employ: Private Sector	41%	(277)	29%	(191)	14%	(95)	14%	(96)	1%	(10)	669
Employ: Government	31%	(42)	32%	(44)	14%	(20)	16%	(22)	7%	(9)	137
Employ: Self-Employed	39%	(64)	25%	(41)	14%	(23)	18%	(29)	4%	(7)	163
Employ: Homemaker	26%	(39)	30%	(45)	17%	(25)	22%	(33)	6%	(9)	150
Employ: Student	34%	(40)	29%	(35)	10%	(12)	15%	(18)	12%	(14)	119
Employ: Retired	39%	(178)	25%	(115)	13%	(57)	22%	(101)	1%	(5)	456
Employ: Unemployed	27%	(65)	27%	(65)	11%	(25)	28%	(66)	8%	(18)	240
Employ: Other	28%	(74)	30%	(79)	15%	(40)	20%	(54)	7%	(19)	267
Military HH: Yes	38%	(155)	30%	(124)	14%	(59)	17%	(68)	1%	(5)	412
Military HH: No	35%	(624)	27%	(490)	13%	(237)	20%	(351)	5%	(86)	1789

Continued on next page

Table BRD13_4: How likely are you to watch each of the following major sporting events?

Olympics

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(780)	28%	(614)	13%	(297)	19%	(419)	4%	(91)	2201
RD/WT: Right Direction	37%	(305)	28%	(228)	12%	(101)	18%	(149)	5%	(42)	825
RD/WT: Wrong Track	35%	(475)	28%	(386)	14%	(196)	20%	(270)	4%	(49)	1376
Trump Job Approve	35%	(321)	29%	(265)	13%	(122)	18%	(168)	4%	(36)	911
Trump Job Disapprove	37%	(433)	28%	(320)	14%	(156)	18%	(211)	3%	(35)	1156
Trump Job Strongly Approve	39%	(178)	28%	(126)	11%	(51)	18%	(82)	4%	(16)	453
Trump Job Somewhat Approve	31%	(143)	30%	(139)	15%	(71)	19%	(85)	4%	(20)	458
Trump Job Somewhat Disapprove	35%	(95)	31%	(85)	16%	(42)	13%	(35)	5%	(14)	270
Trump Job Strongly Disapprove	38%	(338)	27%	(236)	13%	(114)	20%	(177)	2%	(22)	885
#1 Issue: Economy	37%	(245)	29%	(196)	13%	(86)	16%	(109)	5%	(31)	667
#1 Issue: Security	40%	(139)	29%	(101)	9%	(30)	21%	(74)	1%	(5)	350
#1 Issue: Health Care	32%	(114)	25%	(89)	20%	(69)	18%	(63)	5%	(18)	352
#1 Issue: Medicare / Social Security	35%	(108)	25%	(78)	14%	(44)	23%	(70)	3%	(10)	310
#1 Issue: Women's Issues	30%	(30)	37%	(36)	9%	(9)	24%	(23)	—	(0)	98
#1 Issue: Education	39%	(75)	32%	(62)	11%	(22)	17%	(32)	2%	(4)	194
#1 Issue: Energy	40%	(41)	26%	(26)	8%	(8)	13%	(13)	12%	(13)	102
#1 Issue: Other	22%	(29)	20%	(26)	22%	(28)	27%	(35)	8%	(10)	129
2016 Vote: Democrat Hillary Clinton	42%	(287)	29%	(197)	12%	(83)	14%	(97)	3%	(19)	681
2016 Vote: Republican Donald Trump	37%	(258)	29%	(197)	13%	(89)	19%	(130)	2%	(15)	689
2016 Vote: Someone else	35%	(72)	26%	(54)	17%	(35)	20%	(41)	1%	(3)	206
Voted in 2014: Yes	40%	(540)	28%	(387)	13%	(177)	17%	(230)	2%	(32)	1366
Voted in 2014: No	29%	(239)	27%	(228)	14%	(119)	23%	(189)	7%	(60)	835
2012 Vote: Barack Obama	42%	(348)	29%	(244)	13%	(107)	14%	(121)	2%	(16)	837
2012 Vote: Mitt Romney	38%	(190)	27%	(132)	13%	(66)	20%	(101)	1%	(7)	497
2012 Vote: Other	35%	(38)	25%	(27)	17%	(19)	20%	(22)	3%	(3)	108
2012 Vote: Didn't Vote	27%	(203)	28%	(210)	14%	(105)	23%	(175)	8%	(64)	757
4-Region: Northeast	38%	(149)	24%	(96)	15%	(58)	21%	(81)	2%	(9)	394
4-Region: Midwest	39%	(180)	27%	(125)	13%	(59)	18%	(84)	3%	(15)	462
4-Region: South	32%	(264)	29%	(236)	13%	(111)	21%	(173)	5%	(40)	825
4-Region: West	36%	(186)	30%	(157)	13%	(69)	15%	(81)	5%	(27)	520

Continued on next page

Table BRD13_4: How likely are you to watch each of the following major sporting events?
 Olympics

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	35%	(780)	28%	(614)	13%	(297)	19%	(419)	4%	(91)	2201
Favorable of Trump	38%	(343)	28%	(250)	14%	(125)	18%	(160)	3%	(24)	902
Unfavorable of Trump	36%	(414)	29%	(335)	13%	(152)	18%	(206)	3%	(35)	1143
Very Favorable of Trump	39%	(205)	28%	(147)	11%	(58)	18%	(97)	3%	(16)	523
Somewhat Favorable of Trump	36%	(138)	27%	(103)	18%	(66)	17%	(63)	2%	(8)	380
Somewhat Unfavorable of Trump	31%	(76)	34%	(81)	15%	(37)	13%	(32)	7%	(16)	243
Very Unfavorable of Trump	38%	(338)	28%	(254)	13%	(115)	19%	(174)	2%	(19)	900
Watch 2014 World Cup: Yes	58%	(257)	29%	(131)	7%	(31)	3%	(15)	3%	(12)	444
Watch 2014 World Cup: No	31%	(480)	29%	(447)	16%	(242)	23%	(358)	2%	(35)	1562
Watch 2014 World Cup: DK/NO	22%	(43)	19%	(37)	12%	(24)	24%	(46)	23%	(45)	195
Attend MLS Game past yr: Yes	54%	(147)	30%	(81)	10%	(27)	5%	(15)	—	(0)	270
Attend MLS Game past yr: No	34%	(613)	29%	(516)	14%	(252)	21%	(379)	3%	(50)	1810
Attend MLS Game past yr: DK/NO	16%	(20)	14%	(17)	14%	(18)	21%	(26)	34%	(42)	121
Watched Int'l Soccer in last yr: Yes	55%	(94)	29%	(48)	9%	(16)	7%	(11)	—	(0)	170
Watched Int'l Soccer in last yr: No	35%	(664)	29%	(546)	14%	(259)	20%	(380)	2%	(47)	1896
Watched Int'l Soccer in last yr: DK/NO	16%	(21)	15%	(20)	16%	(22)	21%	(28)	33%	(44)	136

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

Table BRD13_5: How likely are you to watch each of the following major sporting events?
World Series

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	30%	(664)	23%	(507)	13%	(282)	29%	(646)	5%	(102)	2201
Gender: Male	39%	(415)	24%	(253)	12%	(130)	21%	(225)	4%	(39)	1062
Gender: Female	22%	(249)	22%	(254)	13%	(152)	37%	(421)	6%	(63)	1139
Age: 18-29	19%	(93)	20%	(98)	13%	(63)	39%	(192)	8%	(41)	487
Age: 30-44	27%	(143)	24%	(125)	13%	(71)	29%	(152)	7%	(36)	527
Age: 45-54	34%	(137)	20%	(79)	16%	(62)	27%	(109)	3%	(13)	400
Age: 55-64	37%	(130)	24%	(84)	12%	(43)	25%	(88)	2%	(6)	351
Age: 65	37%	(160)	28%	(121)	10%	(44)	24%	(105)	1%	(6)	436
Generation Z: 18-21	16%	(30)	16%	(29)	12%	(22)	44%	(80)	12%	(21)	181
Millennial: Age 22-37	24%	(143)	23%	(138)	13%	(80)	33%	(198)	7%	(44)	603
Generation X: Age 38-53	32%	(191)	21%	(125)	14%	(84)	29%	(169)	4%	(23)	593
Boomers: Age 54-72	36%	(251)	27%	(189)	12%	(83)	24%	(166)	2%	(12)	701
PID: Dem (no lean)	31%	(232)	24%	(178)	12%	(92)	28%	(207)	5%	(34)	743
PID: Ind (no lean)	26%	(206)	21%	(163)	14%	(107)	34%	(267)	6%	(44)	786
PID: Rep (no lean)	34%	(226)	25%	(166)	12%	(84)	26%	(172)	4%	(25)	672
PID/Gender: Dem Men	40%	(135)	22%	(75)	13%	(45)	19%	(65)	5%	(17)	338
PID/Gender: Dem Women	24%	(97)	25%	(103)	12%	(47)	35%	(142)	4%	(17)	405
PID/Gender: Ind Men	31%	(116)	23%	(85)	15%	(56)	29%	(108)	2%	(9)	374
PID/Gender: Ind Women	22%	(89)	19%	(78)	12%	(51)	39%	(159)	8%	(35)	412
PID/Gender: Rep Men	47%	(163)	26%	(92)	8%	(30)	15%	(52)	4%	(13)	350
PID/Gender: Rep Women	19%	(62)	23%	(74)	17%	(54)	37%	(120)	4%	(11)	322
Ideo: Liberal (1-3)	33%	(251)	23%	(171)	14%	(106)	28%	(208)	3%	(21)	756
Ideo: Moderate (4)	31%	(134)	23%	(99)	14%	(61)	26%	(113)	6%	(26)	433
Ideo: Conservative (5-7)	30%	(213)	26%	(186)	13%	(91)	27%	(190)	3%	(23)	702
Educ: < College	28%	(421)	22%	(329)	13%	(192)	32%	(483)	6%	(88)	1513
Educ: Bachelors degree	34%	(152)	25%	(112)	14%	(61)	25%	(109)	2%	(10)	444
Educ: Post-grad	37%	(90)	27%	(66)	12%	(30)	22%	(53)	2%	(4)	244

Continued on next page

Table BRD13_5: How likely are you to watch each of the following major sporting events?
 World Series

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(664)	23%	(507)	13%	(282)	29%	(646)	5%	(102)	2201
Income: Under 50k	28%	(369)	20%	(259)	13%	(166)	33%	(438)	6%	(82)	1314
Income: 50k-100k	31%	(195)	29%	(181)	13%	(80)	26%	(161)	2%	(11)	628
Income: 100k	39%	(100)	26%	(66)	14%	(36)	19%	(48)	3%	(9)	259
Ethnicity: White	31%	(533)	24%	(405)	12%	(215)	29%	(494)	4%	(76)	1722
Ethnicity: Hispanic	42%	(147)	17%	(60)	8%	(28)	25%	(86)	8%	(29)	350
Ethnicity: Afr. Am.	28%	(77)	24%	(65)	13%	(36)	31%	(84)	4%	(11)	274
Ethnicity: Other	26%	(54)	18%	(36)	15%	(31)	33%	(68)	7%	(15)	204
Relig: Protestant	37%	(184)	27%	(135)	13%	(67)	20%	(102)	2%	(11)	499
Relig: Roman Catholic	42%	(178)	25%	(106)	13%	(55)	18%	(78)	3%	(12)	430
Relig: Ath./Agn./None	22%	(142)	21%	(137)	13%	(84)	39%	(257)	6%	(41)	662
Relig: Something Else	23%	(80)	23%	(79)	12%	(41)	35%	(122)	6%	(21)	343
Relig: Jewish	41%	(18)	34%	(15)	3%	(1)	19%	(8)	2%	(1)	43
Relig: Evangelical	30%	(170)	23%	(129)	14%	(80)	27%	(153)	6%	(33)	565
Relig: Non-Evang. Catholics	43%	(268)	26%	(160)	12%	(77)	18%	(111)	1%	(6)	623
Relig: All Christian	37%	(438)	24%	(289)	13%	(157)	22%	(264)	3%	(39)	1188
Relig: All Non-Christian	22%	(223)	21%	(216)	13%	(126)	38%	(378)	6%	(63)	1005
Community: Urban	31%	(175)	22%	(126)	14%	(81)	28%	(159)	5%	(31)	571
Community: Suburban	32%	(306)	24%	(231)	12%	(118)	29%	(273)	3%	(30)	958
Community: Rural	27%	(183)	22%	(149)	13%	(84)	32%	(214)	6%	(42)	671
Employ: Private Sector	35%	(235)	22%	(148)	15%	(100)	25%	(168)	3%	(17)	669
Employ: Government	34%	(47)	24%	(33)	10%	(14)	26%	(35)	6%	(8)	137
Employ: Self-Employed	29%	(48)	25%	(41)	11%	(18)	30%	(49)	4%	(7)	163
Employ: Homemaker	24%	(36)	22%	(33)	15%	(22)	35%	(53)	4%	(7)	150
Employ: Student	18%	(22)	24%	(29)	10%	(12)	36%	(43)	10%	(12)	119
Employ: Retired	33%	(152)	27%	(124)	10%	(46)	28%	(126)	2%	(7)	456
Employ: Unemployed	25%	(61)	17%	(40)	12%	(29)	36%	(87)	10%	(23)	240
Employ: Other	24%	(63)	22%	(58)	15%	(40)	32%	(85)	8%	(21)	267
Military HH: Yes	34%	(139)	25%	(101)	14%	(58)	25%	(105)	2%	(9)	412
Military HH: No	29%	(525)	23%	(406)	13%	(224)	30%	(541)	5%	(93)	1789

Continued on next page

Table BRD13_5: How likely are you to watch each of the following major sporting events?

World Series

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(664)	23%	(507)	13%	(282)	29%	(646)	5%	(102)	2201
RD/WT: Right Direction	33%	(273)	22%	(184)	14%	(114)	25%	(208)	6%	(46)	825
RD/WT: Wrong Track	28%	(391)	23%	(323)	12%	(168)	32%	(438)	4%	(56)	1376
Trump Job Approve	33%	(305)	23%	(212)	14%	(128)	25%	(224)	5%	(43)	911
Trump Job Disapprove	29%	(338)	24%	(278)	12%	(139)	31%	(362)	3%	(39)	1156
Trump Job Strongly Approve	36%	(165)	23%	(106)	11%	(52)	25%	(112)	4%	(18)	453
Trump Job Somewhat Approve	30%	(139)	23%	(106)	17%	(76)	25%	(113)	5%	(24)	458
Trump Job Somewhat Disapprove	30%	(82)	26%	(71)	14%	(39)	24%	(64)	5%	(15)	270
Trump Job Strongly Disapprove	29%	(256)	23%	(207)	11%	(101)	34%	(297)	3%	(24)	885
#1 Issue: Economy	30%	(197)	23%	(154)	15%	(98)	28%	(184)	5%	(33)	667
#1 Issue: Security	33%	(115)	29%	(101)	12%	(42)	24%	(84)	2%	(8)	350
#1 Issue: Health Care	31%	(111)	20%	(71)	16%	(55)	28%	(98)	5%	(18)	352
#1 Issue: Medicare / Social Security	34%	(106)	23%	(72)	10%	(31)	28%	(87)	4%	(14)	310
#1 Issue: Women's Issues	22%	(21)	23%	(23)	16%	(16)	38%	(37)	1%	(1)	98
#1 Issue: Education	32%	(63)	21%	(41)	11%	(21)	33%	(65)	2%	(5)	194
#1 Issue: Energy	22%	(22)	24%	(25)	9%	(9)	32%	(32)	13%	(14)	102
#1 Issue: Other	22%	(28)	15%	(19)	9%	(12)	46%	(59)	8%	(10)	129
2016 Vote: Democrat Hillary Clinton	31%	(209)	26%	(178)	13%	(88)	27%	(186)	3%	(20)	681
2016 Vote: Republican Donald Trump	35%	(241)	25%	(173)	12%	(85)	25%	(172)	3%	(18)	689
2016 Vote: Someone else	35%	(72)	24%	(50)	10%	(20)	29%	(60)	2%	(3)	206
Voted in 2014: Yes	34%	(458)	26%	(355)	12%	(167)	26%	(350)	3%	(36)	1366
Voted in 2014: No	25%	(206)	18%	(152)	14%	(115)	35%	(296)	8%	(66)	835
2012 Vote: Barack Obama	33%	(274)	27%	(227)	12%	(99)	26%	(218)	2%	(18)	837
2012 Vote: Mitt Romney	34%	(169)	27%	(135)	13%	(66)	24%	(121)	1%	(7)	497
2012 Vote: Other	36%	(39)	18%	(19)	11%	(12)	31%	(34)	4%	(4)	108
2012 Vote: Didn't Vote	24%	(182)	17%	(126)	14%	(105)	36%	(272)	10%	(72)	757
4-Region: Northeast	36%	(142)	22%	(86)	11%	(43)	28%	(111)	3%	(11)	394
4-Region: Midwest	33%	(153)	25%	(114)	13%	(61)	26%	(121)	3%	(13)	462
4-Region: South	27%	(221)	23%	(190)	13%	(107)	31%	(260)	6%	(47)	825
4-Region: West	28%	(147)	22%	(117)	14%	(72)	30%	(154)	6%	(30)	520

Continued on next page

Table BRD13_5: How likely are you to watch each of the following major sporting events?
 World Series

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	30% (664)	23% (507)	13% (282)	29% (646)	5% (102)	2201
Favorable of Trump	35% (319)	24% (216)	13% (116)	24% (217)	4% (34)	902
Unfavorable of Trump	28% (324)	24% (270)	13% (145)	32% (367)	3% (36)	1143
Very Favorable of Trump	39% (202)	23% (120)	10% (50)	25% (132)	3% (18)	523
Somewhat Favorable of Trump	31% (117)	25% (96)	17% (66)	22% (85)	4% (16)	380
Somewhat Unfavorable of Trump	30% (74)	25% (60)	13% (32)	26% (62)	6% (15)	243
Very Unfavorable of Trump	28% (251)	23% (210)	13% (113)	34% (305)	2% (21)	900
Watch 2014 World Cup: Yes	50% (220)	28% (123)	9% (42)	10% (46)	3% (13)	444
Watch 2014 World Cup: No	26% (408)	23% (355)	13% (207)	35% (550)	3% (42)	1562
Watch 2014 World Cup: DK/NO	18% (36)	15% (29)	17% (33)	25% (50)	24% (47)	195
Attend MLS Game past yr: Yes	53% (144)	22% (58)	12% (31)	12% (34)	1% (3)	270
Attend MLS Game past yr: No	28% (499)	24% (439)	13% (231)	32% (584)	3% (57)	1810
Attend MLS Game past yr: DK/NO	18% (21)	8% (10)	17% (20)	23% (28)	34% (42)	121
Watched Int'l Soccer in last yr: Yes	55% (93)	25% (43)	12% (20)	8% (14)	— (0)	170
Watched Int'l Soccer in last yr: No	29% (550)	24% (451)	13% (239)	32% (598)	3% (58)	1896
Watched Int'l Soccer in last yr: DK/NO	15% (21)	10% (14)	18% (24)	25% (34)	32% (44)	136

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

Table BRD13_6: How likely are you to watch each of the following major sporting events?
Wimbledon

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	9%	(199)	13%	(293)	21%	(465)	50%	(1105)	6%	(139)	2201
Gender: Male	13%	(141)	17%	(179)	22%	(233)	42%	(445)	6%	(64)	1062
Gender: Female	5%	(57)	10%	(115)	20%	(232)	58%	(660)	7%	(75)	1139
Age: 18-29	6%	(29)	10%	(49)	20%	(98)	51%	(246)	13%	(64)	487
Age: 30-44	6%	(30)	13%	(67)	21%	(108)	52%	(276)	9%	(46)	527
Age: 45-54	13%	(52)	14%	(55)	24%	(96)	46%	(184)	3%	(14)	400
Age: 55-64	13%	(46)	15%	(53)	19%	(66)	50%	(177)	3%	(9)	351
Age: 65	10%	(42)	16%	(69)	22%	(96)	51%	(222)	2%	(7)	436
Generation Z: 18-21	5%	(10)	6%	(11)	21%	(37)	51%	(93)	16%	(30)	181
Millennial: Age 22-37	6%	(36)	13%	(77)	19%	(114)	52%	(313)	11%	(64)	603
Generation X: Age 38-53	10%	(61)	13%	(75)	23%	(136)	49%	(293)	5%	(27)	593
Boomers: Age 54-72	12%	(81)	16%	(111)	22%	(151)	49%	(342)	2%	(16)	701
PID: Dem (no lean)	11%	(82)	15%	(115)	21%	(156)	46%	(341)	7%	(50)	743
PID: Ind (no lean)	6%	(43)	13%	(101)	21%	(164)	54%	(427)	6%	(51)	786
PID: Rep (no lean)	11%	(73)	12%	(78)	22%	(145)	50%	(337)	6%	(39)	672
PID/Gender: Dem Men	15%	(52)	20%	(68)	20%	(67)	37%	(126)	7%	(25)	338
PID/Gender: Dem Women	7%	(30)	12%	(47)	22%	(89)	53%	(214)	6%	(25)	405
PID/Gender: Ind Men	8%	(28)	15%	(57)	22%	(80)	51%	(190)	5%	(19)	374
PID/Gender: Ind Women	4%	(15)	11%	(44)	20%	(84)	58%	(238)	8%	(32)	412
PID/Gender: Rep Men	17%	(61)	15%	(54)	25%	(86)	37%	(129)	6%	(20)	350
PID/Gender: Rep Women	4%	(12)	7%	(24)	18%	(59)	65%	(208)	6%	(19)	322
Ideo: Liberal (1-3)	12%	(95)	17%	(132)	22%	(169)	44%	(331)	4%	(30)	756
Ideo: Moderate (4)	10%	(43)	13%	(56)	20%	(87)	49%	(213)	8%	(34)	433
Ideo: Conservative (5-7)	7%	(51)	13%	(88)	21%	(147)	53%	(375)	6%	(41)	702
Educ: < College	8%	(114)	11%	(170)	21%	(311)	53%	(805)	7%	(113)	1513
Educ: Bachelors degree	12%	(54)	16%	(71)	22%	(97)	47%	(208)	3%	(14)	444
Educ: Post-grad	13%	(31)	22%	(53)	23%	(56)	38%	(92)	5%	(12)	244

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Table BRD13_6: How likely are you to watch each of the following major sporting events?
 Wimbledon

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(199)	13%	(293)	21%	(465)	50%	(1105)	6%	(139)	2201
Income: Under 50k	8%	(111)	12%	(156)	19%	(253)	53%	(694)	8%	(99)	1314
Income: 50k-100k	10%	(60)	14%	(89)	24%	(150)	48%	(302)	4%	(27)	628
Income: 100k	11%	(27)	19%	(48)	24%	(62)	42%	(108)	5%	(13)	259
Ethnicity: White	8%	(138)	11%	(195)	21%	(368)	53%	(918)	6%	(104)	1722
Ethnicity: Hispanic	17%	(61)	11%	(38)	23%	(79)	39%	(136)	10%	(35)	350
Ethnicity: Afr. Am.	13%	(37)	22%	(61)	22%	(59)	36%	(98)	7%	(19)	274
Ethnicity: Other	12%	(24)	19%	(38)	18%	(37)	44%	(89)	8%	(16)	204
Relig: Protestant	13%	(65)	15%	(74)	23%	(113)	46%	(228)	4%	(19)	499
Relig: Roman Catholic	12%	(52)	13%	(57)	27%	(117)	43%	(185)	4%	(19)	430
Relig: Ath./Agn./None	5%	(34)	11%	(73)	18%	(116)	59%	(389)	7%	(50)	662
Relig: Something Else	9%	(30)	13%	(46)	20%	(68)	50%	(171)	8%	(29)	343
Relig: Jewish	11%	(5)	15%	(7)	13%	(6)	56%	(24)	4%	(2)	43
Relig: Evangelical	7%	(39)	17%	(96)	20%	(111)	48%	(273)	8%	(45)	565
Relig: Non-Evang. Catholics	15%	(96)	12%	(75)	27%	(169)	43%	(270)	2%	(13)	623
Relig: All Christian	11%	(135)	14%	(172)	24%	(280)	46%	(543)	5%	(58)	1188
Relig: All Non-Christian	6%	(64)	12%	(119)	18%	(184)	56%	(559)	8%	(78)	1005
Community: Urban	10%	(60)	18%	(102)	18%	(104)	46%	(264)	7%	(42)	571
Community: Suburban	8%	(76)	13%	(124)	22%	(212)	53%	(504)	4%	(43)	958
Community: Rural	9%	(63)	10%	(68)	22%	(149)	50%	(337)	8%	(54)	671
Employ: Private Sector	14%	(91)	15%	(101)	21%	(139)	46%	(309)	4%	(28)	669
Employ: Government	12%	(16)	12%	(17)	16%	(22)	52%	(72)	8%	(11)	137
Employ: Self-Employed	10%	(16)	17%	(28)	23%	(37)	44%	(71)	7%	(11)	163
Employ: Homemaker	3%	(4)	10%	(15)	25%	(37)	54%	(82)	9%	(13)	150
Employ: Student	6%	(7)	11%	(13)	21%	(25)	48%	(57)	14%	(16)	119
Employ: Retired	9%	(39)	14%	(63)	21%	(97)	55%	(248)	2%	(8)	456
Employ: Unemployed	5%	(11)	13%	(32)	18%	(42)	53%	(128)	11%	(26)	240
Employ: Other	6%	(15)	9%	(23)	25%	(66)	52%	(138)	9%	(25)	267
Military HH: Yes	9%	(39)	13%	(55)	22%	(92)	51%	(212)	3%	(13)	412
Military HH: No	9%	(160)	13%	(238)	21%	(372)	50%	(893)	7%	(126)	1789

Continued on next page

Table BRD13_6: How likely are you to watch each of the following major sporting events?

Wimbledon

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	9%	(199)	13%	(293)	21%	(465)	50%	(1105)	6%	(139)	2201
RD/WT: Right Direction	9%	(75)	14%	(119)	21%	(175)	48%	(394)	8%	(63)	825
RD/WT: Wrong Track	9%	(124)	13%	(175)	21%	(290)	52%	(711)	6%	(76)	1376
Trump Job Approve	8%	(75)	14%	(126)	20%	(184)	51%	(467)	6%	(59)	911
Trump Job Disapprove	10%	(115)	14%	(161)	22%	(253)	49%	(568)	5%	(59)	1156
Trump Job Strongly Approve	13%	(59)	14%	(64)	18%	(81)	49%	(223)	6%	(25)	453
Trump Job Somewhat Approve	4%	(16)	13%	(61)	22%	(103)	53%	(244)	7%	(34)	458
Trump Job Somewhat Disapprove	9%	(25)	14%	(37)	24%	(65)	45%	(121)	8%	(22)	270
Trump Job Strongly Disapprove	10%	(90)	14%	(124)	21%	(188)	50%	(447)	4%	(36)	885
#1 Issue: Economy	11%	(74)	12%	(79)	24%	(160)	47%	(312)	6%	(42)	667
#1 Issue: Security	10%	(36)	14%	(49)	20%	(71)	51%	(177)	5%	(17)	350
#1 Issue: Health Care	9%	(32)	17%	(60)	24%	(83)	44%	(155)	6%	(22)	352
#1 Issue: Medicare / Social Security	6%	(18)	17%	(51)	18%	(56)	55%	(169)	5%	(15)	310
#1 Issue: Women's Issues	4%	(4)	11%	(11)	22%	(21)	62%	(61)	1%	(1)	98
#1 Issue: Education	12%	(22)	12%	(23)	22%	(43)	49%	(94)	6%	(12)	194
#1 Issue: Energy	8%	(8)	9%	(9)	14%	(14)	52%	(53)	18%	(18)	102
#1 Issue: Other	4%	(5)	9%	(11)	13%	(17)	64%	(83)	10%	(13)	129
2016 Vote: Democrat Hillary Clinton	13%	(88)	17%	(113)	22%	(147)	44%	(301)	5%	(31)	681
2016 Vote: Republican Donald Trump	7%	(48)	14%	(94)	22%	(154)	53%	(365)	4%	(28)	689
2016 Vote: Someone else	8%	(17)	14%	(29)	25%	(51)	49%	(101)	4%	(8)	206
Voted in 2014: Yes	10%	(138)	16%	(213)	22%	(295)	49%	(666)	4%	(54)	1366
Voted in 2014: No	7%	(61)	10%	(80)	20%	(170)	53%	(439)	10%	(85)	835
2012 Vote: Barack Obama	12%	(101)	16%	(136)	23%	(192)	45%	(379)	3%	(29)	837
2012 Vote: Mitt Romney	6%	(29)	14%	(69)	22%	(108)	55%	(275)	3%	(15)	497
2012 Vote: Other	11%	(12)	14%	(15)	10%	(11)	60%	(65)	5%	(6)	108
2012 Vote: Didn't Vote	8%	(57)	10%	(74)	20%	(153)	51%	(384)	12%	(90)	757
4-Region: Northeast	9%	(36)	15%	(57)	23%	(90)	50%	(197)	3%	(13)	394
4-Region: Midwest	8%	(36)	14%	(63)	21%	(97)	52%	(240)	6%	(26)	462
4-Region: South	10%	(78)	14%	(111)	20%	(163)	50%	(411)	7%	(61)	825
4-Region: West	9%	(48)	12%	(61)	22%	(115)	49%	(256)	8%	(40)	520

Continued on next page

Table BRD13_6: How likely are you to watch each of the following major sporting events?

Wimbledon

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	9% (199)	13% (293)	21% (465)	50% (1105)	6% (139)	2201
Favorable of Trump	11% (98)	13% (119)	20% (182)	51% (457)	5% (47)	902
Unfavorable of Trump	8% (95)	14% (161)	23% (258)	50% (573)	5% (56)	1143
Very Favorable of Trump	13% (69)	15% (78)	17% (89)	49% (258)	5% (28)	523
Somewhat Favorable of Trump	7% (28)	11% (40)	25% (94)	52% (199)	5% (18)	380
Somewhat Unfavorable of Trump	7% (17)	15% (37)	26% (62)	44% (107)	8% (20)	243
Very Unfavorable of Trump	9% (77)	14% (125)	22% (196)	52% (466)	4% (36)	900
Watch 2014 World Cup: Yes	19% (84)	25% (110)	20% (90)	30% (133)	6% (28)	444
Watch 2014 World Cup: No	7% (103)	11% (164)	21% (332)	58% (903)	4% (59)	1562
Watch 2014 World Cup: DK/NO	6% (12)	10% (19)	22% (43)	35% (68)	27% (52)	195
Attend MLS Game past yr: Yes	25% (67)	26% (70)	22% (60)	23% (62)	4% (11)	270
Attend MLS Game past yr: No	7% (124)	12% (214)	21% (386)	55% (1003)	5% (83)	1810
Attend MLS Game past yr: DK/NO	7% (9)	8% (10)	15% (18)	33% (40)	37% (45)	121
Watched Int'l Soccer in last yr: Yes	28% (48)	23% (39)	23% (39)	25% (42)	1% (2)	170
Watched Int'l Soccer in last yr: No	8% (142)	13% (244)	21% (403)	54% (1017)	5% (90)	1896
Watched Int'l Soccer in last yr: DK/NO	6% (8)	8% (10)	17% (23)	34% (46)	35% (48)	136

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

Table BRD13_7: How likely are you to watch each of the following major sporting events?
Kentucky Derby

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	17%	(368)	17%	(371)	19%	(414)	43%	(938)	5%	(110)	2201
Gender: Male	21%	(220)	18%	(191)	20%	(209)	38%	(398)	4%	(44)	1062
Gender: Female	13%	(149)	16%	(180)	18%	(205)	47%	(540)	6%	(65)	1139
Age: 18-29	8%	(41)	10%	(47)	19%	(93)	54%	(261)	9%	(45)	487
Age: 30-44	9%	(46)	15%	(81)	20%	(108)	47%	(246)	9%	(46)	527
Age: 45-54	18%	(71)	19%	(74)	21%	(84)	41%	(163)	2%	(8)	400
Age: 55-64	25%	(86)	18%	(64)	18%	(65)	37%	(130)	2%	(6)	351
Age: 65	29%	(124)	24%	(104)	15%	(64)	32%	(139)	1%	(5)	436
Generation Z: 18-21	7%	(14)	6%	(11)	16%	(29)	57%	(104)	13%	(23)	181
Millennial: Age 22-37	8%	(48)	14%	(82)	19%	(113)	51%	(308)	9%	(52)	603
Generation X: Age 38-53	15%	(89)	17%	(99)	23%	(135)	42%	(247)	4%	(23)	593
Boomers: Age 54-72	25%	(177)	22%	(152)	17%	(122)	34%	(241)	1%	(10)	701
PID: Dem (no lean)	14%	(107)	17%	(129)	21%	(157)	42%	(312)	5%	(38)	743
PID: Ind (no lean)	13%	(104)	17%	(130)	18%	(140)	47%	(366)	6%	(45)	786
PID: Rep (no lean)	23%	(157)	17%	(112)	17%	(116)	39%	(260)	4%	(26)	672
PID/Gender: Dem Men	17%	(58)	20%	(67)	21%	(72)	36%	(122)	6%	(19)	338
PID/Gender: Dem Women	12%	(49)	15%	(61)	21%	(86)	47%	(190)	5%	(19)	405
PID/Gender: Ind Men	15%	(58)	18%	(66)	20%	(76)	43%	(161)	4%	(13)	374
PID/Gender: Ind Women	11%	(47)	16%	(65)	16%	(64)	50%	(205)	8%	(32)	412
PID/Gender: Rep Men	30%	(104)	16%	(57)	18%	(62)	33%	(115)	3%	(12)	350
PID/Gender: Rep Women	16%	(53)	17%	(55)	17%	(55)	45%	(145)	5%	(15)	322
Ideo: Liberal (1-3)	18%	(135)	19%	(144)	20%	(150)	40%	(302)	3%	(24)	756
Ideo: Moderate (4)	16%	(67)	18%	(80)	19%	(84)	40%	(173)	7%	(29)	433
Ideo: Conservative (5-7)	20%	(137)	16%	(114)	18%	(129)	42%	(295)	4%	(27)	702
Educ: < College	16%	(240)	15%	(224)	19%	(285)	44%	(672)	6%	(92)	1513
Educ: Bachelors degree	19%	(85)	20%	(91)	18%	(80)	40%	(178)	2%	(11)	444
Educ: Post-grad	18%	(43)	23%	(56)	20%	(50)	36%	(88)	3%	(6)	244

Continued on next page

Table BRD13_7: How likely are you to watch each of the following major sporting events?
 Kentucky Derby

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(368)	17%	(371)	19%	(414)	43%	(938)	5%	(110)	2201
Income: Under 50k	16%	(208)	15%	(199)	18%	(237)	45%	(588)	6%	(82)	1314
Income: 50k-100k	17%	(105)	19%	(119)	21%	(130)	41%	(258)	3%	(16)	628
Income: 100k	21%	(54)	21%	(53)	18%	(47)	36%	(93)	4%	(11)	259
Ethnicity: White	19%	(319)	17%	(298)	18%	(305)	42%	(728)	4%	(73)	1722
Ethnicity: Hispanic	22%	(76)	11%	(39)	18%	(61)	41%	(144)	8%	(29)	350
Ethnicity: Afr. Am.	8%	(21)	17%	(46)	23%	(64)	43%	(119)	9%	(24)	274
Ethnicity: Other	13%	(27)	13%	(27)	22%	(44)	45%	(92)	6%	(13)	204
Relig: Protestant	26%	(128)	19%	(95)	17%	(87)	35%	(175)	3%	(15)	499
Relig: Roman Catholic	25%	(106)	20%	(86)	18%	(77)	35%	(149)	3%	(12)	430
Relig: Ath./Agn./None	10%	(67)	14%	(94)	17%	(112)	53%	(348)	6%	(41)	662
Relig: Something Else	10%	(34)	15%	(52)	23%	(80)	46%	(159)	5%	(17)	343
Relig: Jewish	19%	(8)	24%	(10)	7%	(3)	48%	(21)	2%	(1)	43
Relig: Evangelical	15%	(84)	17%	(98)	20%	(114)	40%	(225)	8%	(43)	565
Relig: Non-Evang. Catholics	29%	(183)	19%	(121)	17%	(107)	33%	(203)	1%	(8)	623
Relig: All Christian	22%	(267)	18%	(220)	19%	(222)	36%	(429)	4%	(51)	1188
Relig: All Non-Christian	10%	(101)	15%	(146)	19%	(192)	50%	(507)	6%	(58)	1005
Community: Urban	17%	(99)	17%	(99)	20%	(113)	40%	(229)	5%	(31)	571
Community: Suburban	14%	(136)	17%	(168)	18%	(173)	46%	(440)	4%	(42)	958
Community: Rural	20%	(134)	16%	(104)	19%	(127)	40%	(270)	5%	(37)	671
Employ: Private Sector	20%	(136)	17%	(111)	20%	(136)	40%	(265)	3%	(20)	669
Employ: Government	16%	(22)	14%	(20)	12%	(16)	50%	(69)	8%	(10)	137
Employ: Self-Employed	14%	(22)	24%	(39)	17%	(27)	41%	(67)	5%	(7)	163
Employ: Homemaker	10%	(15)	11%	(17)	21%	(31)	51%	(77)	7%	(10)	150
Employ: Student	10%	(12)	11%	(13)	22%	(26)	47%	(56)	10%	(12)	119
Employ: Retired	26%	(120)	21%	(95)	16%	(72)	36%	(164)	1%	(5)	456
Employ: Unemployed	8%	(19)	14%	(33)	17%	(42)	51%	(122)	10%	(24)	240
Employ: Other	8%	(22)	16%	(44)	24%	(64)	44%	(117)	7%	(20)	267
Military HH: Yes	21%	(85)	20%	(81)	20%	(81)	38%	(158)	2%	(8)	412
Military HH: No	16%	(284)	16%	(290)	19%	(333)	44%	(780)	6%	(102)	1789

Continued on next page

Table BRD13_7: How likely are you to watch each of the following major sporting events?

Kentucky Derby

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(368)	17%	(371)	19%	(414)	43%	(938)	5%	(110)	2201
RD/WT: Right Direction	23%	(189)	18%	(146)	19%	(155)	35%	(292)	5%	(42)	825
RD/WT: Wrong Track	13%	(179)	16%	(225)	19%	(259)	47%	(646)	5%	(67)	1376
Trump Job Approve	22%	(198)	18%	(161)	17%	(156)	39%	(354)	5%	(42)	911
Trump Job Disapprove	14%	(157)	17%	(193)	20%	(232)	45%	(523)	4%	(50)	1156
Trump Job Strongly Approve	27%	(121)	17%	(76)	16%	(74)	36%	(164)	4%	(18)	453
Trump Job Somewhat Approve	17%	(77)	19%	(85)	18%	(83)	41%	(190)	5%	(24)	458
Trump Job Somewhat Disapprove	14%	(38)	17%	(46)	24%	(65)	37%	(99)	8%	(22)	270
Trump Job Strongly Disapprove	13%	(119)	17%	(147)	19%	(167)	48%	(424)	3%	(29)	885
#1 Issue: Economy	19%	(124)	14%	(93)	20%	(131)	41%	(276)	6%	(42)	667
#1 Issue: Security	19%	(65)	18%	(62)	18%	(63)	43%	(150)	3%	(10)	350
#1 Issue: Health Care	15%	(54)	19%	(68)	19%	(67)	41%	(146)	5%	(17)	352
#1 Issue: Medicare / Social Security	20%	(63)	25%	(79)	16%	(50)	35%	(107)	4%	(11)	310
#1 Issue: Women's Issues	5%	(5)	17%	(17)	20%	(20)	58%	(57)	—	(0)	98
#1 Issue: Education	13%	(25)	13%	(25)	23%	(44)	47%	(91)	5%	(9)	194
#1 Issue: Energy	16%	(17)	12%	(12)	18%	(19)	42%	(42)	11%	(12)	102
#1 Issue: Other	12%	(16)	12%	(16)	16%	(20)	53%	(69)	6%	(8)	129
2016 Vote: Democrat Hillary Clinton	14%	(97)	21%	(143)	20%	(137)	40%	(275)	4%	(29)	681
2016 Vote: Republican Donald Trump	23%	(157)	18%	(124)	18%	(127)	38%	(264)	3%	(18)	689
2016 Vote: Someone else	16%	(34)	11%	(23)	21%	(43)	49%	(101)	3%	(6)	206
Voted in 2014: Yes	19%	(259)	20%	(274)	18%	(250)	39%	(539)	3%	(44)	1366
Voted in 2014: No	13%	(109)	12%	(97)	20%	(164)	48%	(399)	8%	(66)	835
2012 Vote: Barack Obama	17%	(140)	21%	(175)	21%	(177)	38%	(317)	3%	(28)	837
2012 Vote: Mitt Romney	22%	(110)	19%	(96)	17%	(86)	39%	(196)	2%	(10)	497
2012 Vote: Other	23%	(25)	16%	(17)	6%	(7)	49%	(53)	5%	(6)	108
2012 Vote: Didn't Vote	12%	(93)	11%	(81)	19%	(144)	49%	(372)	9%	(67)	757
4-Region: Northeast	18%	(71)	16%	(64)	18%	(70)	45%	(178)	3%	(10)	394
4-Region: Midwest	16%	(76)	18%	(83)	20%	(94)	41%	(190)	4%	(20)	462
4-Region: South	18%	(152)	18%	(151)	19%	(153)	39%	(323)	5%	(45)	825
4-Region: West	13%	(69)	14%	(74)	19%	(96)	48%	(248)	7%	(34)	520

Continued on next page

Table BRD13_7: How likely are you to watch each of the following major sporting events?
 Kentucky Derby

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	17% (368)	17% (371)	19% (414)	43% (938)	5% (110)	2201
Favorable of Trump	24% (216)	17% (152)	18% (165)	38% (339)	3% (30)	902
Unfavorable of Trump	12% (138)	17% (193)	20% (228)	47% (535)	4% (49)	1143
Very Favorable of Trump	28% (145)	17% (88)	15% (78)	37% (193)	4% (19)	523
Somewhat Favorable of Trump	19% (71)	17% (64)	23% (87)	38% (146)	3% (11)	380
Somewhat Unfavorable of Trump	15% (35)	19% (47)	20% (48)	39% (94)	8% (19)	243
Very Unfavorable of Trump	11% (102)	16% (146)	20% (180)	49% (441)	3% (30)	900
Watch 2014 World Cup: Yes	24% (109)	22% (99)	20% (87)	29% (130)	4% (19)	444
Watch 2014 World Cup: No	15% (239)	16% (249)	18% (287)	47% (740)	3% (47)	1562
Watch 2014 World Cup: DK/NO	11% (21)	12% (23)	20% (40)	35% (68)	22% (44)	195
Attend MLS Game past yr: Yes	28% (77)	25% (67)	19% (50)	25% (66)	4% (10)	270
Attend MLS Game past yr: No	15% (277)	16% (294)	19% (346)	46% (833)	3% (60)	1810
Attend MLS Game past yr: DK/NO	12% (15)	8% (10)	15% (18)	32% (39)	32% (39)	121
Watched Int'l Soccer in last yr: Yes	29% (50)	27% (46)	18% (30)	24% (40)	3% (4)	170
Watched Int'l Soccer in last yr: No	16% (302)	17% (316)	19% (363)	45% (853)	3% (63)	1896
Watched Int'l Soccer in last yr: DK/NO	12% (17)	7% (10)	15% (21)	34% (46)	31% (42)	136

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

Table BRD13_8: How likely are you to watch each of the following major sporting events?
Daytona 500

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	14%	(313)	15%	(341)	20%	(433)	46%	(1021)	4%	(93)	2201
Gender: Male	18%	(193)	18%	(194)	21%	(226)	39%	(411)	4%	(40)	1062
Gender: Female	11%	(120)	13%	(147)	18%	(208)	54%	(610)	5%	(54)	1139
Age: 18-29	9%	(45)	13%	(61)	18%	(86)	53%	(260)	7%	(34)	487
Age: 30-44	11%	(60)	14%	(72)	22%	(115)	46%	(241)	8%	(39)	527
Age: 45-54	15%	(61)	21%	(85)	20%	(80)	41%	(166)	2%	(10)	400
Age: 55-64	21%	(73)	15%	(52)	21%	(75)	43%	(149)	1%	(2)	351
Age: 65	17%	(74)	16%	(71)	18%	(78)	47%	(205)	2%	(8)	436
Generation Z: 18-21	7%	(12)	9%	(17)	15%	(28)	56%	(101)	13%	(23)	181
Millennial: Age 22-37	11%	(66)	14%	(83)	20%	(121)	49%	(296)	6%	(36)	603
Generation X: Age 38-53	14%	(83)	18%	(109)	21%	(126)	43%	(253)	4%	(22)	593
Boomers: Age 54-72	19%	(131)	15%	(109)	21%	(144)	44%	(308)	1%	(10)	701
PID: Dem (no lean)	11%	(80)	13%	(100)	23%	(170)	48%	(356)	5%	(37)	743
PID: Ind (no lean)	11%	(88)	16%	(126)	19%	(149)	49%	(385)	5%	(39)	786
PID: Rep (no lean)	22%	(145)	17%	(115)	17%	(114)	42%	(280)	3%	(18)	672
PID/Gender: Dem Men	11%	(36)	19%	(63)	24%	(82)	40%	(136)	6%	(22)	338
PID/Gender: Dem Women	11%	(43)	9%	(37)	22%	(88)	54%	(220)	4%	(16)	405
PID/Gender: Ind Men	12%	(44)	17%	(62)	24%	(91)	45%	(168)	2%	(9)	374
PID/Gender: Ind Women	11%	(44)	15%	(64)	14%	(58)	53%	(217)	7%	(30)	412
PID/Gender: Rep Men	32%	(113)	20%	(69)	15%	(53)	31%	(107)	3%	(9)	350
PID/Gender: Rep Women	10%	(33)	14%	(46)	19%	(62)	54%	(173)	3%	(8)	322
Ideo: Liberal (1-3)	14%	(103)	14%	(106)	20%	(150)	50%	(378)	3%	(19)	756
Ideo: Moderate (4)	13%	(55)	16%	(69)	23%	(99)	43%	(185)	6%	(25)	433
Ideo: Conservative (5-7)	16%	(114)	18%	(126)	18%	(126)	44%	(312)	3%	(24)	702
Educ: < College	18%	(271)	16%	(239)	18%	(277)	43%	(649)	5%	(77)	1513
Educ: Bachelors degree	5%	(24)	15%	(67)	21%	(95)	56%	(249)	2%	(9)	444
Educ: Post-grad	7%	(17)	14%	(34)	25%	(61)	50%	(123)	3%	(8)	244

Continued on next page

Table BRD13_8: How likely are you to watch each of the following major sporting events?
 Daytona 500

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(313)	15%	(341)	20%	(433)	46%	(1021)	4%	(93)	2201
Income: Under 50k	16%	(211)	16%	(210)	19%	(248)	44%	(575)	5%	(69)	1314
Income: 50k-100k	13%	(80)	16%	(98)	20%	(125)	49%	(311)	2%	(15)	628
Income: 100k	8%	(22)	13%	(33)	23%	(60)	52%	(135)	3%	(9)	259
Ethnicity: White	16%	(274)	16%	(268)	18%	(316)	46%	(797)	4%	(67)	1722
Ethnicity: Hispanic	19%	(67)	13%	(45)	22%	(78)	38%	(133)	8%	(27)	350
Ethnicity: Afr. Am.	6%	(17)	17%	(48)	25%	(69)	46%	(126)	5%	(15)	274
Ethnicity: Other	11%	(22)	12%	(24)	24%	(48)	48%	(97)	6%	(11)	204
Relig: Protestant	23%	(116)	15%	(75)	17%	(83)	43%	(214)	2%	(12)	499
Relig: Roman Catholic	13%	(57)	16%	(69)	26%	(111)	41%	(177)	4%	(15)	430
Relig: Ath./Agn./None	10%	(66)	14%	(91)	17%	(111)	54%	(358)	5%	(36)	662
Relig: Something Else	9%	(30)	16%	(54)	23%	(78)	48%	(165)	5%	(16)	343
Relig: Jewish	13%	(6)	13%	(6)	12%	(5)	58%	(25)	4%	(2)	43
Relig: Evangelical	17%	(98)	18%	(104)	18%	(102)	40%	(229)	6%	(32)	565
Relig: Non-Evang. Catholics	19%	(118)	14%	(90)	23%	(142)	42%	(264)	1%	(9)	623
Relig: All Christian	18%	(216)	16%	(194)	21%	(244)	41%	(493)	3%	(41)	1188
Relig: All Non-Christian	10%	(96)	14%	(145)	19%	(189)	52%	(523)	5%	(53)	1005
Community: Urban	12%	(69)	15%	(86)	23%	(131)	45%	(258)	5%	(27)	571
Community: Suburban	9%	(86)	16%	(153)	20%	(190)	52%	(501)	3%	(28)	958
Community: Rural	24%	(158)	15%	(101)	17%	(112)	39%	(262)	6%	(38)	671
Employ: Private Sector	15%	(101)	18%	(121)	21%	(139)	44%	(292)	2%	(16)	669
Employ: Government	14%	(19)	11%	(15)	15%	(20)	54%	(75)	6%	(8)	137
Employ: Self-Employed	15%	(24)	13%	(22)	23%	(37)	46%	(75)	4%	(6)	163
Employ: Homemaker	12%	(17)	10%	(15)	24%	(35)	49%	(74)	6%	(9)	150
Employ: Student	8%	(9)	14%	(17)	18%	(22)	49%	(58)	11%	(13)	119
Employ: Retired	18%	(82)	15%	(68)	17%	(76)	49%	(223)	1%	(7)	456
Employ: Unemployed	8%	(19)	12%	(30)	21%	(50)	50%	(120)	9%	(21)	240
Employ: Other	15%	(41)	20%	(54)	20%	(53)	39%	(105)	5%	(14)	267
Military HH: Yes	17%	(72)	18%	(74)	20%	(81)	43%	(179)	1%	(6)	412
Military HH: No	13%	(241)	15%	(266)	20%	(352)	47%	(842)	5%	(87)	1789

Continued on next page

Table BRD13_8: How likely are you to watch each of the following major sporting events?

Daytona 500

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	14% (313)	15% (341)	20% (433)	46% (1021)	4% (93)	2201
RD/WT: Right Direction	21% (176)	18% (149)	18% (145)	39% (319)	4% (36)	825
RD/WT: Wrong Track	10% (137)	14% (192)	21% (288)	51% (702)	4% (57)	1376
Trump Job Approve	21% (190)	18% (167)	18% (160)	39% (355)	4% (38)	911
Trump Job Disapprove	9% (101)	13% (154)	22% (250)	53% (615)	3% (36)	1156
Trump Job Strongly Approve	27% (120)	18% (83)	15% (68)	36% (163)	4% (18)	453
Trump Job Somewhat Approve	15% (70)	18% (85)	20% (92)	42% (192)	4% (19)	458
Trump Job Somewhat Disapprove	8% (23)	19% (52)	23% (61)	45% (121)	5% (14)	270
Trump Job Strongly Disapprove	9% (78)	12% (102)	21% (189)	56% (494)	3% (22)	885
#1 Issue: Economy	13% (86)	18% (117)	22% (147)	43% (287)	4% (30)	667
#1 Issue: Security	17% (59)	18% (62)	18% (64)	45% (159)	2% (6)	350
#1 Issue: Health Care	15% (53)	15% (53)	21% (75)	42% (148)	6% (22)	352
#1 Issue: Medicare / Social Security	17% (54)	18% (56)	15% (47)	46% (142)	3% (10)	310
#1 Issue: Women's Issues	6% (6)	10% (10)	16% (15)	68% (67)	1% (1)	98
#1 Issue: Education	16% (31)	13% (24)	25% (48)	45% (87)	2% (4)	194
#1 Issue: Energy	12% (12)	6% (6)	14% (14)	57% (58)	11% (12)	102
#1 Issue: Other	9% (11)	10% (13)	17% (22)	57% (73)	7% (9)	129
2016 Vote: Democrat Hillary Clinton	9% (62)	14% (93)	25% (167)	50% (338)	3% (21)	681
2016 Vote: Republican Donald Trump	19% (132)	18% (124)	18% (125)	42% (292)	2% (16)	689
2016 Vote: Someone else	13% (26)	14% (28)	18% (38)	53% (109)	2% (4)	206
Voted in 2014: Yes	14% (187)	16% (220)	21% (291)	46% (632)	3% (36)	1366
Voted in 2014: No	15% (125)	14% (121)	17% (142)	47% (389)	7% (58)	835
2012 Vote: Barack Obama	11% (94)	15% (121)	24% (200)	48% (402)	2% (20)	837
2012 Vote: Mitt Romney	18% (88)	17% (84)	18% (87)	46% (226)	2% (11)	497
2012 Vote: Other	19% (21)	19% (20)	10% (11)	50% (54)	2% (2)	108
2012 Vote: Didn't Vote	15% (110)	15% (115)	18% (135)	44% (337)	8% (61)	757
4-Region: Northeast	14% (56)	16% (62)	19% (74)	49% (192)	2% (10)	394
4-Region: Midwest	19% (86)	13% (59)	20% (95)	45% (210)	3% (13)	462
4-Region: South	13% (109)	18% (152)	20% (165)	43% (357)	5% (42)	825
4-Region: West	12% (62)	13% (69)	19% (99)	50% (262)	6% (29)	520

Continued on next page

Table BRD13_8: How likely are you to watch each of the following major sporting events?
 Daytona 500

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	14%	(313)	15%	(341)	20%	(433)	46%	(1021)	4%	(93)	2201
Favorable of Trump	22%	(196)	19%	(172)	18%	(161)	39%	(351)	2%	(22)	902
Unfavorable of Trump	8%	(91)	13%	(148)	22%	(250)	53%	(611)	4%	(42)	1143
Very Favorable of Trump	28%	(146)	18%	(95)	14%	(71)	38%	(197)	3%	(13)	523
Somewhat Favorable of Trump	13%	(50)	20%	(78)	24%	(89)	40%	(154)	2%	(9)	380
Somewhat Unfavorable of Trump	11%	(26)	18%	(43)	20%	(49)	42%	(102)	9%	(22)	243
Very Unfavorable of Trump	7%	(65)	12%	(105)	22%	(200)	57%	(509)	2%	(20)	900
Watch 2014 World Cup: Yes	15%	(68)	20%	(89)	22%	(97)	40%	(177)	3%	(14)	444
Watch 2014 World Cup: No	14%	(223)	14%	(223)	19%	(299)	50%	(778)	3%	(39)	1562
Watch 2014 World Cup: DK/NO	11%	(22)	15%	(28)	19%	(37)	34%	(66)	21%	(41)	195
Attend MLS Game past yr: Yes	20%	(53)	24%	(65)	23%	(63)	32%	(86)	1%	(3)	270
Attend MLS Game past yr: No	14%	(245)	15%	(265)	19%	(350)	50%	(898)	3%	(51)	1810
Attend MLS Game past yr: DK/NO	13%	(15)	9%	(10)	16%	(20)	30%	(37)	32%	(39)	121
Watched Int'l Soccer in last yr: Yes	18%	(30)	28%	(48)	20%	(35)	33%	(56)	—	(1)	170
Watched Int'l Soccer in last yr: No	14%	(268)	15%	(281)	20%	(373)	49%	(923)	3%	(51)	1896
Watched Int'l Soccer in last yr: DK/NO	11%	(15)	9%	(12)	19%	(26)	30%	(41)	31%	(42)	136

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

Table BRD13_9: How likely are you to watch each of the following major sporting events?
The NBA Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	24%	(538)	18%	(407)	15%	(319)	38%	(845)	4%	(92)	2201
Gender: Male	33%	(351)	20%	(215)	14%	(147)	29%	(307)	4%	(42)	1062
Gender: Female	16%	(187)	17%	(192)	15%	(172)	47%	(537)	4%	(51)	1139
Age: 18-29	23%	(113)	17%	(84)	12%	(59)	40%	(193)	8%	(38)	487
Age: 30-44	29%	(155)	20%	(107)	13%	(66)	31%	(164)	6%	(34)	527
Age: 45-54	26%	(103)	17%	(69)	18%	(73)	36%	(144)	3%	(11)	400
Age: 55-64	26%	(91)	17%	(60)	16%	(55)	40%	(141)	1%	(4)	351
Age: 65	17%	(75)	20%	(86)	15%	(66)	47%	(203)	1%	(6)	436
Generation Z: 18-21	19%	(34)	19%	(35)	13%	(23)	36%	(64)	13%	(24)	181
Millennial: Age 22-37	27%	(162)	18%	(106)	12%	(69)	38%	(227)	6%	(38)	603
Generation X: Age 38-53	28%	(167)	19%	(112)	16%	(96)	34%	(199)	3%	(18)	593
Boomers: Age 54-72	22%	(156)	18%	(123)	16%	(113)	43%	(299)	1%	(10)	701
PID: Dem (no lean)	32%	(235)	19%	(139)	13%	(99)	32%	(239)	4%	(32)	743
PID: Ind (no lean)	18%	(142)	19%	(146)	17%	(131)	42%	(327)	5%	(41)	786
PID: Rep (no lean)	24%	(161)	18%	(122)	13%	(90)	42%	(279)	3%	(19)	672
PID/Gender: Dem Men	41%	(138)	19%	(64)	12%	(41)	23%	(77)	5%	(18)	338
PID/Gender: Dem Women	24%	(97)	19%	(75)	14%	(58)	40%	(161)	3%	(14)	405
PID/Gender: Ind Men	25%	(95)	21%	(80)	17%	(64)	33%	(123)	3%	(12)	374
PID/Gender: Ind Women	11%	(46)	16%	(66)	16%	(67)	49%	(204)	7%	(29)	412
PID/Gender: Rep Men	34%	(118)	20%	(71)	12%	(43)	31%	(107)	3%	(11)	350
PID/Gender: Rep Women	13%	(43)	16%	(51)	15%	(47)	54%	(172)	2%	(7)	322
Ideo: Liberal (1-3)	31%	(234)	18%	(139)	17%	(127)	32%	(241)	2%	(16)	756
Ideo: Moderate (4)	25%	(108)	22%	(94)	14%	(62)	34%	(147)	5%	(22)	433
Ideo: Conservative (5-7)	20%	(140)	18%	(128)	13%	(91)	46%	(323)	3%	(21)	702
Educ: < College	23%	(348)	18%	(266)	14%	(209)	40%	(611)	5%	(78)	1513
Educ: Bachelors degree	29%	(129)	19%	(84)	14%	(63)	36%	(160)	2%	(9)	444
Educ: Post-grad	25%	(61)	23%	(57)	19%	(48)	30%	(73)	2%	(5)	244

Continued on next page

Table BRD13_9: How likely are you to watch each of the following major sporting events?
 The NBA Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(538)	18%	(407)	15%	(319)	38%	(845)	4%	(92)	2201
Income: Under 50k	22%	(292)	18%	(233)	13%	(173)	41%	(541)	6%	(75)	1314
Income: 50k-100k	27%	(172)	19%	(120)	17%	(110)	34%	(215)	2%	(12)	628
Income: 100k	29%	(74)	21%	(53)	14%	(36)	34%	(89)	2%	(6)	259
Ethnicity: White	20%	(351)	17%	(292)	16%	(269)	43%	(743)	4%	(68)	1722
Ethnicity: Hispanic	36%	(124)	22%	(75)	11%	(37)	25%	(86)	8%	(27)	350
Ethnicity: Afr. Am.	47%	(129)	24%	(66)	7%	(21)	17%	(48)	4%	(11)	274
Ethnicity: Other	28%	(58)	24%	(49)	15%	(30)	26%	(54)	6%	(13)	204
Relig: Protestant	29%	(142)	16%	(80)	17%	(83)	37%	(183)	2%	(11)	499
Relig: Roman Catholic	28%	(118)	20%	(84)	15%	(64)	35%	(149)	3%	(15)	430
Relig: Ath./Agn./None	19%	(124)	16%	(103)	14%	(96)	46%	(305)	5%	(34)	662
Relig: Something Else	24%	(82)	21%	(71)	13%	(46)	37%	(127)	5%	(18)	343
Relig: Jewish	17%	(8)	31%	(13)	15%	(7)	34%	(15)	2%	(1)	43
Relig: Evangelical	25%	(143)	22%	(125)	15%	(82)	32%	(183)	6%	(31)	565
Relig: Non-Evang. Catholics	30%	(187)	17%	(108)	15%	(95)	36%	(224)	1%	(9)	623
Relig: All Christian	28%	(330)	20%	(233)	15%	(177)	34%	(407)	3%	(40)	1188
Relig: All Non-Christian	20%	(206)	17%	(174)	14%	(141)	43%	(432)	5%	(52)	1005
Community: Urban	33%	(186)	20%	(116)	10%	(58)	33%	(186)	4%	(26)	571
Community: Suburban	23%	(221)	19%	(183)	17%	(159)	38%	(364)	3%	(32)	958
Community: Rural	20%	(132)	16%	(108)	15%	(102)	44%	(295)	5%	(35)	671
Employ: Private Sector	31%	(204)	19%	(127)	15%	(103)	33%	(222)	2%	(12)	669
Employ: Government	32%	(44)	22%	(30)	11%	(15)	28%	(39)	7%	(10)	137
Employ: Self-Employed	28%	(46)	18%	(30)	15%	(25)	34%	(55)	4%	(7)	163
Employ: Homemaker	20%	(30)	14%	(21)	13%	(20)	47%	(71)	5%	(8)	150
Employ: Student	21%	(25)	23%	(27)	12%	(14)	36%	(42)	9%	(10)	119
Employ: Retired	15%	(69)	20%	(91)	14%	(66)	49%	(224)	1%	(6)	456
Employ: Unemployed	27%	(66)	17%	(40)	10%	(25)	38%	(91)	7%	(18)	240
Employ: Other	21%	(55)	15%	(40)	19%	(51)	37%	(100)	8%	(21)	267
Military HH: Yes	18%	(76)	20%	(83)	16%	(65)	44%	(181)	2%	(7)	412
Military HH: No	26%	(462)	18%	(323)	14%	(255)	37%	(663)	5%	(85)	1789

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Table BRD13_9: How likely are you to watch each of the following major sporting events?

The NBA Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	24%	(538)	18%	(407)	15%	(319)	38%	(845)	4%	(92)	2201
RD/WT: Right Direction	22%	(178)	19%	(157)	14%	(114)	41%	(336)	5%	(41)	825
RD/WT: Wrong Track	26%	(360)	18%	(250)	15%	(205)	37%	(508)	4%	(52)	1376
Trump Job Approve	22%	(198)	18%	(167)	14%	(126)	42%	(385)	4%	(35)	911
Trump Job Disapprove	28%	(321)	19%	(216)	15%	(177)	35%	(403)	3%	(38)	1156
Trump Job Strongly Approve	23%	(105)	18%	(82)	12%	(54)	44%	(199)	3%	(13)	453
Trump Job Somewhat Approve	20%	(93)	19%	(85)	16%	(73)	40%	(186)	5%	(22)	458
Trump Job Somewhat Disapprove	27%	(73)	16%	(43)	16%	(45)	34%	(93)	6%	(17)	270
Trump Job Strongly Disapprove	28%	(248)	20%	(174)	15%	(132)	35%	(310)	2%	(21)	885
#1 Issue: Economy	30%	(198)	19%	(125)	13%	(85)	35%	(231)	4%	(27)	667
#1 Issue: Security	23%	(82)	20%	(71)	16%	(55)	39%	(137)	1%	(5)	350
#1 Issue: Health Care	24%	(83)	17%	(58)	18%	(65)	36%	(127)	5%	(19)	352
#1 Issue: Medicare / Social Security	17%	(53)	19%	(59)	14%	(43)	46%	(143)	4%	(12)	310
#1 Issue: Women's Issues	20%	(20)	24%	(23)	15%	(15)	41%	(41)	—	(0)	98
#1 Issue: Education	32%	(61)	16%	(30)	15%	(30)	34%	(66)	3%	(7)	194
#1 Issue: Energy	20%	(20)	17%	(17)	11%	(11)	40%	(40)	12%	(13)	102
#1 Issue: Other	16%	(21)	17%	(22)	12%	(16)	46%	(59)	8%	(11)	129
2016 Vote: Democrat Hillary Clinton	31%	(212)	22%	(152)	14%	(98)	29%	(199)	3%	(20)	681
2016 Vote: Republican Donald Trump	19%	(130)	19%	(130)	14%	(99)	46%	(316)	2%	(14)	689
2016 Vote: Someone else	27%	(56)	15%	(31)	16%	(33)	40%	(83)	2%	(3)	206
Voted in 2014: Yes	26%	(349)	19%	(263)	15%	(205)	37%	(512)	3%	(36)	1366
Voted in 2014: No	23%	(189)	17%	(143)	14%	(114)	40%	(332)	7%	(56)	835
2012 Vote: Barack Obama	30%	(253)	21%	(173)	15%	(125)	32%	(268)	2%	(18)	837
2012 Vote: Mitt Romney	19%	(96)	18%	(91)	15%	(76)	46%	(227)	2%	(8)	497
2012 Vote: Other	17%	(18)	15%	(16)	16%	(17)	48%	(53)	4%	(5)	108
2012 Vote: Didn't Vote	22%	(170)	17%	(127)	13%	(102)	39%	(297)	8%	(61)	757
4-Region: Northeast	28%	(109)	17%	(67)	13%	(53)	40%	(157)	2%	(7)	394
4-Region: Midwest	26%	(121)	19%	(86)	14%	(66)	37%	(171)	4%	(18)	462
4-Region: South	23%	(188)	20%	(161)	14%	(116)	39%	(321)	5%	(38)	825
4-Region: West	23%	(120)	18%	(92)	16%	(84)	38%	(196)	5%	(28)	520

Continued on next page

Table BRD13_9: How likely are you to watch each of the following major sporting events?
 The NBA Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	24%	(538)	18%	(407)	15%	(319)	38%	(845)	4%	(92)	2201
Favorable of Trump	24%	(216)	17%	(157)	13%	(121)	42%	(383)	3%	(25)	902
Unfavorable of Trump	26%	(297)	20%	(225)	16%	(178)	35%	(402)	4%	(41)	1143
Very Favorable of Trump	24%	(126)	19%	(98)	12%	(63)	42%	(221)	3%	(16)	523
Somewhat Favorable of Trump	24%	(90)	16%	(60)	15%	(58)	43%	(162)	3%	(10)	380
Somewhat Unfavorable of Trump	21%	(52)	22%	(53)	16%	(39)	33%	(81)	7%	(18)	243
Very Unfavorable of Trump	27%	(245)	19%	(172)	15%	(139)	36%	(321)	3%	(23)	900
Watch 2014 World Cup: Yes	43%	(190)	24%	(104)	15%	(68)	16%	(72)	2%	(10)	444
Watch 2014 World Cup: No	19%	(300)	17%	(273)	15%	(228)	46%	(718)	3%	(44)	1562
Watch 2014 World Cup: DK/NO	25%	(48)	15%	(29)	12%	(24)	28%	(55)	20%	(39)	195
Attend MLS Game past yr: Yes	47%	(128)	26%	(71)	12%	(33)	14%	(36)	1%	(2)	270
Attend MLS Game past yr: No	21%	(382)	18%	(323)	15%	(276)	43%	(778)	3%	(51)	1810
Attend MLS Game past yr: DK/NO	23%	(28)	11%	(13)	9%	(11)	25%	(30)	32%	(39)	121
Watched Int'l Soccer in last yr: Yes	51%	(87)	25%	(42)	10%	(17)	14%	(23)	1%	(1)	170
Watched Int'l Soccer in last yr: No	22%	(421)	18%	(348)	15%	(289)	42%	(787)	3%	(50)	1896
Watched Int'l Soccer in last yr: DK/NO	22%	(30)	13%	(17)	10%	(13)	25%	(34)	30%	(41)	136

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

Table BRD13_10: How likely are you to watch each of the following major sporting events?
Stanley Cup Finals

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	14% (311)	16% (342)	20% (446)	45% (987)	5% (115)	2201
Gender: Male	20% (215)	19% (205)	22% (231)	34% (358)	5% (53)	1062
Gender: Female	8% (96)	12% (137)	19% (215)	55% (629)	5% (61)	1139
Age: 18-29	12% (57)	13% (63)	18% (88)	48% (231)	10% (47)	487
Age: 30-44	14% (75)	16% (85)	21% (111)	41% (214)	8% (41)	527
Age: 45-54	16% (62)	20% (80)	20% (79)	42% (166)	3% (12)	400
Age: 55-64	21% (72)	14% (48)	19% (65)	45% (157)	2% (9)	351
Age: 65	10% (44)	15% (65)	24% (103)	50% (219)	1% (5)	436
Generation Z: 18-21	8% (15)	8% (14)	16% (28)	56% (101)	13% (23)	181
Millennial: Age 22-37	13% (79)	17% (104)	19% (113)	42% (255)	9% (52)	603
Generation X: Age 38-53	16% (97)	17% (103)	21% (126)	41% (243)	4% (24)	593
Boomers: Age 54-72	16% (115)	14% (101)	21% (145)	47% (327)	2% (13)	701
PID: Dem (no lean)	11% (84)	15% (114)	23% (168)	45% (338)	5% (39)	743
PID: Ind (no lean)	13% (106)	13% (103)	19% (150)	48% (374)	7% (54)	786
PID: Rep (no lean)	18% (122)	19% (125)	19% (128)	41% (275)	3% (22)	672
PID/Gender: Dem Men	17% (58)	19% (64)	26% (86)	32% (110)	6% (20)	338
PID/Gender: Dem Women	6% (26)	12% (50)	20% (82)	56% (228)	5% (19)	405
PID/Gender: Ind Men	17% (63)	17% (65)	20% (74)	40% (151)	5% (20)	374
PID/Gender: Ind Women	10% (42)	9% (38)	18% (75)	54% (222)	8% (34)	412
PID/Gender: Rep Men	27% (94)	22% (76)	20% (70)	28% (97)	4% (13)	350
PID/Gender: Rep Women	9% (28)	15% (49)	18% (58)	56% (179)	3% (9)	322
Ideo: Liberal (1-3)	16% (120)	19% (142)	21% (156)	41% (314)	3% (25)	756
Ideo: Moderate (4)	11% (49)	15% (65)	23% (101)	43% (187)	7% (30)	433
Ideo: Conservative (5-7)	16% (114)	15% (106)	20% (138)	45% (316)	4% (28)	702
Educ: < College	14% (210)	14% (212)	20% (298)	46% (699)	6% (95)	1513
Educ: Bachelors degree	16% (72)	19% (85)	20% (87)	43% (189)	3% (11)	444
Educ: Post-grad	12% (30)	19% (45)	25% (61)	41% (99)	4% (9)	244

Continued on next page

Table BRD13_10: How likely are you to watch each of the following major sporting events?
 Stanley Cup Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(311)	16%	(342)	20%	(446)	45%	(987)	5%	(115)	2201
Income: Under 50k	13%	(176)	14%	(184)	19%	(246)	47%	(616)	7%	(91)	1314
Income: 50k-100k	15%	(95)	16%	(100)	24%	(149)	43%	(270)	2%	(14)	628
Income: 100k	16%	(40)	22%	(58)	19%	(50)	39%	(100)	4%	(10)	259
Ethnicity: White	16%	(275)	15%	(255)	19%	(322)	46%	(787)	5%	(83)	1722
Ethnicity: Hispanic	20%	(72)	13%	(44)	17%	(61)	41%	(143)	8%	(29)	350
Ethnicity: Afr. Am.	7%	(19)	18%	(49)	27%	(75)	41%	(113)	7%	(20)	274
Ethnicity: Other	9%	(18)	19%	(38)	24%	(49)	43%	(87)	6%	(12)	204
Relig: Protestant	18%	(89)	18%	(91)	19%	(94)	43%	(214)	2%	(12)	499
Relig: Roman Catholic	21%	(89)	17%	(71)	21%	(89)	38%	(165)	4%	(16)	430
Relig: Ath./Agn./None	12%	(77)	12%	(78)	18%	(120)	51%	(339)	7%	(48)	662
Relig: Something Else	9%	(32)	18%	(62)	23%	(78)	44%	(152)	6%	(19)	343
Relig: Jewish	18%	(8)	31%	(13)	15%	(7)	34%	(15)	1%	(1)	43
Relig: Evangelical	13%	(73)	16%	(91)	20%	(113)	44%	(250)	7%	(39)	565
Relig: Non-Evang. Catholics	21%	(129)	17%	(108)	22%	(135)	39%	(242)	1%	(8)	623
Relig: All Christian	17%	(202)	17%	(199)	21%	(248)	41%	(492)	4%	(48)	1188
Relig: All Non-Christian	11%	(108)	14%	(141)	20%	(198)	49%	(490)	7%	(67)	1005
Community: Urban	14%	(80)	15%	(88)	21%	(118)	44%	(251)	6%	(34)	571
Community: Suburban	15%	(139)	17%	(163)	20%	(193)	44%	(425)	4%	(38)	958
Community: Rural	14%	(92)	14%	(91)	20%	(135)	46%	(312)	6%	(43)	671
Employ: Private Sector	22%	(147)	16%	(107)	20%	(131)	39%	(262)	3%	(22)	669
Employ: Government	16%	(22)	20%	(28)	15%	(20)	43%	(59)	6%	(8)	137
Employ: Self-Employed	13%	(22)	18%	(29)	28%	(46)	36%	(59)	5%	(8)	163
Employ: Homemaker	11%	(16)	17%	(25)	19%	(29)	48%	(72)	6%	(9)	150
Employ: Student	5%	(6)	15%	(18)	17%	(20)	50%	(60)	12%	(14)	119
Employ: Retired	11%	(48)	15%	(69)	22%	(101)	51%	(231)	1%	(6)	456
Employ: Unemployed	8%	(20)	12%	(28)	16%	(39)	54%	(129)	10%	(24)	240
Employ: Other	12%	(31)	14%	(38)	22%	(59)	43%	(116)	9%	(23)	267
Military HH: Yes	13%	(54)	16%	(65)	24%	(99)	43%	(179)	4%	(15)	412
Military HH: No	14%	(257)	15%	(276)	19%	(347)	45%	(808)	6%	(100)	1789

Continued on next page

Table BRD13_10: How likely are you to watch each of the following major sporting events?
Stanley Cup Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(311)	16%	(342)	20%	(446)	45%	(987)	5%	(115)	2201
RD/WT: Right Direction	18%	(146)	17%	(137)	20%	(164)	40%	(330)	6%	(49)	825
RD/WT: Wrong Track	12%	(166)	15%	(205)	21%	(282)	48%	(657)	5%	(66)	1376
Trump Job Approve	18%	(165)	16%	(145)	20%	(183)	41%	(370)	5%	(48)	911
Trump Job Disapprove	11%	(130)	16%	(189)	21%	(240)	48%	(551)	4%	(46)	1156
Trump Job Strongly Approve	21%	(95)	17%	(77)	16%	(75)	42%	(188)	4%	(18)	453
Trump Job Somewhat Approve	15%	(70)	15%	(68)	24%	(108)	40%	(182)	7%	(30)	458
Trump Job Somewhat Disapprove	14%	(38)	18%	(48)	19%	(51)	42%	(113)	7%	(20)	270
Trump Job Strongly Disapprove	10%	(91)	16%	(141)	21%	(189)	49%	(437)	3%	(27)	885
#1 Issue: Economy	17%	(113)	16%	(107)	20%	(134)	41%	(276)	5%	(36)	667
#1 Issue: Security	15%	(53)	17%	(60)	22%	(77)	44%	(154)	2%	(6)	350
#1 Issue: Health Care	13%	(46)	15%	(53)	24%	(85)	43%	(150)	5%	(18)	352
#1 Issue: Medicare / Social Security	12%	(38)	15%	(46)	20%	(61)	49%	(151)	5%	(15)	310
#1 Issue: Women's Issues	11%	(11)	14%	(14)	17%	(17)	57%	(56)	—	(0)	98
#1 Issue: Education	15%	(28)	18%	(34)	18%	(35)	43%	(84)	6%	(12)	194
#1 Issue: Energy	14%	(14)	12%	(12)	10%	(10)	48%	(49)	16%	(16)	102
#1 Issue: Other	6%	(8)	12%	(16)	20%	(26)	52%	(67)	9%	(12)	129
2016 Vote: Democrat Hillary Clinton	13%	(89)	16%	(112)	22%	(152)	44%	(303)	4%	(26)	681
2016 Vote: Republican Donald Trump	17%	(117)	18%	(122)	20%	(136)	43%	(297)	2%	(17)	689
2016 Vote: Someone else	12%	(26)	21%	(43)	20%	(42)	44%	(91)	2%	(4)	206
Voted in 2014: Yes	14%	(198)	19%	(254)	21%	(285)	43%	(587)	3%	(41)	1366
Voted in 2014: No	14%	(113)	10%	(88)	19%	(160)	48%	(400)	9%	(73)	835
2012 Vote: Barack Obama	12%	(104)	19%	(155)	23%	(192)	43%	(362)	3%	(23)	837
2012 Vote: Mitt Romney	17%	(83)	18%	(91)	19%	(95)	44%	(219)	2%	(9)	497
2012 Vote: Other	20%	(22)	15%	(17)	11%	(12)	50%	(54)	4%	(4)	108
2012 Vote: Didn't Vote	13%	(102)	10%	(78)	19%	(147)	46%	(351)	10%	(79)	757
4-Region: Northeast	20%	(78)	16%	(64)	19%	(76)	42%	(166)	2%	(10)	394
4-Region: Midwest	15%	(70)	14%	(66)	24%	(110)	43%	(198)	4%	(20)	462
4-Region: South	12%	(101)	15%	(121)	20%	(163)	47%	(386)	6%	(53)	825
4-Region: West	12%	(62)	18%	(91)	19%	(97)	46%	(237)	6%	(33)	520

Continued on next page

Table BRD13_10: How likely are you to watch each of the following major sporting events?
 Stanley Cup Finals

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	14%	(311)	16%	(342)	20%	(446)	45%	(987)	5%	(115)	2201
Favorable of Trump	20%	(181)	16%	(142)	21%	(188)	40%	(359)	4%	(32)	902
Unfavorable of Trump	10%	(118)	16%	(182)	21%	(240)	48%	(553)	4%	(50)	1143
Very Favorable of Trump	22%	(113)	17%	(90)	16%	(86)	41%	(216)	3%	(18)	523
Somewhat Favorable of Trump	18%	(68)	14%	(52)	27%	(102)	38%	(143)	4%	(14)	380
Somewhat Unfavorable of Trump	12%	(30)	17%	(42)	20%	(49)	43%	(104)	8%	(19)	243
Very Unfavorable of Trump	10%	(88)	16%	(140)	21%	(192)	50%	(450)	3%	(31)	900
Watch 2014 World Cup: Yes	26%	(117)	26%	(116)	19%	(86)	23%	(102)	5%	(22)	444
Watch 2014 World Cup: No	11%	(176)	13%	(198)	20%	(313)	53%	(827)	3%	(47)	1562
Watch 2014 World Cup: DK/NO	9%	(18)	14%	(28)	24%	(46)	30%	(58)	23%	(45)	195
Attend MLS Game past yr: Yes	30%	(81)	26%	(69)	19%	(52)	22%	(59)	3%	(9)	270
Attend MLS Game past yr: No	12%	(220)	14%	(261)	20%	(368)	49%	(895)	4%	(65)	1810
Attend MLS Game past yr: DK/NO	9%	(11)	9%	(11)	21%	(26)	27%	(33)	33%	(40)	121
Watched Int'l Soccer in last yr: Yes	31%	(52)	24%	(41)	22%	(37)	21%	(36)	2%	(4)	170
Watched Int'l Soccer in last yr: No	13%	(249)	15%	(289)	20%	(376)	48%	(914)	4%	(67)	1896
Watched Int'l Soccer in last yr: DK/NO	8%	(11)	9%	(12)	24%	(33)	27%	(37)	32%	(43)	136

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

Table BRD13_11: How likely are you to watch each of the following major sporting events?
World Cup

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	12%	(271)	16%	(350)	19%	(421)	48%	(1066)	4%	(93)	2201
Gender: Male	18%	(188)	18%	(193)	21%	(218)	40%	(429)	3%	(33)	1062
Gender: Female	7%	(84)	14%	(157)	18%	(203)	56%	(636)	5%	(60)	1139
Age: 18-29	19%	(91)	19%	(91)	13%	(64)	43%	(209)	7%	(32)	487
Age: 30-44	12%	(63)	15%	(82)	18%	(95)	48%	(251)	7%	(36)	527
Age: 45-54	14%	(56)	18%	(70)	21%	(85)	45%	(180)	2%	(9)	400
Age: 55-64	11%	(39)	14%	(48)	22%	(78)	52%	(181)	1%	(5)	351
Age: 65	5%	(23)	14%	(60)	23%	(99)	56%	(244)	2%	(10)	436
Generation Z: 18-21	15%	(28)	20%	(35)	14%	(25)	42%	(77)	9%	(16)	181
Millennial: Age 22-37	18%	(106)	17%	(103)	14%	(83)	45%	(272)	7%	(39)	603
Generation X: Age 38-53	12%	(71)	16%	(96)	21%	(124)	47%	(281)	4%	(21)	593
Boomers: Age 54-72	9%	(65)	14%	(98)	22%	(157)	52%	(366)	2%	(15)	701
PID: Dem (no lean)	13%	(93)	18%	(135)	19%	(143)	46%	(341)	4%	(30)	743
PID: Ind (no lean)	9%	(74)	15%	(115)	20%	(154)	51%	(404)	5%	(39)	786
PID: Rep (no lean)	16%	(104)	15%	(99)	18%	(123)	48%	(321)	4%	(24)	672
PID/Gender: Dem Men	18%	(62)	22%	(74)	20%	(67)	37%	(125)	3%	(11)	338
PID/Gender: Dem Women	8%	(32)	15%	(62)	19%	(76)	53%	(216)	5%	(19)	405
PID/Gender: Ind Men	11%	(42)	17%	(62)	22%	(82)	47%	(176)	3%	(11)	374
PID/Gender: Ind Women	8%	(32)	13%	(53)	17%	(72)	55%	(227)	7%	(28)	412
PID/Gender: Rep Men	24%	(84)	16%	(57)	20%	(69)	37%	(129)	3%	(11)	350
PID/Gender: Rep Women	6%	(20)	13%	(42)	17%	(54)	60%	(193)	4%	(13)	322
Ideo: Liberal (1-3)	17%	(132)	18%	(138)	21%	(156)	41%	(311)	3%	(19)	756
Ideo: Moderate (4)	13%	(55)	17%	(73)	19%	(84)	47%	(203)	4%	(17)	433
Ideo: Conservative (5-7)	9%	(62)	16%	(113)	20%	(139)	51%	(361)	4%	(27)	702
Educ: < College	10%	(159)	14%	(211)	19%	(293)	51%	(776)	5%	(75)	1513
Educ: Bachelors degree	16%	(70)	21%	(92)	18%	(80)	43%	(192)	2%	(10)	444
Educ: Post-grad	17%	(43)	19%	(47)	20%	(48)	40%	(97)	4%	(9)	244

Continued on next page

Table BRD13_11: How likely are you to watch each of the following major sporting events?
 World Cup

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(271)	16%	(350)	19%	(421)	48%	(1066)	4%	(93)	2201
Income: Under 50k	11%	(150)	15%	(192)	18%	(230)	51%	(667)	6%	(75)	1314
Income: 50k-100k	14%	(87)	18%	(114)	20%	(127)	46%	(292)	1%	(9)	628
Income: 100k	13%	(34)	17%	(43)	25%	(64)	41%	(107)	4%	(10)	259
Ethnicity: White	12%	(204)	15%	(252)	19%	(329)	50%	(868)	4%	(69)	1722
Ethnicity: Hispanic	30%	(103)	23%	(82)	11%	(40)	32%	(110)	4%	(15)	350
Ethnicity: Afr. Am.	9%	(26)	20%	(55)	21%	(59)	44%	(120)	5%	(15)	274
Ethnicity: Other	20%	(41)	21%	(43)	16%	(33)	38%	(77)	4%	(9)	204
Relig: Protestant	16%	(78)	16%	(79)	21%	(105)	45%	(224)	3%	(14)	499
Relig: Roman Catholic	17%	(73)	19%	(83)	22%	(93)	39%	(169)	3%	(12)	430
Relig: Ath./Agn./None	10%	(64)	13%	(85)	17%	(113)	56%	(369)	5%	(30)	662
Relig: Something Else	12%	(41)	14%	(49)	16%	(55)	53%	(182)	5%	(17)	343
Relig: Jewish	5%	(2)	12%	(5)	8%	(4)	73%	(32)	1%	(1)	43
Relig: Evangelical	9%	(52)	18%	(103)	22%	(122)	45%	(253)	6%	(35)	565
Relig: Non-Evang. Catholics	18%	(115)	18%	(110)	21%	(130)	42%	(259)	1%	(9)	623
Relig: All Christian	14%	(166)	18%	(213)	21%	(252)	43%	(512)	4%	(44)	1188
Relig: All Non-Christian	10%	(105)	13%	(135)	17%	(168)	55%	(551)	5%	(47)	1005
Community: Urban	15%	(87)	22%	(125)	17%	(99)	42%	(240)	3%	(20)	571
Community: Suburban	11%	(101)	16%	(153)	20%	(190)	51%	(485)	3%	(30)	958
Community: Rural	12%	(83)	11%	(72)	20%	(132)	51%	(340)	7%	(44)	671
Employ: Private Sector	18%	(119)	19%	(125)	20%	(136)	41%	(277)	2%	(12)	669
Employ: Government	18%	(25)	19%	(26)	15%	(21)	43%	(59)	5%	(6)	137
Employ: Self-Employed	16%	(26)	19%	(31)	21%	(35)	40%	(66)	4%	(6)	163
Employ: Homemaker	10%	(16)	10%	(15)	19%	(29)	53%	(80)	7%	(11)	150
Employ: Student	18%	(21)	22%	(27)	13%	(15)	40%	(47)	8%	(9)	119
Employ: Retired	4%	(20)	13%	(59)	22%	(98)	59%	(270)	2%	(9)	456
Employ: Unemployed	10%	(24)	14%	(32)	12%	(29)	56%	(133)	9%	(21)	240
Employ: Other	8%	(22)	13%	(35)	22%	(58)	50%	(133)	7%	(19)	267
Military HH: Yes	9%	(36)	18%	(73)	21%	(87)	50%	(205)	3%	(11)	412
Military HH: No	13%	(235)	15%	(277)	19%	(334)	48%	(860)	5%	(82)	1789

Continued on next page

Table BRD13_11: How likely are you to watch each of the following major sporting events?

World Cup

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(271)	16%	(350)	19%	(421)	48%	(1066)	4%	(93)	2201
RD/WT: Right Direction	14%	(117)	15%	(127)	20%	(165)	45%	(375)	5%	(42)	825
RD/WT: Wrong Track	11%	(155)	16%	(223)	19%	(256)	50%	(691)	4%	(51)	1376
Trump Job Approve	12%	(113)	16%	(145)	20%	(185)	47%	(426)	5%	(41)	911
Trump Job Disapprove	13%	(147)	17%	(198)	19%	(217)	48%	(558)	3%	(36)	1156
Trump Job Strongly Approve	15%	(69)	15%	(70)	17%	(76)	48%	(216)	5%	(23)	453
Trump Job Somewhat Approve	10%	(44)	16%	(76)	24%	(109)	46%	(211)	4%	(19)	458
Trump Job Somewhat Disapprove	15%	(39)	21%	(58)	17%	(45)	42%	(114)	5%	(14)	270
Trump Job Strongly Disapprove	12%	(107)	16%	(141)	19%	(171)	50%	(444)	2%	(22)	885
#1 Issue: Economy	16%	(106)	15%	(98)	19%	(128)	46%	(306)	4%	(28)	667
#1 Issue: Security	12%	(42)	15%	(53)	20%	(71)	50%	(173)	3%	(10)	350
#1 Issue: Health Care	13%	(46)	20%	(71)	20%	(69)	44%	(154)	4%	(12)	352
#1 Issue: Medicare / Social Security	3%	(10)	15%	(47)	23%	(70)	55%	(169)	5%	(14)	310
#1 Issue: Women's Issues	10%	(10)	16%	(16)	18%	(17)	56%	(55)	—	(0)	98
#1 Issue: Education	16%	(32)	21%	(41)	17%	(33)	43%	(84)	3%	(5)	194
#1 Issue: Energy	17%	(17)	12%	(12)	16%	(16)	44%	(44)	11%	(12)	102
#1 Issue: Other	6%	(8)	10%	(13)	13%	(16)	62%	(80)	9%	(11)	129
2016 Vote: Democrat Hillary Clinton	11%	(74)	18%	(121)	21%	(146)	47%	(320)	3%	(21)	681
2016 Vote: Republican Donald Trump	10%	(67)	14%	(95)	23%	(155)	51%	(349)	3%	(22)	689
2016 Vote: Someone else	18%	(37)	17%	(35)	21%	(43)	43%	(88)	1%	(3)	206
Voted in 2014: Yes	10%	(139)	16%	(217)	22%	(297)	49%	(673)	3%	(39)	1366
Voted in 2014: No	16%	(132)	16%	(133)	15%	(124)	47%	(393)	6%	(54)	835
2012 Vote: Barack Obama	10%	(85)	17%	(144)	22%	(185)	48%	(401)	3%	(22)	837
2012 Vote: Mitt Romney	9%	(42)	15%	(76)	21%	(103)	53%	(262)	3%	(14)	497
2012 Vote: Other	19%	(21)	9%	(10)	17%	(19)	52%	(56)	3%	(3)	108
2012 Vote: Didn't Vote	16%	(123)	16%	(120)	15%	(115)	46%	(345)	7%	(54)	757
4-Region: Northeast	11%	(44)	17%	(68)	18%	(72)	52%	(204)	1%	(6)	394
4-Region: Midwest	10%	(48)	13%	(58)	22%	(99)	52%	(241)	4%	(17)	462
4-Region: South	13%	(105)	17%	(136)	18%	(152)	47%	(385)	6%	(46)	825
4-Region: West	14%	(75)	17%	(88)	19%	(97)	45%	(236)	5%	(24)	520

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Table BRD13_11: How likely are you to watch each of the following major sporting events?
 World Cup

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	12%	(271)	16%	(350)	19%	(421)	48%	(1066)	4%	(93)	2201
Favorable of Trump	14%	(124)	14%	(126)	21%	(193)	47%	(424)	4%	(35)	902
Unfavorable of Trump	12%	(134)	18%	(200)	18%	(210)	49%	(565)	3%	(34)	1143
Very Favorable of Trump	15%	(81)	14%	(75)	18%	(93)	48%	(251)	5%	(24)	523
Somewhat Favorable of Trump	11%	(43)	13%	(51)	26%	(101)	46%	(174)	3%	(11)	380
Somewhat Unfavorable of Trump	14%	(35)	27%	(65)	14%	(34)	40%	(98)	4%	(11)	243
Very Unfavorable of Trump	11%	(99)	15%	(135)	20%	(176)	52%	(467)	3%	(23)	900
Watch 2014 World Cup: Yes	43%	(191)	37%	(165)	12%	(52)	7%	(33)	1%	(3)	444
Watch 2014 World Cup: No	4%	(67)	10%	(155)	21%	(333)	62%	(962)	3%	(45)	1562
Watch 2014 World Cup: DK/NO	7%	(13)	15%	(30)	18%	(36)	37%	(71)	23%	(45)	195
Attend MLS Game past yr: Yes	47%	(126)	29%	(79)	15%	(42)	8%	(21)	1%	(3)	270
Attend MLS Game past yr: No	8%	(137)	14%	(255)	20%	(361)	56%	(1005)	3%	(52)	1810
Attend MLS Game past yr: DK/NO	7%	(9)	13%	(16)	15%	(19)	33%	(40)	31%	(38)	121
Watched Int'l Soccer in last yr: Yes	57%	(97)	28%	(48)	10%	(18)	5%	(8)	—	(0)	170
Watched Int'l Soccer in last yr: No	9%	(166)	15%	(283)	20%	(381)	53%	(1013)	3%	(52)	1896
Watched Int'l Soccer in last yr: DK/NO	6%	(8)	14%	(19)	17%	(22)	33%	(45)	30%	(41)	136

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

Table BRD14: As you may know, the 2018 World Cup, which is held every four years, will be hosted in Russia from June 14-July 15. Do you plan to watch this years World Cup on TV or a streaming device this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	20%	(435)	61%	(1343)	19%	(423)	2201
Gender: Male	26%	(279)	59%	(632)	14%	(151)	1062
Gender: Female	14%	(155)	62%	(711)	24%	(272)	1139
Age: 18-29	31%	(149)	47%	(227)	23%	(111)	487
Age: 30-44	22%	(118)	57%	(301)	20%	(108)	527
Age: 45-54	22%	(86)	61%	(243)	18%	(71)	400
Age: 55-64	11%	(38)	72%	(253)	17%	(60)	351
Age: 65	10%	(44)	73%	(319)	17%	(74)	436
Generation Z: 18-21	30%	(54)	49%	(89)	21%	(38)	181
Millennial: Age 22-37	28%	(167)	49%	(298)	23%	(138)	603
Generation X: Age 38-53	21%	(124)	61%	(363)	18%	(106)	593
Boomers: Age 54-72	12%	(84)	71%	(497)	17%	(121)	701
PID: Dem (no lean)	23%	(172)	60%	(444)	17%	(128)	743
PID: Ind (no lean)	19%	(149)	58%	(458)	23%	(179)	786
PID: Rep (no lean)	17%	(114)	66%	(441)	17%	(116)	672
PID/Gender: Dem Men	32%	(107)	56%	(188)	13%	(44)	338
PID/Gender: Dem Women	16%	(65)	63%	(256)	21%	(84)	405
PID/Gender: Ind Men	25%	(92)	60%	(223)	16%	(59)	374
PID/Gender: Ind Women	14%	(57)	57%	(235)	29%	(120)	412
PID/Gender: Rep Men	23%	(81)	63%	(221)	14%	(48)	350
PID/Gender: Rep Women	10%	(33)	68%	(220)	21%	(68)	322
Ideo: Liberal (1-3)	26%	(193)	59%	(445)	16%	(119)	756
Ideo: Moderate (4)	21%	(91)	61%	(263)	18%	(79)	433
Ideo: Conservative (5-7)	17%	(121)	65%	(459)	18%	(123)	702
Educ: < College	16%	(236)	64%	(962)	21%	(315)	1513
Educ: Bachelors degree	29%	(127)	57%	(253)	14%	(64)	444
Educ: Post-grad	30%	(72)	52%	(128)	18%	(44)	244

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Table BRD14: As you may know, the 2018 World Cup, which is held every four years, will be hosted in Russia from June 14-July 15. Do you plan to watch this years World Cup on TV or a streaming device this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	20%	(435)	61%	(1343)	19%	(423)	2201
Income: Under 50k	16%	(213)	63%	(831)	21%	(270)	1314
Income: 50k-100k	25%	(159)	58%	(364)	17%	(106)	628
Income: 100k	24%	(63)	57%	(148)	18%	(48)	259
Ethnicity: White	18%	(312)	64%	(1103)	18%	(307)	1722
Ethnicity: Hispanic	36%	(124)	46%	(161)	18%	(64)	350
Ethnicity: Afr. Am.	22%	(61)	56%	(155)	22%	(59)	274
Ethnicity: Other	30%	(62)	42%	(85)	28%	(57)	204
Relig: Protestant	17%	(84)	65%	(326)	18%	(89)	499
Relig: Roman Catholic	28%	(120)	55%	(236)	17%	(74)	430
Relig: Ath./Agn./None	18%	(118)	64%	(420)	19%	(123)	662
Relig: Something Else	19%	(66)	61%	(210)	19%	(67)	343
Relig: Jewish	11%	(5)	78%	(34)	11%	(5)	43
Relig: Evangelical	19%	(105)	59%	(334)	22%	(126)	565
Relig: Non-Evang. Catholics	23%	(143)	60%	(375)	17%	(105)	623
Relig: All Christian	21%	(247)	60%	(709)	19%	(232)	1188
Relig: All Non-Christian	18%	(184)	63%	(631)	19%	(190)	1005
Community: Urban	28%	(160)	52%	(296)	20%	(115)	571
Community: Suburban	19%	(182)	62%	(595)	19%	(181)	958
Community: Rural	14%	(92)	67%	(452)	19%	(127)	671
Employ: Private Sector	26%	(173)	59%	(394)	15%	(101)	669
Employ: Government	29%	(40)	52%	(71)	19%	(26)	137
Employ: Self-Employed	25%	(41)	55%	(90)	20%	(32)	163
Employ: Homemaker	15%	(22)	54%	(81)	32%	(48)	150
Employ: Student	34%	(41)	50%	(59)	16%	(19)	119
Employ: Retired	10%	(48)	74%	(339)	15%	(69)	456
Employ: Unemployed	17%	(41)	61%	(147)	22%	(53)	240
Employ: Other	11%	(30)	60%	(161)	29%	(76)	267
Military HH: Yes	18%	(74)	64%	(266)	18%	(73)	412
Military HH: No	20%	(361)	60%	(1077)	20%	(351)	1789

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Table BRD14: As you may know, the 2018 World Cup, which is held every four years, will be hosted in Russia from June 14-July 15. Do you plan to watch this years World Cup on TV or a streaming device this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	20%	(435)	61%	(1343)	19%	(423)	2201
RD/WT: Right Direction	20%	(168)	61%	(505)	18%	(153)	825
RD/WT: Wrong Track	19%	(267)	61%	(838)	20%	(271)	1376
Trump Job Approve	18%	(165)	63%	(573)	19%	(173)	911
Trump Job Disapprove	22%	(255)	61%	(701)	17%	(200)	1156
Trump Job Strongly Approve	17%	(77)	65%	(295)	18%	(81)	453
Trump Job Somewhat Approve	19%	(88)	61%	(278)	20%	(93)	458
Trump Job Somewhat Disapprove	28%	(75)	51%	(139)	21%	(56)	270
Trump Job Strongly Disapprove	20%	(180)	63%	(562)	16%	(144)	885
#1 Issue: Economy	24%	(158)	58%	(387)	18%	(121)	667
#1 Issue: Security	20%	(70)	63%	(219)	17%	(60)	350
#1 Issue: Health Care	21%	(73)	56%	(197)	23%	(82)	352
#1 Issue: Medicare / Social Security	7%	(23)	73%	(225)	20%	(61)	310
#1 Issue: Women's Issues	22%	(22)	65%	(64)	13%	(13)	98
#1 Issue: Education	29%	(56)	53%	(102)	19%	(36)	194
#1 Issue: Energy	19%	(19)	68%	(69)	14%	(14)	102
#1 Issue: Other	11%	(14)	62%	(79)	27%	(35)	129
2016 Vote: Democrat Hillary Clinton	21%	(146)	60%	(408)	19%	(127)	681
2016 Vote: Republican Donald Trump	17%	(118)	66%	(458)	16%	(113)	689
2016 Vote: Someone else	29%	(60)	55%	(114)	16%	(32)	206
Voted in 2014: Yes	20%	(271)	63%	(867)	17%	(228)	1366
Voted in 2014: No	20%	(164)	57%	(476)	23%	(195)	835
2012 Vote: Barack Obama	20%	(168)	62%	(523)	17%	(146)	837
2012 Vote: Mitt Romney	18%	(88)	67%	(332)	15%	(77)	497
2012 Vote: Other	21%	(23)	66%	(71)	13%	(14)	108
2012 Vote: Didn't Vote	20%	(155)	55%	(416)	25%	(187)	757
4-Region: Northeast	19%	(74)	63%	(249)	18%	(70)	394
4-Region: Midwest	16%	(74)	67%	(312)	17%	(76)	462
4-Region: South	19%	(158)	59%	(484)	22%	(183)	825
4-Region: West	25%	(129)	57%	(297)	18%	(94)	520

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Table BRD14: As you may know, the 2018 World Cup, which is held every four years, will be hosted in Russia from June 14-July 15. Do you plan to watch this years World Cup on TV or a streaming device this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	20%	(435)	61%	(1343)	19%	(423)	2201
Favorable of Trump	17%	(153)	65%	(586)	18%	(163)	902
Unfavorable of Trump	23%	(257)	60%	(689)	17%	(196)	1143
Very Favorable of Trump	16%	(83)	68%	(354)	16%	(85)	523
Somewhat Favorable of Trump	18%	(70)	61%	(232)	21%	(78)	380
Somewhat Unfavorable of Trump	28%	(69)	53%	(130)	18%	(44)	243
Very Unfavorable of Trump	21%	(189)	62%	(559)	17%	(152)	900
Watch 2014 World Cup: Yes	71%	(315)	16%	(73)	13%	(56)	444
Watch 2014 World Cup: No	6%	(101)	77%	(1202)	17%	(259)	1562
Watch 2014 World Cup: DK/NO	10%	(19)	35%	(68)	55%	(108)	195
Attend MLS Game past yr: Yes	67%	(182)	16%	(43)	17%	(46)	270
Attend MLS Game past yr: No	13%	(243)	70%	(1262)	17%	(305)	1810
Attend MLS Game past yr: DK/NO	9%	(10)	31%	(38)	60%	(73)	121
Watched Int'l Soccer in last yr: Yes	77%	(131)	11%	(19)	12%	(20)	170
Watched Int'l Soccer in last yr: No	16%	(295)	68%	(1283)	17%	(318)	1896
Watched Int'l Soccer in last yr: DK/NO	6%	(9)	30%	(41)	63%	(86)	136

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

Table BRD15: Which team do you plan to support?

Demographic	Russia	Egypt	Uruguay	Portugal	Spain	Morocco	Iran	France	Australia	Peru	Denmark	Argentina
Adults	— (1)	— (2)	— (0)	1% (4)	5% (24)	— (1)	— (1)	3% (13)	2% (7)	1% (3)	1% (3)	3% (13)
Gender: Male	— (0)	1% (2)	— (0)	1% (2)	4% (10)	— (1)	— (1)	3% (9)	1% (4)	1% (2)	1% (2)	4% (10)
Gender: Female	1% (1)	— (0)	— (0)	2% (2)	9% (14)	— (0)	— (0)	2% (4)	2% (3)	— (1)	— (0)	2% (3)
Age: 18-29	— (0)	— (0)	— (0)	— (0)	9% (14)	— (0)	— (1)	2% (3)	— (0)	— (0)	— (0)	4% (6)
Age: 30-44	— (0)	2% (2)	— (0)	3% (3)	5% (6)	1% (1)	— (0)	3% (3)	— (1)	1% (1)	1% (1)	4% (5)
Age: 45-54	1% (1)	— (0)	— (0)	— (0)	2% (2)	— (0)	— (0)	4% (3)	3% (2)	1% (1)	— (0)	2% (2)
Age: 55-64	— (0)	— (0)	— (0)	— (0)	6% (2)	— (0)	— (0)	— (0)	5% (2)	2% (1)	2% (1)	4% (1)
Age: 65	— (0)	— (0)	— (0)	2% (1)	— (0)	— (0)	— (0)	7% (3)	6% (2)	— (0)	2% (1)	— (0)
Generation Z: 18-21	— (0)	— (0)	— (0)	— (0)	15% (8)	— (0)	— (0)	3% (2)	— (0)	— (0)	— (0)	7% (4)
Millennial: Age 22-37	— (0)	— (0)	— (0)	1% (2)	6% (10)	— (1)	— (1)	1% (2)	— (1)	1% (1)	1% (1)	3% (4)
Generation X: Age 38-53	1% (1)	1% (2)	— (0)	1% (1)	3% (4)	— (0)	— (0)	5% (6)	2% (2)	1% (1)	— (0)	3% (3)
Boomers: Age 54-72	— (0)	— (0)	— (0)	— (0)	3% (2)	— (0)	— (0)	3% (2)	5% (4)	1% (1)	2% (2)	2% (1)
PID: Dem (no lean)	— (0)	— (0)	— (0)	— (1)	5% (8)	— (0)	— (0)	5% (8)	1% (2)	1% (1)	1% (2)	2% (4)
PID: Ind (no lean)	— (0)	1% (2)	— (0)	1% (1)	7% (10)	1% (1)	— (1)	3% (5)	— (0)	1% (2)	— (0)	4% (6)
PID: Rep (no lean)	1% (1)	— (0)	— (0)	2% (2)	5% (6)	— (0)	— (0)	— (0)	4% (5)	— (0)	1% (1)	3% (3)
PID/Gender: Dem Men	— (0)	— (0)	— (0)	1% (1)	5% (6)	— (0)	— (0)	4% (4)	2% (2)	1% (1)	2% (2)	3% (3)
PID/Gender: Dem Women	— (0)	— (0)	— (0)	— (0)	3% (2)	— (0)	— (0)	6% (4)	— (0)	— (0)	— (0)	1% (1)
PID/Gender: Ind Men	— (0)	2% (2)	— (0)	— (0)	1% (1)	1% (1)	1% (1)	5% (5)	— (0)	1% (1)	— (0)	4% (4)
PID/Gender: Ind Women	— (0)	— (0)	1% (0)	2% (1)	16% (9)	— (0)	— (0)	— (0)	— (0)	1% (1)	— (0)	3% (2)
PID/Gender: Rep Men	— (0)	— (0)	— (0)	1% (1)	4% (3)	— (0)	— (0)	— (0)	2% (2)	— (0)	1% (1)	4% (3)
PID/Gender: Rep Women	3% (1)	— (0)	— (0)	4% (1)	7% (2)	— (0)	— (0)	— (0)	10% (3)	— (0)	1% (0)	1% (0)
Ideo: Liberal (1-3)	— (0)	— (0)	— (0)	1% (2)	6% (11)	— (1)	— (0)	4% (8)	1% (2)	1% (1)	1% (2)	3% (5)
Ideo: Moderate (4)	— (0)	2% (2)	— (0)	1% (1)	5% (4)	— (0)	1% (1)	5% (5)	1% (1)	— (0)	— (0)	3% (3)
Ideo: Conservative (5-7)	1% (1)	— (0)	— (0)	1% (1)	7% (9)	— (0)	— (0)	— (1)	3% (4)	2% (2)	1% (1)	3% (4)
Educ: < College	— (0)	1% (2)	— (0)	1% (2)	6% (15)	— (0)	— (0)	3% (6)	2% (6)	— (1)	1% (2)	3% (7)
Educ: Bachelors degree	— (0)	— (0)	— (0)	1% (2)	6% (7)	1% (1)	— (0)	2% (3)	— (0)	1% (2)	1% (1)	3% (3)
Educ: Post-grad	1% (1)	— (0)	— (0)	— (0)	3% (2)	— (0)	1% (1)	5% (4)	2% (2)	1% (1)	1% (0)	4% (3)
Income: Under 50k	— (0)	1% (2)	— (0)	1% (2)	6% (12)	— (1)	— (0)	3% (6)	3% (6)	1% (2)	1% (2)	3% (7)
Income: 50k-100k	— (0)	— (0)	— (0)	1% (2)	4% (7)	— (0)	— (1)	3% (6)	1% (2)	— (1)	— (0)	3% (4)
Income: 100k	1% (1)	— (0)	— (0)	— (0)	8% (5)	— (0)	— (0)	2% (1)	— (0)	2% (1)	1% (1)	2% (1)
Ethnicity: White	— (1)	1% (2)	— (0)	1% (4)	4% (11)	— (1)	— (1)	2% (6)	2% (7)	1% (2)	1% (3)	3% (9)
Ethnicity: Hispanic	— (0)	— (0)	— (0)	1% (1)	9% (11)	— (0)	— (0)	2% (2)	1% (2)	— (0)	— (0)	3% (4)
Ethnicity: Afr. Am.	— (0)	— (0)	— (0)	— (0)	13% (8)	— (0)	— (0)	8% (5)	— (0)	1% (1)	— (0)	1% (1)
Ethnicity: Other	— (0)	— (0)	— (0)	— (0)	7% (5)	— (0)	— (0)	3% (2)	— (0)	— (0)	— (0)	6% (4)
Relig: Protestant	— (0)	— (0)	1% (0)	1% (1)	4% (3)	— (0)	1% (1)	2% (2)	5% (4)	2% (1)	— (0)	2% (2)
Relig: Roman Catholic	1% (1)	— (0)	— (0)	1% (1)	4% (5)	— (0)	— (0)	1% (2)	— (0)	— (0)	2% (2)	2% (3)
Relig: Ath./Agn./None	— (0)	— (0)	— (0)	1% (1)	5% (6)	1% (1)	— (0)	4% (5)	2% (2)	1% (1)	1% (1)	3% (3)
Relig: Something Else	— (0)	— (0)	— (0)	2% (1)	7% (5)	— (0)	— (0)	7% (5)	— (0)	— (0)	— (0)	6% (4)
Relig: Jewish	— (0)	— (0)	— (0)	— (0)	24% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
Relig: Evangelical	— (0)	2% (2)	— (0)	— (0)	10% (10)	— (0)	— (0)	1% (1)	1% (1)	2% (2)	— (0)	3% (3)
Relig: Non-Evang. Catholics	1% (1)	— (0)	— (0)	1% (2)	2% (3)	— (0)	— (1)	2% (2)	3% (4)	— (0)	1% (2)	2% (3)

Table BRD15: Which team do you plan to support?

Demographic	Russia	Egypt	Uruguay	Portugal	Spain	Morocco	Iran	France	Australia	Peru	Denmark	Argentina
Adults	— (1)	— (2)	— (0)	1% (4)	5% (24)	— (1)	— (1)	3% (13)	2% (7)	1% (3)	1% (3)	3% (13)
Relig: All Christian	— (1)	1% (2)	— (0)	1% (2)	5% (13)	— (0)	— (1)	1% (3)	2% (5)	1% (2)	1% (2)	2% (6)
Relig: All Non-Christian	— (0)	— (0)	— (0)	1% (2)	6% (10)	— (1)	— (0)	5% (9)	1% (2)	— (1)	— (1)	4% (7)
Community: Urban	— (0)	1% (2)	— (0)	1% (2)	4% (6)	1% (1)	— (0)	3% (5)	— (1)	2% (3)	— (0)	4% (6)
Community: Suburban	— (1)	— (0)	— (0)	1% (1)	8% (15)	— (0)	— (0)	3% (5)	3% (6)	— (1)	2% (3)	3% (5)
Community: Rural	— (0)	— (0)	1% (0)	2% (1)	3% (3)	— (0)	1% (1)	3% (2)	1% (1)	— (0)	— (0)	2% (2)
Employ: Private Sector	— (1)	— (0)	— (0)	1% (2)	6% (10)	— (1)	— (0)	1% (2)	1% (2)	1% (1)	1% (2)	3% (4)
Employ: Government	— (0)	— (0)	— (0)	— (0)	5% (2)	— (0)	— (0)	2% (1)	— (0)	4% (1)	— (0)	2% (1)
Employ: Self-Employed	— (0)	— (0)	— (0)	— (0)	7% (3)	— (0)	— (0)	2% (1)	— (0)	2% (1)	— (0)	2% (1)
Employ: Homemaker	— (0)	— (0)	— (0)	— (0)	7% (2)	— (0)	— (0)	— (0)	11% (2)	— (0)	2% (0)	2% (0)
Employ: Student	— (0)	— (0)	1% (0)	— (0)	4% (2)	— (0)	2% (1)	2% (1)	— (0)	— (0)	— (0)	9% (4)
Employ: Retired	— (0)	4% (2)	— (0)	2% (1)	4% (2)	— (0)	— (0)	8% (4)	— (0)	— (0)	2% (1)	— (0)
Employ: Unemployed	— (0)	— (0)	— (0)	2% (1)	2% (1)	— (0)	— (0)	4% (2)	4% (2)	— (0)	— (0)	3% (1)
Employ: Other	— (0)	— (0)	— (0)	— (0)	12% (4)	— (0)	— (0)	9% (3)	4% (1)	— (0)	— (0)	5% (1)
Military HH: Yes	1% (1)	— (0)	— (0)	1% (1)	3% (2)	— (0)	— (0)	5% (3)	— (0)	1% (1)	3% (2)	1% (0)
Military HH: No	— (0)	1% (2)	— (0)	1% (3)	6% (21)	— (1)	— (1)	3% (9)	2% (7)	1% (2)	— (1)	3% (13)
RD/WT: Right Direction	1% (1)	— (0)	— (0)	1% (2)	4% (6)	— (1)	— (0)	1% (1)	1% (2)	1% (1)	1% (1)	3% (5)
RD/WT: Wrong Track	— (0)	1% (2)	— (0)	1% (2)	7% (18)	— (0)	— (1)	4% (12)	2% (5)	1% (2)	1% (2)	3% (8)
Trump Job Approve	1% (1)	— (0)	— (0)	2% (2)	6% (10)	— (0)	— (0)	1% (1)	1% (2)	1% (1)	1% (1)	2% (4)
Trump Job Disapprove	— (0)	1% (2)	— (0)	1% (2)	5% (14)	— (1)	— (1)	5% (12)	2% (5)	1% (2)	1% (2)	4% (9)
Trump Job Strongly Approve	1% (1)	— (0)	— (0)	3% (2)	6% (5)	— (0)	— (0)	1% (1)	3% (2)	— (0)	— (0)	4% (3)
Trump Job Somewhat Approve	— (0)	— (0)	— (0)	— (0)	6% (5)	— (0)	— (0)	1% (1)	— (0)	1% (1)	1% (1)	1% (1)
Trump Job Somewhat Disapprove	— (0)	— (0)	— (0)	— (0)	11% (8)	— (0)	— (0)	— (0)	3% (2)	— (0)	— (0)	5% (4)
Trump Job Strongly Disapprove	— (0)	1% (2)	— (0)	1% (2)	3% (6)	— (1)	— (1)	6% (12)	1% (2)	1% (2)	1% (2)	3% (5)
#1 Issue: Economy	1% (1)	— (0)	— (0)	1% (2)	8% (12)	— (0)	— (0)	1% (2)	1% (1)	2% (3)	1% (2)	1% (2)
#1 Issue: Security	— (0)	— (0)	— (0)	— (0)	5% (3)	— (0)	— (0)	1% (1)	6% (4)	— (0)	— (0)	5% (3)
#1 Issue: Health Care	— (0)	— (0)	1% (0)	2% (1)	6% (4)	1% (1)	1% (1)	10% (7)	— (0)	— (0)	— (0)	3% (2)
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	4% (1)	— (0)	— (0)	— (0)	6% (1)	— (0)	— (0)	— (0)	3% (1)
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	7% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	4% (1)	10% (2)
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	4% (2)	— (0)	— (0)	1% (1)	— (0)	— (0)	1% (0)	2% (1)
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	10% (2)	— (0)	— (0)	— (0)
#1 Issue: Other	— (0)	13% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	6% (1)	— (0)	— (0)	— (0)	12% (2)
2016 Vote: Democrat Hillary Clinton	— (0)	1% (2)	— (0)	1% (2)	6% (9)	— (0)	— (1)	6% (8)	1% (2)	1% (2)	1% (2)	2% (3)
2016 Vote: Republican Donald Trump	1% (1)	— (0)	— (0)	— (0)	5% (6)	— (0)	— (0)	1% (1)	4% (4)	1% (1)	1% (1)	2% (2)
2016 Vote: Someone else	— (0)	— (0)	— (0)	2% (1)	2% (1)	1% (1)	— (0)	4% (2)	— (0)	— (0)	— (0)	5% (3)
Voted in 2014: Yes	— (1)	1% (2)	— (0)	1% (2)	5% (13)	— (0)	— (0)	4% (11)	2% (6)	1% (3)	1% (2)	3% (7)
Voted in 2014: No	— (0)	— (0)	— (0)	2% (2)	7% (11)	1% (1)	— (1)	1% (2)	1% (1)	— (1)	— (0)	4% (6)
2012 Vote: Barack Obama	— (0)	1% (2)	— (0)	1% (2)	5% (8)	— (1)	— (1)	7% (12)	1% (2)	1% (2)	1% (2)	1% (2)
2012 Vote: Mitt Romney	1% (1)	— (0)	— (0)	— (0)	5% (4)	— (0)	— (0)	— (0)	3% (2)	1% (1)	— (0)	3% (3)
2012 Vote: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	7% (2)	— (0)	— (0)	3% (1)
2012 Vote: Didn't Vote	— (0)	— (0)	— (0)	2% (2)	8% (12)	— (0)	— (0)	— (1)	1% (1)	— (0)	— (0)	5% (8)
4-Region: Northeast	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (0)	— (0)	— (0)	1% (1)	2% (2)
4-Region: Midwest	— (0)	— (0)	— (0)	— (0)	5% (4)	— (0)	— (0)	1% (1)	3% (2)	1% (1)	1% (1)	4% (3)
4-Region: South	— (0)	— (0)	— (0)	2% (3)	8% (13)	1% (1)	— (1)	4% (6)	— (0)	2% (3)	— (0)	5% (7)
4-Region: West	1% (1)	1% (2)	— (0)	1% (1)	5% (7)	— (0)	— (0)	5% (6)	4% (5)	— (0)	1% (1)	1% (1)

Table BRD15: Which team do you plan to support?

Demographic	Russia	Egypt	Uruguay	Portugal	Spain	Morocco	Iran	France	Australia	Peru	Denmark	Argentina
Adults	— (1)	— (2)	— (0)	1% (4)	5% (24)	— (1)	— (1)	3% (13)	2% (7)	1% (3)	1% (3)	3% (13)
Favorable of Trump	1% (1)	— (0)	— (0)	1% (1)	7% (10)	— (0)	— (0)	1% (1)	2% (2)	1% (1)	1% (1)	2% (4)
Unfavorable of Trump	— (0)	1% (2)	— (0)	1% (2)	5% (13)	— (1)	— (1)	4% (12)	2% (5)	1% (2)	1% (2)	4% (9)
Very Favorable of Trump	1% (1)	— (0)	— (0)	1% (1)	4% (4)	— (0)	— (0)	1% (1)	3% (2)	— (0)	— (0)	3% (2)
Somewhat Favorable of Trump	— (0)	— (0)	— (0)	— (0)	10% (7)	— (0)	— (0)	1% (1)	— (0)	1% (1)	2% (1)	2% (1)
Somewhat Unfavorable of Trump	— (0)	— (0)	— (0)	— (0)	5% (4)	1% (1)	— (0)	— (0)	4% (2)	— (0)	— (0)	4% (3)
Very Unfavorable of Trump	— (0)	1% (2)	— (0)	1% (2)	5% (10)	— (0)	— (1)	6% (12)	1% (2)	1% (2)	1% (2)	4% (7)
Watch 2014 World Cup: Yes	— (1)	— (0)	— (0)	1% (3)	6% (19)	— (1)	— (1)	3% (11)	1% (4)	1% (2)	1% (3)	4% (12)
Watch 2014 World Cup: No	— (0)	2% (2)	— (0)	— (0)	4% (4)	— (0)	— (0)	2% (2)	3% (3)	1% (1)	— (0)	— (0)
Watch 2014 World Cup: DK/NO	— (0)	— (0)	— (0)	7% (1)	3% (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	5% (1)
Attend MLS Game past yr: Yes	— (1)	— (0)	— (0)	1% (2)	7% (13)	— (0)	— (0)	3% (5)	1% (2)	1% (2)	— (1)	3% (6)
Attend MLS Game past yr: No	— (0)	1% (2)	— (0)	— (1)	4% (11)	— (1)	— (1)	3% (8)	2% (5)	1% (1)	1% (2)	3% (6)
Attend MLS Game past yr: DK/NO	— (0)	— (0)	— (0)	14% (1)	5% (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	9% (1)
Watched Int'l Soccer in last yr: Yes	1% (1)	— (0)	— (0)	2% (3)	7% (9)	— (0)	— (1)	2% (2)	3% (4)	1% (2)	— (0)	5% (6)
Watched Int'l Soccer in last yr: No	— (0)	1% (2)	— (0)	— (0)	5% (14)	— (1)	— (0)	4% (10)	1% (3)	— (1)	1% (3)	2% (6)
Watched Int'l Soccer in last yr: DK/NO	— (0)	— (0)	— (0)	16% (1)	6% (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	11% (1)

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

Table BRD16: As you may know, the U.S. mens national soccer team wont be in the tournament for the first time since 1986. How much of an impact did this have on your decision to watch this years World Cup tournament, or does it not have an impact at all?

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(217)	13%	(294)	59%	(1291)	18%	(399)	2201
Gender: Male	13%	(143)	18%	(188)	54%	(570)	15%	(161)	1062
Gender: Female	7%	(74)	9%	(106)	63%	(721)	21%	(238)	1139
Age: 18-29	9%	(46)	16%	(77)	52%	(255)	22%	(108)	487
Age: 30-44	9%	(48)	13%	(68)	56%	(296)	22%	(114)	527
Age: 45-54	11%	(46)	16%	(66)	55%	(220)	17%	(69)	400
Age: 55-64	13%	(46)	13%	(46)	61%	(215)	12%	(44)	351
Age: 65	7%	(31)	9%	(37)	70%	(305)	14%	(63)	436
Generation Z: 18-21	7%	(13)	12%	(21)	60%	(109)	21%	(38)	181
Millennial: Age 22-37	10%	(60)	16%	(98)	50%	(304)	23%	(141)	603
Generation X: Age 38-53	11%	(63)	14%	(85)	57%	(338)	18%	(106)	593
Boomers: Age 54-72	10%	(72)	12%	(82)	63%	(442)	15%	(106)	701
PID: Dem (no lean)	8%	(56)	15%	(115)	62%	(462)	15%	(110)	743
PID: Ind (no lean)	7%	(57)	12%	(97)	56%	(444)	24%	(188)	786
PID: Rep (no lean)	15%	(104)	12%	(82)	57%	(385)	15%	(100)	672
PID/Gender: Dem Men	10%	(34)	20%	(69)	57%	(193)	12%	(42)	338
PID/Gender: Dem Women	5%	(22)	11%	(46)	66%	(268)	17%	(68)	405
PID/Gender: Ind Men	8%	(31)	18%	(67)	54%	(200)	20%	(75)	374
PID/Gender: Ind Women	6%	(26)	7%	(30)	59%	(243)	27%	(113)	412
PID/Gender: Rep Men	22%	(77)	15%	(53)	50%	(176)	13%	(44)	350
PID/Gender: Rep Women	8%	(26)	9%	(30)	65%	(209)	17%	(56)	322
Ideo: Liberal (1-3)	14%	(106)	16%	(123)	55%	(419)	14%	(108)	756
Ideo: Moderate (4)	10%	(43)	13%	(57)	62%	(269)	15%	(65)	433
Ideo: Conservative (5-7)	8%	(59)	13%	(92)	65%	(455)	14%	(96)	702
Educ: < College	9%	(135)	11%	(161)	59%	(888)	22%	(328)	1513
Educ: Bachelors degree	13%	(58)	19%	(82)	59%	(262)	9%	(41)	444
Educ: Post-grad	10%	(24)	21%	(50)	57%	(140)	12%	(29)	244

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Table BRD16: As you may know, the U.S. mens national soccer team wont be in the tournament for the first time since 1986. How much of an impact did this have on your decision to watch this years World Cup tournament, or does it not have an impact at all?

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(217)	13%	(294)	59%	(1291)	18%	(399)	2201
Income: Under 50k	11%	(139)	11%	(144)	58%	(762)	21%	(270)	1314
Income: 50k-100k	9%	(56)	16%	(102)	59%	(370)	16%	(100)	628
Income: 100k	8%	(22)	19%	(48)	61%	(159)	11%	(30)	259
Ethnicity: White	10%	(174)	12%	(204)	61%	(1043)	17%	(301)	1722
Ethnicity: Hispanic	21%	(75)	19%	(66)	46%	(160)	14%	(49)	350
Ethnicity: Afr. Am.	10%	(29)	18%	(49)	53%	(145)	19%	(52)	274
Ethnicity: Other	7%	(15)	20%	(41)	50%	(103)	22%	(46)	204
Relig: Protestant	16%	(78)	13%	(67)	60%	(299)	11%	(55)	499
Relig: Roman Catholic	12%	(52)	20%	(86)	55%	(235)	13%	(57)	430
Relig: Ath./Agn./None	6%	(41)	8%	(56)	62%	(413)	23%	(152)	662
Relig: Something Else	6%	(20)	16%	(55)	56%	(194)	22%	(75)	343
Relig: Jewish	3%	(1)	9%	(4)	66%	(28)	22%	(10)	43
Relig: Evangelical	11%	(59)	14%	(81)	59%	(335)	16%	(89)	565
Relig: Non-Evang. Catholics	16%	(97)	16%	(101)	55%	(344)	13%	(81)	623
Relig: All Christian	13%	(157)	15%	(182)	57%	(679)	14%	(170)	1188
Relig: All Non-Christian	6%	(60)	11%	(111)	60%	(607)	23%	(227)	1005
Community: Urban	11%	(62)	16%	(93)	56%	(320)	17%	(95)	571
Community: Suburban	8%	(74)	13%	(122)	63%	(604)	17%	(159)	958
Community: Rural	12%	(82)	12%	(79)	55%	(366)	22%	(145)	671
Employ: Private Sector	16%	(108)	16%	(108)	56%	(374)	12%	(78)	669
Employ: Government	18%	(25)	14%	(19)	55%	(76)	13%	(18)	137
Employ: Self-Employed	6%	(9)	17%	(28)	59%	(96)	18%	(30)	163
Employ: Homemaker	4%	(7)	12%	(18)	60%	(90)	23%	(35)	150
Employ: Student	7%	(9)	18%	(22)	60%	(71)	14%	(17)	119
Employ: Retired	7%	(33)	10%	(43)	67%	(306)	16%	(73)	456
Employ: Unemployed	6%	(14)	10%	(24)	57%	(137)	27%	(66)	240
Employ: Other	5%	(13)	12%	(32)	52%	(139)	31%	(84)	267
Military HH: Yes	9%	(37)	12%	(48)	66%	(273)	13%	(55)	412
Military HH: No	10%	(180)	14%	(247)	57%	(1017)	19%	(344)	1789

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Table BRD16: As you may know, the U.S. mens national soccer team wont be in the tournament for the first time since 1986. How much of an impact did this have on your decision to watch this years World Cup tournament, or does it not have an impact at all?

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(217)	13%	(294)	59%	(1291)	18%	(399)	2201
RD/WT: Right Direction	12%	(99)	13%	(103)	58%	(483)	17%	(141)	825
RD/WT: Wrong Track	9%	(118)	14%	(191)	59%	(808)	19%	(258)	1376
Trump Job Approve	11%	(104)	14%	(127)	59%	(538)	16%	(142)	911
Trump Job Disapprove	9%	(108)	14%	(162)	60%	(688)	17%	(198)	1156
Trump Job Strongly Approve	15%	(67)	11%	(51)	58%	(262)	16%	(72)	453
Trump Job Somewhat Approve	8%	(37)	17%	(76)	60%	(276)	15%	(70)	458
Trump Job Somewhat Disapprove	10%	(28)	16%	(43)	58%	(157)	16%	(42)	270
Trump Job Strongly Disapprove	9%	(79)	13%	(119)	60%	(531)	18%	(156)	885
#1 Issue: Economy	12%	(78)	13%	(89)	57%	(381)	18%	(119)	667
#1 Issue: Security	9%	(33)	16%	(58)	60%	(208)	14%	(51)	350
#1 Issue: Health Care	13%	(45)	12%	(42)	57%	(199)	19%	(66)	352
#1 Issue: Medicare / Social Security	4%	(13)	13%	(40)	62%	(191)	21%	(67)	310
#1 Issue: Women's Issues	4%	(4)	11%	(11)	71%	(70)	14%	(14)	98
#1 Issue: Education	11%	(21)	21%	(41)	53%	(103)	15%	(29)	194
#1 Issue: Energy	11%	(11)	8%	(8)	65%	(66)	17%	(17)	102
#1 Issue: Other	10%	(13)	6%	(7)	56%	(72)	28%	(37)	129
2016 Vote: Democrat Hillary Clinton	8%	(57)	15%	(104)	58%	(398)	18%	(122)	681
2016 Vote: Republican Donald Trump	10%	(68)	12%	(86)	64%	(437)	14%	(97)	689
2016 Vote: Someone else	14%	(28)	17%	(35)	56%	(116)	13%	(27)	206
Voted in 2014: Yes	9%	(123)	14%	(196)	62%	(842)	15%	(205)	1366
Voted in 2014: No	11%	(94)	12%	(98)	54%	(449)	23%	(194)	835
2012 Vote: Barack Obama	9%	(72)	16%	(131)	60%	(501)	16%	(132)	837
2012 Vote: Mitt Romney	10%	(50)	14%	(68)	66%	(326)	11%	(53)	497
2012 Vote: Other	6%	(6)	10%	(11)	65%	(71)	18%	(20)	108
2012 Vote: Didn't Vote	12%	(89)	11%	(84)	52%	(391)	26%	(193)	757
4-Region: Northeast	11%	(44)	11%	(44)	63%	(248)	15%	(58)	394
4-Region: Midwest	9%	(42)	11%	(50)	60%	(277)	20%	(94)	462
4-Region: South	11%	(87)	14%	(118)	56%	(458)	20%	(161)	825
4-Region: West	9%	(44)	16%	(82)	59%	(307)	17%	(87)	520

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Table BRD16: As you may know, the U.S. mens national soccer team wont be in the tournament for the first time since 1986. How much of an impact did this have on your decision to watch this years World Cup tournament, or does it not have an impact at all?

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	10%	(217)	13%	(294)	59%	(1291)	18%	(399)	2201
Favorable of Trump	13%	(121)	13%	(119)	58%	(527)	15%	(134)	902
Unfavorable of Trump	8%	(91)	14%	(163)	61%	(698)	17%	(190)	1143
Very Favorable of Trump	16%	(82)	11%	(58)	59%	(307)	14%	(75)	523
Somewhat Favorable of Trump	10%	(40)	16%	(61)	58%	(220)	16%	(59)	380
Somewhat Unfavorable of Trump	11%	(27)	16%	(39)	58%	(142)	14%	(34)	243
Very Unfavorable of Trump	7%	(64)	14%	(124)	62%	(556)	17%	(156)	900
Watch 2014 World Cup: Yes	21%	(93)	32%	(143)	42%	(186)	5%	(23)	444
Watch 2014 World Cup: No	7%	(114)	9%	(137)	67%	(1039)	17%	(273)	1562
Watch 2014 World Cup: DK/NO	5%	(10)	8%	(15)	34%	(66)	53%	(103)	195
Attend MLS Game past yr: Yes	22%	(59)	34%	(91)	36%	(97)	9%	(24)	270
Attend MLS Game past yr: No	9%	(155)	11%	(195)	64%	(1164)	16%	(296)	1810
Attend MLS Game past yr: DK/NO	3%	(3)	7%	(9)	25%	(30)	66%	(80)	121
Watched Int'l Soccer in last yr: Yes	24%	(40)	36%	(61)	34%	(58)	6%	(11)	170
Watched Int'l Soccer in last yr: No	9%	(174)	12%	(223)	63%	(1197)	16%	(301)	1896
Watched Int'l Soccer in last yr: DK/NO	2%	(3)	7%	(10)	27%	(36)	64%	(87)	136

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

Table BRD17: Do you think the United States will win the World Cup at some point in your lifetime?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	29%	(630)	18%	(406)	53%	(1165)	2201
Gender: Male	30%	(317)	25%	(269)	45%	(476)	1062
Gender: Female	28%	(313)	12%	(137)	60%	(688)	1139
Age: 18-29	31%	(150)	26%	(128)	43%	(209)	487
Age: 30-44	33%	(173)	16%	(86)	51%	(268)	527
Age: 45-54	30%	(120)	18%	(71)	52%	(210)	400
Age: 55-64	24%	(83)	20%	(71)	56%	(197)	351
Age: 65	24%	(105)	12%	(51)	64%	(281)	436
Generation Z: 18-21	26%	(47)	29%	(52)	45%	(82)	181
Millennial: Age 22-37	33%	(198)	21%	(127)	46%	(278)	603
Generation X: Age 38-53	31%	(183)	17%	(100)	52%	(310)	593
Boomers: Age 54-72	24%	(172)	16%	(110)	60%	(420)	701
PID: Dem (no lean)	30%	(221)	20%	(148)	50%	(375)	743
PID: Ind (no lean)	28%	(224)	16%	(125)	56%	(437)	786
PID: Rep (no lean)	28%	(186)	20%	(133)	52%	(353)	672
PID/Gender: Dem Men	31%	(104)	26%	(86)	44%	(148)	338
PID/Gender: Dem Women	29%	(117)	15%	(62)	56%	(227)	405
PID/Gender: Ind Men	29%	(109)	21%	(78)	50%	(187)	374
PID/Gender: Ind Women	28%	(114)	11%	(47)	61%	(251)	412
PID/Gender: Rep Men	30%	(104)	30%	(105)	40%	(142)	350
PID/Gender: Rep Women	26%	(82)	9%	(29)	66%	(211)	322
Ideo: Liberal (1-3)	29%	(221)	25%	(190)	46%	(346)	756
Ideo: Moderate (4)	29%	(126)	17%	(74)	54%	(233)	433
Ideo: Conservative (5-7)	30%	(209)	17%	(120)	53%	(373)	702
Educ: < College	28%	(425)	16%	(236)	56%	(852)	1513
Educ: Bachelors degree	30%	(131)	26%	(117)	44%	(195)	444
Educ: Post-grad	30%	(74)	22%	(53)	48%	(117)	244
Income: Under 50k	27%	(360)	16%	(214)	56%	(740)	1314
Income: 50k-100k	31%	(196)	21%	(130)	48%	(302)	628
Income: 100k	29%	(74)	24%	(63)	47%	(122)	259

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Table BRD17: Do you think the United States will win the World Cup at some point in your lifetime?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	29%	(630)	18%	(406)	53%	(1165)	2201
Ethnicity: White	28%	(475)	18%	(310)	54%	(938)	1722
Ethnicity: Hispanic	34%	(121)	31%	(110)	34%	(119)	350
Ethnicity: Afr. Am.	35%	(95)	16%	(44)	49%	(136)	274
Ethnicity: Other	29%	(60)	26%	(53)	45%	(92)	204
Relig: Protestant	25%	(123)	23%	(114)	52%	(262)	499
Relig: Roman Catholic	35%	(150)	20%	(87)	45%	(193)	430
Relig: Ath./Agn./None	24%	(157)	18%	(118)	58%	(386)	662
Relig: Something Else	32%	(112)	13%	(45)	54%	(187)	343
Relig: Jewish	12%	(5)	23%	(10)	65%	(28)	43
Relig: Evangelical	33%	(184)	16%	(93)	51%	(288)	565
Relig: Non-Evang. Catholics	28%	(177)	24%	(147)	48%	(299)	623
Relig: All Christian	30%	(361)	20%	(240)	49%	(587)	1188
Relig: All Non-Christian	27%	(269)	16%	(163)	57%	(573)	1005
Community: Urban	30%	(172)	22%	(127)	48%	(273)	571
Community: Suburban	29%	(278)	17%	(161)	54%	(519)	958
Community: Rural	27%	(181)	18%	(118)	56%	(373)	671
Employ: Private Sector	29%	(194)	24%	(163)	47%	(312)	669
Employ: Government	32%	(44)	29%	(39)	39%	(54)	137
Employ: Self-Employed	34%	(56)	16%	(27)	50%	(81)	163
Employ: Homemaker	33%	(50)	10%	(16)	56%	(85)	150
Employ: Student	34%	(40)	32%	(38)	35%	(41)	119
Employ: Retired	22%	(99)	13%	(57)	66%	(300)	456
Employ: Unemployed	32%	(76)	15%	(37)	53%	(128)	240
Employ: Other	27%	(72)	11%	(30)	62%	(165)	267
Military HH: Yes	30%	(124)	17%	(70)	53%	(219)	412
Military HH: No	28%	(506)	19%	(337)	53%	(946)	1789
RD/WT: Right Direction	31%	(254)	18%	(151)	51%	(420)	825
RD/WT: Wrong Track	27%	(376)	19%	(255)	54%	(745)	1376
Trump Job Approve	31%	(282)	17%	(155)	52%	(475)	911
Trump Job Disapprove	28%	(322)	20%	(236)	52%	(597)	1156

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Table BRD17: Do you think the United States will win the World Cup at some point in your lifetime?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	29%	(630)	18%	(406)	53%	(1165)	2201
Trump Job Strongly Approve	32%	(146)	17%	(78)	51%	(229)	453
Trump Job Somewhat Approve	30%	(136)	17%	(77)	54%	(245)	458
Trump Job Somewhat Disapprove	32%	(87)	19%	(52)	48%	(131)	270
Trump Job Strongly Disapprove	27%	(235)	21%	(184)	53%	(466)	885
#1 Issue: Economy	31%	(203)	20%	(134)	49%	(329)	667
#1 Issue: Security	35%	(121)	17%	(59)	49%	(170)	350
#1 Issue: Health Care	27%	(95)	18%	(63)	55%	(194)	352
#1 Issue: Medicare / Social Security	25%	(77)	12%	(36)	64%	(197)	310
#1 Issue: Women's Issues	34%	(33)	19%	(19)	47%	(46)	98
#1 Issue: Education	33%	(65)	22%	(42)	45%	(87)	194
#1 Issue: Energy	14%	(15)	32%	(32)	54%	(55)	102
#1 Issue: Other	17%	(22)	16%	(21)	67%	(86)	129
2016 Vote: Democrat Hillary Clinton	30%	(203)	17%	(117)	53%	(362)	681
2016 Vote: Republican Donald Trump	30%	(208)	14%	(98)	56%	(382)	689
2016 Vote: Someone else	28%	(57)	25%	(51)	47%	(97)	206
Voted in 2014: Yes	29%	(401)	17%	(225)	54%	(740)	1366
Voted in 2014: No	27%	(229)	22%	(181)	51%	(425)	835
2012 Vote: Barack Obama	31%	(257)	17%	(138)	53%	(442)	837
2012 Vote: Mitt Romney	28%	(139)	17%	(85)	55%	(273)	497
2012 Vote: Other	23%	(25)	17%	(18)	60%	(66)	108
2012 Vote: Didn't Vote	28%	(208)	22%	(165)	51%	(383)	757
4-Region: Northeast	26%	(103)	23%	(89)	51%	(201)	394
4-Region: Midwest	25%	(115)	17%	(79)	58%	(269)	462
4-Region: South	30%	(244)	18%	(152)	52%	(428)	825
4-Region: West	32%	(168)	16%	(86)	51%	(267)	520
Favorable of Trump	31%	(277)	17%	(153)	52%	(472)	902
Unfavorable of Trump	28%	(325)	20%	(227)	52%	(590)	1143
Very Favorable of Trump	31%	(160)	19%	(102)	50%	(260)	523
Somewhat Favorable of Trump	31%	(116)	14%	(51)	56%	(212)	380
Somewhat Unfavorable of Trump	30%	(72)	20%	(50)	50%	(121)	243
Very Unfavorable of Trump	28%	(253)	20%	(178)	52%	(469)	900

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Table BRD17: Do you think the United States will win the World Cup at some point in your lifetime?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	29%	(630)	18%	(406)	53%	(1165)	2201
Watch 2014 World Cup: Yes	46%	(204)	34%	(152)	20%	(88)	444
Watch 2014 World Cup: No	24%	(372)	15%	(232)	61%	(958)	1562
Watch 2014 World Cup: DK/NO	28%	(54)	11%	(22)	61%	(119)	195
Attend MLS Game past yr: Yes	52%	(140)	27%	(72)	21%	(57)	270
Attend MLS Game past yr: No	26%	(468)	18%	(317)	57%	(1024)	1810
Attend MLS Game past yr: DK/NO	18%	(21)	14%	(17)	69%	(83)	121
Watched Int'l Soccer in last yr: Yes	56%	(95)	28%	(48)	16%	(27)	170
Watched Int'l Soccer in last yr: No	27%	(504)	18%	(344)	55%	(1048)	1896
Watched Int'l Soccer in last yr: DK/NO	23%	(31)	11%	(14)	67%	(90)	136

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

Table BRD18: As you may know, the United States is jointly bidding with Mexico and Canada to host the World Cup in 2026. If the North American bid wins, how likely would you be to attend or watch the World Cup?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	11%	(251)	15%	(339)	14%	(313)	38%	(838)	21%	(459)	2201
Gender: Male	15%	(160)	18%	(194)	15%	(159)	34%	(363)	17%	(186)	1062
Gender: Female	8%	(91)	13%	(145)	14%	(154)	42%	(475)	24%	(274)	1139
Age: 18-29	17%	(80)	18%	(89)	13%	(62)	25%	(122)	27%	(133)	487
Age: 30-44	12%	(61)	16%	(83)	14%	(74)	35%	(183)	24%	(127)	527
Age: 45-54	13%	(51)	18%	(71)	18%	(71)	35%	(140)	17%	(68)	400
Age: 55-64	10%	(34)	14%	(51)	15%	(53)	44%	(153)	17%	(61)	351
Age: 65	6%	(25)	10%	(45)	12%	(54)	55%	(240)	16%	(71)	436
Generation Z: 18-21	17%	(30)	16%	(29)	13%	(23)	27%	(50)	27%	(49)	181
Millennial: Age 22-37	15%	(91)	18%	(106)	12%	(74)	28%	(166)	27%	(166)	603
Generation X: Age 38-53	11%	(67)	17%	(102)	17%	(99)	37%	(219)	18%	(105)	593
Boomers: Age 54-72	8%	(58)	13%	(94)	14%	(98)	47%	(331)	17%	(120)	701
PID: Dem (no lean)	10%	(76)	17%	(128)	17%	(128)	36%	(269)	19%	(142)	743
PID: Ind (no lean)	10%	(77)	16%	(126)	12%	(94)	38%	(300)	24%	(189)	786
PID: Rep (no lean)	15%	(98)	13%	(85)	13%	(90)	40%	(270)	19%	(129)	672
PID/Gender: Dem Men	13%	(44)	20%	(69)	17%	(59)	31%	(106)	18%	(60)	338
PID/Gender: Dem Women	8%	(32)	15%	(59)	17%	(69)	40%	(163)	20%	(82)	405
PID/Gender: Ind Men	12%	(43)	19%	(72)	12%	(47)	35%	(130)	22%	(83)	374
PID/Gender: Ind Women	8%	(34)	13%	(54)	12%	(48)	41%	(170)	26%	(106)	412
PID/Gender: Rep Men	21%	(73)	15%	(54)	15%	(54)	36%	(127)	12%	(43)	350
PID/Gender: Rep Women	8%	(26)	10%	(31)	11%	(37)	44%	(142)	27%	(86)	322
Ideo: Liberal (1-3)	16%	(123)	18%	(137)	14%	(103)	34%	(260)	18%	(134)	756
Ideo: Moderate (4)	10%	(43)	18%	(77)	14%	(62)	38%	(164)	20%	(88)	433
Ideo: Conservative (5-7)	9%	(65)	15%	(103)	17%	(118)	44%	(310)	15%	(106)	702
Educ: < College	10%	(158)	13%	(200)	13%	(201)	38%	(579)	25%	(374)	1513
Educ: Bachelors degree	12%	(53)	22%	(96)	14%	(64)	39%	(174)	13%	(57)	444
Educ: Post-grad	16%	(40)	18%	(43)	20%	(48)	35%	(85)	12%	(28)	244

Continued on next page

Table BRD18: As you may know, the United States is jointly bidding with Mexico and Canada to host the World Cup in 2026. If the North American bid wins, how likely would you be to attend or watch the World Cup?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(251)	15%	(339)	14%	(313)	38%	(838)	21%	(459)	2201
Income: Under 50k	12%	(154)	14%	(182)	13%	(175)	36%	(477)	25%	(327)	1314
Income: 50k-100k	12%	(76)	17%	(109)	15%	(96)	42%	(266)	13%	(81)	628
Income: 100k	8%	(22)	18%	(48)	16%	(43)	37%	(95)	20%	(52)	259
Ethnicity: White	11%	(192)	14%	(243)	13%	(229)	41%	(709)	20%	(350)	1722
Ethnicity: Hispanic	28%	(97)	22%	(76)	11%	(38)	19%	(65)	21%	(73)	350
Ethnicity: Afr. Am.	13%	(35)	17%	(46)	19%	(53)	27%	(75)	24%	(66)	274
Ethnicity: Other	12%	(25)	25%	(50)	16%	(32)	26%	(54)	21%	(44)	204
Relig: Protestant	14%	(72)	15%	(75)	14%	(68)	42%	(209)	15%	(75)	499
Relig: Roman Catholic	15%	(64)	21%	(91)	16%	(69)	34%	(146)	14%	(60)	430
Relig: Ath./Agn./None	8%	(55)	13%	(87)	11%	(74)	42%	(280)	25%	(166)	662
Relig: Something Else	11%	(37)	12%	(42)	17%	(58)	34%	(116)	26%	(90)	343
Relig: Jewish	7%	(3)	9%	(4)	4%	(2)	44%	(19)	36%	(16)	43
Relig: Evangelical	10%	(54)	16%	(90)	16%	(90)	40%	(224)	19%	(106)	565
Relig: Non-Evang. Catholics	16%	(102)	19%	(120)	14%	(90)	35%	(218)	15%	(94)	623
Relig: All Christian	13%	(156)	18%	(210)	15%	(180)	37%	(442)	17%	(200)	1188
Relig: All Non-Christian	9%	(93)	13%	(129)	13%	(132)	39%	(396)	25%	(255)	1005
Community: Urban	14%	(78)	18%	(102)	13%	(75)	34%	(192)	22%	(124)	571
Community: Suburban	9%	(90)	16%	(152)	15%	(147)	40%	(380)	20%	(190)	958
Community: Rural	12%	(83)	13%	(85)	14%	(92)	40%	(266)	22%	(146)	671
Employ: Private Sector	17%	(114)	17%	(116)	13%	(85)	35%	(236)	18%	(118)	669
Employ: Government	16%	(22)	20%	(28)	13%	(18)	31%	(42)	19%	(27)	137
Employ: Self-Employed	16%	(26)	19%	(31)	15%	(25)	32%	(52)	18%	(29)	163
Employ: Homemaker	4%	(5)	16%	(25)	17%	(25)	38%	(57)	25%	(38)	150
Employ: Student	17%	(20)	19%	(22)	23%	(27)	24%	(28)	18%	(22)	119
Employ: Retired	6%	(25)	12%	(55)	12%	(56)	53%	(241)	17%	(77)	456
Employ: Unemployed	9%	(21)	13%	(31)	15%	(37)	34%	(80)	29%	(70)	240
Employ: Other	7%	(17)	11%	(31)	15%	(39)	38%	(101)	30%	(79)	267
Military HH: Yes	10%	(42)	15%	(64)	12%	(48)	47%	(196)	15%	(64)	412
Military HH: No	12%	(210)	15%	(275)	15%	(265)	36%	(643)	22%	(396)	1789

Continued on next page

Table BRD18: As you may know, the United States is jointly bidding with Mexico and Canada to host the World Cup in 2026. If the North American bid wins, how likely would you be to attend or watch the World Cup?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(251)	15%	(339)	14%	(313)	38%	(838)	21%	(459)	2201
RD/WT: Right Direction	12%	(102)	15%	(126)	15%	(125)	39%	(320)	18%	(152)	825
RD/WT: Wrong Track	11%	(149)	15%	(212)	14%	(188)	38%	(519)	22%	(308)	1376
Trump Job Approve	13%	(114)	16%	(146)	13%	(123)	41%	(370)	17%	(158)	911
Trump Job Disapprove	11%	(130)	16%	(181)	15%	(179)	37%	(425)	21%	(241)	1156
Trump Job Strongly Approve	14%	(64)	15%	(67)	10%	(47)	42%	(192)	18%	(83)	453
Trump Job Somewhat Approve	11%	(50)	17%	(79)	17%	(76)	39%	(178)	16%	(76)	458
Trump Job Somewhat Disapprove	11%	(29)	18%	(48)	17%	(45)	32%	(85)	23%	(63)	270
Trump Job Strongly Disapprove	11%	(101)	15%	(133)	15%	(133)	38%	(339)	20%	(179)	885
#1 Issue: Economy	14%	(90)	16%	(109)	15%	(101)	35%	(236)	20%	(130)	667
#1 Issue: Security	10%	(35)	16%	(56)	17%	(59)	40%	(140)	17%	(59)	350
#1 Issue: Health Care	12%	(42)	15%	(52)	15%	(51)	38%	(132)	21%	(75)	352
#1 Issue: Medicare / Social Security	4%	(12)	12%	(36)	16%	(49)	47%	(146)	22%	(67)	310
#1 Issue: Women's Issues	9%	(9)	22%	(22)	13%	(13)	37%	(36)	19%	(18)	98
#1 Issue: Education	17%	(33)	20%	(39)	11%	(22)	31%	(60)	21%	(41)	194
#1 Issue: Energy	19%	(20)	12%	(13)	10%	(11)	33%	(33)	25%	(25)	102
#1 Issue: Other	8%	(10)	9%	(12)	6%	(8)	43%	(55)	34%	(44)	129
2016 Vote: Democrat Hillary Clinton	11%	(72)	18%	(123)	16%	(108)	36%	(244)	20%	(134)	681
2016 Vote: Republican Donald Trump	9%	(65)	15%	(100)	15%	(100)	44%	(304)	17%	(119)	689
2016 Vote: Someone else	17%	(35)	15%	(31)	14%	(29)	36%	(75)	17%	(36)	206
Voted in 2014: Yes	10%	(133)	16%	(219)	15%	(212)	41%	(567)	17%	(235)	1366
Voted in 2014: No	14%	(118)	14%	(120)	12%	(102)	33%	(271)	27%	(224)	835
2012 Vote: Barack Obama	10%	(85)	17%	(145)	16%	(136)	37%	(309)	19%	(162)	837
2012 Vote: Mitt Romney	10%	(48)	13%	(66)	15%	(74)	49%	(244)	13%	(65)	497
2012 Vote: Other	12%	(13)	7%	(8)	10%	(11)	52%	(56)	18%	(20)	108
2012 Vote: Didn't Vote	14%	(105)	16%	(119)	12%	(92)	30%	(228)	28%	(213)	757
4-Region: Northeast	11%	(42)	14%	(56)	14%	(54)	42%	(165)	19%	(77)	394
4-Region: Midwest	10%	(47)	14%	(63)	14%	(63)	40%	(186)	23%	(104)	462
4-Region: South	11%	(93)	15%	(123)	16%	(134)	35%	(290)	22%	(185)	825
4-Region: West	13%	(70)	19%	(97)	12%	(63)	38%	(197)	18%	(94)	520

Continued on next page

Table BRD18: As you may know, the United States is jointly bidding with Mexico and Canada to host the World Cup in 2026. If the North American bid wins, how likely would you be to attend or watch the World Cup?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	11%	(251)	15%	(339)	14%	(313)	38%	(838)	21%	(459)	2201
Favorable of Trump	13%	(121)	15%	(136)	13%	(118)	41%	(373)	17%	(154)	902
Unfavorable of Trump	10%	(120)	16%	(186)	16%	(178)	37%	(424)	21%	(235)	1143
Very Favorable of Trump	15%	(79)	14%	(73)	12%	(62)	43%	(224)	16%	(86)	523
Somewhat Favorable of Trump	11%	(42)	17%	(63)	15%	(56)	39%	(150)	18%	(69)	380
Somewhat Unfavorable of Trump	13%	(33)	19%	(45)	17%	(40)	30%	(73)	21%	(51)	243
Very Unfavorable of Trump	10%	(87)	16%	(141)	15%	(138)	39%	(350)	20%	(184)	900
Watch 2014 World Cup: Yes	35%	(156)	28%	(125)	19%	(84)	12%	(52)	6%	(26)	444
Watch 2014 World Cup: No	5%	(85)	12%	(185)	14%	(213)	48%	(752)	21%	(328)	1562
Watch 2014 World Cup: DK/NO	5%	(10)	15%	(29)	8%	(16)	18%	(34)	54%	(105)	195
Attend MLS Game past yr: Yes	40%	(107)	28%	(75)	15%	(39)	12%	(32)	6%	(17)	270
Attend MLS Game past yr: No	8%	(139)	14%	(251)	15%	(267)	44%	(787)	20%	(365)	1810
Attend MLS Game past yr: DK/NO	4%	(5)	10%	(13)	6%	(7)	16%	(19)	63%	(77)	121
Watched Int'l Soccer in last yr: Yes	50%	(86)	26%	(45)	13%	(22)	7%	(11)	4%	(6)	170
Watched Int'l Soccer in last yr: No	8%	(160)	15%	(280)	15%	(278)	43%	(806)	20%	(372)	1896
Watched Int'l Soccer in last yr: DK/NO	4%	(5)	11%	(15)	10%	(13)	16%	(22)	60%	(81)	136

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	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	487	22%
	Age: 30-44	527	24%
	Age: 45-54	400	18%
	Age: 55-64	351	16%
	Age: 65	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	181	8%
	Millennial: Age 22-37	603	27%
	Generation X: Age 38-53	593	27%
	Boomers: Age 54-72	701	32%
	N	2078	
xpid3	PID: Dem (no lean)	743	34%
	PID: Ind (no lean)	786	36%
	PID: Rep (no lean)	672	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	338	15%
	PID/Gender: Dem Women	405	18%
	PID/Gender: Ind Men	374	17%
	PID/Gender: Ind Women	412	19%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	322	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	756	34%
	Ideo: Moderate (4)	433	20%
	Ideo: Conservative (5-7)	702	32%
	N	1892	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1314	60%
	Income: 50k-100k	628	29%
	Income: 100k	259	12%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	499	23%
	Relig: Roman Catholic	430	20%
	Relig: Ath./Agn./None	662	30%
	Relig: Something Else	343	16%
	N	1934	
xreligion1	Relig: Jewish	43	2%
xreligion2	Relig: Evangelical	565	26%
	Relig: Non-Evang. Catholics	623	28%
	N	1188	
xreligion3	Relig: All Christian	1188	54%
	Relig: All Non-Christian	1005	46%
	N	2193	
xdemUsr	Community: Urban	571	26%
	Community: Suburban	958	44%
	Community: Rural	671	31%
	N	2201	
xdemEmploy	Employ: Private Sector	669	30%
	Employ: Government	137	6%
	Employ: Self-Employed	163	7%
	Employ: Homemaker	150	7%
	Employ: Student	119	5%
	Employ: Retired	456	21%
	Employ: Unemployed	240	11%
	Employ: Other	267	12%
	N	2201	
xdemMilHH1	Military HH: Yes	412	19%
	Military HH: No	1789	81%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	825	38%
	RD/WT: Wrong Track	1376	62%
	N	2201	
Trump_Approve	Trump Job Approve	911	41%
	Trump Job Disapprove	1156	53%
	N	2067	
Trump_Approve2	Trump Job Strongly Approve	453	21%
	Trump Job Somewhat Approve	458	21%
	Trump Job Somewhat Disapprove	270	12%
	Trump Job Strongly Disapprove	885	40%
	N	2067	
xnr3	#1 Issue: Economy	667	30%
	#1 Issue: Security	350	16%
	#1 Issue: Health Care	352	16%
	#1 Issue: Medicare / Social Security	310	14%
	#1 Issue: Women's Issues	98	4%
	#1 Issue: Education	194	9%
	#1 Issue: Energy	102	5%
	#1 Issue: Other	129	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	681	31%
	2016 Vote: Republican Donald Trump	689	31%
	2016 Vote: Someone else	206	9%
	N	1576	
xsubVote14O	Voted in 2014: Yes	1366	62%
	Voted in 2014: No	835	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	837	38%
	2012 Vote: Mitt Romney	497	23%
	2012 Vote: Other	108	5%
	2012 Vote: Didn't Vote	757	34%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	902	41%
	Unfavorable of Trump	1143	52%
	N	2045	
Trump_Fav_FULL	Very Favorable of Trump	523	24%
	Somewhat Favorable of Trump	380	17%
	Somewhat Unfavorable of Trump	243	11%
	Very Unfavorable of Trump	900	41%
	N	2045	
BRDdem1	Watch 2014 World Cup: Yes	444	20%
	Watch 2014 World Cup: No	1562	71%
	Watch 2014 World Cup: DK/NO	195	9%
	N	2201	
BRDdem2	Attend MLS Game past yr: Yes	270	12%
	Attend MLS Game past yr: No	1810	82%
	Attend MLS Game past yr: DK/NO	121	6%
	N	2201	
BRDdem3	Watched Int'l Soccer in last yr: Yes	170	8%
	Watched Int'l Soccer in last yr: No	1896	86%
	Watched Int'l Soccer in last yr: DK/NO	136	6%
	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.

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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