



National Tracking Poll #190152
January 24-28, 2019

Crosstabulation Results

Methodology:

This poll was conducted from January 24-28, 2019, 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 SBD1: *In general, would you describe yourself as an avid sports fan, a regular fan, a casual fan or not a fan at all?*

| Demographic | Avid sports fan | | Regular sports fan | | Casual sports fan | | Not a fan at all | | Total N |
|--------------------------|-----------------|-------|--------------------|-------|-------------------|-------|------------------|-------|---------|
| Adults | 16% | (361) | 24% | (520) | 36% | (789) | 24% | (532) | 2201 |
| Gender: Male | 25% | (259) | 28% | (288) | 32% | (330) | 15% | (153) | 1030 |
| Gender: Female | 9% | (102) | 20% | (231) | 39% | (459) | 32% | (379) | 1171 |
| Age: 18-29 | 15% | (60) | 19% | (76) | 37% | (149) | 30% | (119) | 404 |
| Age: 30-44 | 23% | (110) | 22% | (108) | 34% | (165) | 21% | (100) | 484 |
| Age: 45-54 | 19% | (85) | 26% | (118) | 31% | (140) | 24% | (109) | 452 |
| Age: 55-64 | 16% | (54) | 22% | (78) | 39% | (137) | 23% | (81) | 350 |
| Age: 65+ | 10% | (52) | 27% | (140) | 39% | (198) | 24% | (122) | 512 |
| Generation Z: 18-21 | 13% | (19) | 16% | (22) | 39% | (54) | 32% | (44) | 139 |
| Millennial: Age 22-37 | 20% | (103) | 22% | (114) | 33% | (173) | 25% | (133) | 523 |
| Generation X: Age 38-53 | 19% | (121) | 25% | (159) | 34% | (214) | 22% | (135) | 629 |
| Boomers: Age 54-72 | 13% | (103) | 23% | (173) | 38% | (290) | 26% | (199) | 764 |
| PID: Dem (no lean) | 15% | (109) | 26% | (193) | 34% | (251) | 24% | (176) | 730 |
| PID: Ind (no lean) | 15% | (110) | 21% | (154) | 38% | (283) | 27% | (205) | 752 |
| PID: Rep (no lean) | 20% | (142) | 24% | (172) | 35% | (255) | 21% | (150) | 719 |
| PID/Gender: Dem Men | 24% | (71) | 32% | (98) | 31% | (93) | 13% | (41) | 303 |
| PID/Gender: Dem Women | 9% | (38) | 22% | (95) | 37% | (159) | 32% | (135) | 427 |
| PID/Gender: Ind Men | 23% | (80) | 23% | (81) | 36% | (128) | 19% | (66) | 353 |
| PID/Gender: Ind Women | 8% | (30) | 18% | (74) | 39% | (155) | 35% | (140) | 399 |
| PID/Gender: Rep Men | 29% | (108) | 29% | (109) | 29% | (110) | 12% | (47) | 374 |
| PID/Gender: Rep Women | 10% | (34) | 18% | (62) | 42% | (145) | 30% | (104) | 345 |
| Ideo: Liberal (1-3) | 15% | (99) | 27% | (180) | 35% | (234) | 23% | (155) | 668 |
| Ideo: Moderate (4) | 18% | (80) | 23% | (103) | 38% | (172) | 21% | (96) | 452 |
| Ideo: Conservative (5-7) | 19% | (145) | 25% | (188) | 34% | (257) | 22% | (169) | 759 |
| Educ: < College | 15% | (205) | 21% | (289) | 38% | (526) | 26% | (364) | 1384 |
| Educ: Bachelors degree | 21% | (109) | 26% | (133) | 31% | (160) | 23% | (118) | 521 |
| Educ: Post-grad | 16% | (47) | 33% | (98) | 35% | (102) | 17% | (49) | 296 |

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Table SBD1: *In general, would you describe yourself as an avid sports fan, a regular fan, a casual fan or not a fan at all?*

| Demographic | Avid sports fan | | Regular sports fan | | Casual sports fan | | Not a fan at all | | Total N |
|-----------------------------|-----------------|-------|--------------------|-------|-------------------|-------|------------------|-------|---------|
| Adults | 16% | (361) | 24% | (520) | 36% | (789) | 24% | (532) | 2201 |
| Income: Under 50k | 13% | (156) | 21% | (256) | 38% | (460) | 29% | (353) | 1225 |
| Income: 50k-100k | 20% | (133) | 25% | (164) | 36% | (237) | 19% | (124) | 658 |
| Income: 100k+ | 23% | (73) | 31% | (99) | 29% | (92) | 17% | (54) | 318 |
| Ethnicity: White | 16% | (277) | 24% | (430) | 36% | (635) | 25% | (438) | 1780 |
| Ethnicity: Hispanic | 15% | (33) | 30% | (64) | 28% | (60) | 26% | (56) | 213 |
| Ethnicity: Afr. Am. | 23% | (63) | 21% | (58) | 35% | (97) | 22% | (61) | 279 |
| Ethnicity: Other | 15% | (21) | 22% | (31) | 40% | (57) | 23% | (33) | 142 |
| Relig: Protestant | 17% | (90) | 26% | (139) | 37% | (199) | 21% | (115) | 544 |
| Relig: Roman Catholic | 19% | (75) | 32% | (129) | 35% | (142) | 14% | (57) | 402 |
| Relig: Something Else | 16% | (36) | 21% | (48) | 33% | (77) | 30% | (69) | 231 |
| Relig: Jewish | 20% | (11) | 24% | (13) | 35% | (19) | 21% | (12) | 54 |
| Relig: Evangelical | 17% | (139) | 27% | (213) | 35% | (280) | 21% | (170) | 802 |
| Relig: Non-Evang. Catholics | 17% | (63) | 28% | (103) | 37% | (137) | 19% | (72) | 375 |
| Relig: All Christian | 17% | (202) | 27% | (316) | 35% | (417) | 21% | (241) | 1177 |
| Relig: All Non-Christian | 20% | (57) | 22% | (62) | 34% | (97) | 25% | (70) | 285 |
| Community: Urban | 16% | (80) | 24% | (118) | 36% | (179) | 23% | (114) | 491 |
| Community: Suburban | 17% | (182) | 25% | (268) | 35% | (375) | 22% | (236) | 1061 |
| Community: Rural | 15% | (98) | 21% | (133) | 36% | (235) | 28% | (182) | 649 |
| Employ: Private Sector | 24% | (160) | 26% | (173) | 32% | (216) | 19% | (129) | 679 |
| Employ: Homemaker | 17% | (27) | 24% | (39) | 36% | (57) | 23% | (37) | 160 |
| Employ: Student | 16% | (37) | 27% | (62) | 37% | (85) | 20% | (45) | 229 |
| Employ: Retired | 10% | (15) | 19% | (28) | 36% | (54) | 36% | (54) | 150 |
| Employ: Unemployed | 16% | (13) | 14% | (11) | 43% | (33) | 27% | (21) | 78 |
| Employ: Other | 9% | (45) | 25% | (123) | 41% | (197) | 24% | (118) | 483 |
| Military HH: Yes | 16% | (67) | 29% | (122) | 34% | (144) | 21% | (88) | 420 |
| Military HH: No | 17% | (294) | 22% | (398) | 36% | (645) | 25% | (444) | 1781 |
| RD/WT: Right Direction | 20% | (146) | 25% | (179) | 36% | (263) | 19% | (140) | 728 |
| RD/WT: Wrong Track | 15% | (215) | 23% | (340) | 36% | (526) | 27% | (392) | 1473 |
| Trump Job Approve | 20% | (176) | 25% | (218) | 36% | (320) | 19% | (171) | 885 |
| Trump Job Disapprove | 15% | (176) | 24% | (286) | 35% | (423) | 26% | (314) | 1200 |

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Table SBD1: *In general, would you describe yourself as an avid sports fan, a regular fan, a casual fan or not a fan at all?*

| Demographic | Avid sports fan | | Regular sports fan | | Casual sports fan | | Not a fan at all | | Total N |
|--------------------------------------|-----------------|-------|--------------------|-------|-------------------|-------|------------------|-------|---------|
| Adults | 16% | (361) | 24% | (520) | 36% | (789) | 24% | (532) | 2201 |
| Trump Job Strongly Approve | 22% | (102) | 23% | (107) | 35% | (164) | 20% | (93) | 467 |
| Trump Job Somewhat Approve | 17% | (73) | 27% | (111) | 37% | (156) | 19% | (78) | 418 |
| Trump Job Somewhat Disapprove | 16% | (44) | 25% | (70) | 38% | (103) | 21% | (57) | 275 |
| Trump Job Strongly Disapprove | 14% | (132) | 23% | (216) | 35% | (320) | 28% | (257) | 925 |
| #1 Issue: Economy | 20% | (128) | 24% | (156) | 33% | (209) | 23% | (150) | 643 |
| #1 Issue: Security | 16% | (82) | 24% | (121) | 40% | (199) | 19% | (95) | 497 |
| #1 Issue: Health Care | 17% | (51) | 24% | (73) | 34% | (102) | 26% | (77) | 303 |
| #1 Issue: Medicare / Social Security | 10% | (30) | 25% | (77) | 40% | (125) | 26% | (79) | 311 |
| #1 Issue: Women's Issues | 15% | (12) | 21% | (17) | 34% | (28) | 29% | (23) | 80 |
| #1 Issue: Education | 16% | (26) | 26% | (41) | 32% | (50) | 25% | (39) | 156 |
| #1 Issue: Energy | 21% | (19) | 18% | (16) | 38% | (35) | 24% | (22) | 92 |
| #1 Issue: Other | 11% | (13) | 16% | (19) | 34% | (40) | 39% | (45) | 117 |
| 2018 House Vote: Democrat | 17% | (128) | 27% | (203) | 34% | (256) | 23% | (176) | 763 |
| 2018 House Vote: Republican | 20% | (157) | 24% | (187) | 36% | (280) | 19% | (148) | 772 |
| 2018 House Vote: Someone else | 13% | (13) | 27% | (28) | 38% | (40) | 22% | (23) | 105 |
| 2018 House Vote: Didnt Vote | 11% | (63) | 18% | (99) | 38% | (212) | 33% | (184) | 558 |
| 2016 Vote: Hillary Clinton | 17% | (118) | 27% | (186) | 32% | (225) | 24% | (164) | 693 |
| 2016 Vote: Donald Trump | 21% | (152) | 23% | (170) | 37% | (271) | 18% | (132) | 725 |
| 2016 Vote: Someone else | 15% | (32) | 20% | (42) | 40% | (83) | 25% | (52) | 210 |
| 2016 Vote: Didnt Vote | 10% | (58) | 21% | (120) | 37% | (208) | 32% | (183) | 569 |
| Voted in 2014: Yes | 19% | (278) | 26% | (380) | 35% | (522) | 20% | (300) | 1480 |
| Voted in 2014: No | 12% | (83) | 19% | (140) | 37% | (267) | 32% | (232) | 721 |
| 2012 Vote: Barack Obama | 16% | (140) | 25% | (218) | 36% | (307) | 22% | (191) | 857 |
| 2012 Vote: Mitt Romney | 21% | (124) | 27% | (160) | 34% | (205) | 18% | (110) | 600 |
| 2012 Vote: Other | 12% | (11) | 20% | (19) | 45% | (43) | 24% | (23) | 97 |
| 2012 Vote: Didn't Vote | 13% | (85) | 19% | (121) | 36% | (234) | 32% | (207) | 648 |
| 4-Region: Northeast | 19% | (74) | 25% | (100) | 36% | (139) | 20% | (80) | 393 |
| 4-Region: Midwest | 16% | (80) | 25% | (126) | 38% | (190) | 22% | (109) | 506 |
| 4-Region: South | 16% | (133) | 23% | (190) | 34% | (278) | 27% | (222) | 822 |
| 4-Region: West | 15% | (74) | 22% | (104) | 38% | (182) | 25% | (121) | 481 |
| Avid Sports Fan | 100% | (361) | — | (0) | — | (0) | — | (0) | 361 |
| Casual Sports Fan | — | (0) | — | (0) | 100% | (789) | — | (0) | 789 |

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Table SBD1: *In general, would you describe yourself as an avid sports fan, a regular fan, a casual fan or not a fan at all?*

| Demographic | Avid sports fan | | Regular sports fan | | Casual sports fan | | Not a fan at all | | Total N |
|-------------|-----------------|-------|--------------------|-------|-------------------|-------|------------------|-------|---------|
| Adults | 16% | (361) | 24% | (520) | 36% | (789) | 24% | (532) | 2201 |
| NFL fans | 23% | (217) | 31% | (292) | 41% | (381) | 5% | (51) | 941 |
| NBA fans | 17% | (37) | 27% | (57) | 44% | (93) | 11% | (24) | 211 |
| MLB fans | 20% | (67) | 30% | (102) | 42% | (141) | 8% | (28) | 338 |
| Sports nut | 62% | (180) | 29% | (85) | 7% | (21) | 2% | (6) | 292 |

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

Table SBD2: Which of the following is your favorite professional sports league to follow?

| Demographic | National Football League (NFL) | National Basketball Association (NBA) | Major League Baseball (MLB) | National Hockey League (NHL) | Major League Soccer (MLS) | Don't know / No opinion | Total N |
|--------------------------|--------------------------------|---------------------------------------|-----------------------------|------------------------------|---------------------------|-------------------------|---------|
| Adults | 43% (941) | 10% (211) | 15% (338) | 5% (116) | 3% (56) | 24% (539) | 2201 |
| Gender: Male | 47% (479) | 10% (106) | 15% (157) | 7% (71) | 3% (30) | 18% (187) | 1030 |
| Gender: Female | 39% (461) | 9% (105) | 16% (182) | 4% (45) | 2% (26) | 30% (352) | 1171 |
| Age: 18-29 | 36% (144) | 17% (68) | 11% (44) | 7% (27) | 4% (17) | 26% (104) | 404 |
| Age: 30-44 | 43% (208) | 12% (58) | 14% (70) | 5% (26) | 3% (16) | 22% (105) | 484 |
| Age: 45-54 | 44% (198) | 7% (31) | 14% (62) | 7% (30) | 2% (11) | 26% (120) | 452 |
| Age: 55-64 | 46% (161) | 7% (25) | 16% (57) | 4% (15) | 2% (6) | 24% (85) | 350 |
| Age: 65+ | 45% (229) | 5% (27) | 21% (106) | 4% (18) | 1% (6) | 24% (125) | 512 |
| Generation Z: 18-21 | 32% (44) | 22% (30) | 8% (12) | 6% (9) | 6% (8) | 26% (35) | 139 |
| Millennial: Age 22-37 | 39% (206) | 13% (68) | 14% (74) | 7% (35) | 3% (15) | 24% (124) | 523 |
| Generation X: Age 38-53 | 44% (279) | 9% (55) | 14% (88) | 6% (37) | 3% (21) | 24% (149) | 629 |
| Boomers: Age 54-72 | 45% (344) | 6% (48) | 16% (121) | 4% (31) | 1% (11) | 27% (210) | 764 |
| PID: Dem (no lean) | 44% (318) | 14% (105) | 14% (103) | 4% (30) | 3% (19) | 21% (155) | 730 |
| PID: Ind (no lean) | 40% (299) | 9% (67) | 14% (109) | 6% (46) | 3% (22) | 28% (209) | 752 |
| PID: Rep (no lean) | 45% (324) | 5% (39) | 18% (126) | 6% (41) | 2% (15) | 24% (174) | 719 |
| PID/Gender: Dem Men | 48% (145) | 16% (48) | 16% (48) | 4% (13) | 2% (7) | 14% (42) | 303 |
| PID/Gender: Dem Women | 40% (173) | 13% (57) | 13% (55) | 4% (16) | 3% (12) | 27% (114) | 427 |
| PID/Gender: Ind Men | 40% (141) | 11% (39) | 13% (45) | 9% (30) | 4% (15) | 24% (83) | 353 |
| PID/Gender: Ind Women | 40% (158) | 7% (28) | 16% (64) | 4% (16) | 2% (8) | 32% (126) | 399 |
| PID/Gender: Rep Men | 52% (194) | 5% (20) | 17% (63) | 7% (27) | 2% (8) | 17% (62) | 374 |
| PID/Gender: Rep Women | 38% (130) | 6% (20) | 18% (63) | 4% (14) | 2% (7) | 33% (112) | 345 |
| Ideo: Liberal (1-3) | 40% (269) | 13% (89) | 17% (112) | 6% (42) | 4% (27) | 19% (128) | 668 |
| Ideo: Moderate (4) | 47% (211) | 10% (45) | 14% (62) | 5% (21) | 4% (16) | 21% (96) | 452 |
| Ideo: Conservative (5-7) | 44% (333) | 6% (47) | 17% (129) | 6% (48) | 1% (9) | 25% (193) | 759 |
| Educ: < College | 43% (589) | 10% (138) | 14% (188) | 5% (75) | 2% (29) | 26% (365) | 1384 |
| Educ: Bachelors degree | 44% (229) | 9% (46) | 17% (91) | 6% (29) | 3% (15) | 21% (111) | 521 |
| Educ: Post-grad | 41% (123) | 9% (28) | 20% (60) | 4% (12) | 4% (12) | 21% (62) | 296 |

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Table SBD2: Which of the following is your favorite professional sports league to follow?

| Demographic | National Football League (NFL) | National Basketball Association (NBA) | Major League Baseball (MLB) | National Hockey League (NHL) | Major League Soccer (MLS) | Don't know / No opinion | Total N |
|-----------------------------|--------------------------------|---------------------------------------|-----------------------------|------------------------------|---------------------------|-------------------------|---------|
| Adults | 43% (941) | 10% (211) | 15% (338) | 5% (116) | 3% (56) | 24% (539) | 2201 |
| Income: Under 50k | 41% (497) | 10% (125) | 13% (154) | 5% (62) | 2% (26) | 30% (363) | 1225 |
| Income: 50k-100k | 44% (288) | 9% (57) | 20% (130) | 5% (36) | 3% (20) | 19% (127) | 658 |
| Income: 100k+ | 49% (155) | 9% (29) | 17% (54) | 6% (19) | 4% (11) | 16% (49) | 318 |
| Ethnicity: White | 42% (749) | 6% (113) | 17% (309) | 6% (110) | 3% (47) | 25% (453) | 1780 |
| Ethnicity: Hispanic | 36% (76) | 16% (34) | 20% (42) | 3% (7) | 5% (11) | 20% (43) | 213 |
| Ethnicity: Afr. Am. | 51% (142) | 24% (68) | 4% (10) | 1% (2) | 1% (2) | 20% (55) | 279 |
| Ethnicity: Other | 35% (50) | 21% (30) | 14% (20) | 3% (5) | 6% (8) | 21% (30) | 142 |
| Relig: Protestant | 47% (257) | 7% (39) | 18% (97) | 4% (21) | 2% (11) | 22% (119) | 544 |
| Relig: Roman Catholic | 44% (176) | 11% (43) | 20% (78) | 9% (36) | 3% (11) | 15% (58) | 402 |
| Relig: Something Else | 46% (107) | 12% (28) | 12% (27) | 4% (10) | 2% (4) | 24% (55) | 231 |
| Relig: Jewish | 34% (19) | 5% (3) | 33% (18) | 6% (3) | 3% (2) | 19% (10) | 54 |
| Relig: Evangelical | 45% (359) | 10% (77) | 18% (141) | 7% (54) | 2% (16) | 19% (154) | 802 |
| Relig: Non-Evang. Catholics | 48% (180) | 9% (34) | 16% (61) | 3% (13) | 2% (9) | 21% (77) | 375 |
| Relig: All Christian | 46% (539) | 9% (111) | 17% (203) | 6% (67) | 2% (25) | 20% (232) | 1177 |
| Relig: All Non-Christian | 45% (129) | 11% (31) | 14% (41) | 2% (5) | 2% (6) | 26% (74) | 285 |
| Community: Urban | 41% (201) | 15% (73) | 13% (63) | 5% (24) | 3% (14) | 24% (116) | 491 |
| Community: Suburban | 45% (473) | 8% (87) | 16% (169) | 6% (61) | 3% (29) | 23% (243) | 1061 |
| Community: Rural | 41% (266) | 8% (51) | 16% (106) | 5% (32) | 2% (14) | 28% (180) | 649 |
| Employ: Private Sector | 47% (316) | 9% (60) | 16% (110) | 8% (51) | 3% (22) | 18% (120) | 679 |
| Employ: Homemaker | 42% (67) | 10% (15) | 15% (24) | 5% (7) | 3% (4) | 26% (41) | 160 |
| Employ: Student | 38% (87) | 16% (37) | 16% (37) | 7% (15) | 3% (7) | 20% (46) | 229 |
| Employ: Retired | 36% (54) | 8% (12) | 14% (20) | 2% (3) | 4% (6) | 36% (54) | 150 |
| Employ: Unemployed | 35% (27) | 18% (14) | 13% (10) | 8% (6) | 4% (3) | 23% (18) | 78 |
| Employ: Other | 44% (214) | 6% (28) | 19% (91) | 4% (20) | 1% (7) | 26% (125) | 483 |
| Military HH: Yes | 46% (194) | 8% (33) | 18% (75) | 6% (26) | 1% (4) | 21% (88) | 420 |
| Military HH: No | 42% (746) | 10% (178) | 15% (264) | 5% (90) | 3% (52) | 25% (451) | 1781 |
| RD/WT: Right Direction | 48% (347) | 7% (49) | 14% (105) | 5% (38) | 2% (12) | 24% (176) | 728 |
| RD/WT: Wrong Track | 40% (593) | 11% (162) | 16% (233) | 5% (78) | 3% (44) | 25% (362) | 1473 |

Continued on next page

Table SBD2: Which of the following is your favorite professional sports league to follow?

| Demographic | National Football League (NFL) | National Basketball Association (NBA) | Major League Baseball (MLB) | National Hockey League (NHL) | Major League Soccer (MLS) | Don't know / No opinion | Total N |
|--------------------------------------|---|--|--------------------------------------|---------------------------------------|---------------------------------|----------------------------|---------|
| Adults | 43% (941) | 10% (211) | 15% (338) | 5% (116) | 3% (56) | 24% (539) | 2201 |
| Trump Job Approve | 46% (407) | 8% (68) | 16% (142) | 5% (45) | 1% (10) | 24% (214) | 885 |
| Trump Job Disapprove | 42% (498) | 11% (134) | 15% (184) | 6% (66) | 4% (44) | 23% (274) | 1200 |
| Trump Job Strongly Approve | 47% (217) | 5% (25) | 18% (82) | 6% (29) | 1% (4) | 23% (109) | 467 |
| Trump Job Somewhat Approve | 45% (189) | 10% (42) | 14% (60) | 4% (16) | 1% (5) | 25% (105) | 418 |
| Trump Job Somewhat Disapprove | 45% (124) | 10% (26) | 14% (39) | 9% (26) | 4% (11) | 18% (49) | 275 |
| Trump Job Strongly Disapprove | 40% (375) | 12% (107) | 16% (144) | 4% (41) | 4% (33) | 24% (225) | 925 |
| #1 Issue: Economy | 45% (287) | 12% (79) | 14% (89) | 5% (35) | 3% (17) | 21% (137) | 643 |
| #1 Issue: Security | 43% (216) | 6% (30) | 19% (96) | 6% (28) | 2% (9) | 24% (119) | 497 |
| #1 Issue: Health Care | 46% (139) | 9% (26) | 13% (40) | 5% (14) | 3% (11) | 24% (73) | 303 |
| #1 Issue: Medicare / Social Security | 44% (136) | 7% (22) | 18% (56) | 3% (11) | 2% (5) | 26% (82) | 311 |
| #1 Issue: Women's Issues | 37% (30) | 9% (7) | 13% (10) | 6% (5) | 6% (5) | 29% (24) | 80 |
| #1 Issue: Education | 37% (58) | 19% (29) | 12% (19) | 6% (9) | 3% (5) | 23% (36) | 156 |
| #1 Issue: Energy | 34% (31) | 12% (12) | 19% (18) | 6% (6) | 5% (5) | 23% (21) | 92 |
| #1 Issue: Other | 37% (44) | 5% (6) | 10% (11) | 7% (8) | 1% (1) | 41% (48) | 117 |
| 2018 House Vote: Democrat | 43% (325) | 13% (102) | 15% (114) | 6% (43) | 4% (27) | 20% (152) | 763 |
| 2018 House Vote: Republican | 46% (359) | 5% (40) | 19% (146) | 6% (43) | 1% (11) | 23% (175) | 772 |
| 2018 House Vote: Someone else | 47% (49) | 4% (4) | 14% (14) | 8% (8) | 1% (2) | 26% (28) | 105 |
| 2018 House Vote: Didnt Vote | 37% (207) | 12% (65) | 11% (64) | 4% (22) | 3% (17) | 33% (183) | 558 |
| 2016 Vote: Hillary Clinton | 42% (293) | 13% (88) | 17% (117) | 4% (29) | 3% (22) | 21% (143) | 693 |
| 2016 Vote: Donald Trump | 48% (350) | 5% (34) | 18% (129) | 5% (39) | 1% (9) | 23% (163) | 725 |
| 2016 Vote: Someone else | 38% (80) | 10% (22) | 9% (18) | 13% (27) | 4% (9) | 26% (54) | 210 |
| 2016 Vote: Didnt Vote | 38% (216) | 12% (66) | 13% (71) | 4% (21) | 3% (17) | 31% (178) | 569 |
| Voted in 2014: Yes | 46% (676) | 9% (129) | 17% (254) | 5% (76) | 2% (37) | 21% (308) | 1480 |
| Voted in 2014: No | 37% (265) | 11% (82) | 12% (85) | 6% (40) | 3% (20) | 32% (230) | 721 |
| 2012 Vote: Barack Obama | 46% (391) | 11% (95) | 15% (130) | 5% (39) | 3% (26) | 20% (175) | 857 |
| 2012 Vote: Mitt Romney | 44% (267) | 5% (29) | 21% (125) | 6% (35) | 2% (10) | 22% (133) | 600 |
| 2012 Vote: Other | 47% (46) | 4% (4) | 10% (10) | 7% (6) | 4% (3) | 29% (28) | 97 |
| 2012 Vote: Didn't Vote | 37% (237) | 13% (83) | 11% (74) | 5% (35) | 3% (17) | 31% (202) | 648 |

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Table SBD2: Which of the following is your favorite professional sports league to follow?

| Demographic | National Football League (NFL) | | National Basketball Association (NBA) | | Major League Baseball (MLB) | | National Hockey League (NHL) | | Major League Soccer (MLS) | | Don't know / No opinion | | Total N |
|---------------------|--------------------------------|-------|---------------------------------------|-------|-----------------------------|-------|------------------------------|-------|---------------------------|------|-------------------------|-------|---------|
| Adults | 43% | (941) | 10% | (211) | 15% | (338) | 5% | (116) | 3% | (56) | 24% | (539) | 2201 |
| 4-Region: Northeast | 41% | (160) | 7% | (29) | 18% | (72) | 9% | (36) | 2% | (7) | 22% | (88) | 393 |
| 4-Region: Midwest | 44% | (224) | 7% | (36) | 18% | (91) | 8% | (39) | 1% | (6) | 22% | (109) | 506 |
| 4-Region: South | 46% | (375) | 10% | (84) | 12% | (97) | 3% | (23) | 2% | (15) | 28% | (227) | 822 |
| 4-Region: West | 38% | (181) | 13% | (62) | 16% | (77) | 4% | (18) | 6% | (28) | 24% | (114) | 481 |
| Avid Sports Fan | 60% | (217) | 10% | (37) | 19% | (67) | 6% | (22) | 3% | (9) | 3% | (9) | 361 |
| Casual Sports Fan | 48% | (381) | 12% | (93) | 18% | (141) | 6% | (48) | 4% | (30) | 12% | (95) | 789 |
| NFL fans | 100% | (941) | — | (0) | — | (0) | — | (0) | — | (0) | — | (0) | 941 |
| NBA fans | — | (0) | 100% | (211) | — | (0) | — | (0) | — | (0) | — | (0) | 211 |
| MLB fans | — | (0) | — | (0) | 100% | (338) | — | (0) | — | (0) | — | (0) | 338 |
| Sports nut | 55% | (159) | 11% | (32) | 20% | (59) | 9% | (25) | 2% | (7) | 3% | (10) | 292 |

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

Table SBD3: How much time each week would you say you spend watching, listening to, or reading about sports?

| Demographic | Less than 1 hour | 1 to 3 hours | 3 to 5 hours | 5 to 7 hours | 7 to 9 hours | 10 hours or more | Total N |
|--------------------------|------------------|--------------|--------------|--------------|--------------|------------------|---------|
| Adults | 45% (990) | 22% (482) | 12% (272) | 7% (165) | 5% (110) | 8% (181) | 2201 |
| Gender: Male | 33% (335) | 21% (219) | 15% (157) | 10% (104) | 7% (75) | 14% (140) | 1030 |
| Gender: Female | 56% (655) | 23% (264) | 10% (114) | 5% (60) | 3% (36) | 4% (41) | 1171 |
| Age: 18-29 | 48% (195) | 24% (97) | 10% (39) | 8% (32) | 4% (15) | 6% (26) | 404 |
| Age: 30-44 | 39% (189) | 19% (94) | 17% (81) | 8% (41) | 6% (31) | 10% (49) | 484 |
| Age: 45-54 | 45% (205) | 19% (87) | 12% (56) | 7% (33) | 5% (23) | 11% (49) | 452 |
| Age: 55-64 | 46% (162) | 21% (72) | 15% (54) | 8% (26) | 4% (12) | 7% (24) | 350 |
| Age: 65+ | 47% (241) | 26% (133) | 8% (43) | 6% (32) | 6% (29) | 7% (34) | 512 |
| Generation Z: 18-21 | 45% (62) | 28% (38) | 11% (15) | 7% (9) | 4% (6) | 6% (9) | 139 |
| Millennial: Age 22-37 | 44% (232) | 21% (111) | 12% (65) | 9% (45) | 5% (28) | 8% (42) | 523 |
| Generation X: Age 38-53 | 42% (267) | 19% (122) | 15% (93) | 7% (47) | 5% (34) | 10% (66) | 629 |
| Boomers: Age 54-72 | 48% (370) | 24% (185) | 10% (79) | 5% (42) | 5% (35) | 7% (52) | 764 |
| PID: Dem (no lean) | 45% (327) | 24% (176) | 12% (86) | 7% (54) | 5% (37) | 7% (50) | 730 |
| PID: Ind (no lean) | 48% (362) | 22% (165) | 12% (90) | 7% (55) | 3% (25) | 7% (55) | 752 |
| PID: Rep (no lean) | 42% (301) | 20% (142) | 13% (96) | 8% (55) | 7% (48) | 11% (76) | 719 |
| PID/Gender: Dem Men | 31% (93) | 24% (72) | 15% (44) | 11% (33) | 8% (25) | 12% (35) | 303 |
| PID/Gender: Dem Women | 55% (234) | 24% (104) | 10% (42) | 5% (21) | 3% (12) | 3% (15) | 427 |
| PID/Gender: Ind Men | 38% (135) | 21% (74) | 14% (48) | 10% (34) | 5% (18) | 13% (44) | 353 |
| PID/Gender: Ind Women | 57% (227) | 23% (91) | 10% (41) | 5% (21) | 2% (7) | 3% (11) | 399 |
| PID/Gender: Rep Men | 29% (107) | 20% (73) | 17% (65) | 10% (37) | 8% (31) | 16% (60) | 374 |
| PID/Gender: Rep Women | 56% (194) | 20% (69) | 9% (31) | 5% (18) | 5% (17) | 5% (16) | 345 |
| Ideo: Liberal (1-3) | 42% (279) | 25% (164) | 13% (86) | 7% (48) | 5% (33) | 9% (58) | 668 |
| Ideo: Moderate (4) | 44% (198) | 24% (107) | 11% (51) | 9% (41) | 5% (23) | 7% (32) | 452 |
| Ideo: Conservative (5-7) | 44% (332) | 19% (146) | 12% (90) | 8% (60) | 7% (53) | 10% (78) | 759 |
| Educ: < College | 48% (661) | 22% (300) | 14% (188) | 6% (86) | 4% (58) | 7% (90) | 1384 |
| Educ: Bachelors degree | 42% (217) | 20% (102) | 11% (57) | 10% (53) | 5% (26) | 13% (66) | 521 |
| Educ: Post-grad | 38% (112) | 27% (79) | 9% (27) | 9% (26) | 9% (26) | 9% (25) | 296 |
| Income: Under 50k | 50% (608) | 22% (266) | 12% (141) | 6% (73) | 5% (59) | 6% (78) | 1225 |
| Income: 50k-100k | 41% (267) | 23% (151) | 12% (81) | 9% (59) | 4% (29) | 11% (70) | 658 |
| Income: 100k+ | 36% (115) | 21% (65) | 16% (50) | 10% (33) | 7% (22) | 10% (33) | 318 |

Continued on next page

Table SBD3: How much time each week would you say you spend watching, listening to, or reading about sports?

| Demographic | Less than 1 hour | 1 to 3 hours | 3 to 5 hours | 5 to 7 hours | 7 to 9 hours | 10 hours or more | Total N |
|-------------------------------|------------------|--------------|--------------|--------------|--------------|------------------|---------|
| Adults | 45% (990) | 22% (482) | 12% (272) | 7% (165) | 5% (110) | 8% (181) | 2201 |
| Ethnicity: White | 47% (836) | 21% (382) | 11% (205) | 7% (129) | 5% (85) | 8% (143) | 1780 |
| Ethnicity: Hispanic | 37% (80) | 21% (45) | 13% (27) | 10% (22) | 7% (14) | 12% (25) | 213 |
| Ethnicity: Afr. Am. | 37% (103) | 21% (57) | 16% (45) | 10% (27) | 7% (20) | 10% (27) | 279 |
| Ethnicity: Other | 36% (51) | 30% (43) | 16% (23) | 6% (8) | 4% (5) | 8% (11) | 142 |
| Relig: Protestant | 43% (236) | 23% (124) | 11% (61) | 7% (38) | 5% (29) | 10% (57) | 544 |
| Relig: Roman Catholic | 36% (146) | 23% (93) | 15% (60) | 10% (40) | 6% (24) | 10% (40) | 402 |
| Relig: Something Else | 47% (108) | 21% (50) | 12% (28) | 6% (14) | 6% (14) | 7% (17) | 231 |
| Relig: Jewish | 50% (27) | 20% (11) | 5% (3) | 9% (5) | 6% (3) | 10% (5) | 54 |
| Relig: Evangelical | 41% (332) | 22% (176) | 13% (105) | 6% (51) | 7% (55) | 10% (83) | 802 |
| Relig: Non-Evang. Catholics | 42% (158) | 24% (90) | 12% (44) | 11% (40) | 3% (12) | 8% (31) | 375 |
| Relig: All Christian | 42% (490) | 23% (267) | 13% (149) | 8% (91) | 6% (67) | 10% (114) | 1177 |
| Relig: All Non-Christian | 47% (133) | 22% (62) | 13% (38) | 7% (20) | 4% (12) | 7% (19) | 285 |
| Community: Urban | 44% (214) | 22% (106) | 12% (58) | 8% (38) | 6% (32) | 9% (43) | 491 |
| Community: Suburban | 43% (455) | 22% (236) | 13% (138) | 9% (94) | 5% (49) | 8% (89) | 1061 |
| Community: Rural | 50% (322) | 22% (140) | 12% (75) | 5% (34) | 5% (30) | 7% (49) | 649 |
| Employ: Private Sector | 38% (257) | 21% (141) | 14% (97) | 10% (67) | 7% (46) | 10% (71) | 679 |
| Employ: Homemaker | 46% (74) | 23% (36) | 8% (13) | 12% (19) | 4% (6) | 8% (12) | 160 |
| Employ: Student | 41% (94) | 23% (53) | 16% (36) | 6% (14) | 6% (14) | 8% (18) | 229 |
| Employ: Retired | 59% (88) | 16% (24) | 13% (19) | 6% (8) | 2% (3) | 6% (8) | 150 |
| Employ: Unemployed | 44% (35) | 24% (18) | 15% (12) | 9% (7) | 3% (2) | 5% (4) | 78 |
| Employ: Other | 49% (235) | 23% (112) | 11% (51) | 6% (28) | 4% (20) | 8% (38) | 483 |
| Military HH: Yes | 43% (180) | 25% (106) | 12% (50) | 7% (28) | 7% (29) | 6% (26) | 420 |
| Military HH: No | 45% (810) | 21% (376) | 12% (222) | 8% (137) | 5% (82) | 9% (155) | 1781 |
| RD/WT: Right Direction | 40% (288) | 22% (163) | 13% (98) | 8% (56) | 6% (46) | 11% (77) | 728 |
| RD/WT: Wrong Track | 48% (703) | 22% (319) | 12% (174) | 7% (109) | 4% (64) | 7% (104) | 1473 |
| Trump Job Approve | 41% (361) | 22% (191) | 14% (121) | 8% (71) | 6% (50) | 10% (91) | 885 |
| Trump Job Disapprove | 46% (556) | 22% (270) | 12% (141) | 8% (90) | 5% (58) | 7% (86) | 1200 |
| Trump Job Strongly Approve | 40% (188) | 23% (109) | 13% (59) | 8% (38) | 6% (26) | 10% (46) | 467 |
| Trump Job Somewhat Approve | 41% (173) | 20% (82) | 15% (62) | 8% (32) | 6% (24) | 11% (45) | 418 |
| Trump Job Somewhat Disapprove | 41% (113) | 23% (63) | 13% (35) | 10% (28) | 7% (18) | 7% (18) | 275 |
| Trump Job Strongly Disapprove | 48% (443) | 22% (207) | 11% (105) | 7% (62) | 4% (41) | 7% (68) | 925 |

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Table SBD3: How much time each week would you say you spend watching, listening to, or reading about sports?

| Demographic | Less than 1 hour | 1 to 3 hours | 3 to 5 hours | 5 to 7 hours | 7 to 9 hours | 10 hours or more | Total N |
|--------------------------------------|------------------|--------------|--------------|--------------|--------------|------------------|---------|
| Adults | 45% (990) | 22% (482) | 12% (272) | 7% (165) | 5% (110) | 8% (181) | 2201 |
| #1 Issue: Economy | 41% (263) | 22% (139) | 14% (88) | 8% (51) | 7% (44) | 9% (58) | 643 |
| #1 Issue: Security | 41% (205) | 25% (125) | 15% (72) | 5% (26) | 4% (21) | 10% (47) | 497 |
| #1 Issue: Health Care | 46% (139) | 22% (67) | 9% (26) | 7% (20) | 5% (16) | 11% (34) | 303 |
| #1 Issue: Medicare / Social Security | 52% (161) | 21% (66) | 11% (35) | 9% (29) | 3% (8) | 4% (13) | 311 |
| #1 Issue: Women's Issues | 53% (42) | 19% (15) | 13% (11) | 6% (5) | 5% (4) | 5% (4) | 80 |
| #1 Issue: Education | 46% (71) | 19% (29) | 13% (21) | 11% (18) | 4% (6) | 7% (11) | 156 |
| #1 Issue: Energy | 46% (42) | 20% (18) | 11% (10) | 13% (12) | 5% (5) | 6% (5) | 92 |
| #1 Issue: Other | 57% (67) | 18% (21) | 8% (10) | 3% (4) | 6% (7) | 8% (9) | 117 |
| 2018 House Vote: Democrat | 42% (322) | 24% (184) | 12% (95) | 8% (63) | 5% (37) | 8% (62) | 763 |
| 2018 House Vote: Republican | 41% (319) | 21% (164) | 13% (100) | 8% (63) | 6% (45) | 11% (81) | 772 |
| 2018 House Vote: Someone else | 47% (50) | 19% (20) | 14% (15) | 5% (5) | 7% (7) | 8% (9) | 105 |
| 2018 House Vote: Didn't Vote | 54% (299) | 20% (113) | 11% (62) | 6% (33) | 4% (20) | 5% (30) | 558 |
| 2016 Vote: Hillary Clinton | 43% (300) | 22% (152) | 13% (93) | 8% (58) | 5% (33) | 8% (58) | 693 |
| 2016 Vote: Donald Trump | 40% (289) | 22% (161) | 13% (96) | 8% (58) | 6% (40) | 11% (81) | 725 |
| 2016 Vote: Someone else | 47% (98) | 22% (46) | 12% (26) | 4% (9) | 8% (17) | 7% (15) | 210 |
| 2016 Vote: Didn't Vote | 53% (303) | 21% (122) | 10% (57) | 7% (40) | 4% (21) | 5% (27) | 569 |
| Voted in 2014: Yes | 41% (607) | 22% (329) | 13% (199) | 8% (116) | 6% (84) | 10% (144) | 1480 |
| Voted in 2014: No | 53% (383) | 21% (153) | 10% (72) | 7% (49) | 4% (26) | 5% (37) | 721 |
| 2012 Vote: Barack Obama | 44% (373) | 23% (199) | 12% (105) | 8% (69) | 5% (44) | 8% (66) | 857 |
| 2012 Vote: Mitt Romney | 38% (229) | 21% (125) | 15% (88) | 8% (50) | 6% (34) | 12% (73) | 600 |
| 2012 Vote: Other | 49% (48) | 24% (23) | 12% (11) | 2% (2) | 5% (5) | 8% (7) | 97 |
| 2012 Vote: Didn't Vote | 53% (341) | 21% (135) | 10% (67) | 7% (43) | 4% (28) | 5% (35) | 648 |
| 4-Region: Northeast | 39% (154) | 19% (75) | 14% (54) | 7% (29) | 7% (29) | 13% (52) | 393 |
| 4-Region: Midwest | 42% (214) | 26% (130) | 11% (56) | 7% (34) | 5% (27) | 9% (44) | 506 |
| 4-Region: South | 48% (395) | 22% (178) | 13% (104) | 8% (62) | 4% (37) | 6% (47) | 822 |
| 4-Region: West | 47% (228) | 21% (99) | 12% (58) | 8% (40) | 4% (17) | 8% (39) | 481 |
| Avid Sports Fan | 2% (8) | 11% (39) | 21% (75) | 16% (59) | 12% (45) | 38% (136) | 361 |
| Casual Sports Fan | 53% (420) | 33% (257) | 9% (71) | 3% (21) | 1% (9) | 1% (12) | 789 |
| NFL fans | 27% (258) | 27% (257) | 17% (162) | 11% (104) | 7% (65) | 10% (94) | 941 |
| NBA fans | 27% (57) | 31% (66) | 16% (35) | 10% (21) | 7% (15) | 8% (18) | 211 |
| MLB fans | 37% (125) | 25% (86) | 13% (43) | 7% (25) | 6% (19) | 12% (40) | 338 |

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Table SBD3: *How much time each week would you say you spend watching, listening to, or reading about sports?*

| Demographic | Less than 1 hour | 1 to 3 hours | 3 to 5 hours | 5 to 7 hours | 7 to 9 hours | 10 hours or more | Total N |
|--------------------|-----------------------------|---------------------|---------------------|---------------------|---------------------|-----------------------------|----------------|
| Adults | 45% (990) | 22% (482) | 12% (272) | 7% (165) | 5% (110) | 8% (181) | 2201 |
| Sports nut | — (0) | — (0) | — (0) | — (0) | 38% (110) | 62% (181) | 292 |

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

Table SBD4: Have you ever felt as though your sports team is cursed?

| Demographic | Yes | No | Don't know / No opinion | Total N |
|--------------------------|-----------|------------|-------------------------|---------|
| Adults | 27% (590) | 50% (1108) | 23% (502) | 2201 |
| Gender: Male | 31% (318) | 53% (547) | 16% (165) | 1030 |
| Gender: Female | 23% (273) | 48% (561) | 29% (338) | 1171 |
| Age: 18-29 | 28% (114) | 50% (204) | 21% (86) | 404 |
| Age: 30-44 | 32% (153) | 49% (236) | 20% (94) | 484 |
| Age: 45-54 | 29% (129) | 47% (213) | 24% (109) | 452 |
| Age: 55-64 | 26% (90) | 52% (181) | 22% (78) | 350 |
| Age: 65+ | 20% (103) | 54% (274) | 26% (135) | 512 |
| Generation Z: 18-21 | 24% (33) | 55% (77) | 21% (29) | 139 |
| Millennial: Age 22-37 | 32% (167) | 48% (251) | 20% (105) | 523 |
| Generation X: Age 38-53 | 30% (189) | 48% (304) | 22% (137) | 629 |
| Boomers: Age 54-72 | 22% (171) | 51% (392) | 26% (201) | 764 |
| PID: Dem (no lean) | 28% (203) | 51% (373) | 21% (154) | 730 |
| PID: Ind (no lean) | 26% (193) | 49% (368) | 25% (191) | 752 |
| PID: Rep (no lean) | 27% (195) | 51% (367) | 22% (157) | 719 |
| PID/Gender: Dem Men | 30% (91) | 56% (169) | 14% (43) | 303 |
| PID/Gender: Dem Women | 26% (112) | 48% (204) | 26% (111) | 427 |
| PID/Gender: Ind Men | 31% (109) | 51% (182) | 18% (63) | 353 |
| PID/Gender: Ind Women | 21% (84) | 47% (187) | 32% (128) | 399 |
| PID/Gender: Rep Men | 32% (118) | 53% (197) | 16% (59) | 374 |
| PID/Gender: Rep Women | 22% (77) | 49% (170) | 29% (99) | 345 |
| Ideo: Liberal (1-3) | 30% (198) | 52% (351) | 18% (120) | 668 |
| Ideo: Moderate (4) | 26% (118) | 51% (232) | 22% (101) | 452 |
| Ideo: Conservative (5-7) | 27% (203) | 52% (397) | 21% (159) | 759 |
| Educ: < College | 26% (362) | 48% (660) | 26% (363) | 1384 |
| Educ: Bachelors degree | 31% (159) | 52% (273) | 17% (88) | 521 |
| Educ: Post-grad | 23% (70) | 59% (175) | 17% (51) | 296 |
| Income: Under 50k | 26% (313) | 48% (583) | 27% (328) | 1225 |
| Income: 50k-100k | 28% (186) | 52% (341) | 20% (131) | 658 |
| Income: 100k+ | 29% (91) | 58% (184) | 14% (43) | 318 |

Continued on next page

Table SBD4: *Have you ever felt as though your sports team is cursed?*

| Demographic | Yes | | No | | Don't know / No opinion | | Total N |
|-------------------------------|-----|-------|-----|--------|-------------------------|-------|---------|
| | | | | | | | |
| Adults | 27% | (590) | 50% | (1108) | 23% | (502) | 2201 |
| Ethnicity: White | 27% | (474) | 51% | (900) | 23% | (406) | 1780 |
| Ethnicity: Hispanic | 27% | (58) | 54% | (115) | 19% | (40) | 213 |
| Ethnicity: Afr. Am. | 26% | (73) | 50% | (139) | 24% | (66) | 279 |
| Ethnicity: Other | 30% | (43) | 48% | (68) | 21% | (30) | 142 |
| Relig: Protestant | 26% | (140) | 56% | (305) | 18% | (98) | 544 |
| Relig: Roman Catholic | 31% | (126) | 49% | (198) | 19% | (78) | 402 |
| Relig: Something Else | 28% | (65) | 45% | (104) | 27% | (62) | 231 |
| Relig: Jewish | 19% | (10) | 64% | (34) | 17% | (9) | 54 |
| Relig: Evangelical | 29% | (230) | 51% | (411) | 20% | (161) | 802 |
| Relig: Non-Evang. Catholics | 27% | (101) | 53% | (197) | 21% | (77) | 375 |
| Relig: All Christian | 28% | (331) | 52% | (607) | 20% | (238) | 1177 |
| Relig: All Non-Christian | 24% | (70) | 51% | (147) | 24% | (69) | 285 |
| Community: Urban | 25% | (123) | 53% | (258) | 22% | (110) | 491 |
| Community: Suburban | 27% | (286) | 53% | (557) | 21% | (218) | 1061 |
| Community: Rural | 28% | (182) | 45% | (293) | 27% | (174) | 649 |
| Employ: Private Sector | 31% | (212) | 53% | (357) | 16% | (109) | 679 |
| Employ: Homemaker | 27% | (43) | 50% | (80) | 23% | (36) | 160 |
| Employ: Student | 28% | (64) | 54% | (123) | 18% | (42) | 229 |
| Employ: Retired | 29% | (43) | 43% | (65) | 28% | (42) | 150 |
| Employ: Unemployed | 30% | (24) | 53% | (42) | 16% | (13) | 78 |
| Employ: Other | 20% | (98) | 53% | (256) | 27% | (129) | 483 |
| Military HH: Yes | 24% | (99) | 53% | (225) | 23% | (96) | 420 |
| Military HH: No | 28% | (491) | 50% | (884) | 23% | (406) | 1781 |
| RD/WT: Right Direction | 27% | (195) | 52% | (377) | 21% | (156) | 728 |
| RD/WT: Wrong Track | 27% | (396) | 50% | (731) | 24% | (347) | 1473 |
| Trump Job Approve | 27% | (240) | 51% | (452) | 22% | (193) | 885 |
| Trump Job Disapprove | 28% | (330) | 51% | (608) | 22% | (262) | 1200 |
| Trump Job Strongly Approve | 24% | (114) | 51% | (239) | 24% | (113) | 467 |
| Trump Job Somewhat Approve | 30% | (126) | 51% | (212) | 19% | (80) | 418 |
| Trump Job Somewhat Disapprove | 32% | (89) | 50% | (137) | 18% | (49) | 275 |
| Trump Job Strongly Disapprove | 26% | (241) | 51% | (472) | 23% | (213) | 925 |

Continued on next page

Table SBD4: *Have you ever felt as though your sports team is cursed?*

| Demographic | Yes | No | Don't know / No opinion | Total N |
|--------------------------------------|-----------|------------|-------------------------|---------|
| Adults | 27% (590) | 50% (1108) | 23% (502) | 2201 |
| #1 Issue: Economy | 31% (198) | 50% (325) | 19% (121) | 643 |
| #1 Issue: Security | 25% (124) | 54% (270) | 21% (102) | 497 |
| #1 Issue: Health Care | 31% (95) | 48% (146) | 21% (62) | 303 |
| #1 Issue: Medicare / Social Security | 21% (65) | 49% (154) | 30% (92) | 311 |
| #1 Issue: Women's Issues | 31% (25) | 47% (38) | 22% (18) | 80 |
| #1 Issue: Education | 24% (37) | 56% (87) | 21% (32) | 156 |
| #1 Issue: Energy | 29% (27) | 47% (43) | 24% (22) | 92 |
| #1 Issue: Other | 17% (20) | 39% (45) | 45% (52) | 117 |
| 2018 House Vote: Democrat | 28% (212) | 53% (403) | 19% (148) | 763 |
| 2018 House Vote: Republican | 26% (204) | 52% (403) | 21% (165) | 772 |
| 2018 House Vote: Someone else | 32% (34) | 50% (53) | 18% (19) | 105 |
| 2018 House Vote: Didnt Vote | 25% (140) | 45% (248) | 30% (170) | 558 |
| 2016 Vote: Hillary Clinton | 28% (194) | 52% (363) | 20% (135) | 693 |
| 2016 Vote: Donald Trump | 28% (203) | 51% (370) | 21% (152) | 725 |
| 2016 Vote: Someone else | 28% (58) | 49% (104) | 23% (48) | 210 |
| 2016 Vote: Didnt Vote | 23% (132) | 47% (270) | 29% (168) | 569 |
| Voted in 2014: Yes | 29% (428) | 52% (766) | 19% (285) | 1480 |
| Voted in 2014: No | 22% (162) | 47% (342) | 30% (217) | 721 |
| 2012 Vote: Barack Obama | 28% (238) | 53% (458) | 19% (161) | 857 |
| 2012 Vote: Mitt Romney | 28% (166) | 52% (314) | 20% (120) | 600 |
| 2012 Vote: Other | 28% (27) | 49% (48) | 23% (22) | 97 |
| 2012 Vote: Didn't Vote | 25% (159) | 45% (289) | 31% (200) | 648 |
| 4-Region: Northeast | 23% (90) | 54% (213) | 23% (90) | 393 |
| 4-Region: Midwest | 34% (172) | 45% (228) | 21% (106) | 506 |
| 4-Region: South | 25% (204) | 52% (424) | 24% (194) | 822 |
| 4-Region: West | 26% (125) | 51% (243) | 23% (113) | 481 |
| Avid Sports Fan | 41% (148) | 55% (199) | 4% (13) | 361 |
| Casual Sports Fan | 28% (217) | 57% (446) | 16% (125) | 789 |
| NFL fans | 37% (346) | 54% (508) | 9% (87) | 941 |
| NBA fans | 25% (53) | 63% (133) | 12% (25) | 211 |
| MLB fans | 30% (102) | 62% (211) | 7% (25) | 338 |

Continued on next page

Table SBD4: *Have you ever felt as though your sports team is cursed?*

| Demographic | Yes | No | Don't know / No opinion | Total N |
|--------------------|------------|------------|------------------------------------|----------------|
| Adults | 27% (590) | 50% (1108) | 23% (502) | 2201 |
| Sports nut | 39% (114) | 56% (163) | 5% (15) | 292 |

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

Table SBD5: *In your opinion, do dynasties make sports more or less fun to watch, or do they make no difference either way?*

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------|------------------------|----------------------------|----------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults | 10% (229) | 15% (326) | 15% (323) | 10% (229) | 25% (552) | 25% (541) | 2201 |
| Gender: Male | 13% (135) | 18% (188) | 17% (174) | 10% (106) | 25% (261) | 16% (166) | 1030 |
| Gender: Female | 8% (94) | 12% (138) | 13% (150) | 11% (123) | 25% (290) | 32% (375) | 1171 |
| Age: 18-29 | 12% (49) | 20% (80) | 13% (54) | 8% (32) | 19% (76) | 28% (113) | 404 |
| Age: 30-44 | 14% (65) | 17% (81) | 14% (68) | 10% (46) | 22% (109) | 24% (115) | 484 |
| Age: 45-54 | 7% (31) | 14% (62) | 15% (68) | 15% (68) | 22% (101) | 27% (121) | 452 |
| Age: 55-64 | 9% (30) | 11% (40) | 17% (59) | 11% (37) | 30% (105) | 23% (79) | 350 |
| Age: 65+ | 11% (54) | 12% (63) | 15% (74) | 9% (46) | 31% (161) | 22% (114) | 512 |
| Generation Z: 18-21 | 10% (14) | 19% (27) | 12% (16) | 7% (10) | 20% (28) | 32% (44) | 139 |
| Millennial: Age 22-37 | 15% (78) | 18% (94) | 14% (76) | 9% (47) | 19% (101) | 24% (128) | 523 |
| Generation X: Age 38-53 | 8% (51) | 16% (99) | 14% (90) | 13% (84) | 23% (145) | 25% (160) | 629 |
| Boomers: Age 54-72 | 10% (74) | 11% (86) | 16% (119) | 11% (82) | 29% (218) | 24% (184) | 764 |
| PID: Dem (no lean) | 12% (86) | 14% (100) | 16% (115) | 10% (75) | 23% (169) | 25% (185) | 730 |
| PID: Ind (no lean) | 10% (76) | 15% (111) | 13% (96) | 10% (75) | 25% (188) | 27% (207) | 752 |
| PID: Rep (no lean) | 9% (67) | 16% (116) | 16% (113) | 11% (79) | 27% (194) | 21% (149) | 719 |
| PID/Gender: Dem Men | 14% (42) | 19% (57) | 15% (44) | 10% (31) | 24% (72) | 18% (56) | 303 |
| PID/Gender: Dem Women | 10% (44) | 10% (43) | 17% (71) | 10% (44) | 23% (96) | 30% (130) | 427 |
| PID/Gender: Ind Men | 13% (47) | 16% (58) | 16% (56) | 10% (34) | 26% (92) | 19% (67) | 353 |
| PID/Gender: Ind Women | 7% (28) | 13% (53) | 10% (40) | 10% (42) | 24% (97) | 35% (140) | 399 |
| PID/Gender: Rep Men | 12% (45) | 20% (73) | 20% (74) | 11% (41) | 26% (97) | 12% (44) | 374 |
| PID/Gender: Rep Women | 7% (22) | 12% (43) | 11% (39) | 11% (38) | 28% (97) | 31% (105) | 345 |
| Ideo: Liberal (1-3) | 13% (84) | 15% (103) | 16% (104) | 11% (72) | 22% (147) | 24% (157) | 668 |
| Ideo: Moderate (4) | 9% (40) | 14% (61) | 17% (76) | 12% (56) | 26% (119) | 22% (99) | 452 |
| Ideo: Conservative (5-7) | 10% (73) | 18% (133) | 16% (122) | 11% (81) | 28% (210) | 18% (140) | 759 |
| Educ: < College | 11% (146) | 14% (188) | 13% (181) | 9% (128) | 26% (353) | 28% (388) | 1384 |
| Educ: Bachelors degree | 13% (69) | 16% (85) | 18% (91) | 11% (58) | 23% (121) | 19% (97) | 521 |
| Educ: Post-grad | 5% (14) | 18% (54) | 17% (51) | 15% (43) | 26% (77) | 19% (56) | 296 |

Continued on next page

Table SBD5: *In your opinion, do dynasties make sports more or less fun to watch, or do they make no difference either way?*

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|-----------------------------|---------------------------|----------------------------------|----------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults | 10% (229) | 15% (326) | 15% (323) | 10% (229) | 25% (552) | 25% (541) | 2201 |
| Income: Under 50k | 10% (128) | 14% (171) | 12% (148) | 9% (105) | 25% (307) | 30% (367) | 1225 |
| Income: 50k-100k | 11% (70) | 15% (102) | 17% (110) | 13% (88) | 25% (163) | 19% (126) | 658 |
| Income: 100k+ | 10% (31) | 17% (54) | 21% (66) | 12% (37) | 26% (82) | 15% (49) | 318 |
| Ethnicity: White | 9% (160) | 15% (264) | 15% (274) | 11% (199) | 25% (448) | 24% (435) | 1780 |
| Ethnicity: Hispanic | 18% (39) | 13% (28) | 11% (23) | 8% (18) | 24% (50) | 26% (56) | 213 |
| Ethnicity: Afr. Am. | 18% (50) | 15% (41) | 12% (33) | 7% (19) | 23% (64) | 25% (71) | 279 |
| Ethnicity: Other | 13% (19) | 15% (21) | 11% (16) | 8% (12) | 28% (39) | 25% (35) | 142 |
| Relig: Protestant | 8% (43) | 17% (92) | 19% (101) | 13% (71) | 26% (142) | 17% (94) | 544 |
| Relig: Roman Catholic | 17% (66) | 16% (64) | 14% (58) | 12% (49) | 22% (89) | 19% (75) | 402 |
| Relig: Something Else | 10% (24) | 13% (30) | 15% (34) | 6% (15) | 26% (59) | 30% (69) | 231 |
| Relig: Jewish | 6% (3) | 19% (10) | 18% (10) | 3% (2) | 34% (18) | 20% (11) | 54 |
| Relig: Evangelical | 12% (99) | 15% (121) | 16% (127) | 11% (86) | 24% (194) | 22% (176) | 802 |
| Relig: Non-Evang. Catholics | 9% (35) | 18% (66) | 18% (66) | 13% (49) | 26% (97) | 17% (62) | 375 |
| Relig: All Christian | 11% (133) | 16% (186) | 16% (193) | 11% (135) | 25% (290) | 20% (238) | 1177 |
| Relig: All Non-Christian | 12% (35) | 13% (37) | 10% (29) | 8% (22) | 27% (76) | 31% (87) | 285 |
| Community: Urban | 13% (64) | 15% (75) | 12% (59) | 10% (50) | 24% (116) | 26% (128) | 491 |
| Community: Suburban | 10% (102) | 15% (161) | 17% (182) | 12% (125) | 24% (254) | 22% (237) | 1061 |
| Community: Rural | 10% (63) | 14% (91) | 13% (82) | 8% (55) | 28% (181) | 27% (176) | 649 |
| Employ: Private Sector | 13% (86) | 17% (114) | 18% (123) | 13% (88) | 22% (151) | 17% (117) | 679 |
| Employ: Homemaker | 8% (13) | 13% (22) | 16% (26) | 10% (16) | 23% (36) | 30% (47) | 160 |
| Employ: Student | 13% (31) | 16% (36) | 11% (24) | 11% (24) | 31% (72) | 18% (42) | 229 |
| Employ: Retired | 8% (12) | 14% (21) | 11% (16) | 7% (10) | 26% (39) | 35% (52) | 150 |
| Employ: Unemployed | 6% (5) | 27% (21) | 14% (11) | 4% (3) | 20% (15) | 30% (23) | 78 |
| Employ: Other | 9% (45) | 13% (63) | 16% (79) | 10% (49) | 27% (131) | 24% (117) | 483 |
| Military HH: Yes | 10% (42) | 13% (53) | 15% (61) | 11% (48) | 31% (129) | 21% (87) | 420 |
| Military HH: No | 10% (187) | 15% (273) | 15% (262) | 10% (181) | 24% (423) | 26% (455) | 1781 |
| RD/WT: Right Direction | 11% (82) | 16% (116) | 16% (120) | 11% (79) | 26% (190) | 19% (142) | 728 |
| RD/WT: Wrong Track | 10% (147) | 14% (211) | 14% (204) | 10% (150) | 25% (362) | 27% (400) | 1473 |
| Trump Job Approve | 10% (88) | 17% (148) | 15% (136) | 11% (98) | 27% (240) | 20% (175) | 885 |
| Trump Job Disapprove | 11% (137) | 14% (171) | 15% (176) | 10% (122) | 24% (287) | 26% (307) | 1200 |

Continued on next page

Table SBD5: *In your opinion, do dynasties make sports more or less fun to watch, or do they make no difference either way?*

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------------------|---------------------------|----------------------------------|----------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults | 10% (229) | 15% (326) | 15% (323) | 10% (229) | 25% (552) | 25% (541) | 2201 |
| Trump Job Strongly Approve | 12% (56) | 16% (73) | 14% (65) | 10% (45) | 28% (131) | 21% (97) | 467 |
| Trump Job Somewhat Approve | 8% (32) | 18% (75) | 17% (72) | 13% (53) | 26% (109) | 19% (78) | 418 |
| Trump Job Somewhat Disapprove | 9% (24) | 21% (57) | 18% (48) | 11% (30) | 19% (53) | 23% (63) | 275 |
| Trump Job Strongly Disapprove | 12% (113) | 12% (114) | 14% (128) | 10% (92) | 25% (234) | 26% (244) | 925 |
| #1 Issue: Economy | 11% (70) | 17% (112) | 16% (105) | 10% (65) | 23% (149) | 22% (142) | 643 |
| #1 Issue: Security | 9% (46) | 16% (78) | 16% (82) | 10% (50) | 30% (147) | 19% (94) | 497 |
| #1 Issue: Health Care | 9% (27) | 16% (47) | 14% (43) | 12% (36) | 24% (73) | 25% (77) | 303 |
| #1 Issue: Medicare / Social Security | 15% (46) | 9% (27) | 11% (34) | 11% (33) | 27% (85) | 28% (86) | 311 |
| #1 Issue: Women's Issues | 10% (8) | 15% (12) | 21% (17) | 8% (6) | 16% (13) | 30% (24) | 80 |
| #1 Issue: Education | 13% (21) | 12% (18) | 9% (14) | 9% (14) | 26% (40) | 31% (48) | 156 |
| #1 Issue: Energy | 3% (3) | 21% (19) | 22% (20) | 10% (9) | 27% (25) | 18% (16) | 92 |
| #1 Issue: Other | 7% (8) | 10% (12) | 7% (8) | 13% (15) | 16% (19) | 46% (54) | 117 |
| 2018 House Vote: Democrat | 13% (98) | 14% (104) | 16% (120) | 11% (83) | 24% (182) | 23% (175) | 763 |
| 2018 House Vote: Republican | 9% (71) | 17% (131) | 16% (122) | 12% (95) | 27% (210) | 18% (142) | 772 |
| 2018 House Vote: Someone else | 6% (7) | 13% (14) | 16% (17) | 15% (16) | 20% (21) | 30% (31) | 105 |
| 2018 House Vote: Didnt Vote | 9% (52) | 14% (77) | 11% (64) | 6% (35) | 25% (137) | 35% (193) | 558 |
| 2016 Vote: Hillary Clinton | 12% (86) | 14% (97) | 18% (123) | 10% (72) | 23% (159) | 22% (155) | 693 |
| 2016 Vote: Donald Trump | 10% (70) | 16% (115) | 17% (120) | 11% (81) | 28% (202) | 19% (137) | 725 |
| 2016 Vote: Someone else | 7% (15) | 15% (32) | 10% (21) | 16% (34) | 24% (50) | 28% (58) | 210 |
| 2016 Vote: Didnt Vote | 10% (57) | 14% (80) | 10% (59) | 7% (42) | 25% (140) | 34% (192) | 569 |
| Voted in 2014: Yes | 11% (162) | 15% (227) | 16% (239) | 12% (177) | 26% (383) | 20% (291) | 1480 |
| Voted in 2014: No | 9% (67) | 14% (99) | 12% (84) | 7% (52) | 23% (169) | 35% (250) | 721 |
| 2012 Vote: Barack Obama | 12% (100) | 14% (120) | 16% (133) | 12% (102) | 25% (211) | 22% (191) | 857 |
| 2012 Vote: Mitt Romney | 10% (58) | 16% (99) | 18% (109) | 11% (68) | 28% (169) | 16% (97) | 600 |
| 2012 Vote: Other | 5% (5) | 13% (13) | 18% (18) | 11% (11) | 23% (23) | 28% (28) | 97 |
| 2012 Vote: Didn't Vote | 10% (66) | 15% (95) | 10% (64) | 7% (48) | 23% (149) | 35% (226) | 648 |
| 4-Region: Northeast | 15% (57) | 17% (65) | 12% (49) | 9% (37) | 26% (102) | 21% (82) | 393 |
| 4-Region: Midwest | 9% (45) | 13% (66) | 16% (79) | 14% (73) | 25% (125) | 23% (119) | 506 |
| 4-Region: South | 10% (80) | 16% (131) | 14% (119) | 9% (76) | 23% (192) | 27% (222) | 822 |
| 4-Region: West | 10% (47) | 13% (63) | 16% (77) | 9% (43) | 28% (133) | 25% (118) | 481 |

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Table SBD5: *In your opinion, do dynasties make sports more or less fun to watch, or do they make no difference either way?*

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------|-----------------------------------|---|---|-----------------------------------|--|------------------------------------|----------------|
| Adults | 10% (229) | 15% (326) | 15% (323) | 10% (229) | 25% (552) | 25% (541) | 2201 |
| Avid Sports Fan | 20% (72) | 22% (80) | 17% (63) | 15% (53) | 22% (79) | 4% (13) | 361 |
| Casual Sports Fan | 9% (68) | 15% (117) | 17% (132) | 11% (90) | 29% (230) | 19% (152) | 789 |
| NFL fans | 12% (114) | 16% (146) | 20% (184) | 14% (131) | 26% (248) | 12% (117) | 941 |
| NBA fans | 18% (37) | 25% (53) | 11% (23) | 9% (18) | 21% (43) | 17% (36) | 211 |
| MLB fans | 15% (49) | 20% (68) | 17% (58) | 10% (34) | 27% (92) | 11% (38) | 338 |
| Sports nut | 17% (51) | 21% (62) | 17% (50) | 13% (38) | 26% (76) | 5% (15) | 292 |

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

Table SBD6: *In your opinion, do dynasties make you more or less likely to watch sports, or do they make no difference either way?*

| Demographic | Much more likely to watch | Somewhat more likely to watch | Somewhat less likely to watch | Much less likely to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------|---------------------------|-------------------------------|-------------------------------|---------------------------|-------------------------------|-------------------------|---------|
| Adults | 7% (149) | 11% (245) | 12% (267) | 8% (175) | 39% (848) | 24% (518) | 2201 |
| Gender: Male | 8% (80) | 14% (148) | 14% (148) | 9% (89) | 39% (401) | 16% (164) | 1030 |
| Gender: Female | 6% (69) | 8% (97) | 10% (119) | 7% (86) | 38% (446) | 30% (354) | 1171 |
| Age: 18-29 | 9% (36) | 13% (52) | 10% (39) | 8% (34) | 32% (129) | 28% (115) | 404 |
| Age: 30-44 | 10% (48) | 13% (63) | 12% (59) | 5% (24) | 36% (172) | 24% (117) | 484 |
| Age: 45-54 | 5% (20) | 10% (46) | 13% (60) | 12% (54) | 36% (165) | 24% (107) | 452 |
| Age: 55-64 | 3% (12) | 8% (26) | 13% (44) | 10% (36) | 45% (157) | 21% (74) | 350 |
| Age: 65+ | 6% (33) | 11% (57) | 13% (65) | 5% (26) | 44% (225) | 21% (106) | 512 |
| Generation Z: 18-21 | 7% (10) | 15% (20) | 7% (10) | 10% (14) | 27% (37) | 34% (47) | 139 |
| Millennial: Age 22-37 | 10% (52) | 12% (64) | 12% (61) | 6% (31) | 36% (187) | 25% (129) | 523 |
| Generation X: Age 38-53 | 6% (40) | 12% (76) | 13% (79) | 10% (63) | 36% (227) | 23% (145) | 629 |
| Boomers: Age 54-72 | 5% (39) | 9% (72) | 13% (99) | 8% (62) | 42% (318) | 23% (175) | 764 |
| PID: Dem (no lean) | 9% (62) | 11% (78) | 11% (84) | 7% (52) | 38% (279) | 24% (174) | 730 |
| PID: Ind (no lean) | 5% (39) | 11% (86) | 11% (85) | 8% (60) | 37% (280) | 27% (204) | 752 |
| PID: Rep (no lean) | 7% (48) | 11% (81) | 14% (98) | 9% (63) | 40% (289) | 19% (140) | 719 |
| PID/Gender: Dem Men | 9% (29) | 14% (43) | 14% (44) | 7% (20) | 37% (110) | 19% (58) | 303 |
| PID/Gender: Dem Women | 8% (34) | 8% (35) | 9% (40) | 8% (32) | 40% (169) | 27% (117) | 427 |
| PID/Gender: Ind Men | 5% (17) | 16% (55) | 14% (48) | 8% (30) | 40% (141) | 18% (63) | 353 |
| PID/Gender: Ind Women | 5% (22) | 8% (31) | 9% (37) | 8% (30) | 35% (139) | 35% (141) | 399 |
| PID/Gender: Rep Men | 9% (34) | 14% (51) | 15% (56) | 11% (39) | 40% (150) | 12% (43) | 374 |
| PID/Gender: Rep Women | 4% (14) | 9% (30) | 12% (42) | 7% (24) | 40% (139) | 28% (97) | 345 |
| Ideo: Liberal (1-3) | 7% (49) | 12% (79) | 15% (101) | 8% (53) | 36% (239) | 22% (147) | 668 |
| Ideo: Moderate (4) | 7% (30) | 9% (40) | 13% (58) | 9% (40) | 41% (186) | 22% (98) | 452 |
| Ideo: Conservative (5-7) | 6% (49) | 14% (105) | 12% (89) | 9% (67) | 40% (302) | 19% (145) | 759 |
| Educ: < College | 7% (96) | 10% (137) | 11% (155) | 7% (102) | 38% (522) | 27% (372) | 1384 |
| Educ: Bachelors degree | 7% (39) | 15% (78) | 15% (76) | 8% (41) | 38% (199) | 17% (88) | 521 |
| Educ: Post-grad | 5% (14) | 10% (30) | 12% (37) | 11% (32) | 43% (126) | 19% (58) | 296 |

Continued on next page

Table SBD6: *In your opinion, do dynasties make you more or less likely to watch sports, or do they make no difference either way?*

| Demographic | Much more likely to watch | Somewhat more likely to watch | Somewhat less likely to watch | Much less likely to watch | Make no difference either way | Don't know / No opinion | Total N |
|-----------------------------|---------------------------|-------------------------------|-------------------------------|---------------------------|-------------------------------|-------------------------|---------|
| Adults | 7% (149) | 11% (245) | 12% (267) | 8% (175) | 39% (848) | 24% (518) | 2201 |
| Income: Under 50k | 7% (84) | 9% (114) | 11% (134) | 6% (80) | 38% (467) | 28% (347) | 1225 |
| Income: 50k-100k | 7% (45) | 13% (88) | 13% (84) | 9% (62) | 38% (251) | 20% (129) | 658 |
| Income: 100k+ | 6% (20) | 13% (43) | 15% (49) | 10% (33) | 41% (130) | 13% (43) | 318 |
| Ethnicity: White | 6% (105) | 11% (195) | 12% (219) | 8% (143) | 39% (696) | 24% (423) | 1780 |
| Ethnicity: Hispanic | 12% (25) | 11% (22) | 15% (32) | 8% (16) | 33% (70) | 22% (48) | 213 |
| Ethnicity: Afr. Am. | 11% (32) | 11% (30) | 10% (27) | 7% (20) | 39% (108) | 23% (63) | 279 |
| Ethnicity: Other | 9% (12) | 14% (20) | 14% (21) | 9% (13) | 31% (44) | 23% (32) | 142 |
| Relig: Protestant | 4% (24) | 14% (77) | 15% (83) | 10% (56) | 40% (217) | 16% (85) | 544 |
| Relig: Roman Catholic | 11% (45) | 12% (50) | 12% (48) | 8% (31) | 38% (152) | 19% (76) | 402 |
| Relig: Something Else | 6% (14) | 10% (23) | 12% (27) | 3% (7) | 44% (101) | 25% (58) | 231 |
| Relig: Jewish | 6% (3) | 14% (7) | 11% (6) | 7% (4) | 40% (22) | 23% (12) | 54 |
| Relig: Evangelical | 7% (53) | 12% (99) | 13% (104) | 6% (50) | 42% (336) | 20% (160) | 802 |
| Relig: Non-Evang. Catholics | 8% (30) | 14% (52) | 14% (53) | 12% (44) | 36% (135) | 16% (60) | 375 |
| Relig: All Christian | 7% (84) | 13% (151) | 13% (158) | 8% (94) | 40% (471) | 19% (220) | 1177 |
| Relig: All Non-Christian | 6% (18) | 8% (23) | 12% (33) | 7% (21) | 38% (108) | 29% (81) | 285 |
| Community: Urban | 8% (37) | 12% (59) | 10% (49) | 8% (38) | 36% (177) | 27% (131) | 491 |
| Community: Suburban | 6% (68) | 12% (125) | 14% (150) | 8% (87) | 38% (405) | 21% (227) | 1061 |
| Community: Rural | 7% (43) | 9% (61) | 11% (69) | 8% (50) | 41% (265) | 25% (160) | 649 |
| Employ: Private Sector | 8% (55) | 12% (84) | 13% (89) | 11% (76) | 39% (264) | 16% (111) | 679 |
| Employ: Homemaker | 4% (6) | 13% (20) | 17% (28) | 5% (9) | 37% (59) | 24% (39) | 160 |
| Employ: Student | 9% (22) | 15% (33) | 15% (34) | 6% (14) | 40% (92) | 15% (34) | 229 |
| Employ: Retired | 5% (8) | 6% (9) | 9% (13) | 4% (7) | 42% (63) | 34% (51) | 150 |
| Employ: Unemployed | 7% (5) | 12% (10) | 8% (6) | 8% (6) | 32% (25) | 33% (25) | 78 |
| Employ: Other | 6% (31) | 11% (52) | 13% (64) | 7% (32) | 41% (199) | 22% (106) | 483 |
| Military HH: Yes | 7% (30) | 10% (42) | 14% (59) | 6% (26) | 43% (181) | 19% (82) | 420 |
| Military HH: No | 7% (119) | 11% (203) | 12% (208) | 8% (149) | 37% (667) | 24% (436) | 1781 |
| RD/WT: Right Direction | 8% (57) | 12% (90) | 14% (104) | 9% (68) | 37% (269) | 19% (140) | 728 |
| RD/WT: Wrong Track | 6% (92) | 11% (155) | 11% (163) | 7% (107) | 39% (579) | 26% (378) | 1473 |
| Trump Job Approve | 7% (61) | 13% (116) | 13% (117) | 9% (80) | 38% (336) | 20% (175) | 885 |
| Trump Job Disapprove | 7% (85) | 10% (123) | 12% (145) | 7% (89) | 39% (469) | 24% (288) | 1200 |

Continued on next page

Table SBD6: *In your opinion, do dynasties make you more or less likely to watch sports, or do they make no difference either way?*

| Demographic | Much more likely to watch | Somewhat more likely to watch | Somewhat less likely to watch | Much less likely to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------------------|---------------------------|-------------------------------|-------------------------------|---------------------------|-------------------------------|-------------------------|---------|
| Adults | 7% (149) | 11% (245) | 12% (267) | 8% (175) | 39% (848) | 24% (518) | 2201 |
| Trump Job Strongly Approve | 7% (34) | 12% (57) | 11% (52) | 10% (45) | 39% (183) | 20% (96) | 467 |
| Trump Job Somewhat Approve | 7% (27) | 14% (60) | 15% (64) | 8% (35) | 36% (153) | 19% (80) | 418 |
| Trump Job Somewhat Disapprove | 7% (18) | 15% (42) | 16% (43) | 8% (22) | 34% (93) | 21% (57) | 275 |
| Trump Job Strongly Disapprove | 7% (67) | 9% (81) | 11% (102) | 7% (68) | 41% (377) | 25% (231) | 925 |
| #1 Issue: Economy | 8% (55) | 13% (83) | 11% (71) | 6% (41) | 40% (255) | 22% (140) | 643 |
| #1 Issue: Security | 5% (24) | 11% (55) | 16% (81) | 9% (45) | 41% (202) | 18% (91) | 497 |
| #1 Issue: Health Care | 7% (21) | 13% (38) | 8% (23) | 9% (27) | 41% (125) | 23% (69) | 303 |
| #1 Issue: Medicare / Social Security | 8% (24) | 6% (19) | 14% (43) | 8% (23) | 39% (122) | 25% (79) | 311 |
| #1 Issue: Women's Issues | 7% (5) | 12% (9) | 13% (11) | 10% (8) | 31% (25) | 27% (22) | 80 |
| #1 Issue: Education | 8% (12) | 10% (16) | 9% (14) | 8% (12) | 36% (56) | 29% (46) | 156 |
| #1 Issue: Energy | 4% (4) | 11% (11) | 18% (17) | 10% (9) | 39% (36) | 18% (16) | 92 |
| #1 Issue: Other | 3% (4) | 12% (13) | 6% (7) | 8% (9) | 24% (28) | 48% (56) | 117 |
| 2018 House Vote: Democrat | 8% (62) | 11% (85) | 13% (100) | 7% (56) | 39% (299) | 21% (162) | 763 |
| 2018 House Vote: Republican | 6% (47) | 13% (99) | 14% (110) | 9% (72) | 39% (298) | 19% (145) | 772 |
| 2018 House Vote: Someone else | 5% (5) | 9% (10) | 17% (18) | 6% (6) | 34% (35) | 29% (31) | 105 |
| 2018 House Vote: Didnt Vote | 6% (35) | 9% (51) | 7% (38) | 7% (40) | 39% (215) | 32% (178) | 558 |
| 2016 Vote: Hillary Clinton | 8% (57) | 12% (81) | 13% (92) | 7% (48) | 40% (274) | 20% (140) | 693 |
| 2016 Vote: Donald Trump | 7% (50) | 13% (96) | 14% (103) | 8% (62) | 38% (274) | 20% (142) | 725 |
| 2016 Vote: Someone else | 3% (7) | 5% (11) | 11% (24) | 9% (19) | 44% (93) | 26% (55) | 210 |
| 2016 Vote: Didnt Vote | 6% (35) | 10% (55) | 8% (48) | 8% (46) | 36% (205) | 32% (181) | 569 |
| Voted in 2014: Yes | 7% (101) | 12% (177) | 14% (204) | 8% (122) | 40% (596) | 19% (281) | 1480 |
| Voted in 2014: No | 7% (48) | 9% (68) | 9% (63) | 7% (53) | 35% (252) | 33% (237) | 721 |
| 2012 Vote: Barack Obama | 8% (67) | 10% (89) | 13% (110) | 8% (69) | 41% (347) | 20% (175) | 857 |
| 2012 Vote: Mitt Romney | 6% (36) | 13% (78) | 16% (99) | 8% (46) | 40% (241) | 16% (99) | 600 |
| 2012 Vote: Other | 3% (3) | 9% (9) | 10% (9) | 9% (9) | 40% (39) | 29% (28) | 97 |
| 2012 Vote: Didn't Vote | 7% (43) | 11% (69) | 7% (48) | 8% (51) | 34% (220) | 33% (217) | 648 |
| 4-Region: Northeast | 7% (29) | 13% (51) | 9% (36) | 9% (34) | 41% (159) | 21% (83) | 393 |
| 4-Region: Midwest | 6% (31) | 11% (56) | 15% (75) | 9% (44) | 36% (183) | 23% (117) | 506 |
| 4-Region: South | 7% (56) | 11% (89) | 11% (89) | 8% (63) | 38% (313) | 26% (212) | 822 |
| 4-Region: West | 7% (33) | 10% (49) | 14% (67) | 7% (34) | 40% (192) | 22% (106) | 481 |

Continued on next page

Table SBD6: *In your opinion, do dynasties make you more or less likely to watch sports, or do they make no difference either way?*

| Demographic | Much more likely to watch | Somewhat more likely to watch | Somewhat less likely to watch | Much less likely to watch | Make no difference either way | Don't know / No opinion | Total N |
|-------------------|---------------------------|-------------------------------|-------------------------------|---------------------------|-------------------------------|-------------------------|---------|
| Adults | 7% (149) | 11% (245) | 12% (267) | 8% (175) | 39% (848) | 24% (518) | 2201 |
| Avid Sports Fan | 14% (50) | 15% (55) | 13% (46) | 8% (28) | 44% (161) | 6% (22) | 361 |
| Casual Sports Fan | 5% (40) | 11% (87) | 16% (124) | 10% (78) | 40% (315) | 18% (145) | 789 |
| NFL fans | 7% (66) | 12% (110) | 16% (147) | 10% (93) | 44% (412) | 12% (111) | 941 |
| NBA fans | 15% (32) | 18% (39) | 9% (18) | 8% (17) | 35% (73) | 15% (32) | 211 |
| MLB fans | 9% (31) | 17% (59) | 14% (47) | 8% (28) | 40% (134) | 12% (40) | 338 |
| Sports nut | 11% (31) | 16% (47) | 12% (35) | 8% (24) | 46% (135) | 7% (20) | 292 |

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

Table SBD7: In your opinion, do dynasties make your favorite sports league more or less fun to watch?

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------|------------------------|----------------------------|----------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults | 9% (189) | 13% (286) | 14% (315) | 8% (171) | 31% (691) | 25% (549) | 2201 |
| Gender: Male | 10% (104) | 16% (165) | 18% (182) | 8% (78) | 32% (328) | 17% (173) | 1030 |
| Gender: Female | 7% (84) | 10% (121) | 11% (134) | 8% (94) | 31% (363) | 32% (375) | 1171 |
| Age: 18-29 | 9% (37) | 17% (68) | 14% (55) | 9% (35) | 21% (86) | 31% (124) | 404 |
| Age: 30-44 | 11% (55) | 14% (69) | 12% (60) | 7% (34) | 30% (145) | 25% (121) | 484 |
| Age: 45-54 | 6% (28) | 10% (47) | 16% (73) | 11% (48) | 29% (132) | 27% (123) | 452 |
| Age: 55-64 | 7% (24) | 10% (35) | 15% (51) | 8% (27) | 39% (135) | 22% (78) | 350 |
| Age: 65+ | 9% (44) | 13% (67) | 15% (77) | 6% (28) | 38% (193) | 20% (103) | 512 |
| Generation Z: 18-21 | 7% (10) | 17% (24) | 12% (16) | 6% (8) | 22% (30) | 36% (50) | 139 |
| Millennial: Age 22-37 | 12% (63) | 17% (88) | 14% (71) | 8% (42) | 23% (122) | 26% (137) | 523 |
| Generation X: Age 38-53 | 7% (47) | 11% (70) | 15% (94) | 10% (62) | 31% (196) | 25% (160) | 629 |
| Boomers: Age 54-72 | 7% (57) | 11% (85) | 15% (113) | 7% (54) | 36% (278) | 23% (177) | 764 |
| PID: Dem (no lean) | 9% (69) | 12% (91) | 16% (117) | 7% (54) | 30% (221) | 25% (179) | 730 |
| PID: Ind (no lean) | 8% (63) | 12% (90) | 13% (95) | 8% (59) | 30% (224) | 29% (221) | 752 |
| PID: Rep (no lean) | 8% (57) | 15% (106) | 14% (104) | 8% (58) | 34% (246) | 21% (149) | 719 |
| PID/Gender: Dem Men | 10% (30) | 15% (46) | 20% (59) | 6% (18) | 32% (97) | 17% (53) | 303 |
| PID/Gender: Dem Women | 9% (39) | 10% (45) | 13% (58) | 8% (36) | 29% (124) | 30% (126) | 427 |
| PID/Gender: Ind Men | 10% (34) | 15% (52) | 15% (55) | 9% (31) | 31% (109) | 21% (73) | 353 |
| PID/Gender: Ind Women | 7% (29) | 9% (37) | 10% (40) | 7% (28) | 29% (116) | 37% (149) | 399 |
| PID/Gender: Rep Men | 11% (40) | 18% (66) | 18% (68) | 8% (29) | 33% (122) | 13% (48) | 374 |
| PID/Gender: Rep Women | 5% (17) | 11% (39) | 10% (36) | 8% (29) | 36% (123) | 29% (101) | 345 |
| Ideo: Liberal (1-3) | 10% (67) | 14% (93) | 16% (106) | 9% (60) | 27% (181) | 24% (161) | 668 |
| Ideo: Moderate (4) | 8% (37) | 10% (45) | 16% (73) | 8% (36) | 36% (164) | 21% (95) | 452 |
| Ideo: Conservative (5-7) | 8% (57) | 17% (126) | 14% (106) | 8% (64) | 33% (251) | 20% (155) | 759 |
| Educ: < College | 9% (125) | 11% (158) | 13% (182) | 7% (100) | 31% (424) | 29% (395) | 1384 |
| Educ: Bachelors degree | 8% (42) | 15% (78) | 17% (86) | 8% (42) | 34% (176) | 18% (96) | 521 |
| Educ: Post-grad | 7% (21) | 17% (50) | 16% (48) | 10% (29) | 31% (91) | 19% (58) | 296 |

Continued on next page

Table SBD7: In your opinion, do dynasties make your favorite sports league more or less fun to watch?

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|-----------------------------|---------------------------|----------------------------------|----------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults | 9% (189) | 13% (286) | 14% (315) | 8% (171) | 31% (691) | 25% (549) | 2201 |
| Income: Under 50k | 9% (106) | 12% (146) | 12% (145) | 7% (81) | 31% (375) | 30% (372) | 1225 |
| Income: 50k-100k | 9% (57) | 14% (93) | 17% (110) | 10% (63) | 32% (213) | 19% (122) | 658 |
| Income: 100k+ | 8% (26) | 15% (47) | 19% (61) | 9% (27) | 32% (102) | 17% (55) | 318 |
| Ethnicity: White | 8% (141) | 12% (218) | 15% (261) | 8% (138) | 32% (575) | 25% (448) | 1780 |
| Ethnicity: Hispanic | 12% (27) | 15% (32) | 13% (29) | 8% (18) | 25% (54) | 25% (54) | 213 |
| Ethnicity: Afr. Am. | 11% (30) | 15% (42) | 12% (33) | 8% (22) | 31% (85) | 24% (67) | 279 |
| Ethnicity: Other | 12% (18) | 19% (26) | 16% (22) | 8% (11) | 22% (31) | 24% (34) | 142 |
| Relig: Protestant | 6% (35) | 15% (79) | 17% (94) | 11% (62) | 35% (192) | 15% (82) | 544 |
| Relig: Roman Catholic | 13% (54) | 15% (62) | 16% (64) | 6% (26) | 29% (118) | 19% (78) | 402 |
| Relig: Something Else | 7% (17) | 13% (31) | 13% (29) | 7% (16) | 30% (68) | 30% (69) | 231 |
| Relig: Jewish | 12% (6) | 14% (7) | 14% (8) | 4% (2) | 36% (20) | 20% (11) | 54 |
| Relig: Evangelical | 9% (71) | 15% (118) | 16% (127) | 7% (57) | 32% (259) | 21% (171) | 802 |
| Relig: Non-Evang. Catholics | 9% (34) | 15% (55) | 16% (61) | 12% (46) | 32% (120) | 15% (58) | 375 |
| Relig: All Christian | 9% (106) | 15% (172) | 16% (188) | 9% (103) | 32% (379) | 19% (229) | 1177 |
| Relig: All Non-Christian | 11% (31) | 12% (35) | 9% (27) | 5% (15) | 32% (91) | 30% (86) | 285 |
| Community: Urban | 10% (47) | 16% (80) | 13% (63) | 7% (33) | 28% (138) | 27% (131) | 491 |
| Community: Suburban | 9% (94) | 13% (134) | 16% (173) | 9% (97) | 30% (320) | 23% (242) | 1061 |
| Community: Rural | 7% (47) | 11% (72) | 12% (79) | 6% (41) | 36% (233) | 27% (176) | 649 |
| Employ: Private Sector | 9% (64) | 16% (108) | 17% (118) | 10% (65) | 30% (203) | 18% (120) | 679 |
| Employ: Homemaker | 6% (9) | 10% (17) | 19% (31) | 8% (12) | 29% (46) | 29% (46) | 160 |
| Employ: Student | 9% (21) | 19% (43) | 15% (33) | 7% (16) | 32% (73) | 19% (43) | 229 |
| Employ: Retired | 6% (9) | 9% (13) | 11% (16) | 4% (6) | 37% (55) | 34% (51) | 150 |
| Employ: Unemployed | 7% (6) | 19% (15) | 11% (8) | 6% (5) | 25% (20) | 32% (25) | 78 |
| Employ: Other | 10% (47) | 10% (48) | 15% (72) | 8% (40) | 37% (177) | 20% (99) | 483 |
| Military HH: Yes | 7% (31) | 10% (43) | 16% (67) | 9% (38) | 36% (151) | 21% (89) | 420 |
| Military HH: No | 9% (157) | 14% (244) | 14% (248) | 7% (133) | 30% (540) | 26% (459) | 1781 |
| RD/WT: Right Direction | 10% (70) | 14% (102) | 16% (119) | 8% (60) | 32% (232) | 20% (145) | 728 |
| RD/WT: Wrong Track | 8% (118) | 12% (184) | 13% (197) | 8% (112) | 31% (459) | 27% (404) | 1473 |
| Trump Job Approve | 8% (72) | 15% (131) | 16% (138) | 8% (74) | 32% (288) | 21% (182) | 885 |
| Trump Job Disapprove | 9% (111) | 12% (147) | 14% (168) | 8% (91) | 31% (369) | 26% (314) | 1200 |

Continued on next page

Table SBD7: In your opinion, do dynasties make your favorite sports league more or less fun to watch?

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------------------------|---------------------------|----------------------------------|----------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults | 9% (189) | 13% (286) | 14% (315) | 8% (171) | 31% (691) | 25% (549) | 2201 |
| Trump Job Strongly Approve | 8% (36) | 15% (68) | 13% (61) | 8% (38) | 34% (161) | 22% (103) | 467 |
| Trump Job Somewhat Approve | 9% (37) | 15% (63) | 18% (77) | 9% (37) | 30% (127) | 19% (78) | 418 |
| Trump Job Somewhat Disapprove | 8% (23) | 15% (42) | 17% (47) | 7% (20) | 29% (80) | 23% (63) | 275 |
| Trump Job Strongly Disapprove | 9% (88) | 11% (105) | 13% (121) | 8% (71) | 31% (289) | 27% (251) | 925 |
| #1 Issue: Economy | 8% (51) | 16% (102) | 14% (88) | 8% (49) | 32% (203) | 23% (151) | 643 |
| #1 Issue: Security | 8% (41) | 13% (66) | 15% (76) | 8% (42) | 34% (169) | 21% (103) | 497 |
| #1 Issue: Health Care | 11% (34) | 14% (41) | 10% (30) | 9% (26) | 35% (106) | 22% (65) | 303 |
| #1 Issue: Medicare / Social Security | 10% (31) | 9% (27) | 17% (54) | 5% (17) | 32% (101) | 26% (82) | 311 |
| #1 Issue: Women's Issues | 8% (6) | 13% (10) | 17% (14) | 9% (7) | 22% (17) | 31% (25) | 80 |
| #1 Issue: Education | 9% (14) | 9% (14) | 12% (18) | 11% (16) | 28% (44) | 31% (49) | 156 |
| #1 Issue: Energy | 4% (4) | 13% (12) | 28% (26) | 8% (7) | 24% (22) | 23% (21) | 92 |
| #1 Issue: Other | 7% (8) | 11% (13) | 8% (10) | 6% (7) | 24% (28) | 44% (51) | 117 |
| 2018 House Vote: Democrat | 10% (75) | 13% (98) | 16% (119) | 8% (57) | 32% (242) | 23% (172) | 763 |
| 2018 House Vote: Republican | 8% (58) | 15% (116) | 16% (123) | 9% (70) | 34% (259) | 19% (146) | 772 |
| 2018 House Vote: Someone else | 7% (8) | 10% (11) | 15% (16) | 12% (12) | 22% (23) | 34% (36) | 105 |
| 2018 House Vote: Didnt Vote | 9% (48) | 11% (62) | 10% (58) | 6% (32) | 30% (166) | 35% (193) | 558 |
| 2016 Vote: Hillary Clinton | 11% (73) | 13% (91) | 15% (107) | 8% (56) | 31% (215) | 22% (151) | 693 |
| 2016 Vote: Donald Trump | 9% (65) | 15% (109) | 16% (112) | 8% (59) | 33% (237) | 20% (143) | 725 |
| 2016 Vote: Someone else | 6% (13) | 8% (16) | 16% (34) | 10% (21) | 33% (70) | 26% (55) | 210 |
| 2016 Vote: Didnt Vote | 7% (37) | 12% (69) | 11% (62) | 6% (35) | 29% (167) | 35% (199) | 569 |
| Voted in 2014: Yes | 9% (132) | 14% (202) | 16% (231) | 8% (122) | 33% (493) | 20% (299) | 1480 |
| Voted in 2014: No | 8% (56) | 12% (84) | 12% (84) | 7% (49) | 27% (198) | 35% (250) | 721 |
| 2012 Vote: Barack Obama | 10% (88) | 12% (99) | 15% (132) | 8% (71) | 33% (281) | 22% (186) | 857 |
| 2012 Vote: Mitt Romney | 7% (43) | 16% (97) | 16% (98) | 8% (47) | 35% (211) | 17% (103) | 600 |
| 2012 Vote: Other | 6% (6) | 7% (7) | 15% (15) | 13% (13) | 29% (28) | 30% (29) | 97 |
| 2012 Vote: Didn't Vote | 8% (51) | 13% (84) | 11% (71) | 6% (40) | 26% (172) | 36% (231) | 648 |
| 4-Region: Northeast | 14% (55) | 14% (56) | 11% (45) | 8% (30) | 30% (119) | 22% (87) | 393 |
| 4-Region: Midwest | 9% (43) | 11% (54) | 19% (98) | 8% (39) | 31% (157) | 23% (114) | 506 |
| 4-Region: South | 6% (50) | 14% (116) | 12% (99) | 8% (67) | 32% (262) | 28% (228) | 822 |
| 4-Region: West | 8% (40) | 12% (60) | 15% (73) | 7% (35) | 32% (153) | 25% (120) | 481 |

Continued on next page

Table SBD7: *In your opinion, do dynasties make your favorite sports league more or less fun to watch?*

| Demographic | Much more fun to watch | Somewhat more fun to watch | Somewhat less fun to watch | Much less fun to watch | Make no difference either way | Don't know / No opinion | Total N |
|--------------------|-----------------------------------|---|---|-----------------------------------|--|------------------------------------|----------------|
| Adults | 9% (189) | 13% (286) | 14% (315) | 8% (171) | 31% (691) | 25% (549) | 2201 |
| Avid Sports Fan | 16% (60) | 19% (67) | 16% (58) | 8% (28) | 34% (124) | 6% (23) | 361 |
| Casual Sports Fan | 7% (52) | 13% (105) | 19% (151) | 9% (70) | 33% (258) | 19% (153) | 789 |
| NFL fans | 11% (105) | 12% (114) | 19% (181) | 10% (97) | 34% (324) | 13% (120) | 941 |
| NBA fans | 11% (22) | 25% (52) | 12% (26) | 7% (14) | 28% (58) | 18% (38) | 211 |
| MLB fans | 11% (37) | 22% (74) | 16% (55) | 7% (25) | 33% (112) | 11% (37) | 338 |
| Sports nut | 13% (38) | 17% (49) | 15% (43) | 10% (30) | 38% (110) | 7% (22) | 292 |

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

Table SBD8: *Even if you're not a fan of the dynasty team in your favorite sports league, do you watch them play?*

| Demographic | Yes, all the time | | Yes, sometimes | | No, not often | | No, never | | Don't know / No opinion | | Total N |
|--------------------------|-------------------|-------|----------------|-------|---------------|-------|-----------|-------|----------------------------|-------|---------|
| Adults | 10% | (213) | 41% | (897) | 18% | (390) | 15% | (335) | 17% | (367) | 2201 |
| Gender: Male | 14% | (141) | 47% | (484) | 18% | (187) | 11% | (109) | 11% | (109) | 1030 |
| Gender: Female | 6% | (72) | 35% | (413) | 17% | (202) | 19% | (225) | 22% | (258) | 1171 |
| Age: 18-29 | 8% | (32) | 35% | (142) | 18% | (73) | 15% | (60) | 24% | (97) | 404 |
| Age: 30-44 | 11% | (53) | 41% | (199) | 18% | (85) | 12% | (58) | 18% | (88) | 484 |
| Age: 45-54 | 9% | (40) | 42% | (190) | 16% | (73) | 18% | (80) | 15% | (70) | 452 |
| Age: 55-64 | 9% | (32) | 41% | (145) | 21% | (74) | 14% | (50) | 14% | (50) | 350 |
| Age: 65+ | 11% | (56) | 43% | (221) | 17% | (85) | 17% | (87) | 12% | (63) | 512 |
| Generation Z: 18-21 | 7% | (10) | 34% | (47) | 15% | (21) | 18% | (25) | 26% | (36) | 139 |
| Millennial: Age 22-37 | 10% | (51) | 37% | (194) | 19% | (99) | 12% | (65) | 22% | (114) | 523 |
| Generation X: Age 38-53 | 9% | (59) | 44% | (274) | 16% | (102) | 16% | (99) | 15% | (96) | 629 |
| Boomers: Age 54-72 | 9% | (70) | 42% | (317) | 18% | (141) | 17% | (127) | 14% | (109) | 764 |
| PID: Dem (no lean) | 12% | (89) | 39% | (287) | 17% | (124) | 15% | (106) | 17% | (124) | 730 |
| PID: Ind (no lean) | 8% | (56) | 40% | (299) | 17% | (126) | 17% | (126) | 19% | (145) | 752 |
| PID: Rep (no lean) | 9% | (68) | 43% | (311) | 19% | (140) | 14% | (103) | 14% | (98) | 719 |
| PID/Gender: Dem Men | 19% | (57) | 49% | (150) | 15% | (44) | 7% | (22) | 10% | (30) | 303 |
| PID/Gender: Dem Women | 7% | (32) | 32% | (138) | 19% | (79) | 20% | (84) | 22% | (94) | 427 |
| PID/Gender: Ind Men | 11% | (37) | 43% | (152) | 20% | (72) | 13% | (47) | 13% | (45) | 353 |
| PID/Gender: Ind Women | 5% | (19) | 37% | (146) | 14% | (54) | 20% | (79) | 25% | (100) | 399 |
| PID/Gender: Rep Men | 13% | (47) | 49% | (182) | 19% | (71) | 11% | (40) | 9% | (34) | 374 |
| PID/Gender: Rep Women | 6% | (21) | 37% | (129) | 20% | (69) | 18% | (63) | 19% | (64) | 345 |
| Ideo: Liberal (1-3) | 11% | (75) | 41% | (274) | 17% | (111) | 15% | (101) | 16% | (107) | 668 |
| Ideo: Moderate (4) | 12% | (53) | 41% | (186) | 17% | (75) | 15% | (70) | 15% | (69) | 452 |
| Ideo: Conservative (5-7) | 8% | (60) | 44% | (335) | 20% | (155) | 15% | (113) | 13% | (95) | 759 |
| Educ: < College | 10% | (138) | 38% | (530) | 17% | (231) | 16% | (223) | 19% | (262) | 1384 |
| Educ: Bachelors degree | 9% | (47) | 45% | (236) | 16% | (84) | 16% | (86) | 13% | (68) | 521 |
| Educ: Post-grad | 9% | (27) | 44% | (131) | 25% | (75) | 9% | (26) | 13% | (38) | 296 |
| Income: Under 50k | 11% | (130) | 36% | (447) | 15% | (186) | 18% | (217) | 20% | (246) | 1225 |
| Income: 50k-100k | 9% | (60) | 45% | (299) | 20% | (132) | 13% | (85) | 12% | (82) | 658 |
| Income: 100k+ | 7% | (23) | 48% | (151) | 22% | (71) | 10% | (33) | 12% | (40) | 318 |

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Table SBD8: *Even if you're not a fan of the dynasty team in your favorite sports league, do you watch them play?*

| Demographic | Yes, all the time | | Yes, sometimes | | No, not often | | No, never | | Don't know / No opinion | Total N | |
|-------------------------------|-------------------|-------|----------------|-------|---------------|-------|-----------|-------|----------------------------|---------|------|
| Adults | 10% | (213) | 41% | (897) | 18% | (390) | 15% | (335) | 17% | (367) | 2201 |
| Ethnicity: White | 9% | (162) | 40% | (708) | 18% | (324) | 16% | (285) | 17% | (301) | 1780 |
| Ethnicity: Hispanic | 15% | (31) | 32% | (69) | 19% | (40) | 16% | (35) | 18% | (38) | 213 |
| Ethnicity: Afr. Am. | 12% | (33) | 49% | (136) | 13% | (36) | 12% | (32) | 15% | (42) | 279 |
| Ethnicity: Other | 12% | (18) | 37% | (53) | 21% | (30) | 12% | (17) | 17% | (24) | 142 |
| Relig: Protestant | 9% | (47) | 48% | (259) | 16% | (89) | 16% | (88) | 11% | (61) | 544 |
| Relig: Roman Catholic | 13% | (51) | 45% | (180) | 21% | (84) | 11% | (43) | 11% | (45) | 402 |
| Relig: Something Else | 9% | (20) | 36% | (83) | 19% | (44) | 17% | (40) | 19% | (43) | 231 |
| Relig: Jewish | 17% | (9) | 38% | (20) | 19% | (10) | 14% | (8) | 11% | (6) | 54 |
| Relig: Evangelical | 12% | (93) | 42% | (338) | 20% | (159) | 14% | (111) | 13% | (101) | 802 |
| Relig: Non-Evang. Catholics | 7% | (25) | 49% | (184) | 15% | (58) | 16% | (59) | 13% | (48) | 375 |
| Relig: All Christian | 10% | (118) | 44% | (522) | 18% | (216) | 15% | (171) | 13% | (149) | 1177 |
| Relig: All Non-Christian | 13% | (36) | 40% | (115) | 15% | (44) | 14% | (39) | 17% | (50) | 285 |
| Community: Urban | 12% | (57) | 42% | (205) | 14% | (69) | 14% | (69) | 19% | (92) | 491 |
| Community: Suburban | 8% | (89) | 42% | (449) | 20% | (208) | 14% | (154) | 15% | (161) | 1061 |
| Community: Rural | 10% | (66) | 37% | (243) | 17% | (113) | 17% | (112) | 18% | (114) | 649 |
| Employ: Private Sector | 10% | (71) | 45% | (308) | 19% | (130) | 12% | (85) | 13% | (86) | 679 |
| Employ: Homemaker | 7% | (11) | 42% | (67) | 19% | (31) | 13% | (21) | 19% | (30) | 160 |
| Employ: Student | 10% | (23) | 46% | (104) | 19% | (43) | 13% | (30) | 12% | (29) | 229 |
| Employ: Retired | 6% | (10) | 28% | (42) | 25% | (37) | 16% | (24) | 25% | (38) | 150 |
| Employ: Unemployed | 6% | (5) | 37% | (29) | 19% | (15) | 13% | (10) | 25% | (19) | 78 |
| Employ: Other | 10% | (49) | 43% | (208) | 15% | (74) | 18% | (88) | 13% | (64) | 483 |
| Military HH: Yes | 13% | (53) | 46% | (192) | 15% | (65) | 10% | (44) | 16% | (67) | 420 |
| Military HH: No | 9% | (160) | 40% | (705) | 18% | (325) | 16% | (291) | 17% | (301) | 1781 |
| RD/WT: Right Direction | 10% | (70) | 44% | (317) | 19% | (140) | 14% | (105) | 13% | (96) | 728 |
| RD/WT: Wrong Track | 10% | (143) | 39% | (580) | 17% | (250) | 16% | (230) | 18% | (271) | 1473 |
| Trump Job Approve | 9% | (80) | 44% | (390) | 19% | (171) | 14% | (125) | 13% | (120) | 885 |
| Trump Job Disapprove | 10% | (124) | 40% | (478) | 17% | (200) | 15% | (184) | 18% | (214) | 1200 |
| Trump Job Strongly Approve | 11% | (50) | 41% | (194) | 19% | (88) | 16% | (76) | 13% | (60) | 467 |
| Trump Job Somewhat Approve | 7% | (30) | 47% | (197) | 20% | (83) | 12% | (49) | 14% | (60) | 418 |
| Trump Job Somewhat Disapprove | 8% | (23) | 41% | (113) | 22% | (61) | 12% | (32) | 17% | (46) | 275 |
| Trump Job Strongly Disapprove | 11% | (101) | 39% | (365) | 15% | (139) | 16% | (152) | 18% | (168) | 925 |

Continued on next page

Table SBD8: *Even if you're not a fan of the dynasty team in your favorite sports league, do you watch them play?*

| Demographic | Yes, all the time | | Yes, sometimes | | No, not often | | No, never | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------|-------|----------------|-------|---------------|-------|-----------|-------|----------------------------|-------|---------|
| Adults | 10% | (213) | 41% | (897) | 18% | (390) | 15% | (335) | 17% | (367) | 2201 |
| #1 Issue: Economy | 11% | (69) | 43% | (274) | 18% | (117) | 13% | (81) | 16% | (101) | 643 |
| #1 Issue: Security | 9% | (45) | 44% | (219) | 18% | (91) | 16% | (79) | 13% | (63) | 497 |
| #1 Issue: Health Care | 11% | (34) | 38% | (114) | 16% | (48) | 18% | (54) | 17% | (52) | 303 |
| #1 Issue: Medicare / Social Security | 9% | (28) | 43% | (135) | 16% | (49) | 17% | (52) | 15% | (47) | 311 |
| #1 Issue: Women's Issues | 6% | (5) | 36% | (29) | 21% | (17) | 14% | (12) | 22% | (18) | 80 |
| #1 Issue: Education | 10% | (16) | 41% | (64) | 13% | (20) | 12% | (19) | 24% | (37) | 156 |
| #1 Issue: Energy | 9% | (8) | 31% | (29) | 23% | (21) | 21% | (20) | 16% | (15) | 92 |
| #1 Issue: Other | 6% | (7) | 28% | (33) | 22% | (26) | 16% | (18) | 28% | (33) | 117 |
| 2018 House Vote: Democrat | 12% | (90) | 43% | (327) | 16% | (120) | 15% | (112) | 15% | (114) | 763 |
| 2018 House Vote: Republican | 8% | (65) | 45% | (347) | 21% | (162) | 14% | (106) | 12% | (93) | 772 |
| 2018 House Vote: Someone else | 6% | (6) | 41% | (43) | 18% | (19) | 15% | (16) | 20% | (21) | 105 |
| 2018 House Vote: Didn't Vote | 9% | (51) | 32% | (178) | 16% | (89) | 18% | (101) | 25% | (139) | 558 |
| 2016 Vote: Hillary Clinton | 12% | (85) | 43% | (297) | 16% | (110) | 15% | (106) | 14% | (94) | 693 |
| 2016 Vote: Donald Trump | 8% | (61) | 45% | (324) | 21% | (150) | 13% | (97) | 13% | (94) | 725 |
| 2016 Vote: Someone else | 10% | (21) | 38% | (80) | 19% | (39) | 15% | (31) | 18% | (39) | 210 |
| 2016 Vote: Didn't Vote | 8% | (46) | 34% | (193) | 16% | (90) | 18% | (100) | 25% | (140) | 569 |
| Voted in 2014: Yes | 11% | (158) | 45% | (664) | 18% | (271) | 13% | (197) | 13% | (189) | 1480 |
| Voted in 2014: No | 8% | (55) | 32% | (233) | 16% | (118) | 19% | (138) | 25% | (178) | 721 |
| 2012 Vote: Barack Obama | 12% | (102) | 42% | (363) | 18% | (152) | 14% | (123) | 14% | (116) | 857 |
| 2012 Vote: Mitt Romney | 9% | (55) | 46% | (278) | 19% | (116) | 13% | (80) | 12% | (71) | 600 |
| 2012 Vote: Other | 2% | (2) | 48% | (46) | 19% | (18) | 17% | (17) | 14% | (13) | 97 |
| 2012 Vote: Didn't Vote | 8% | (54) | 32% | (209) | 16% | (103) | 18% | (115) | 26% | (167) | 648 |
| 4-Region: Northeast | 18% | (70) | 37% | (147) | 17% | (65) | 14% | (56) | 14% | (54) | 393 |
| 4-Region: Midwest | 7% | (37) | 43% | (217) | 20% | (99) | 14% | (71) | 16% | (81) | 506 |
| 4-Region: South | 8% | (66) | 39% | (321) | 17% | (143) | 18% | (144) | 18% | (148) | 822 |
| 4-Region: West | 8% | (40) | 44% | (211) | 17% | (82) | 13% | (64) | 17% | (84) | 481 |
| Avid Sports Fan | 29% | (105) | 52% | (189) | 13% | (47) | 3% | (10) | 3% | (10) | 361 |
| Casual Sports Fan | 3% | (24) | 48% | (381) | 25% | (194) | 11% | (87) | 13% | (104) | 789 |
| NFL fans | 13% | (124) | 52% | (491) | 19% | (175) | 8% | (77) | 8% | (74) | 941 |
| NBA fans | 16% | (33) | 48% | (101) | 16% | (35) | 6% | (12) | 14% | (30) | 211 |
| MLB fans | 12% | (41) | 52% | (175) | 21% | (70) | 8% | (26) | 8% | (27) | 338 |

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Table SBD8: *Even if you're not a fan of the dynasty team in your favorite sports league, do you watch them play?*

| Demographic | Yes, all the time | | Yes, sometimes | | No, not often | | No, never | | Don't know / No opinion | Total N | |
|--------------------|--------------------------|-------|-----------------------|-------|----------------------|-------|------------------|-------|------------------------------------|----------------|------|
| Adults | 10% | (213) | 41% | (897) | 18% | (390) | 15% | (335) | 17% | (367) | 2201 |
| Sports nut | 27% | (78) | 48% | (139) | 17% | (49) | 4% | (11) | 5% | (14) | 292 |

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

**Table SBD9_1: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant**

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (287) | 23% (497) | 12% (257) | 9% (196) | 27% (599) | 17% (365) | 2201 |
| Gender: Male | 14% (143) | 27% (277) | 16% (165) | 11% (117) | 21% (218) | 11% (110) | 1030 |
| Gender: Female | 12% (144) | 19% (220) | 8% (92) | 7% (79) | 33% (381) | 22% (255) | 1171 |
| Age: 18-29 | 20% (79) | 18% (71) | 12% (49) | 7% (27) | 22% (89) | 22% (88) | 404 |
| Age: 30-44 | 15% (71) | 25% (119) | 11% (52) | 8% (38) | 26% (125) | 16% (78) | 484 |
| Age: 45-54 | 10% (45) | 21% (93) | 11% (50) | 9% (41) | 35% (158) | 14% (65) | 452 |
| Age: 55-64 | 10% (37) | 25% (86) | 13% (44) | 9% (32) | 29% (101) | 14% (50) | 350 |
| Age: 65+ | 11% (55) | 25% (129) | 12% (62) | 11% (58) | 25% (126) | 16% (83) | 512 |
| Generation Z: 18-21 | 22% (30) | 13% (19) | 10% (14) | 9% (12) | 18% (25) | 28% (39) | 139 |
| Millennial: Age 22-37 | 18% (94) | 21% (112) | 13% (67) | 6% (33) | 24% (126) | 17% (91) | 523 |
| Generation X: Age 38-53 | 11% (66) | 22% (140) | 11% (67) | 9% (58) | 32% (204) | 15% (94) | 629 |
| Boomers: Age 54-72 | 11% (84) | 24% (180) | 12% (88) | 10% (77) | 27% (210) | 16% (126) | 764 |
| PID: Dem (no lean) | 18% (132) | 24% (173) | 13% (97) | 7% (50) | 24% (173) | 14% (104) | 730 |
| PID: Ind (no lean) | 9% (71) | 22% (163) | 9% (67) | 7% (53) | 30% (228) | 23% (170) | 752 |
| PID: Rep (no lean) | 12% (85) | 22% (162) | 13% (93) | 13% (92) | 27% (198) | 13% (90) | 719 |
| PID/Gender: Dem Men | 19% (58) | 28% (86) | 17% (52) | 6% (19) | 21% (63) | 8% (25) | 303 |
| PID/Gender: Dem Women | 17% (74) | 20% (87) | 11% (46) | 7% (31) | 26% (110) | 18% (79) | 427 |
| PID/Gender: Ind Men | 12% (43) | 25% (88) | 12% (44) | 9% (32) | 26% (92) | 15% (54) | 353 |
| PID/Gender: Ind Women | 7% (28) | 19% (74) | 6% (23) | 5% (21) | 34% (136) | 29% (116) | 399 |
| PID/Gender: Rep Men | 11% (42) | 27% (103) | 19% (70) | 18% (66) | 17% (63) | 8% (31) | 374 |
| PID/Gender: Rep Women | 12% (42) | 17% (59) | 7% (24) | 8% (26) | 39% (135) | 17% (60) | 345 |
| Ideo: Liberal (1-3) | 14% (97) | 23% (151) | 15% (103) | 8% (54) | 25% (166) | 15% (97) | 668 |
| Ideo: Moderate (4) | 13% (58) | 26% (118) | 12% (53) | 8% (35) | 25% (111) | 17% (77) | 452 |
| Ideo: Conservative (5-7) | 11% (82) | 25% (190) | 11% (82) | 12% (89) | 29% (217) | 13% (99) | 759 |
| Educ: < College | 14% (192) | 20% (279) | 11% (147) | 8% (109) | 27% (379) | 20% (279) | 1384 |
| Educ: Bachelors degree | 12% (65) | 25% (129) | 15% (80) | 10% (52) | 29% (150) | 9% (45) | 521 |
| Educ: Post-grad | 10% (31) | 30% (90) | 10% (31) | 11% (34) | 24% (70) | 14% (41) | 296 |

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Table SBD9_1: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (287) | 23% (497) | 12% (257) | 9% (196) | 27% (599) | 17% (365) | 2201 |
| Income: Under 50k | 14% (167) | 21% (251) | 11% (138) | 7% (91) | 28% (338) | 20% (240) | 1225 |
| Income: 50k-100k | 12% (80) | 24% (155) | 13% (84) | 9% (62) | 28% (182) | 14% (95) | 658 |
| Income: 100k+ | 13% (40) | 29% (91) | 11% (35) | 13% (43) | 25% (80) | 9% (30) | 318 |
| Ethnicity: White | 10% (178) | 23% (410) | 11% (201) | 9% (166) | 29% (521) | 17% (304) | 1780 |
| Ethnicity: Hispanic | 16% (34) | 23% (50) | 21% (44) | 7% (15) | 17% (37) | 16% (34) | 213 |
| Ethnicity: Afr. Am. | 30% (83) | 21% (58) | 16% (44) | 6% (18) | 16% (46) | 11% (30) | 279 |
| Ethnicity: Other | 19% (27) | 21% (29) | 9% (12) | 8% (11) | 23% (32) | 22% (31) | 142 |
| Relig: Protestant | 12% (67) | 25% (135) | 13% (69) | 7% (40) | 30% (162) | 13% (70) | 544 |
| Relig: Roman Catholic | 11% (43) | 28% (114) | 11% (45) | 10% (41) | 27% (108) | 13% (51) | 402 |
| Relig: Something Else | 18% (41) | 19% (43) | 8% (17) | 9% (22) | 23% (53) | 23% (54) | 231 |
| Relig: Jewish | 13% (7) | 18% (10) | 8% (4) | 22% (12) | 24% (13) | 15% (8) | 54 |
| Relig: Evangelical | 13% (101) | 27% (214) | 10% (77) | 9% (72) | 27% (213) | 16% (125) | 802 |
| Relig: Non-Evang. Catholics | 13% (49) | 21% (78) | 15% (55) | 8% (31) | 30% (111) | 13% (50) | 375 |
| Relig: All Christian | 13% (151) | 25% (292) | 11% (132) | 9% (103) | 28% (324) | 15% (175) | 1177 |
| Relig: All Non-Christian | 18% (52) | 19% (54) | 10% (27) | 5% (15) | 27% (78) | 20% (58) | 285 |
| Community: Urban | 18% (88) | 23% (114) | 14% (68) | 8% (42) | 24% (118) | 13% (63) | 491 |
| Community: Suburban | 12% (123) | 23% (243) | 12% (132) | 9% (95) | 29% (307) | 15% (161) | 1061 |
| Community: Rural | 12% (76) | 22% (141) | 9% (57) | 9% (59) | 27% (174) | 22% (141) | 649 |
| Employ: Private Sector | 14% (93) | 24% (164) | 14% (94) | 10% (66) | 27% (181) | 12% (81) | 679 |
| Employ: Homemaker | 14% (23) | 20% (32) | 9% (15) | 11% (17) | 27% (43) | 19% (30) | 160 |
| Employ: Student | 12% (28) | 25% (57) | 16% (36) | 7% (16) | 27% (62) | 13% (29) | 229 |
| Employ: Retired | 7% (11) | 14% (21) | 10% (15) | 11% (16) | 35% (52) | 23% (35) | 150 |
| Employ: Unemployed | 21% (16) | 13% (10) | 12% (10) | 6% (5) | 23% (18) | 25% (19) | 78 |
| Employ: Other | 11% (51) | 27% (133) | 11% (51) | 11% (51) | 24% (118) | 16% (80) | 483 |
| Military HH: Yes | 14% (60) | 25% (106) | 10% (44) | 9% (37) | 28% (119) | 13% (54) | 420 |
| Military HH: No | 13% (227) | 22% (392) | 12% (213) | 9% (159) | 27% (480) | 17% (310) | 1781 |
| RD/WT: Right Direction | 10% (76) | 24% (172) | 12% (87) | 12% (84) | 28% (204) | 14% (104) | 728 |
| RD/WT: Wrong Track | 14% (211) | 22% (326) | 12% (170) | 8% (111) | 27% (395) | 18% (260) | 1473 |
| Trump Job Approve | 10% (91) | 24% (209) | 12% (104) | 11% (94) | 29% (254) | 15% (133) | 885 |
| Trump Job Disapprove | 16% (189) | 22% (267) | 12% (148) | 8% (97) | 25% (302) | 16% (198) | 1200 |

Continued on next page

Table SBD9_1: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (287) | 23% (497) | 12% (257) | 9% (196) | 27% (599) | 17% (365) | 2201 |
| Trump Job Strongly Approve | 9% (41) | 23% (106) | 14% (66) | 11% (54) | 28% (132) | 15% (68) | 467 |
| Trump Job Somewhat Approve | 12% (50) | 24% (102) | 9% (39) | 10% (41) | 29% (122) | 15% (65) | 418 |
| Trump Job Somewhat Disapprove | 14% (39) | 23% (64) | 14% (39) | 9% (24) | 24% (67) | 16% (43) | 275 |
| Trump Job Strongly Disapprove | 16% (150) | 22% (204) | 12% (109) | 8% (73) | 25% (235) | 17% (155) | 925 |
| #1 Issue: Economy | 16% (100) | 24% (157) | 10% (65) | 11% (68) | 25% (162) | 14% (91) | 643 |
| #1 Issue: Security | 9% (44) | 22% (109) | 14% (67) | 12% (57) | 30% (151) | 14% (68) | 497 |
| #1 Issue: Health Care | 13% (40) | 24% (73) | 12% (35) | 8% (24) | 30% (90) | 14% (41) | 303 |
| #1 Issue: Medicare / Social Security | 11% (35) | 23% (71) | 17% (52) | 4% (13) | 27% (83) | 18% (57) | 311 |
| #1 Issue: Women's Issues | 18% (14) | 26% (21) | 1% (1) | 6% (5) | 32% (26) | 17% (13) | 80 |
| #1 Issue: Education | 19% (30) | 20% (31) | 12% (19) | 7% (11) | 18% (28) | 24% (38) | 156 |
| #1 Issue: Energy | 15% (14) | 17% (16) | 13% (12) | 10% (10) | 23% (21) | 22% (21) | 92 |
| #1 Issue: Other | 8% (10) | 16% (19) | 6% (7) | 6% (7) | 33% (39) | 30% (36) | 117 |
| 2018 House Vote: Democrat | 16% (125) | 26% (200) | 12% (92) | 8% (63) | 23% (178) | 14% (105) | 763 |
| 2018 House Vote: Republican | 10% (75) | 24% (188) | 13% (98) | 13% (97) | 27% (209) | 14% (106) | 772 |
| 2018 House Vote: Someone else | 9% (9) | 14% (14) | 10% (10) | 9% (9) | 41% (43) | 18% (19) | 105 |
| 2018 House Vote: Didnt Vote | 14% (78) | 17% (94) | 10% (56) | 5% (26) | 30% (169) | 24% (135) | 558 |
| 2016 Vote: Hillary Clinton | 16% (113) | 24% (169) | 13% (90) | 8% (54) | 24% (169) | 14% (98) | 693 |
| 2016 Vote: Donald Trump | 10% (69) | 25% (182) | 12% (90) | 13% (91) | 26% (191) | 14% (101) | 725 |
| 2016 Vote: Someone else | 11% (22) | 20% (42) | 10% (21) | 9% (18) | 31% (64) | 20% (42) | 210 |
| 2016 Vote: Didnt Vote | 15% (83) | 18% (104) | 10% (55) | 6% (32) | 30% (172) | 22% (123) | 569 |
| Voted in 2014: Yes | 13% (187) | 26% (378) | 12% (184) | 10% (148) | 26% (379) | 14% (204) | 1480 |
| Voted in 2014: No | 14% (100) | 17% (119) | 10% (73) | 7% (47) | 30% (220) | 22% (161) | 721 |
| 2012 Vote: Barack Obama | 16% (141) | 23% (201) | 13% (109) | 8% (69) | 25% (210) | 15% (128) | 857 |
| 2012 Vote: Mitt Romney | 8% (45) | 27% (164) | 13% (77) | 12% (74) | 27% (162) | 13% (77) | 600 |
| 2012 Vote: Other | 9% (9) | 16% (15) | 8% (7) | 8% (8) | 37% (36) | 22% (22) | 97 |
| 2012 Vote: Didn't Vote | 14% (92) | 18% (118) | 10% (64) | 7% (45) | 29% (191) | 21% (139) | 648 |
| 4-Region: Northeast | 12% (46) | 25% (98) | 9% (36) | 11% (41) | 29% (112) | 15% (60) | 393 |
| 4-Region: Midwest | 13% (64) | 23% (115) | 14% (69) | 8% (39) | 27% (134) | 17% (85) | 506 |
| 4-Region: South | 12% (98) | 23% (189) | 10% (81) | 9% (73) | 29% (236) | 18% (145) | 822 |
| 4-Region: West | 16% (79) | 20% (96) | 15% (70) | 9% (42) | 24% (117) | 16% (76) | 481 |

Continued on next page

Table SBD9_1: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (287) | 23% (497) | 12% (257) | 9% (196) | 27% (599) | 17% (365) | 2201 |
| Avid Sports Fan | 20% (73) | 26% (92) | 20% (74) | 16% (58) | 12% (42) | 6% (22) | 361 |
| Casual Sports Fan | 12% (91) | 25% (196) | 10% (79) | 8% (59) | 32% (252) | 14% (112) | 789 |
| NFL fans | 14% (130) | 29% (270) | 13% (119) | 8% (76) | 26% (243) | 11% (103) | 941 |
| NBA fans | 31% (66) | 19% (40) | 22% (46) | 15% (32) | 8% (17) | 5% (10) | 211 |
| MLB fans | 8% (26) | 26% (88) | 11% (39) | 14% (46) | 30% (103) | 11% (36) | 338 |
| Sports nut | 17% (48) | 25% (74) | 21% (61) | 14% (41) | 19% (54) | 4% (13) | 292 |

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

Table SBD9_2: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 14% (300) | 20% (432) | 15% (321) | 20% (440) | 21% (459) | 11% (248) | 2201 |
| Gender: Male | 17% (175) | 20% (202) | 16% (168) | 23% (234) | 14% (149) | 10% (102) | 1030 |
| Gender: Female | 11% (125) | 20% (230) | 13% (153) | 18% (206) | 26% (310) | 12% (146) | 1171 |
| Age: 18-29 | 13% (51) | 15% (59) | 12% (49) | 21% (86) | 20% (79) | 20% (79) | 404 |
| Age: 30-44 | 18% (89) | 19% (94) | 13% (61) | 20% (97) | 19% (94) | 10% (49) | 484 |
| Age: 45-54 | 11% (49) | 19% (84) | 17% (78) | 21% (93) | 22% (99) | 11% (48) | 452 |
| Age: 55-64 | 15% (53) | 21% (75) | 12% (43) | 20% (69) | 23% (80) | 8% (29) | 350 |
| Age: 65+ | 11% (58) | 24% (121) | 18% (90) | 18% (94) | 21% (107) | 8% (43) | 512 |
| Generation Z: 18-21 | 11% (16) | 13% (18) | 9% (13) | 20% (28) | 17% (24) | 29% (40) | 139 |
| Millennial: Age 22-37 | 16% (86) | 17% (91) | 12% (65) | 21% (111) | 20% (104) | 13% (67) | 523 |
| Generation X: Age 38-53 | 13% (83) | 19% (118) | 16% (103) | 21% (132) | 21% (132) | 10% (62) | 629 |
| Boomers: Age 54-72 | 13% (98) | 22% (165) | 14% (105) | 20% (152) | 23% (175) | 9% (68) | 764 |
| PID: Dem (no lean) | 14% (104) | 20% (149) | 17% (121) | 18% (132) | 20% (145) | 11% (79) | 730 |
| PID: Ind (no lean) | 12% (92) | 18% (137) | 12% (91) | 20% (152) | 23% (174) | 14% (106) | 752 |
| PID: Rep (no lean) | 14% (104) | 20% (147) | 15% (109) | 22% (155) | 20% (141) | 9% (63) | 719 |
| PID/Gender: Dem Men | 18% (54) | 20% (61) | 18% (55) | 21% (64) | 14% (42) | 9% (27) | 303 |
| PID/Gender: Dem Women | 12% (50) | 21% (88) | 16% (66) | 16% (68) | 24% (103) | 12% (51) | 427 |
| PID/Gender: Ind Men | 16% (58) | 19% (66) | 12% (43) | 23% (81) | 17% (61) | 12% (43) | 353 |
| PID/Gender: Ind Women | 9% (34) | 18% (70) | 12% (48) | 18% (71) | 28% (112) | 16% (63) | 399 |
| PID/Gender: Rep Men | 17% (63) | 20% (75) | 19% (70) | 24% (89) | 12% (46) | 8% (31) | 374 |
| PID/Gender: Rep Women | 12% (41) | 21% (72) | 11% (39) | 19% (67) | 27% (95) | 9% (32) | 345 |
| Ideo: Liberal (1-3) | 15% (100) | 17% (116) | 17% (114) | 21% (138) | 19% (128) | 11% (74) | 668 |
| Ideo: Moderate (4) | 9% (42) | 22% (100) | 15% (70) | 22% (98) | 21% (97) | 10% (44) | 452 |
| Ideo: Conservative (5-7) | 15% (113) | 22% (167) | 15% (114) | 21% (160) | 18% (136) | 9% (68) | 759 |
| Educ: < College | 15% (202) | 18% (247) | 13% (185) | 19% (266) | 22% (307) | 13% (178) | 1384 |
| Educ: Bachelors degree | 14% (71) | 22% (114) | 18% (95) | 19% (100) | 19% (100) | 8% (39) | 521 |
| Educ: Post-grad | 9% (27) | 24% (71) | 14% (40) | 25% (74) | 18% (53) | 11% (31) | 296 |

Continued on next page

Table SBD9_2: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NFL's New England Patriots featuring Tom Brady and Bill Belichick

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 14% (300) | 20% (432) | 15% (321) | 20% (440) | 21% (459) | 11% (248) | 2201 |
| Income: Under 50k | 14% (176) | 20% (240) | 12% (151) | 17% (207) | 23% (287) | 13% (163) | 1225 |
| Income: 50k-100k | 12% (76) | 19% (128) | 18% (118) | 25% (164) | 17% (114) | 9% (58) | 658 |
| Income: 100k+ | 15% (49) | 20% (64) | 16% (51) | 21% (68) | 18% (58) | 9% (27) | 318 |
| Ethnicity: White | 12% (210) | 20% (350) | 16% (276) | 21% (370) | 21% (372) | 11% (201) | 1780 |
| Ethnicity: Hispanic | 16% (35) | 19% (41) | 13% (27) | 19% (40) | 20% (44) | 13% (27) | 213 |
| Ethnicity: Afr. Am. | 25% (70) | 22% (61) | 10% (29) | 13% (38) | 20% (56) | 9% (26) | 279 |
| Ethnicity: Other | 14% (20) | 15% (22) | 11% (16) | 23% (32) | 22% (31) | 15% (21) | 142 |
| Relig: Protestant | 12% (67) | 25% (138) | 17% (93) | 20% (110) | 19% (101) | 6% (34) | 544 |
| Relig: Roman Catholic | 16% (63) | 19% (75) | 14% (58) | 25% (99) | 18% (71) | 9% (36) | 402 |
| Relig: Something Else | 16% (37) | 15% (34) | 13% (31) | 19% (45) | 22% (50) | 15% (35) | 231 |
| Relig: Jewish | 14% (7) | 18% (10) | 21% (11) | 16% (8) | 22% (12) | 10% (6) | 54 |
| Relig: Evangelical | 16% (126) | 19% (155) | 14% (114) | 23% (181) | 19% (151) | 9% (76) | 802 |
| Relig: Non-Evang. Catholics | 11% (41) | 25% (92) | 18% (68) | 19% (73) | 19% (71) | 8% (29) | 375 |
| Relig: All Christian | 14% (167) | 21% (248) | 15% (182) | 22% (254) | 19% (222) | 9% (105) | 1177 |
| Relig: All Non-Christian | 16% (46) | 22% (61) | 14% (39) | 16% (45) | 21% (60) | 12% (34) | 285 |
| Community: Urban | 15% (75) | 19% (93) | 15% (74) | 19% (92) | 19% (95) | 13% (62) | 491 |
| Community: Suburban | 13% (135) | 21% (220) | 15% (160) | 21% (222) | 21% (220) | 10% (104) | 1061 |
| Community: Rural | 14% (91) | 19% (120) | 13% (86) | 19% (125) | 22% (144) | 13% (82) | 649 |
| Employ: Private Sector | 14% (97) | 22% (147) | 15% (103) | 26% (173) | 16% (110) | 7% (49) | 679 |
| Employ: Homemaker | 12% (19) | 15% (24) | 14% (23) | 24% (39) | 21% (33) | 13% (21) | 160 |
| Employ: Student | 16% (38) | 21% (47) | 17% (38) | 17% (38) | 18% (42) | 11% (25) | 229 |
| Employ: Retired | 12% (18) | 13% (20) | 14% (20) | 14% (21) | 33% (49) | 14% (22) | 150 |
| Employ: Unemployed | 15% (11) | 9% (7) | 11% (8) | 22% (17) | 19% (15) | 24% (19) | 78 |
| Employ: Other | 11% (51) | 22% (108) | 20% (95) | 17% (81) | 21% (101) | 10% (47) | 483 |
| Military HH: Yes | 14% (61) | 21% (87) | 16% (66) | 25% (105) | 15% (63) | 9% (38) | 420 |
| Military HH: No | 13% (240) | 19% (345) | 14% (255) | 19% (335) | 22% (396) | 12% (211) | 1781 |
| RD/WT: Right Direction | 14% (102) | 20% (143) | 16% (118) | 22% (159) | 19% (136) | 10% (70) | 728 |
| RD/WT: Wrong Track | 13% (198) | 20% (290) | 14% (203) | 19% (281) | 22% (324) | 12% (178) | 1473 |
| Trump Job Approve | 13% (118) | 21% (189) | 16% (143) | 21% (187) | 19% (172) | 9% (76) | 885 |
| Trump Job Disapprove | 14% (172) | 19% (225) | 14% (169) | 20% (242) | 20% (243) | 12% (149) | 1200 |

Continued on next page

Table SBD9_2: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 14% (300) | 20% (432) | 15% (321) | 20% (440) | 21% (459) | 11% (248) | 2201 |
| Trump Job Strongly Approve | 15% (70) | 21% (100) | 14% (65) | 22% (103) | 19% (86) | 9% (42) | 467 |
| Trump Job Somewhat Approve | 11% (48) | 21% (89) | 19% (79) | 20% (84) | 21% (86) | 8% (33) | 418 |
| Trump Job Somewhat Disapprove | 14% (37) | 23% (62) | 12% (32) | 21% (59) | 20% (54) | 11% (30) | 275 |
| Trump Job Strongly Disapprove | 15% (134) | 18% (163) | 15% (137) | 20% (183) | 20% (189) | 13% (119) | 925 |
| #1 Issue: Economy | 14% (88) | 22% (142) | 15% (99) | 20% (131) | 17% (112) | 11% (71) | 643 |
| #1 Issue: Security | 13% (64) | 19% (93) | 15% (77) | 22% (108) | 20% (100) | 11% (54) | 497 |
| #1 Issue: Health Care | 13% (39) | 18% (56) | 12% (36) | 22% (67) | 24% (74) | 10% (31) | 303 |
| #1 Issue: Medicare / Social Security | 16% (51) | 23% (72) | 15% (48) | 15% (46) | 23% (72) | 7% (22) | 311 |
| #1 Issue: Women's Issues | 13% (10) | 18% (14) | 11% (9) | 26% (21) | 19% (15) | 13% (10) | 80 |
| #1 Issue: Education | 13% (20) | 19% (30) | 14% (22) | 19% (30) | 21% (32) | 14% (21) | 156 |
| #1 Issue: Energy | 17% (16) | 14% (13) | 17% (16) | 19% (18) | 20% (18) | 13% (12) | 92 |
| #1 Issue: Other | 10% (12) | 10% (12) | 11% (13) | 16% (19) | 30% (35) | 22% (26) | 117 |
| 2018 House Vote: Democrat | 16% (125) | 20% (153) | 17% (128) | 19% (148) | 18% (139) | 9% (71) | 763 |
| 2018 House Vote: Republican | 13% (99) | 22% (169) | 15% (119) | 23% (177) | 18% (143) | 8% (65) | 772 |
| 2018 House Vote: Someone else | 8% (8) | 19% (20) | 11% (11) | 24% (26) | 28% (30) | 10% (10) | 105 |
| 2018 House Vote: Didnt Vote | 12% (68) | 16% (89) | 11% (61) | 16% (89) | 27% (148) | 18% (102) | 558 |
| 2016 Vote: Hillary Clinton | 16% (108) | 22% (151) | 16% (109) | 19% (129) | 19% (132) | 9% (63) | 693 |
| 2016 Vote: Donald Trump | 14% (102) | 22% (157) | 17% (121) | 22% (157) | 18% (130) | 8% (57) | 725 |
| 2016 Vote: Someone else | 8% (16) | 18% (37) | 17% (36) | 23% (48) | 21% (44) | 14% (29) | 210 |
| 2016 Vote: Didnt Vote | 13% (73) | 15% (86) | 9% (53) | 19% (106) | 27% (153) | 17% (99) | 569 |
| Voted in 2014: Yes | 14% (211) | 21% (315) | 17% (245) | 20% (303) | 19% (277) | 9% (127) | 1480 |
| Voted in 2014: No | 12% (89) | 16% (117) | 10% (75) | 19% (137) | 25% (182) | 17% (121) | 721 |
| 2012 Vote: Barack Obama | 14% (121) | 20% (172) | 17% (145) | 20% (172) | 20% (168) | 9% (79) | 857 |
| 2012 Vote: Mitt Romney | 16% (95) | 23% (136) | 15% (92) | 21% (127) | 17% (103) | 8% (47) | 600 |
| 2012 Vote: Other | 7% (7) | 20% (19) | 13% (13) | 21% (21) | 24% (23) | 15% (15) | 97 |
| 2012 Vote: Didn't Vote | 12% (78) | 16% (105) | 11% (72) | 19% (121) | 25% (165) | 17% (108) | 648 |
| 4-Region: Northeast | 24% (96) | 14% (54) | 15% (59) | 23% (92) | 15% (60) | 8% (32) | 393 |
| 4-Region: Midwest | 11% (56) | 23% (118) | 15% (76) | 18% (92) | 21% (107) | 11% (56) | 506 |
| 4-Region: South | 11% (92) | 23% (188) | 13% (110) | 18% (150) | 22% (180) | 12% (102) | 822 |
| 4-Region: West | 12% (57) | 15% (73) | 16% (76) | 22% (106) | 23% (113) | 12% (57) | 481 |

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Table SBD9_2: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 14% (300) | 20% (432) | 15% (321) | 20% (440) | 21% (459) | 11% (248) | 2201 |
| Avid Sports Fan | 21% (75) | 18% (66) | 16% (57) | 32% (116) | 6% (21) | 7% (26) | 361 |
| Casual Sports Fan | 13% (105) | 21% (168) | 16% (123) | 21% (163) | 20% (161) | 9% (69) | 789 |
| NFL fans | 18% (168) | 21% (196) | 16% (151) | 26% (244) | 13% (122) | 6% (60) | 941 |
| NBA fans | 15% (32) | 26% (54) | 20% (42) | 14% (30) | 16% (33) | 9% (19) | 211 |
| MLB fans | 13% (45) | 20% (67) | 17% (57) | 24% (82) | 19% (64) | 7% (24) | 338 |
| Sports nut | 20% (58) | 19% (56) | 15% (45) | 28% (83) | 8% (23) | 9% (27) | 292 |

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

Table SBD9_3: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 11% (232) | 22% (480) | 8% (177) | 7% (158) | 32% (713) | 20% (441) | 2201 |
| Gender: Male | 13% (130) | 27% (274) | 12% (122) | 10% (108) | 26% (271) | 12% (125) | 1030 |
| Gender: Female | 9% (102) | 18% (206) | 5% (55) | 4% (50) | 38% (442) | 27% (316) | 1171 |
| Age: 18-29 | 10% (42) | 15% (61) | 11% (44) | 6% (23) | 26% (104) | 32% (130) | 404 |
| Age: 30-44 | 15% (74) | 22% (108) | 9% (44) | 5% (26) | 30% (143) | 18% (88) | 484 |
| Age: 45-54 | 11% (50) | 18% (83) | 8% (38) | 6% (28) | 37% (166) | 19% (87) | 452 |
| Age: 55-64 | 9% (30) | 29% (101) | 4% (15) | 8% (29) | 35% (121) | 15% (54) | 350 |
| Age: 65+ | 7% (36) | 25% (128) | 7% (36) | 10% (52) | 35% (179) | 16% (82) | 512 |
| Generation Z: 18-21 | 10% (14) | 14% (20) | 10% (14) | 5% (7) | 23% (32) | 37% (52) | 139 |
| Millennial: Age 22-37 | 14% (73) | 18% (95) | 9% (49) | 6% (32) | 28% (146) | 24% (128) | 523 |
| Generation X: Age 38-53 | 12% (74) | 19% (122) | 10% (62) | 6% (38) | 35% (218) | 18% (115) | 629 |
| Boomers: Age 54-72 | 8% (64) | 26% (199) | 5% (41) | 8% (58) | 36% (273) | 17% (129) | 764 |
| PID: Dem (no lean) | 12% (90) | 23% (169) | 8% (61) | 6% (47) | 32% (235) | 17% (128) | 730 |
| PID: Ind (no lean) | 9% (69) | 21% (157) | 6% (44) | 5% (37) | 32% (244) | 27% (201) | 752 |
| PID: Rep (no lean) | 10% (73) | 21% (154) | 10% (72) | 10% (73) | 33% (234) | 16% (113) | 719 |
| PID/Gender: Dem Men | 16% (48) | 24% (72) | 12% (35) | 10% (31) | 28% (85) | 10% (30) | 303 |
| PID/Gender: Dem Women | 10% (42) | 23% (97) | 6% (26) | 4% (15) | 35% (150) | 23% (97) | 427 |
| PID/Gender: Ind Men | 13% (45) | 27% (94) | 9% (31) | 6% (23) | 28% (99) | 17% (61) | 353 |
| PID/Gender: Ind Women | 6% (24) | 16% (62) | 3% (13) | 4% (15) | 36% (145) | 35% (140) | 399 |
| PID/Gender: Rep Men | 10% (37) | 29% (107) | 15% (56) | 14% (54) | 23% (86) | 9% (34) | 374 |
| PID/Gender: Rep Women | 10% (36) | 14% (47) | 5% (16) | 6% (20) | 43% (148) | 23% (79) | 345 |
| Ideo: Liberal (1-3) | 11% (72) | 23% (152) | 10% (68) | 7% (49) | 31% (204) | 18% (122) | 668 |
| Ideo: Moderate (4) | 9% (43) | 23% (106) | 7% (32) | 6% (29) | 36% (161) | 18% (82) | 452 |
| Ideo: Conservative (5-7) | 11% (84) | 24% (184) | 9% (65) | 9% (66) | 32% (239) | 16% (121) | 759 |
| Educ: < College | 10% (140) | 21% (286) | 7% (94) | 7% (99) | 32% (440) | 23% (325) | 1384 |
| Educ: Bachelors degree | 12% (62) | 22% (115) | 12% (60) | 8% (39) | 34% (178) | 13% (67) | 521 |
| Educ: Post-grad | 10% (30) | 27% (79) | 8% (23) | 7% (20) | 32% (95) | 17% (50) | 296 |

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Table SBD9_3: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 11% (232) | 22% (480) | 8% (177) | 7% (158) | 32% (713) | 20% (441) | 2201 |
| Income: Under 50k | 10% (125) | 20% (246) | 7% (85) | 6% (78) | 33% (399) | 24% (291) | 1225 |
| Income: 50k-100k | 10% (65) | 23% (153) | 11% (72) | 9% (57) | 31% (202) | 17% (110) | 658 |
| Income: 100k+ | 13% (42) | 25% (81) | 6% (20) | 7% (23) | 35% (112) | 13% (40) | 318 |
| Ethnicity: White | 8% (146) | 22% (392) | 8% (141) | 7% (131) | 34% (604) | 21% (366) | 1780 |
| Ethnicity: Hispanic | 13% (28) | 19% (41) | 11% (24) | 10% (20) | 27% (58) | 20% (42) | 213 |
| Ethnicity: Afr. Am. | 22% (62) | 22% (63) | 10% (28) | 6% (17) | 25% (71) | 13% (38) | 279 |
| Ethnicity: Other | 17% (23) | 18% (26) | 6% (8) | 7% (9) | 27% (38) | 26% (37) | 142 |
| Relig: Protestant | 12% (63) | 23% (126) | 7% (39) | 7% (37) | 36% (195) | 15% (83) | 544 |
| Relig: Roman Catholic | 9% (35) | 26% (104) | 8% (33) | 10% (39) | 34% (136) | 14% (56) | 402 |
| Relig: Something Else | 9% (20) | 21% (49) | 6% (14) | 5% (13) | 30% (68) | 29% (66) | 231 |
| Relig: Jewish | 13% (7) | 20% (11) | 5% (3) | 13% (7) | 32% (17) | 18% (10) | 54 |
| Relig: Evangelical | 9% (75) | 25% (197) | 6% (51) | 7% (58) | 35% (277) | 18% (144) | 802 |
| Relig: Non-Evang. Catholics | 12% (43) | 22% (82) | 9% (35) | 8% (31) | 33% (123) | 16% (61) | 375 |
| Relig: All Christian | 10% (118) | 24% (279) | 7% (86) | 8% (88) | 34% (399) | 17% (205) | 1177 |
| Relig: All Non-Christian | 15% (42) | 20% (56) | 9% (25) | 6% (16) | 29% (82) | 23% (64) | 285 |
| Community: Urban | 12% (59) | 24% (117) | 10% (47) | 7% (36) | 28% (140) | 19% (93) | 491 |
| Community: Suburban | 10% (104) | 23% (240) | 8% (90) | 7% (76) | 33% (352) | 19% (199) | 1061 |
| Community: Rural | 11% (69) | 19% (123) | 6% (40) | 7% (45) | 34% (221) | 23% (149) | 649 |
| Employ: Private Sector | 12% (82) | 24% (161) | 11% (72) | 8% (54) | 30% (202) | 16% (108) | 679 |
| Employ: Homemaker | 16% (26) | 21% (34) | 10% (16) | 5% (7) | 31% (50) | 17% (27) | 160 |
| Employ: Student | 11% (26) | 21% (47) | 10% (22) | 10% (22) | 34% (77) | 15% (35) | 229 |
| Employ: Retired | 8% (12) | 15% (23) | 4% (6) | 4% (6) | 36% (54) | 33% (49) | 150 |
| Employ: Unemployed | 8% (6) | 16% (12) | 9% (7) | 5% (4) | 28% (22) | 34% (27) | 78 |
| Employ: Other | 7% (34) | 29% (139) | 6% (30) | 8% (37) | 33% (159) | 17% (84) | 483 |
| Military HH: Yes | 10% (41) | 25% (106) | 8% (35) | 6% (24) | 33% (139) | 18% (74) | 420 |
| Military HH: No | 11% (191) | 21% (374) | 8% (142) | 7% (134) | 32% (574) | 21% (367) | 1781 |
| RD/WT: Right Direction | 11% (78) | 22% (160) | 10% (73) | 10% (76) | 31% (228) | 16% (113) | 728 |
| RD/WT: Wrong Track | 10% (154) | 22% (320) | 7% (104) | 6% (82) | 33% (485) | 22% (328) | 1473 |
| Trump Job Approve | 11% (96) | 24% (209) | 8% (72) | 9% (77) | 32% (280) | 17% (152) | 885 |
| Trump Job Disapprove | 11% (128) | 21% (250) | 9% (102) | 7% (79) | 33% (395) | 20% (246) | 1200 |

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Table SBD9_3: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 11% (232) | 22% (480) | 8% (177) | 7% (158) | 32% (713) | 20% (441) | 2201 |
| Trump Job Strongly Approve | 9% (44) | 26% (122) | 6% (30) | 9% (43) | 33% (154) | 16% (75) | 467 |
| Trump Job Somewhat Approve | 13% (53) | 21% (87) | 10% (42) | 8% (34) | 30% (125) | 18% (77) | 418 |
| Trump Job Somewhat Disapprove | 10% (27) | 21% (58) | 10% (27) | 8% (22) | 30% (83) | 21% (57) | 275 |
| Trump Job Strongly Disapprove | 11% (101) | 21% (192) | 8% (75) | 6% (57) | 34% (312) | 20% (188) | 925 |
| #1 Issue: Economy | 12% (74) | 23% (148) | 9% (58) | 5% (33) | 33% (211) | 19% (119) | 643 |
| #1 Issue: Security | 9% (47) | 22% (108) | 7% (34) | 10% (49) | 36% (177) | 16% (81) | 497 |
| #1 Issue: Health Care | 9% (28) | 25% (75) | 8% (25) | 9% (28) | 30% (90) | 19% (56) | 303 |
| #1 Issue: Medicare / Social Security | 9% (27) | 22% (69) | 6% (20) | 7% (23) | 35% (110) | 20% (62) | 311 |
| #1 Issue: Women's Issues | 12% (10) | 19% (15) | 10% (8) | 3% (3) | 31% (25) | 25% (20) | 80 |
| #1 Issue: Education | 15% (23) | 18% (28) | 10% (15) | 7% (12) | 26% (40) | 25% (38) | 156 |
| #1 Issue: Energy | 12% (11) | 18% (16) | 8% (7) | 7% (7) | 31% (28) | 25% (23) | 92 |
| #1 Issue: Other | 10% (12) | 17% (20) | 8% (10) | 3% (3) | 26% (31) | 35% (41) | 117 |
| 2018 House Vote: Democrat | 12% (91) | 26% (195) | 8% (60) | 7% (51) | 32% (244) | 16% (123) | 763 |
| 2018 House Vote: Republican | 10% (74) | 23% (181) | 9% (66) | 10% (77) | 33% (255) | 16% (120) | 772 |
| 2018 House Vote: Someone else | 12% (13) | 20% (21) | 3% (4) | 4% (4) | 39% (41) | 21% (22) | 105 |
| 2018 House Vote: Didnt Vote | 10% (54) | 15% (82) | 8% (47) | 5% (26) | 31% (173) | 32% (176) | 558 |
| 2016 Vote: Hillary Clinton | 12% (85) | 24% (163) | 9% (63) | 6% (39) | 33% (231) | 16% (111) | 693 |
| 2016 Vote: Donald Trump | 10% (74) | 25% (181) | 8% (57) | 10% (72) | 32% (234) | 15% (107) | 725 |
| 2016 Vote: Someone else | 7% (15) | 18% (37) | 4% (9) | 8% (17) | 38% (79) | 25% (52) | 210 |
| 2016 Vote: Didnt Vote | 10% (58) | 17% (96) | 8% (47) | 5% (29) | 30% (169) | 30% (171) | 569 |
| Voted in 2014: Yes | 11% (158) | 25% (365) | 8% (118) | 8% (123) | 33% (492) | 15% (225) | 1480 |
| Voted in 2014: No | 10% (75) | 16% (115) | 8% (59) | 5% (35) | 31% (221) | 30% (217) | 721 |
| 2012 Vote: Barack Obama | 12% (100) | 24% (203) | 9% (73) | 7% (58) | 33% (280) | 17% (142) | 857 |
| 2012 Vote: Mitt Romney | 9% (53) | 26% (158) | 8% (47) | 10% (59) | 34% (202) | 13% (80) | 600 |
| 2012 Vote: Other | 9% (9) | 11% (11) | 2% (2) | 8% (8) | 42% (41) | 27% (26) | 97 |
| 2012 Vote: Didn't Vote | 11% (70) | 17% (108) | 8% (54) | 5% (33) | 29% (190) | 30% (192) | 648 |
| 4-Region: Northeast | 12% (46) | 23% (90) | 7% (27) | 7% (28) | 34% (135) | 17% (67) | 393 |
| 4-Region: Midwest | 9% (46) | 20% (100) | 8% (42) | 7% (37) | 34% (171) | 22% (110) | 506 |
| 4-Region: South | 12% (97) | 21% (174) | 7% (57) | 7% (58) | 32% (266) | 21% (170) | 822 |
| 4-Region: West | 9% (43) | 24% (115) | 11% (51) | 7% (35) | 30% (142) | 20% (95) | 481 |

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Table SBD9_3: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 11% (232) | 22% (480) | 8% (177) | 7% (158) | 32% (713) | 20% (441) | 2201 |
| Avid Sports Fan | 18% (65) | 30% (109) | 14% (50) | 12% (44) | 21% (75) | 5% (17) | 361 |
| Casual Sports Fan | 9% (68) | 23% (182) | 5% (42) | 7% (53) | 37% (294) | 19% (150) | 789 |
| NFL fans | 10% (96) | 27% (253) | 9% (85) | 7% (68) | 33% (309) | 14% (129) | 941 |
| NBA fans | 25% (54) | 23% (49) | 12% (26) | 13% (27) | 18% (37) | 8% (18) | 211 |
| MLB fans | 8% (25) | 25% (84) | 7% (22) | 10% (35) | 37% (126) | 13% (45) | 338 |
| Sports nut | 15% (44) | 27% (80) | 15% (45) | 12% (35) | 27% (78) | 4% (11) | 292 |

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

Table SBD9_4: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (336) | 29% (642) | 10% (226) | 10% (210) | 26% (577) | 10% (209) | 2201 |
| Gender: Male | 17% (171) | 27% (276) | 15% (150) | 12% (125) | 23% (235) | 7% (73) | 1030 |
| Gender: Female | 14% (165) | 31% (366) | 6% (76) | 7% (85) | 29% (342) | 12% (137) | 1171 |
| Age: 18-29 | 21% (85) | 22% (90) | 9% (38) | 6% (25) | 23% (91) | 18% (74) | 404 |
| Age: 30-44 | 21% (99) | 29% (141) | 9% (41) | 9% (42) | 24% (117) | 9% (43) | 484 |
| Age: 45-54 | 13% (57) | 29% (132) | 11% (49) | 9% (41) | 31% (139) | 8% (35) | 452 |
| Age: 55-64 | 13% (45) | 31% (108) | 12% (41) | 9% (33) | 28% (99) | 7% (24) | 350 |
| Age: 65+ | 10% (50) | 33% (171) | 11% (57) | 14% (69) | 26% (131) | 7% (34) | 512 |
| Generation Z: 18-21 | 18% (24) | 17% (24) | 9% (12) | 5% (7) | 25% (34) | 26% (37) | 139 |
| Millennial: Age 22-37 | 23% (120) | 27% (139) | 8% (44) | 7% (38) | 23% (120) | 12% (63) | 523 |
| Generation X: Age 38-53 | 15% (93) | 29% (181) | 11% (69) | 10% (62) | 28% (177) | 7% (47) | 629 |
| Boomers: Age 54-72 | 11% (87) | 31% (240) | 11% (87) | 11% (84) | 27% (210) | 8% (58) | 764 |
| PID: Dem (no lean) | 20% (148) | 31% (229) | 12% (86) | 9% (64) | 19% (140) | 8% (62) | 730 |
| PID: Ind (no lean) | 14% (104) | 27% (202) | 6% (48) | 8% (60) | 31% (234) | 14% (104) | 752 |
| PID: Rep (no lean) | 12% (84) | 29% (211) | 13% (92) | 12% (86) | 28% (203) | 6% (44) | 719 |
| PID/Gender: Dem Men | 21% (65) | 26% (78) | 17% (50) | 10% (30) | 20% (60) | 7% (20) | 303 |
| PID/Gender: Dem Women | 20% (84) | 35% (151) | 8% (36) | 8% (34) | 19% (81) | 10% (42) | 427 |
| PID/Gender: Ind Men | 16% (57) | 27% (94) | 9% (33) | 11% (38) | 27% (94) | 10% (37) | 353 |
| PID/Gender: Ind Women | 12% (47) | 27% (108) | 4% (15) | 6% (22) | 35% (140) | 17% (67) | 399 |
| PID/Gender: Rep Men | 13% (49) | 28% (103) | 18% (67) | 15% (57) | 22% (82) | 4% (16) | 374 |
| PID/Gender: Rep Women | 10% (35) | 31% (107) | 7% (25) | 8% (29) | 35% (122) | 8% (28) | 345 |
| Ideo: Liberal (1-3) | 16% (105) | 31% (209) | 12% (82) | 10% (69) | 22% (147) | 9% (57) | 668 |
| Ideo: Moderate (4) | 17% (77) | 29% (131) | 11% (49) | 9% (41) | 25% (112) | 9% (41) | 452 |
| Ideo: Conservative (5-7) | 13% (98) | 31% (233) | 12% (88) | 11% (83) | 28% (211) | 6% (45) | 759 |
| Educ: < College | 17% (234) | 26% (359) | 9% (123) | 9% (123) | 27% (374) | 12% (170) | 1384 |
| Educ: Bachelors degree | 12% (60) | 36% (190) | 13% (69) | 10% (50) | 25% (128) | 5% (24) | 521 |
| Educ: Post-grad | 14% (42) | 32% (93) | 12% (34) | 12% (37) | 25% (75) | 5% (15) | 296 |

Continued on next page

Table SBD9_4: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (336) | 29% (642) | 10% (226) | 10% (210) | 26% (577) | 10% (209) | 2201 |
| Income: Under 50k | 16% (196) | 28% (337) | 9% (109) | 8% (93) | 28% (343) | 12% (146) | 1225 |
| Income: 50k-100k | 13% (88) | 29% (194) | 12% (81) | 13% (84) | 26% (169) | 6% (42) | 658 |
| Income: 100k+ | 16% (52) | 35% (111) | 11% (35) | 10% (33) | 21% (66) | 7% (21) | 318 |
| Ethnicity: White | 11% (202) | 30% (533) | 10% (185) | 10% (180) | 29% (510) | 10% (170) | 1780 |
| Ethnicity: Hispanic | 18% (39) | 27% (58) | 14% (29) | 9% (19) | 19% (40) | 13% (28) | 213 |
| Ethnicity: Afr. Am. | 36% (101) | 26% (73) | 10% (28) | 8% (21) | 14% (38) | 6% (17) | 279 |
| Ethnicity: Other | 23% (32) | 25% (36) | 9% (13) | 7% (9) | 20% (28) | 16% (23) | 142 |
| Relig: Protestant | 14% (77) | 31% (167) | 11% (61) | 10% (55) | 28% (155) | 5% (29) | 544 |
| Relig: Roman Catholic | 13% (52) | 35% (141) | 13% (52) | 8% (32) | 24% (98) | 7% (27) | 402 |
| Relig: Something Else | 20% (46) | 26% (59) | 8% (19) | 9% (21) | 23% (53) | 14% (33) | 231 |
| Relig: Jewish | 12% (6) | 29% (16) | 11% (6) | 19% (10) | 21% (11) | 8% (4) | 54 |
| Relig: Evangelical | 16% (132) | 31% (247) | 11% (88) | 8% (68) | 25% (204) | 8% (64) | 802 |
| Relig: Non-Evang. Catholics | 11% (43) | 32% (121) | 12% (44) | 11% (40) | 27% (102) | 7% (25) | 375 |
| Relig: All Christian | 15% (175) | 31% (367) | 11% (132) | 9% (108) | 26% (306) | 8% (89) | 1177 |
| Relig: All Non-Christian | 25% (71) | 27% (76) | 9% (26) | 5% (15) | 24% (70) | 9% (27) | 285 |
| Community: Urban | 17% (86) | 29% (145) | 11% (52) | 10% (51) | 21% (103) | 11% (54) | 491 |
| Community: Suburban | 15% (155) | 31% (328) | 10% (107) | 10% (108) | 26% (278) | 8% (86) | 1061 |
| Community: Rural | 15% (95) | 26% (170) | 10% (67) | 8% (51) | 30% (196) | 11% (70) | 649 |
| Employ: Private Sector | 15% (102) | 32% (220) | 14% (92) | 10% (67) | 23% (154) | 6% (42) | 679 |
| Employ: Homemaker | 18% (29) | 27% (43) | 11% (18) | 5% (7) | 29% (46) | 10% (16) | 160 |
| Employ: Student | 14% (32) | 28% (65) | 9% (21) | 14% (33) | 25% (57) | 9% (21) | 229 |
| Employ: Retired | 10% (15) | 33% (49) | 8% (13) | 7% (11) | 30% (45) | 11% (17) | 150 |
| Employ: Unemployed | 17% (13) | 22% (17) | 7% (6) | 3% (3) | 28% (22) | 23% (18) | 78 |
| Employ: Other | 11% (55) | 32% (156) | 11% (51) | 12% (60) | 26% (127) | 7% (35) | 483 |
| Military HH: Yes | 14% (60) | 32% (132) | 10% (42) | 10% (40) | 27% (114) | 8% (32) | 420 |
| Military HH: No | 16% (276) | 29% (510) | 10% (185) | 10% (170) | 26% (463) | 10% (178) | 1781 |
| RD/WT: Right Direction | 12% (84) | 30% (218) | 10% (76) | 13% (91) | 29% (209) | 7% (49) | 728 |
| RD/WT: Wrong Track | 17% (252) | 29% (424) | 10% (150) | 8% (119) | 25% (368) | 11% (161) | 1473 |
| Trump Job Approve | 14% (120) | 30% (263) | 11% (98) | 10% (93) | 28% (251) | 7% (61) | 885 |
| Trump Job Disapprove | 17% (207) | 29% (348) | 10% (125) | 9% (114) | 23% (282) | 10% (125) | 1200 |

Continued on next page

Table SBD9_4: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (336) | 29% (642) | 10% (226) | 10% (210) | 26% (577) | 10% (209) | 2201 |
| Trump Job Strongly Approve | 12% (56) | 30% (142) | 11% (50) | 11% (51) | 29% (138) | 7% (31) | 467 |
| Trump Job Somewhat Approve | 15% (64) | 29% (121) | 12% (48) | 10% (42) | 27% (113) | 7% (30) | 418 |
| Trump Job Somewhat Disapprove | 14% (37) | 30% (84) | 13% (34) | 12% (33) | 20% (55) | 11% (31) | 275 |
| Trump Job Strongly Disapprove | 18% (170) | 29% (265) | 10% (91) | 9% (81) | 24% (226) | 10% (93) | 925 |
| #1 Issue: Economy | 20% (126) | 30% (195) | 10% (65) | 9% (57) | 22% (140) | 9% (61) | 643 |
| #1 Issue: Security | 10% (52) | 28% (141) | 12% (58) | 11% (55) | 30% (151) | 8% (39) | 497 |
| #1 Issue: Health Care | 15% (46) | 34% (102) | 8% (23) | 11% (34) | 24% (74) | 8% (24) | 303 |
| #1 Issue: Medicare / Social Security | 14% (43) | 34% (105) | 10% (32) | 8% (26) | 25% (79) | 9% (27) | 311 |
| #1 Issue: Women's Issues | 13% (11) | 29% (24) | 4% (3) | 11% (9) | 33% (26) | 10% (8) | 80 |
| #1 Issue: Education | 14% (23) | 25% (38) | 14% (22) | 6% (9) | 28% (43) | 14% (22) | 156 |
| #1 Issue: Energy | 23% (21) | 21% (19) | 16% (15) | 6% (6) | 22% (20) | 12% (11) | 92 |
| #1 Issue: Other | 12% (14) | 15% (18) | 7% (8) | 12% (14) | 38% (44) | 16% (18) | 117 |
| 2018 House Vote: Democrat | 18% (138) | 34% (258) | 11% (85) | 9% (68) | 21% (161) | 7% (52) | 763 |
| 2018 House Vote: Republican | 11% (86) | 31% (238) | 11% (87) | 13% (100) | 28% (216) | 6% (44) | 772 |
| 2018 House Vote: Someone else | 10% (10) | 22% (23) | 9% (10) | 7% (8) | 41% (43) | 10% (11) | 105 |
| 2018 House Vote: Didn't Vote | 18% (101) | 22% (122) | 8% (44) | 6% (33) | 28% (156) | 18% (102) | 558 |
| 2016 Vote: Hillary Clinton | 20% (140) | 31% (218) | 12% (83) | 9% (65) | 20% (137) | 7% (50) | 693 |
| 2016 Vote: Donald Trump | 12% (84) | 32% (229) | 12% (84) | 12% (91) | 27% (196) | 6% (42) | 725 |
| 2016 Vote: Someone else | 11% (22) | 28% (58) | 7% (15) | 9% (20) | 35% (73) | 11% (22) | 210 |
| 2016 Vote: Didn't Vote | 16% (89) | 24% (136) | 8% (45) | 6% (34) | 30% (171) | 17% (95) | 569 |
| Voted in 2014: Yes | 15% (226) | 32% (471) | 12% (172) | 11% (165) | 24% (356) | 6% (90) | 1480 |
| Voted in 2014: No | 15% (110) | 24% (171) | 7% (54) | 6% (46) | 31% (221) | 17% (120) | 721 |
| 2012 Vote: Barack Obama | 19% (166) | 31% (267) | 11% (92) | 11% (91) | 22% (184) | 7% (56) | 857 |
| 2012 Vote: Mitt Romney | 10% (60) | 32% (193) | 12% (74) | 13% (77) | 27% (163) | 6% (33) | 600 |
| 2012 Vote: Other | 6% (6) | 33% (32) | 10% (10) | 5% (5) | 38% (37) | 8% (8) | 97 |
| 2012 Vote: Didn't Vote | 16% (104) | 23% (151) | 8% (51) | 6% (38) | 30% (193) | 17% (112) | 648 |
| 4-Region: Northeast | 16% (64) | 27% (107) | 11% (45) | 11% (42) | 26% (103) | 8% (32) | 393 |
| 4-Region: Midwest | 12% (58) | 34% (171) | 11% (58) | 8% (42) | 26% (132) | 9% (44) | 506 |
| 4-Region: South | 16% (130) | 29% (237) | 9% (75) | 8% (63) | 27% (224) | 11% (93) | 822 |
| 4-Region: West | 18% (84) | 26% (127) | 10% (48) | 13% (63) | 25% (119) | 8% (40) | 481 |

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Table SBD9_4: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (336) | 29% (642) | 10% (226) | 10% (210) | 26% (577) | 10% (209) | 2201 |
| Avid Sports Fan | 23% (84) | 26% (95) | 18% (64) | 12% (44) | 16% (57) | 5% (17) | 361 |
| Casual Sports Fan | 16% (124) | 33% (261) | 9% (70) | 9% (74) | 26% (203) | 7% (55) | 789 |
| NFL fans | 18% (170) | 35% (331) | 10% (91) | 10% (98) | 21% (200) | 5% (52) | 941 |
| NBA fans | 32% (68) | 25% (53) | 14% (29) | 14% (29) | 10% (21) | 5% (10) | 211 |
| MLB fans | 13% (44) | 31% (104) | 15% (52) | 11% (38) | 26% (89) | 3% (11) | 338 |
| Sports nut | 21% (60) | 24% (69) | 18% (53) | 14% (41) | 19% (55) | 5% (15) | 292 |

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

Table SBD9_5: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (320) | 24% (526) | 13% (289) | 14% (304) | 24% (519) | 11% (243) | 2201 |
| Gender: Male | 16% (167) | 23% (233) | 16% (167) | 18% (183) | 19% (192) | 9% (90) | 1030 |
| Gender: Female | 13% (153) | 25% (293) | 10% (122) | 10% (121) | 28% (327) | 13% (154) | 1171 |
| Age: 18-29 | 10% (39) | 16% (65) | 15% (59) | 12% (50) | 25% (101) | 22% (89) | 404 |
| Age: 30-44 | 21% (100) | 21% (104) | 11% (54) | 13% (64) | 24% (117) | 9% (44) | 484 |
| Age: 45-54 | 14% (64) | 26% (120) | 13% (60) | 13% (61) | 25% (115) | 7% (33) | 452 |
| Age: 55-64 | 16% (56) | 25% (86) | 14% (50) | 15% (52) | 23% (79) | 8% (27) | 350 |
| Age: 65+ | 12% (61) | 30% (151) | 13% (64) | 15% (77) | 21% (108) | 10% (51) | 512 |
| Generation Z: 18-21 | 9% (12) | 12% (16) | 11% (15) | 15% (21) | 23% (32) | 30% (42) | 139 |
| Millennial: Age 22-37 | 17% (87) | 19% (100) | 13% (69) | 12% (63) | 25% (132) | 14% (72) | 523 |
| Generation X: Age 38-53 | 15% (94) | 26% (162) | 14% (85) | 14% (87) | 25% (155) | 7% (46) | 629 |
| Boomers: Age 54-72 | 14% (105) | 27% (208) | 13% (100) | 15% (116) | 21% (161) | 10% (73) | 764 |
| PID: Dem (no lean) | 16% (116) | 25% (185) | 12% (90) | 13% (93) | 23% (167) | 11% (78) | 730 |
| PID: Ind (no lean) | 12% (91) | 21% (159) | 12% (89) | 14% (104) | 27% (202) | 14% (107) | 752 |
| PID: Rep (no lean) | 16% (113) | 25% (181) | 15% (109) | 15% (107) | 21% (149) | 8% (59) | 719 |
| PID/Gender: Dem Men | 18% (54) | 21% (65) | 15% (46) | 18% (53) | 20% (60) | 8% (25) | 303 |
| PID/Gender: Dem Women | 14% (62) | 28% (120) | 10% (45) | 9% (40) | 25% (108) | 12% (53) | 427 |
| PID/Gender: Ind Men | 14% (50) | 22% (76) | 13% (48) | 17% (61) | 22% (78) | 11% (40) | 353 |
| PID/Gender: Ind Women | 10% (41) | 21% (83) | 10% (41) | 11% (43) | 31% (125) | 17% (66) | 399 |
| PID/Gender: Rep Men | 17% (62) | 25% (92) | 20% (73) | 18% (68) | 14% (54) | 6% (24) | 374 |
| PID/Gender: Rep Women | 15% (50) | 26% (90) | 10% (36) | 11% (39) | 28% (95) | 10% (35) | 345 |
| Ideo: Liberal (1-3) | 14% (91) | 23% (154) | 16% (107) | 14% (95) | 23% (155) | 10% (66) | 668 |
| Ideo: Moderate (4) | 14% (61) | 26% (118) | 14% (61) | 13% (59) | 23% (104) | 11% (49) | 452 |
| Ideo: Conservative (5-7) | 16% (121) | 27% (203) | 13% (101) | 15% (112) | 20% (155) | 9% (67) | 759 |
| Educ: < College | 15% (207) | 21% (292) | 12% (169) | 13% (187) | 25% (349) | 13% (181) | 1384 |
| Educ: Bachelors degree | 13% (67) | 28% (143) | 15% (79) | 16% (84) | 21% (112) | 7% (36) | 521 |
| Educ: Post-grad | 16% (46) | 31% (91) | 14% (41) | 11% (33) | 20% (58) | 9% (27) | 296 |

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Table SBD9_5: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (320) | 24% (526) | 13% (289) | 14% (304) | 24% (519) | 11% (243) | 2201 |
| Income: Under 50k | 15% (184) | 23% (279) | 11% (132) | 13% (160) | 25% (303) | 14% (168) | 1225 |
| Income: 50k-100k | 14% (93) | 25% (163) | 16% (106) | 15% (98) | 22% (145) | 8% (53) | 658 |
| Income: 100k+ | 13% (43) | 27% (84) | 16% (50) | 15% (47) | 22% (71) | 7% (23) | 318 |
| Ethnicity: White | 13% (230) | 24% (433) | 13% (238) | 15% (267) | 23% (415) | 11% (196) | 1780 |
| Ethnicity: Hispanic | 14% (31) | 22% (48) | 13% (28) | 16% (35) | 21% (45) | 13% (27) | 213 |
| Ethnicity: Afr. Am. | 23% (64) | 24% (66) | 14% (39) | 7% (20) | 25% (71) | 7% (20) | 279 |
| Ethnicity: Other | 19% (27) | 19% (27) | 8% (11) | 12% (17) | 23% (33) | 19% (27) | 142 |
| Relig: Protestant | 17% (95) | 28% (151) | 15% (80) | 13% (69) | 22% (119) | 5% (30) | 544 |
| Relig: Roman Catholic | 13% (51) | 23% (93) | 14% (56) | 20% (80) | 21% (85) | 9% (36) | 402 |
| Relig: Something Else | 18% (41) | 19% (44) | 13% (30) | 11% (27) | 24% (55) | 15% (34) | 231 |
| Relig: Jewish | 6% (3) | 37% (20) | 18% (9) | 7% (4) | 16% (9) | 17% (9) | 54 |
| Relig: Evangelical | 15% (122) | 24% (192) | 13% (107) | 16% (132) | 21% (171) | 10% (79) | 802 |
| Relig: Non-Evang. Catholics | 18% (66) | 26% (97) | 16% (58) | 12% (44) | 24% (89) | 6% (21) | 375 |
| Relig: All Christian | 16% (187) | 25% (288) | 14% (166) | 15% (176) | 22% (259) | 8% (100) | 1177 |
| Relig: All Non-Christian | 21% (59) | 20% (58) | 13% (37) | 12% (35) | 23% (66) | 11% (31) | 285 |
| Community: Urban | 16% (80) | 24% (117) | 13% (62) | 12% (57) | 20% (99) | 15% (75) | 491 |
| Community: Suburban | 13% (135) | 26% (273) | 13% (143) | 15% (159) | 24% (255) | 9% (97) | 1061 |
| Community: Rural | 16% (105) | 21% (136) | 13% (83) | 14% (88) | 25% (165) | 11% (71) | 649 |
| Employ: Private Sector | 14% (98) | 25% (169) | 16% (111) | 15% (104) | 22% (148) | 7% (49) | 679 |
| Employ: Homemaker | 13% (21) | 23% (36) | 10% (17) | 16% (25) | 24% (39) | 13% (21) | 160 |
| Employ: Student | 14% (32) | 28% (64) | 15% (35) | 11% (26) | 21% (49) | 10% (23) | 229 |
| Employ: Retired | 12% (18) | 29% (44) | 14% (20) | 7% (10) | 26% (39) | 12% (19) | 150 |
| Employ: Unemployed | 10% (8) | 13% (10) | 10% (8) | 15% (11) | 28% (22) | 24% (19) | 78 |
| Employ: Other | 13% (64) | 26% (125) | 12% (56) | 17% (83) | 22% (106) | 10% (49) | 483 |
| Military HH: Yes | 20% (84) | 25% (103) | 11% (46) | 15% (65) | 22% (91) | 7% (30) | 420 |
| Military HH: No | 13% (236) | 24% (423) | 14% (243) | 13% (239) | 24% (428) | 12% (213) | 1781 |
| RD/WT: Right Direction | 14% (99) | 25% (185) | 15% (109) | 17% (124) | 20% (146) | 9% (63) | 728 |
| RD/WT: Wrong Track | 15% (221) | 23% (341) | 12% (179) | 12% (179) | 25% (373) | 12% (180) | 1473 |
| Trump Job Approve | 16% (138) | 27% (237) | 14% (126) | 14% (128) | 21% (184) | 8% (73) | 885 |
| Trump Job Disapprove | 14% (169) | 23% (274) | 13% (153) | 14% (169) | 24% (289) | 12% (146) | 1200 |

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Table SBD9_5: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (320) | 24% (526) | 13% (289) | 14% (304) | 24% (519) | 11% (243) | 2201 |
| Trump Job Strongly Approve | 17% (81) | 25% (115) | 13% (59) | 16% (74) | 20% (92) | 10% (45) | 467 |
| Trump Job Somewhat Approve | 14% (57) | 29% (121) | 16% (66) | 13% (54) | 22% (92) | 7% (28) | 418 |
| Trump Job Somewhat Disapprove | 14% (38) | 26% (72) | 14% (40) | 16% (44) | 16% (45) | 13% (35) | 275 |
| Trump Job Strongly Disapprove | 14% (131) | 22% (202) | 12% (114) | 13% (124) | 26% (244) | 12% (111) | 925 |
| #1 Issue: Economy | 16% (102) | 25% (163) | 14% (90) | 12% (79) | 22% (139) | 11% (71) | 643 |
| #1 Issue: Security | 13% (66) | 21% (106) | 15% (75) | 16% (81) | 24% (120) | 10% (48) | 497 |
| #1 Issue: Health Care | 14% (44) | 22% (67) | 14% (42) | 16% (49) | 22% (66) | 11% (34) | 303 |
| #1 Issue: Medicare / Social Security | 16% (49) | 33% (104) | 10% (31) | 11% (35) | 21% (64) | 9% (29) | 311 |
| #1 Issue: Women's Issues | 17% (14) | 22% (18) | 5% (4) | 14% (11) | 29% (23) | 13% (10) | 80 |
| #1 Issue: Education | 14% (22) | 22% (34) | 9% (15) | 16% (25) | 26% (41) | 13% (21) | 156 |
| #1 Issue: Energy | 14% (13) | 18% (17) | 16% (15) | 11% (10) | 27% (25) | 14% (13) | 92 |
| #1 Issue: Other | 10% (12) | 14% (17) | 15% (18) | 11% (13) | 34% (40) | 14% (17) | 117 |
| 2018 House Vote: Democrat | 15% (116) | 25% (190) | 14% (109) | 14% (106) | 23% (174) | 9% (69) | 763 |
| 2018 House Vote: Republican | 15% (118) | 26% (201) | 15% (113) | 16% (125) | 19% (147) | 9% (68) | 772 |
| 2018 House Vote: Someone else | 7% (7) | 29% (30) | 10% (10) | 16% (17) | 26% (28) | 11% (12) | 105 |
| 2018 House Vote: Didn't Vote | 14% (79) | 19% (105) | 10% (55) | 10% (55) | 31% (170) | 17% (94) | 558 |
| 2016 Vote: Hillary Clinton | 16% (109) | 25% (173) | 14% (94) | 13% (93) | 24% (167) | 8% (56) | 693 |
| 2016 Vote: Donald Trump | 13% (97) | 28% (207) | 15% (111) | 16% (114) | 19% (134) | 9% (62) | 725 |
| 2016 Vote: Someone else | 14% (29) | 25% (53) | 12% (26) | 14% (29) | 25% (52) | 10% (22) | 210 |
| 2016 Vote: Didn't Vote | 15% (84) | 16% (93) | 10% (57) | 12% (66) | 29% (165) | 18% (104) | 569 |
| Voted in 2014: Yes | 15% (228) | 27% (397) | 15% (215) | 14% (214) | 21% (308) | 8% (117) | 1480 |
| Voted in 2014: No | 13% (92) | 18% (129) | 10% (74) | 13% (90) | 29% (211) | 18% (126) | 721 |
| 2012 Vote: Barack Obama | 16% (138) | 25% (217) | 13% (112) | 15% (125) | 23% (196) | 8% (69) | 857 |
| 2012 Vote: Mitt Romney | 15% (88) | 28% (170) | 16% (95) | 15% (88) | 19% (113) | 7% (45) | 600 |
| 2012 Vote: Other | 9% (9) | 29% (28) | 12% (11) | 10% (10) | 27% (26) | 13% (13) | 97 |
| 2012 Vote: Didn't Vote | 13% (86) | 17% (110) | 11% (69) | 12% (81) | 28% (184) | 18% (117) | 648 |
| 4-Region: Northeast | 12% (48) | 22% (88) | 18% (72) | 16% (62) | 22% (88) | 9% (36) | 393 |
| 4-Region: Midwest | 10% (52) | 27% (134) | 12% (63) | 15% (76) | 26% (132) | 10% (49) | 506 |
| 4-Region: South | 19% (158) | 22% (181) | 12% (96) | 12% (100) | 23% (186) | 12% (100) | 822 |
| 4-Region: West | 13% (62) | 26% (124) | 12% (58) | 14% (66) | 24% (113) | 12% (58) | 481 |

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Table SBD9_5: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 15% (320) | 24% (526) | 13% (289) | 14% (304) | 24% (519) | 11% (243) | 2201 |
| Avid Sports Fan | 24% (86) | 20% (72) | 20% (72) | 23% (83) | 9% (32) | 4% (16) | 361 |
| Casual Sports Fan | 14% (107) | 26% (206) | 12% (96) | 14% (108) | 26% (207) | 8% (65) | 789 |
| NFL fans | 20% (184) | 26% (246) | 17% (157) | 15% (142) | 17% (160) | 6% (52) | 941 |
| NBA fans | 18% (39) | 26% (55) | 17% (36) | 14% (29) | 16% (35) | 9% (18) | 211 |
| MLB fans | 12% (41) | 24% (81) | 15% (50) | 19% (63) | 24% (80) | 7% (24) | 338 |
| Sports nut | 20% (58) | 20% (57) | 20% (59) | 23% (68) | 11% (33) | 6% (17) | 292 |

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

Table SBD9_6: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 9% (190) | 18% (389) | 8% (180) | 6% (130) | 33% (729) | 27% (584) | 2201 |
| Gender: Male | 9% (90) | 22% (225) | 12% (125) | 8% (79) | 31% (319) | 19% (192) | 1030 |
| Gender: Female | 9% (100) | 14% (163) | 5% (55) | 4% (51) | 35% (410) | 33% (392) | 1171 |
| Age: 18-29 | 6% (25) | 9% (36) | 11% (45) | 6% (25) | 23% (92) | 45% (181) | 404 |
| Age: 30-44 | 10% (47) | 16% (78) | 7% (31) | 6% (29) | 35% (168) | 27% (130) | 484 |
| Age: 45-54 | 8% (38) | 16% (72) | 9% (40) | 4% (16) | 40% (179) | 24% (107) | 452 |
| Age: 55-64 | 8% (28) | 22% (78) | 4% (15) | 7% (25) | 35% (121) | 23% (82) | 350 |
| Age: 65+ | 10% (53) | 24% (125) | 9% (48) | 7% (34) | 33% (168) | 16% (84) | 512 |
| Generation Z: 18-21 | 5% (7) | 8% (12) | 7% (10) | 8% (11) | 23% (31) | 49% (67) | 139 |
| Millennial: Age 22-37 | 9% (45) | 12% (62) | 10% (51) | 6% (34) | 27% (142) | 36% (189) | 523 |
| Generation X: Age 38-53 | 8% (53) | 16% (103) | 7% (47) | 4% (25) | 40% (249) | 24% (151) | 629 |
| Boomers: Age 54-72 | 10% (78) | 22% (165) | 8% (60) | 6% (48) | 34% (258) | 20% (155) | 764 |
| PID: Dem (no lean) | 7% (53) | 19% (136) | 9% (66) | 5% (39) | 33% (239) | 27% (197) | 730 |
| PID: Ind (no lean) | 9% (70) | 16% (121) | 7% (54) | 5% (39) | 31% (237) | 31% (232) | 752 |
| PID: Rep (no lean) | 9% (68) | 18% (132) | 8% (59) | 7% (52) | 35% (253) | 22% (155) | 719 |
| PID/Gender: Dem Men | 6% (18) | 23% (70) | 13% (39) | 6% (19) | 32% (97) | 19% (59) | 303 |
| PID/Gender: Dem Women | 8% (34) | 15% (66) | 6% (27) | 5% (20) | 33% (141) | 32% (138) | 427 |
| PID/Gender: Ind Men | 11% (38) | 20% (70) | 12% (42) | 7% (23) | 30% (105) | 21% (75) | 353 |
| PID/Gender: Ind Women | 8% (31) | 13% (51) | 3% (12) | 4% (16) | 33% (132) | 39% (156) | 399 |
| PID/Gender: Rep Men | 9% (34) | 23% (86) | 12% (43) | 10% (36) | 31% (117) | 15% (58) | 374 |
| PID/Gender: Rep Women | 10% (34) | 13% (46) | 5% (16) | 4% (15) | 40% (137) | 28% (98) | 345 |
| Ideo: Liberal (1-3) | 7% (43) | 17% (113) | 10% (66) | 8% (53) | 31% (208) | 28% (185) | 668 |
| Ideo: Moderate (4) | 10% (47) | 18% (83) | 10% (45) | 6% (26) | 32% (142) | 24% (109) | 452 |
| Ideo: Conservative (5-7) | 11% (82) | 21% (159) | 8% (63) | 5% (38) | 34% (254) | 21% (163) | 759 |
| Educ: < College | 8% (117) | 16% (223) | 7% (95) | 6% (87) | 34% (465) | 29% (397) | 1384 |
| Educ: Bachelors degree | 11% (55) | 18% (92) | 12% (63) | 6% (29) | 30% (158) | 24% (124) | 521 |
| Educ: Post-grad | 6% (18) | 25% (74) | 7% (21) | 5% (14) | 35% (105) | 21% (63) | 296 |

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Table SBD9_6: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 9% (190) | 18% (389) | 8% (180) | 6% (130) | 33% (729) | 27% (584) | 2201 |
| Income: Under 50k | 8% (103) | 17% (210) | 7% (90) | 5% (63) | 33% (400) | 29% (358) | 1225 |
| Income: 50k-100k | 7% (45) | 16% (103) | 10% (64) | 8% (51) | 35% (231) | 25% (165) | 658 |
| Income: 100k+ | 13% (42) | 24% (76) | 8% (25) | 5% (16) | 31% (98) | 19% (60) | 318 |
| Ethnicity: White | 9% (154) | 18% (326) | 8% (144) | 6% (100) | 34% (603) | 25% (453) | 1780 |
| Ethnicity: Hispanic | 9% (19) | 14% (30) | 12% (25) | 8% (18) | 26% (56) | 31% (66) | 213 |
| Ethnicity: Afr. Am. | 8% (22) | 16% (43) | 10% (27) | 7% (21) | 31% (85) | 29% (81) | 279 |
| Ethnicity: Other | 10% (14) | 14% (19) | 6% (8) | 7% (9) | 28% (40) | 35% (50) | 142 |
| Relig: Protestant | 10% (54) | 20% (111) | 7% (37) | 6% (33) | 35% (188) | 22% (121) | 544 |
| Relig: Roman Catholic | 9% (36) | 21% (86) | 10% (39) | 6% (23) | 35% (140) | 19% (78) | 402 |
| Relig: Something Else | 6% (14) | 14% (31) | 8% (20) | 6% (13) | 32% (75) | 34% (78) | 231 |
| Relig: Jewish | 9% (5) | 22% (12) | 13% (7) | 8% (4) | 25% (13) | 23% (13) | 54 |
| Relig: Evangelical | 8% (66) | 20% (161) | 9% (69) | 5% (39) | 35% (277) | 24% (190) | 802 |
| Relig: Non-Evang. Catholics | 10% (38) | 18% (68) | 7% (27) | 8% (29) | 34% (126) | 23% (87) | 375 |
| Relig: All Christian | 9% (104) | 19% (229) | 8% (96) | 6% (68) | 34% (403) | 24% (277) | 1177 |
| Relig: All Non-Christian | 9% (24) | 12% (33) | 8% (23) | 4% (12) | 34% (98) | 33% (95) | 285 |
| Community: Urban | 9% (42) | 19% (95) | 7% (36) | 7% (35) | 30% (148) | 28% (135) | 491 |
| Community: Suburban | 8% (86) | 17% (186) | 10% (105) | 6% (60) | 35% (366) | 24% (259) | 1061 |
| Community: Rural | 10% (62) | 17% (108) | 6% (39) | 5% (35) | 33% (215) | 29% (189) | 649 |
| Employ: Private Sector | 9% (61) | 20% (135) | 9% (62) | 6% (41) | 34% (234) | 21% (145) | 679 |
| Employ: Homemaker | 10% (17) | 13% (20) | 7% (12) | 5% (7) | 34% (54) | 31% (50) | 160 |
| Employ: Student | 6% (13) | 21% (48) | 10% (22) | 9% (21) | 32% (74) | 22% (51) | 229 |
| Employ: Retired | 10% (15) | 9% (14) | 4% (7) | 7% (10) | 35% (53) | 35% (52) | 150 |
| Employ: Unemployed | 4% (3) | 3% (2) | 11% (8) | 6% (5) | 24% (19) | 53% (41) | 78 |
| Employ: Other | 10% (48) | 23% (109) | 10% (47) | 6% (31) | 32% (152) | 20% (97) | 483 |
| Military HH: Yes | 11% (45) | 20% (84) | 6% (26) | 5% (19) | 37% (156) | 21% (90) | 420 |
| Military HH: No | 8% (146) | 17% (305) | 9% (153) | 6% (111) | 32% (573) | 28% (494) | 1781 |
| RD/WT: Right Direction | 10% (69) | 20% (148) | 9% (68) | 8% (58) | 34% (245) | 19% (139) | 728 |
| RD/WT: Wrong Track | 8% (121) | 16% (241) | 8% (111) | 5% (72) | 33% (484) | 30% (445) | 1473 |
| Trump Job Approve | 9% (78) | 20% (181) | 9% (76) | 7% (64) | 34% (300) | 21% (185) | 885 |
| Trump Job Disapprove | 9% (105) | 16% (192) | 8% (100) | 5% (64) | 32% (389) | 29% (349) | 1200 |

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Table SBD9_6: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 9% (190) | 18% (389) | 8% (180) | 6% (130) | 33% (729) | 27% (584) | 2201 |
| Trump Job Strongly Approve | 8% (38) | 23% (109) | 7% (34) | 8% (36) | 36% (166) | 18% (84) | 467 |
| Trump Job Somewhat Approve | 10% (40) | 17% (72) | 10% (42) | 7% (29) | 32% (134) | 24% (101) | 418 |
| Trump Job Somewhat Disapprove | 12% (33) | 12% (32) | 13% (37) | 6% (17) | 32% (89) | 24% (66) | 275 |
| Trump Job Strongly Disapprove | 8% (72) | 17% (160) | 7% (63) | 5% (46) | 32% (301) | 31% (283) | 925 |
| #1 Issue: Economy | 9% (59) | 16% (105) | 9% (60) | 4% (23) | 33% (209) | 29% (187) | 643 |
| #1 Issue: Security | 8% (39) | 20% (97) | 8% (40) | 11% (54) | 34% (168) | 20% (98) | 497 |
| #1 Issue: Health Care | 8% (25) | 19% (58) | 8% (25) | 5% (15) | 33% (100) | 26% (80) | 303 |
| #1 Issue: Medicare / Social Security | 10% (30) | 21% (67) | 9% (30) | 5% (14) | 35% (110) | 20% (61) | 311 |
| #1 Issue: Women's Issues | 6% (5) | 11% (9) | 8% (6) | 6% (5) | 35% (28) | 34% (28) | 80 |
| #1 Issue: Education | 8% (12) | 16% (25) | 4% (7) | 3% (4) | 30% (47) | 39% (62) | 156 |
| #1 Issue: Energy | 8% (7) | 15% (14) | 7% (7) | 7% (7) | 29% (27) | 34% (31) | 92 |
| #1 Issue: Other | 11% (13) | 12% (14) | 5% (6) | 7% (9) | 34% (39) | 31% (37) | 117 |
| 2018 House Vote: Democrat | 9% (69) | 20% (151) | 9% (70) | 6% (42) | 32% (243) | 25% (188) | 763 |
| 2018 House Vote: Republican | 10% (78) | 21% (159) | 8% (65) | 7% (51) | 35% (270) | 19% (149) | 772 |
| 2018 House Vote: Someone else | 13% (13) | 12% (12) | 4% (4) | 10% (10) | 34% (36) | 28% (29) | 105 |
| 2018 House Vote: Didnt Vote | 5% (31) | 12% (65) | 7% (40) | 5% (27) | 32% (180) | 39% (216) | 558 |
| 2016 Vote: Hillary Clinton | 9% (63) | 18% (128) | 9% (62) | 5% (36) | 33% (226) | 26% (179) | 693 |
| 2016 Vote: Donald Trump | 11% (79) | 22% (159) | 8% (56) | 8% (57) | 33% (241) | 18% (134) | 725 |
| 2016 Vote: Someone else | 7% (15) | 16% (33) | 10% (22) | 6% (12) | 37% (77) | 24% (51) | 210 |
| 2016 Vote: Didnt Vote | 6% (33) | 12% (68) | 7% (39) | 5% (26) | 32% (184) | 38% (219) | 569 |
| Voted in 2014: Yes | 9% (135) | 21% (308) | 9% (136) | 6% (95) | 33% (492) | 21% (313) | 1480 |
| Voted in 2014: No | 8% (55) | 11% (80) | 6% (44) | 5% (35) | 33% (236) | 38% (271) | 721 |
| 2012 Vote: Barack Obama | 9% (78) | 18% (156) | 8% (72) | 6% (52) | 34% (289) | 25% (210) | 857 |
| 2012 Vote: Mitt Romney | 10% (57) | 24% (144) | 10% (60) | 7% (41) | 34% (201) | 16% (97) | 600 |
| 2012 Vote: Other | 8% (8) | 10% (10) | 5% (4) | 8% (7) | 40% (39) | 30% (29) | 97 |
| 2012 Vote: Didn't Vote | 7% (48) | 12% (79) | 7% (43) | 5% (30) | 31% (200) | 38% (248) | 648 |
| 4-Region: Northeast | 10% (39) | 18% (73) | 12% (45) | 7% (26) | 35% (138) | 18% (72) | 393 |
| 4-Region: Midwest | 11% (56) | 17% (87) | 11% (56) | 5% (27) | 30% (154) | 25% (126) | 506 |
| 4-Region: South | 6% (53) | 19% (152) | 5% (43) | 5% (40) | 34% (277) | 31% (257) | 822 |
| 4-Region: West | 9% (42) | 16% (77) | 7% (36) | 8% (37) | 33% (160) | 27% (129) | 481 |

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Table SBD9_6: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 9% (190) | 18% (389) | 8% (180) | 6% (130) | 33% (729) | 27% (584) | 2201 |
| Avid Sports Fan | 11% (39) | 26% (92) | 14% (50) | 9% (33) | 27% (97) | 14% (50) | 361 |
| Casual Sports Fan | 8% (64) | 17% (135) | 7% (54) | 6% (45) | 37% (292) | 25% (200) | 789 |
| NFL fans | 8% (77) | 19% (180) | 9% (84) | 7% (62) | 35% (332) | 22% (205) | 941 |
| NBA fans | 8% (17) | 15% (33) | 10% (20) | 8% (17) | 30% (63) | 29% (61) | 211 |
| MLB fans | 8% (29) | 23% (78) | 9% (31) | 7% (22) | 36% (121) | 17% (58) | 338 |
| Sports nut | 12% (34) | 24% (71) | 15% (44) | 12% (34) | 27% (80) | 10% (29) | 292 |

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

**Table SBD9_7: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Chicago Bulls featuring Michael Jordan, Scottie Pippen and Phil Jackson**

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 22% (495) | 26% (576) | 11% (234) | 7% (156) | 24% (519) | 10% (220) | 2201 |
| Gender: Male | 26% (266) | 25% (261) | 15% (155) | 8% (86) | 18% (186) | 8% (77) | 1030 |
| Gender: Female | 20% (229) | 27% (316) | 7% (79) | 6% (71) | 28% (334) | 12% (143) | 1171 |
| Age: 18-29 | 25% (102) | 20% (81) | 8% (32) | 5% (20) | 20% (82) | 22% (87) | 404 |
| Age: 30-44 | 36% (172) | 24% (117) | 6% (31) | 4% (19) | 21% (101) | 9% (43) | 484 |
| Age: 45-54 | 22% (98) | 26% (116) | 12% (52) | 7% (34) | 26% (117) | 8% (35) | 452 |
| Age: 55-64 | 19% (67) | 30% (106) | 12% (43) | 6% (19) | 25% (89) | 7% (25) | 350 |
| Age: 65+ | 11% (56) | 30% (156) | 15% (76) | 13% (64) | 25% (130) | 6% (29) | 512 |
| Generation Z: 18-21 | 20% (28) | 19% (26) | 6% (9) | 6% (8) | 19% (27) | 30% (41) | 139 |
| Millennial: Age 22-37 | 32% (168) | 23% (120) | 7% (39) | 4% (20) | 20% (105) | 14% (71) | 523 |
| Generation X: Age 38-53 | 27% (169) | 24% (151) | 10% (65) | 7% (44) | 24% (151) | 8% (50) | 629 |
| Boomers: Age 54-72 | 15% (117) | 30% (233) | 12% (92) | 9% (71) | 26% (196) | 7% (55) | 764 |
| PID: Dem (no lean) | 28% (207) | 27% (197) | 11% (81) | 6% (42) | 20% (146) | 8% (56) | 730 |
| PID: Ind (no lean) | 21% (161) | 25% (185) | 8% (57) | 7% (49) | 25% (191) | 15% (109) | 752 |
| PID: Rep (no lean) | 17% (126) | 27% (195) | 13% (96) | 9% (65) | 25% (183) | 8% (55) | 719 |
| PID/Gender: Dem Men | 33% (99) | 21% (63) | 18% (54) | 6% (17) | 18% (53) | 5% (16) | 303 |
| PID/Gender: Dem Women | 25% (108) | 31% (133) | 6% (27) | 6% (25) | 22% (93) | 9% (40) | 427 |
| PID/Gender: Ind Men | 27% (94) | 26% (94) | 10% (34) | 7% (24) | 20% (71) | 10% (37) | 353 |
| PID/Gender: Ind Women | 17% (67) | 23% (92) | 6% (23) | 6% (25) | 30% (119) | 18% (72) | 399 |
| PID/Gender: Rep Men | 19% (73) | 28% (104) | 18% (67) | 12% (45) | 16% (61) | 7% (25) | 374 |
| PID/Gender: Rep Women | 15% (53) | 26% (91) | 8% (29) | 6% (20) | 35% (122) | 9% (30) | 345 |
| Ideo: Liberal (1-3) | 26% (174) | 26% (171) | 13% (85) | 6% (40) | 20% (135) | 9% (63) | 668 |
| Ideo: Moderate (4) | 23% (103) | 25% (114) | 10% (44) | 8% (36) | 24% (109) | 10% (44) | 452 |
| Ideo: Conservative (5-7) | 20% (151) | 30% (228) | 12% (88) | 9% (69) | 23% (178) | 6% (44) | 759 |
| Educ: < College | 23% (312) | 24% (328) | 9% (123) | 7% (102) | 25% (340) | 13% (180) | 1384 |
| Educ: Bachelors degree | 24% (125) | 29% (150) | 15% (77) | 5% (26) | 22% (115) | 5% (28) | 521 |
| Educ: Post-grad | 20% (58) | 33% (98) | 12% (35) | 10% (29) | 22% (65) | 4% (12) | 296 |

Continued on next page

**Table SBD9_7: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Chicago Bulls featuring Michael Jordan, Scottie Pippen and Phil Jackson**

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 22% (495) | 26% (576) | 11% (234) | 7% (156) | 24% (519) | 10% (220) | 2201 |
| Income: Under 50k | 21% (256) | 24% (290) | 10% (127) | 6% (76) | 27% (331) | 12% (146) | 1225 |
| Income: 50k-100k | 25% (161) | 28% (183) | 11% (74) | 8% (54) | 20% (133) | 8% (53) | 658 |
| Income: 100k+ | 24% (77) | 33% (104) | 11% (33) | 8% (26) | 18% (56) | 7% (21) | 318 |
| Ethnicity: White | 19% (333) | 28% (494) | 11% (192) | 8% (135) | 25% (441) | 10% (185) | 1780 |
| Ethnicity: Hispanic | 25% (53) | 22% (47) | 16% (33) | 5% (10) | 19% (41) | 13% (29) | 213 |
| Ethnicity: Afr. Am. | 43% (119) | 19% (53) | 11% (32) | 4% (12) | 16% (45) | 6% (18) | 279 |
| Ethnicity: Other | 30% (43) | 20% (29) | 7% (10) | 7% (9) | 23% (33) | 12% (17) | 142 |
| Relig: Protestant | 19% (106) | 29% (160) | 12% (67) | 8% (45) | 27% (145) | 4% (21) | 544 |
| Relig: Roman Catholic | 22% (88) | 30% (121) | 14% (55) | 8% (31) | 19% (77) | 7% (29) | 402 |
| Relig: Something Else | 27% (62) | 22% (50) | 7% (15) | 5% (13) | 24% (55) | 15% (36) | 231 |
| Relig: Jewish | 17% (9) | 29% (16) | 10% (5) | 14% (7) | 21% (11) | 9% (5) | 54 |
| Relig: Evangelical | 23% (181) | 29% (231) | 12% (92) | 6% (49) | 23% (181) | 8% (67) | 802 |
| Relig: Non-Evang. Catholics | 20% (75) | 27% (100) | 12% (45) | 11% (40) | 26% (96) | 5% (20) | 375 |
| Relig: All Christian | 22% (256) | 28% (331) | 12% (138) | 8% (89) | 24% (277) | 7% (86) | 1177 |
| Relig: All Non-Christian | 31% (88) | 23% (64) | 10% (28) | 3% (8) | 24% (68) | 10% (29) | 285 |
| Community: Urban | 28% (138) | 24% (120) | 10% (50) | 6% (30) | 18% (90) | 13% (64) | 491 |
| Community: Suburban | 22% (229) | 28% (299) | 11% (117) | 8% (80) | 24% (251) | 8% (86) | 1061 |
| Community: Rural | 20% (128) | 24% (158) | 10% (67) | 7% (47) | 28% (178) | 11% (70) | 649 |
| Employ: Private Sector | 28% (191) | 29% (197) | 11% (73) | 6% (42) | 18% (124) | 8% (53) | 679 |
| Employ: Homemaker | 32% (51) | 20% (32) | 11% (17) | 5% (8) | 20% (32) | 12% (19) | 160 |
| Employ: Student | 21% (47) | 23% (52) | 17% (39) | 6% (14) | 26% (60) | 7% (15) | 229 |
| Employ: Retired | 15% (23) | 28% (42) | 8% (12) | 4% (5) | 35% (53) | 10% (15) | 150 |
| Employ: Unemployed | 22% (17) | 24% (19) | 5% (4) | 6% (4) | 22% (17) | 21% (16) | 78 |
| Employ: Other | 11% (55) | 29% (139) | 14% (67) | 13% (63) | 25% (121) | 8% (39) | 483 |
| Military HH: Yes | 21% (87) | 30% (125) | 10% (42) | 9% (37) | 24% (102) | 7% (28) | 420 |
| Military HH: No | 23% (408) | 25% (451) | 11% (192) | 7% (120) | 23% (418) | 11% (192) | 1781 |
| RD/WT: Right Direction | 19% (136) | 27% (195) | 13% (97) | 9% (69) | 24% (172) | 8% (58) | 728 |
| RD/WT: Wrong Track | 24% (358) | 26% (382) | 9% (137) | 6% (88) | 24% (347) | 11% (162) | 1473 |
| Trump Job Approve | 18% (162) | 29% (255) | 13% (113) | 9% (75) | 24% (211) | 8% (70) | 885 |
| Trump Job Disapprove | 26% (314) | 25% (297) | 10% (119) | 7% (79) | 22% (267) | 10% (124) | 1200 |

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**Table SBD9_7: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Chicago Bulls featuring Michael Jordan, Scottie Pippen and Phil Jackson**

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 22% (495) | 26% (576) | 11% (234) | 7% (156) | 24% (519) | 10% (220) | 2201 |
| Trump Job Strongly Approve | 18% (83) | 29% (134) | 11% (51) | 10% (46) | 25% (116) | 8% (36) | 467 |
| Trump Job Somewhat Approve | 19% (78) | 29% (121) | 15% (62) | 7% (29) | 23% (95) | 8% (33) | 418 |
| Trump Job Somewhat Disapprove | 27% (73) | 23% (64) | 10% (29) | 9% (25) | 20% (54) | 11% (30) | 275 |
| Trump Job Strongly Disapprove | 26% (241) | 25% (233) | 10% (91) | 6% (54) | 23% (213) | 10% (94) | 925 |
| #1 Issue: Economy | 28% (180) | 28% (179) | 9% (58) | 6% (36) | 21% (133) | 9% (57) | 643 |
| #1 Issue: Security | 15% (76) | 27% (136) | 11% (56) | 10% (51) | 27% (134) | 9% (45) | 497 |
| #1 Issue: Health Care | 23% (70) | 26% (80) | 11% (35) | 8% (25) | 22% (66) | 9% (29) | 303 |
| #1 Issue: Medicare / Social Security | 21% (64) | 25% (79) | 14% (44) | 6% (18) | 26% (80) | 8% (26) | 311 |
| #1 Issue: Women's Issues | 28% (22) | 24% (20) | 5% (4) | 7% (6) | 27% (22) | 9% (7) | 80 |
| #1 Issue: Education | 28% (44) | 20% (32) | 13% (20) | 3% (5) | 17% (27) | 18% (28) | 156 |
| #1 Issue: Energy | 25% (23) | 29% (27) | 10% (9) | 6% (5) | 21% (19) | 9% (9) | 92 |
| #1 Issue: Other | 13% (15) | 21% (25) | 7% (8) | 9% (11) | 34% (39) | 16% (19) | 117 |
| 2018 House Vote: Democrat | 27% (210) | 29% (218) | 11% (85) | 7% (50) | 19% (144) | 7% (56) | 763 |
| 2018 House Vote: Republican | 19% (147) | 28% (215) | 13% (102) | 10% (73) | 24% (185) | 7% (51) | 772 |
| 2018 House Vote: Someone else | 16% (17) | 26% (28) | 5% (6) | 6% (6) | 34% (35) | 12% (13) | 105 |
| 2018 House Vote: Didnt Vote | 22% (121) | 21% (116) | 7% (40) | 5% (27) | 28% (154) | 18% (99) | 558 |
| 2016 Vote: Hillary Clinton | 29% (200) | 26% (178) | 12% (82) | 6% (45) | 20% (141) | 7% (48) | 693 |
| 2016 Vote: Donald Trump | 18% (131) | 30% (215) | 12% (90) | 10% (71) | 23% (166) | 7% (51) | 725 |
| 2016 Vote: Someone else | 17% (35) | 28% (58) | 10% (21) | 7% (15) | 29% (60) | 10% (21) | 210 |
| 2016 Vote: Didnt Vote | 22% (127) | 22% (124) | 7% (40) | 4% (25) | 27% (152) | 18% (100) | 569 |
| Voted in 2014: Yes | 23% (342) | 28% (421) | 12% (184) | 8% (117) | 22% (319) | 7% (97) | 1480 |
| Voted in 2014: No | 21% (153) | 22% (155) | 7% (50) | 6% (40) | 28% (201) | 17% (123) | 721 |
| 2012 Vote: Barack Obama | 28% (236) | 26% (219) | 12% (103) | 7% (61) | 22% (186) | 6% (52) | 857 |
| 2012 Vote: Mitt Romney | 17% (101) | 31% (187) | 14% (84) | 8% (50) | 23% (140) | 6% (38) | 600 |
| 2012 Vote: Other | 14% (13) | 28% (27) | 6% (6) | 9% (8) | 31% (30) | 12% (12) | 97 |
| 2012 Vote: Didn't Vote | 22% (145) | 22% (144) | 6% (41) | 6% (37) | 25% (163) | 18% (118) | 648 |
| 4-Region: Northeast | 21% (84) | 27% (106) | 10% (38) | 9% (36) | 24% (95) | 8% (33) | 393 |
| 4-Region: Midwest | 26% (133) | 25% (127) | 13% (64) | 7% (36) | 21% (106) | 8% (41) | 506 |
| 4-Region: South | 22% (181) | 28% (228) | 8% (69) | 5% (42) | 25% (205) | 12% (96) | 822 |
| 4-Region: West | 20% (97) | 24% (116) | 13% (63) | 9% (42) | 23% (113) | 11% (51) | 481 |

Continued on next page

Table SBD9_7: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NBA's Chicago Bulls featuring Michael Jordan, Scottie Pippen and Phil Jackson

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 22% (495) | 26% (576) | 11% (234) | 7% (156) | 24% (519) | 10% (220) | 2201 |
| Avid Sports Fan | 37% (134) | 24% (87) | 15% (53) | 9% (33) | 11% (41) | 4% (13) | 361 |
| Casual Sports Fan | 21% (167) | 29% (230) | 11% (86) | 7% (54) | 25% (199) | 7% (53) | 789 |
| NFL fans | 27% (257) | 29% (274) | 13% (120) | 7% (67) | 18% (167) | 6% (56) | 941 |
| NBA fans | 40% (84) | 19% (41) | 16% (33) | 11% (23) | 8% (17) | 6% (13) | 211 |
| MLB fans | 20% (69) | 31% (104) | 13% (44) | 8% (28) | 24% (80) | 4% (13) | 338 |
| Sports nut | 28% (81) | 26% (75) | 18% (53) | 10% (30) | 14% (41) | 4% (12) | 292 |

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

Table SBD9_8: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 17% (366) | 29% (642) | 9% (201) | 8% (170) | 28% (606) | 10% (215) | 2201 |
| Gender: Male | 19% (194) | 29% (297) | 12% (121) | 10% (103) | 23% (237) | 8% (79) | 1030 |
| Gender: Female | 15% (172) | 29% (345) | 7% (80) | 6% (67) | 32% (369) | 12% (137) | 1171 |
| Age: 18-29 | 15% (60) | 24% (96) | 8% (34) | 7% (27) | 25% (99) | 22% (88) | 404 |
| Age: 30-44 | 23% (110) | 29% (138) | 6% (30) | 5% (25) | 28% (137) | 9% (43) | 484 |
| Age: 45-54 | 18% (81) | 28% (128) | 7% (32) | 8% (38) | 30% (136) | 8% (37) | 452 |
| Age: 55-64 | 15% (51) | 32% (114) | 10% (36) | 9% (33) | 27% (94) | 6% (21) | 350 |
| Age: 65+ | 13% (64) | 33% (167) | 13% (68) | 9% (47) | 27% (140) | 5% (26) | 512 |
| Generation Z: 18-21 | 17% (23) | 18% (26) | 6% (8) | 8% (11) | 22% (31) | 29% (40) | 139 |
| Millennial: Age 22-37 | 18% (96) | 27% (140) | 8% (42) | 5% (27) | 28% (144) | 14% (75) | 523 |
| Generation X: Age 38-53 | 20% (125) | 28% (179) | 7% (44) | 8% (50) | 29% (184) | 7% (47) | 629 |
| Boomers: Age 54-72 | 14% (109) | 31% (235) | 11% (86) | 9% (65) | 29% (220) | 6% (48) | 764 |
| PID: Dem (no lean) | 23% (166) | 29% (210) | 11% (81) | 6% (43) | 23% (168) | 8% (61) | 730 |
| PID: Ind (no lean) | 13% (101) | 26% (195) | 7% (55) | 7% (50) | 33% (248) | 14% (102) | 752 |
| PID: Rep (no lean) | 14% (99) | 33% (237) | 9% (65) | 11% (77) | 26% (190) | 7% (52) | 719 |
| PID/Gender: Dem Men | 26% (79) | 26% (78) | 14% (43) | 5% (15) | 22% (67) | 7% (20) | 303 |
| PID/Gender: Dem Women | 20% (87) | 31% (132) | 9% (38) | 7% (28) | 24% (100) | 10% (41) | 427 |
| PID/Gender: Ind Men | 17% (60) | 26% (90) | 9% (31) | 10% (35) | 29% (102) | 10% (35) | 353 |
| PID/Gender: Ind Women | 10% (41) | 26% (105) | 6% (24) | 4% (15) | 37% (146) | 17% (67) | 399 |
| PID/Gender: Rep Men | 15% (55) | 34% (129) | 13% (47) | 14% (52) | 18% (68) | 6% (23) | 374 |
| PID/Gender: Rep Women | 13% (44) | 31% (108) | 5% (18) | 7% (24) | 35% (123) | 8% (29) | 345 |
| Ideo: Liberal (1-3) | 18% (119) | 30% (199) | 11% (72) | 8% (54) | 24% (160) | 10% (64) | 668 |
| Ideo: Moderate (4) | 20% (91) | 30% (135) | 9% (41) | 7% (32) | 26% (117) | 8% (37) | 452 |
| Ideo: Conservative (5-7) | 14% (108) | 34% (256) | 9% (70) | 10% (75) | 27% (207) | 6% (43) | 759 |
| Educ: < College | 17% (237) | 26% (357) | 8% (115) | 8% (104) | 29% (398) | 13% (174) | 1384 |
| Educ: Bachelors degree | 14% (72) | 38% (199) | 11% (58) | 7% (34) | 26% (136) | 4% (23) | 521 |
| Educ: Post-grad | 19% (58) | 29% (87) | 10% (28) | 11% (32) | 25% (73) | 6% (19) | 296 |

Continued on next page

Table SBD9_8: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 17% (366) | 29% (642) | 9% (201) | 8% (170) | 28% (606) | 10% (215) | 2201 |
| Income: Under 50k | 17% (206) | 26% (322) | 9% (106) | 7% (90) | 28% (345) | 13% (156) | 1225 |
| Income: 50k-100k | 15% (99) | 32% (212) | 10% (66) | 8% (55) | 28% (186) | 6% (41) | 658 |
| Income: 100k+ | 19% (61) | 34% (108) | 9% (30) | 8% (25) | 24% (76) | 6% (19) | 318 |
| Ethnicity: White | 13% (238) | 30% (541) | 8% (150) | 9% (152) | 29% (520) | 10% (179) | 1780 |
| Ethnicity: Hispanic | 18% (38) | 26% (55) | 13% (28) | 8% (18) | 22% (46) | 14% (29) | 213 |
| Ethnicity: Afr. Am. | 34% (95) | 25% (70) | 14% (39) | 4% (12) | 18% (50) | 5% (13) | 279 |
| Ethnicity: Other | 23% (33) | 22% (32) | 8% (12) | 4% (6) | 26% (36) | 16% (23) | 142 |
| Relig: Protestant | 16% (90) | 32% (174) | 9% (51) | 9% (50) | 29% (158) | 4% (21) | 544 |
| Relig: Roman Catholic | 15% (62) | 34% (138) | 9% (35) | 9% (37) | 26% (106) | 6% (25) | 402 |
| Relig: Something Else | 18% (42) | 29% (68) | 5% (12) | 7% (15) | 26% (59) | 15% (34) | 231 |
| Relig: Jewish | 6% (3) | 38% (21) | 17% (9) | 6% (3) | 23% (12) | 10% (6) | 54 |
| Relig: Evangelical | 18% (142) | 33% (265) | 7% (59) | 7% (58) | 27% (219) | 7% (59) | 802 |
| Relig: Non-Evang. Catholics | 14% (52) | 31% (115) | 10% (39) | 12% (43) | 28% (104) | 6% (21) | 375 |
| Relig: All Christian | 16% (194) | 32% (380) | 8% (98) | 9% (101) | 27% (323) | 7% (80) | 1177 |
| Relig: All Non-Christian | 24% (69) | 25% (71) | 11% (30) | 5% (13) | 26% (74) | 10% (28) | 285 |
| Community: Urban | 21% (101) | 29% (144) | 11% (52) | 6% (30) | 22% (109) | 11% (55) | 491 |
| Community: Suburban | 15% (158) | 32% (339) | 9% (92) | 8% (86) | 28% (302) | 8% (85) | 1061 |
| Community: Rural | 17% (107) | 25% (159) | 9% (57) | 8% (54) | 30% (196) | 12% (75) | 649 |
| Employ: Private Sector | 19% (127) | 34% (231) | 9% (58) | 8% (54) | 24% (163) | 7% (44) | 679 |
| Employ: Homemaker | 21% (33) | 26% (42) | 8% (13) | 4% (6) | 30% (49) | 11% (17) | 160 |
| Employ: Student | 17% (39) | 27% (62) | 13% (31) | 10% (23) | 24% (56) | 8% (19) | 229 |
| Employ: Retired | 9% (13) | 30% (46) | 9% (14) | 6% (9) | 33% (49) | 12% (19) | 150 |
| Employ: Unemployed | 16% (13) | 24% (18) | 5% (4) | 6% (5) | 25% (20) | 24% (19) | 78 |
| Employ: Other | 13% (63) | 30% (147) | 12% (59) | 10% (47) | 28% (136) | 7% (32) | 483 |
| Military HH: Yes | 16% (67) | 35% (145) | 8% (33) | 8% (36) | 25% (105) | 8% (34) | 420 |
| Military HH: No | 17% (300) | 28% (497) | 9% (168) | 8% (134) | 28% (502) | 10% (181) | 1781 |
| RD/WT: Right Direction | 13% (97) | 29% (208) | 11% (81) | 10% (74) | 28% (207) | 8% (61) | 728 |
| RD/WT: Wrong Track | 18% (269) | 29% (434) | 8% (120) | 7% (96) | 27% (399) | 10% (155) | 1473 |
| Trump Job Approve | 15% (130) | 31% (273) | 10% (89) | 9% (76) | 28% (251) | 8% (67) | 885 |
| Trump Job Disapprove | 19% (224) | 29% (345) | 9% (109) | 8% (91) | 26% (310) | 10% (121) | 1200 |

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Table SBD9_8: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 17% (366) | 29% (642) | 9% (201) | 8% (170) | 28% (606) | 10% (215) | 2201 |
| Trump Job Strongly Approve | 12% (58) | 32% (148) | 10% (46) | 12% (54) | 28% (130) | 7% (32) | 467 |
| Trump Job Somewhat Approve | 17% (72) | 30% (125) | 10% (43) | 5% (23) | 29% (121) | 8% (35) | 418 |
| Trump Job Somewhat Disapprove | 18% (49) | 31% (86) | 8% (22) | 12% (34) | 19% (53) | 11% (31) | 275 |
| Trump Job Strongly Disapprove | 19% (175) | 28% (259) | 9% (87) | 6% (57) | 28% (257) | 10% (91) | 925 |
| #1 Issue: Economy | 20% (128) | 32% (209) | 9% (55) | 6% (41) | 24% (154) | 9% (57) | 643 |
| #1 Issue: Security | 12% (57) | 28% (138) | 10% (48) | 12% (61) | 31% (153) | 8% (40) | 497 |
| #1 Issue: Health Care | 19% (58) | 28% (86) | 7% (22) | 7% (22) | 29% (88) | 9% (26) | 303 |
| #1 Issue: Medicare / Social Security | 15% (48) | 35% (109) | 10% (32) | 6% (17) | 26% (82) | 8% (24) | 311 |
| #1 Issue: Women's Issues | 11% (9) | 35% (28) | 4% (4) | 6% (5) | 31% (25) | 12% (10) | 80 |
| #1 Issue: Education | 21% (33) | 21% (32) | 9% (14) | 5% (8) | 26% (41) | 18% (28) | 156 |
| #1 Issue: Energy | 20% (18) | 21% (19) | 12% (11) | 8% (7) | 25% (23) | 13% (12) | 92 |
| #1 Issue: Other | 12% (14) | 17% (20) | 13% (15) | 8% (9) | 35% (41) | 16% (19) | 117 |
| 2018 House Vote: Democrat | 20% (149) | 32% (246) | 11% (80) | 6% (49) | 25% (187) | 7% (52) | 763 |
| 2018 House Vote: Republican | 14% (108) | 32% (248) | 10% (79) | 11% (83) | 26% (203) | 7% (51) | 772 |
| 2018 House Vote: Someone else | 11% (12) | 23% (24) | 5% (6) | 9% (10) | 38% (40) | 12% (13) | 105 |
| 2018 House Vote: Didnt Vote | 17% (97) | 22% (122) | 7% (36) | 5% (28) | 31% (175) | 18% (99) | 558 |
| 2016 Vote: Hillary Clinton | 22% (150) | 30% (211) | 11% (78) | 6% (40) | 24% (166) | 7% (47) | 693 |
| 2016 Vote: Donald Trump | 14% (98) | 33% (239) | 11% (81) | 10% (72) | 26% (189) | 6% (47) | 725 |
| 2016 Vote: Someone else | 12% (24) | 28% (59) | 6% (13) | 12% (25) | 31% (64) | 12% (24) | 210 |
| 2016 Vote: Didnt Vote | 16% (93) | 23% (132) | 5% (29) | 6% (32) | 33% (187) | 17% (97) | 569 |
| Voted in 2014: Yes | 18% (260) | 32% (471) | 11% (156) | 8% (124) | 25% (377) | 6% (92) | 1480 |
| Voted in 2014: No | 15% (106) | 24% (171) | 6% (45) | 6% (46) | 32% (230) | 17% (123) | 721 |
| 2012 Vote: Barack Obama | 22% (185) | 29% (247) | 11% (92) | 7% (61) | 26% (219) | 6% (53) | 857 |
| 2012 Vote: Mitt Romney | 12% (74) | 35% (211) | 11% (65) | 10% (60) | 26% (154) | 6% (36) | 600 |
| 2012 Vote: Other | 9% (8) | 30% (29) | 6% (6) | 10% (10) | 34% (33) | 11% (10) | 97 |
| 2012 Vote: Didn't Vote | 15% (100) | 24% (154) | 6% (39) | 6% (39) | 31% (201) | 18% (116) | 648 |
| 4-Region: Northeast | 14% (56) | 31% (122) | 10% (40) | 9% (35) | 28% (109) | 8% (31) | 393 |
| 4-Region: Midwest | 15% (74) | 29% (146) | 11% (53) | 7% (36) | 29% (147) | 10% (49) | 506 |
| 4-Region: South | 16% (133) | 29% (242) | 8% (62) | 7% (55) | 29% (240) | 11% (90) | 822 |
| 4-Region: West | 21% (103) | 27% (131) | 10% (46) | 9% (44) | 23% (111) | 9% (46) | 481 |

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Table SBD9_8: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 17% (366) | 29% (642) | 9% (201) | 8% (170) | 28% (606) | 10% (215) | 2201 |
| Avid Sports Fan | 28% (101) | 28% (99) | 14% (50) | 10% (35) | 17% (60) | 4% (15) | 361 |
| Casual Sports Fan | 15% (120) | 32% (255) | 9% (68) | 8% (63) | 28% (224) | 7% (58) | 789 |
| NFL fans | 21% (199) | 32% (305) | 10% (94) | 8% (75) | 23% (216) | 6% (53) | 941 |
| NBA fans | 31% (66) | 27% (57) | 17% (37) | 6% (14) | 12% (26) | 6% (12) | 211 |
| MLB fans | 12% (40) | 38% (127) | 11% (36) | 9% (31) | 26% (88) | 5% (17) | 338 |
| Sports nut | 24% (70) | 29% (86) | 14% (39) | 10% (28) | 20% (58) | 4% (11) | 292 |

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

Table SBD9_9: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 8% (167) | 20% (434) | 10% (213) | 8% (170) | 31% (677) | 25% (540) | 2201 |
| Gender: Male | 8% (83) | 22% (231) | 14% (142) | 10% (103) | 27% (278) | 19% (194) | 1030 |
| Gender: Female | 7% (84) | 17% (204) | 6% (71) | 6% (68) | 34% (399) | 30% (346) | 1171 |
| Age: 18-29 | 8% (32) | 11% (46) | 8% (31) | 8% (33) | 27% (110) | 37% (151) | 404 |
| Age: 30-44 | 7% (32) | 20% (94) | 9% (43) | 6% (27) | 33% (161) | 26% (126) | 484 |
| Age: 45-54 | 5% (21) | 17% (75) | 10% (45) | 7% (31) | 37% (166) | 25% (113) | 452 |
| Age: 55-64 | 9% (32) | 24% (84) | 7% (23) | 10% (35) | 31% (107) | 20% (68) | 350 |
| Age: 65+ | 10% (50) | 26% (134) | 14% (71) | 9% (44) | 26% (132) | 16% (81) | 512 |
| Generation Z: 18-21 | 7% (10) | 8% (11) | 8% (10) | 9% (12) | 27% (37) | 42% (59) | 139 |
| Millennial: Age 22-37 | 8% (40) | 16% (85) | 9% (47) | 7% (37) | 29% (151) | 31% (162) | 523 |
| Generation X: Age 38-53 | 5% (33) | 17% (108) | 9% (55) | 7% (43) | 37% (234) | 25% (156) | 629 |
| Boomers: Age 54-72 | 9% (68) | 24% (187) | 11% (82) | 8% (59) | 29% (221) | 19% (148) | 764 |
| PID: Dem (no lean) | 7% (53) | 21% (151) | 11% (81) | 7% (49) | 30% (217) | 24% (178) | 730 |
| PID: Ind (no lean) | 7% (53) | 18% (132) | 7% (55) | 5% (38) | 33% (245) | 30% (229) | 752 |
| PID: Rep (no lean) | 9% (61) | 21% (152) | 11% (76) | 12% (83) | 30% (215) | 18% (132) | 719 |
| PID/Gender: Dem Men | 7% (22) | 23% (71) | 16% (49) | 7% (22) | 27% (83) | 18% (56) | 303 |
| PID/Gender: Dem Women | 7% (30) | 19% (80) | 8% (32) | 6% (28) | 31% (134) | 29% (122) | 427 |
| PID/Gender: Ind Men | 9% (30) | 21% (75) | 10% (36) | 6% (21) | 30% (107) | 24% (85) | 353 |
| PID/Gender: Ind Women | 6% (23) | 14% (56) | 5% (19) | 4% (17) | 35% (138) | 36% (145) | 399 |
| PID/Gender: Rep Men | 8% (30) | 23% (84) | 15% (57) | 16% (60) | 24% (88) | 14% (53) | 374 |
| PID/Gender: Rep Women | 9% (31) | 20% (67) | 5% (19) | 7% (23) | 37% (126) | 23% (79) | 345 |
| Ideo: Liberal (1-3) | 7% (46) | 19% (126) | 14% (94) | 7% (48) | 31% (205) | 22% (150) | 668 |
| Ideo: Moderate (4) | 7% (32) | 25% (115) | 10% (43) | 7% (30) | 28% (127) | 23% (105) | 452 |
| Ideo: Conservative (5-7) | 9% (70) | 22% (169) | 9% (70) | 10% (74) | 29% (218) | 21% (157) | 759 |
| Educ: < College | 7% (101) | 16% (219) | 9% (120) | 7% (103) | 33% (456) | 28% (385) | 1384 |
| Educ: Bachelors degree | 7% (36) | 26% (134) | 13% (66) | 9% (47) | 27% (142) | 18% (95) | 521 |
| Educ: Post-grad | 10% (29) | 27% (81) | 9% (27) | 7% (20) | 27% (78) | 20% (60) | 296 |

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Table SBD9_9: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 8% (167) | 20% (434) | 10% (213) | 8% (170) | 31% (677) | 25% (540) | 2201 |
| Income: Under 50k | 7% (87) | 18% (220) | 9% (105) | 7% (88) | 31% (384) | 28% (341) | 1225 |
| Income: 50k-100k | 8% (53) | 19% (126) | 11% (73) | 9% (60) | 31% (202) | 22% (145) | 658 |
| Income: 100k+ | 8% (27) | 28% (89) | 11% (35) | 7% (22) | 29% (91) | 17% (54) | 318 |
| Ethnicity: White | 7% (125) | 21% (378) | 9% (168) | 8% (148) | 30% (541) | 24% (422) | 1780 |
| Ethnicity: Hispanic | 8% (18) | 20% (42) | 17% (35) | 11% (23) | 23% (50) | 21% (45) | 213 |
| Ethnicity: Afr. Am. | 10% (27) | 13% (35) | 12% (33) | 4% (12) | 34% (96) | 27% (76) | 279 |
| Ethnicity: Other | 10% (15) | 15% (22) | 8% (12) | 8% (11) | 29% (41) | 30% (42) | 142 |
| Relig: Protestant | 9% (48) | 23% (127) | 9% (50) | 9% (51) | 31% (169) | 18% (99) | 544 |
| Relig: Roman Catholic | 7% (30) | 25% (100) | 10% (40) | 10% (40) | 29% (117) | 19% (75) | 402 |
| Relig: Something Else | 7% (15) | 15% (35) | 6% (14) | 5% (11) | 32% (75) | 35% (80) | 231 |
| Relig: Jewish | 9% (5) | 31% (17) | 16% (8) | 6% (3) | 23% (12) | 15% (8) | 54 |
| Relig: Evangelical | 8% (62) | 24% (196) | 8% (67) | 7% (58) | 29% (236) | 23% (184) | 802 |
| Relig: Non-Evang. Catholics | 8% (31) | 18% (66) | 10% (37) | 12% (44) | 33% (125) | 19% (70) | 375 |
| Relig: All Christian | 8% (93) | 22% (262) | 9% (104) | 9% (102) | 31% (361) | 22% (254) | 1177 |
| Relig: All Non-Christian | 7% (21) | 15% (44) | 12% (35) | 5% (14) | 32% (91) | 28% (80) | 285 |
| Community: Urban | 7% (36) | 20% (96) | 12% (57) | 6% (32) | 31% (153) | 24% (118) | 491 |
| Community: Suburban | 8% (84) | 21% (221) | 10% (107) | 8% (89) | 30% (313) | 23% (247) | 1061 |
| Community: Rural | 7% (47) | 18% (118) | 7% (48) | 8% (50) | 33% (211) | 27% (174) | 649 |
| Employ: Private Sector | 7% (45) | 23% (157) | 12% (80) | 7% (49) | 30% (200) | 22% (147) | 679 |
| Employ: Homemaker | 9% (14) | 13% (21) | 8% (13) | 9% (14) | 35% (56) | 26% (41) | 160 |
| Employ: Student | 9% (20) | 22% (50) | 10% (24) | 6% (13) | 27% (62) | 26% (60) | 229 |
| Employ: Retired | 5% (7) | 13% (19) | 11% (17) | 11% (17) | 32% (48) | 28% (41) | 150 |
| Employ: Unemployed | 5% (4) | 11% (9) | 5% (4) | 7% (5) | 34% (27) | 38% (30) | 78 |
| Employ: Other | 10% (47) | 26% (126) | 10% (50) | 10% (49) | 26% (128) | 17% (83) | 483 |
| Military HH: Yes | 10% (43) | 21% (88) | 8% (33) | 11% (45) | 28% (119) | 22% (91) | 420 |
| Military HH: No | 7% (124) | 19% (347) | 10% (179) | 7% (125) | 31% (558) | 25% (448) | 1781 |
| RD/WT: Right Direction | 8% (55) | 20% (143) | 10% (74) | 11% (83) | 32% (230) | 20% (142) | 728 |
| RD/WT: Wrong Track | 8% (112) | 20% (291) | 9% (138) | 6% (87) | 30% (447) | 27% (397) | 1473 |
| Trump Job Approve | 7% (62) | 20% (176) | 11% (99) | 10% (91) | 31% (275) | 21% (182) | 885 |
| Trump Job Disapprove | 8% (100) | 20% (242) | 9% (113) | 6% (75) | 30% (357) | 26% (313) | 1200 |

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Table SBD9_9: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 8% (167) | 20% (434) | 10% (213) | 8% (170) | 31% (677) | 25% (540) | 2201 |
| Trump Job Strongly Approve | 7% (32) | 19% (88) | 13% (62) | 11% (50) | 31% (146) | 19% (90) | 467 |
| Trump Job Somewhat Approve | 7% (31) | 21% (88) | 9% (37) | 10% (41) | 31% (129) | 22% (93) | 418 |
| Trump Job Somewhat Disapprove | 10% (28) | 20% (55) | 7% (20) | 9% (24) | 27% (75) | 26% (71) | 275 |
| Trump Job Strongly Disapprove | 8% (72) | 20% (187) | 10% (92) | 6% (51) | 30% (282) | 26% (242) | 925 |
| #1 Issue: Economy | 8% (52) | 20% (127) | 8% (50) | 6% (39) | 33% (212) | 26% (164) | 643 |
| #1 Issue: Security | 7% (34) | 20% (99) | 11% (54) | 12% (59) | 30% (151) | 20% (100) | 497 |
| #1 Issue: Health Care | 6% (18) | 21% (65) | 12% (35) | 7% (21) | 29% (87) | 25% (77) | 303 |
| #1 Issue: Medicare / Social Security | 11% (34) | 21% (66) | 13% (40) | 6% (18) | 29% (92) | 20% (62) | 311 |
| #1 Issue: Women's Issues | 6% (5) | 21% (17) | 5% (4) | 6% (5) | 24% (20) | 37% (30) | 80 |
| #1 Issue: Education | 6% (10) | 16% (25) | 7% (10) | 10% (16) | 30% (46) | 31% (49) | 156 |
| #1 Issue: Energy | 7% (7) | 21% (19) | 12% (11) | 7% (7) | 26% (24) | 27% (25) | 92 |
| #1 Issue: Other | 7% (8) | 14% (17) | 7% (8) | 5% (6) | 39% (45) | 28% (33) | 117 |
| 2018 House Vote: Democrat | 8% (57) | 23% (173) | 12% (90) | 7% (51) | 30% (229) | 21% (162) | 763 |
| 2018 House Vote: Republican | 9% (70) | 23% (180) | 10% (74) | 10% (78) | 29% (225) | 19% (145) | 772 |
| 2018 House Vote: Someone else | 6% (6) | 17% (17) | 9% (10) | 6% (7) | 31% (33) | 30% (32) | 105 |
| 2018 House Vote: Didn't Vote | 6% (33) | 11% (64) | 7% (38) | 6% (34) | 34% (190) | 36% (199) | 558 |
| 2016 Vote: Hillary Clinton | 8% (58) | 23% (158) | 13% (87) | 5% (38) | 29% (202) | 22% (150) | 693 |
| 2016 Vote: Donald Trump | 8% (58) | 23% (168) | 10% (75) | 10% (74) | 30% (217) | 18% (133) | 725 |
| 2016 Vote: Someone else | 8% (16) | 20% (42) | 8% (16) | 8% (17) | 32% (66) | 25% (53) | 210 |
| 2016 Vote: Didn't Vote | 6% (35) | 11% (65) | 6% (35) | 7% (40) | 33% (190) | 36% (204) | 569 |
| Voted in 2014: Yes | 8% (121) | 24% (348) | 11% (170) | 8% (120) | 29% (432) | 20% (289) | 1480 |
| Voted in 2014: No | 6% (46) | 12% (86) | 6% (43) | 7% (50) | 34% (245) | 35% (250) | 721 |
| 2012 Vote: Barack Obama | 8% (67) | 21% (181) | 12% (99) | 7% (60) | 30% (259) | 22% (190) | 857 |
| 2012 Vote: Mitt Romney | 8% (48) | 26% (159) | 11% (69) | 9% (57) | 28% (168) | 17% (100) | 600 |
| 2012 Vote: Other | 10% (10) | 15% (15) | 5% (5) | 10% (10) | 30% (29) | 30% (29) | 97 |
| 2012 Vote: Didn't Vote | 6% (42) | 12% (80) | 6% (40) | 7% (44) | 34% (221) | 34% (221) | 648 |
| 4-Region: Northeast | 9% (37) | 24% (95) | 10% (38) | 7% (27) | 31% (121) | 19% (75) | 393 |
| 4-Region: Midwest | 6% (30) | 16% (82) | 11% (54) | 8% (41) | 30% (153) | 29% (145) | 506 |
| 4-Region: South | 5% (44) | 18% (151) | 7% (58) | 7% (60) | 33% (275) | 28% (233) | 822 |
| 4-Region: West | 11% (55) | 22% (106) | 13% (62) | 9% (42) | 27% (128) | 18% (87) | 481 |

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Table SBD9_9: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 8% (167) | 20% (434) | 10% (213) | 8% (170) | 31% (677) | 25% (540) | 2201 |
| Avid Sports Fan | 9% (34) | 29% (103) | 18% (66) | 12% (43) | 20% (74) | 11% (41) | 361 |
| Casual Sports Fan | 7% (52) | 18% (145) | 9% (70) | 7% (59) | 34% (266) | 25% (198) | 789 |
| NFL fans | 7% (62) | 23% (214) | 11% (101) | 8% (71) | 32% (299) | 21% (194) | 941 |
| NBA fans | 11% (24) | 17% (35) | 11% (24) | 9% (20) | 25% (53) | 26% (55) | 211 |
| MLB fans | 10% (33) | 26% (89) | 12% (40) | 12% (41) | 27% (93) | 13% (43) | 338 |
| Sports nut | 9% (26) | 27% (80) | 19% (56) | 10% (28) | 27% (79) | 7% (22) | 292 |

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

Table SBD9_10: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (283) | 22% (493) | 12% (275) | 12% (267) | 27% (603) | 13% (282) | 2201 |
| Gender: Male | 15% (154) | 21% (213) | 17% (177) | 15% (158) | 23% (235) | 9% (92) | 1030 |
| Gender: Female | 11% (128) | 24% (279) | 8% (97) | 9% (109) | 31% (368) | 16% (189) | 1171 |
| Age: 18-29 | 12% (48) | 19% (78) | 12% (47) | 10% (39) | 23% (94) | 24% (97) | 404 |
| Age: 30-44 | 15% (74) | 23% (111) | 10% (49) | 11% (55) | 27% (132) | 13% (63) | 484 |
| Age: 45-54 | 13% (57) | 23% (103) | 12% (56) | 11% (48) | 32% (143) | 10% (46) | 452 |
| Age: 55-64 | 11% (37) | 24% (84) | 12% (43) | 16% (56) | 28% (97) | 9% (32) | 350 |
| Age: 65+ | 13% (67) | 23% (117) | 16% (80) | 13% (68) | 27% (136) | 9% (44) | 512 |
| Generation Z: 18-21 | 13% (17) | 22% (30) | 6% (8) | 8% (11) | 20% (28) | 32% (45) | 139 |
| Millennial: Age 22-37 | 14% (71) | 21% (108) | 12% (64) | 10% (54) | 25% (132) | 18% (93) | 523 |
| Generation X: Age 38-53 | 14% (85) | 22% (139) | 12% (73) | 12% (76) | 31% (193) | 10% (64) | 629 |
| Boomers: Age 54-72 | 11% (82) | 24% (186) | 14% (105) | 14% (106) | 28% (216) | 9% (70) | 764 |
| PID: Dem (no lean) | 15% (110) | 23% (171) | 15% (109) | 11% (79) | 25% (183) | 11% (79) | 730 |
| PID: Ind (no lean) | 9% (70) | 21% (158) | 11% (81) | 13% (94) | 29% (219) | 17% (130) | 752 |
| PID: Rep (no lean) | 14% (103) | 23% (164) | 12% (85) | 13% (94) | 28% (201) | 10% (73) | 719 |
| PID/Gender: Dem Men | 17% (50) | 19% (57) | 22% (65) | 12% (38) | 23% (71) | 7% (22) | 303 |
| PID/Gender: Dem Women | 14% (59) | 27% (114) | 10% (44) | 10% (41) | 26% (112) | 13% (57) | 427 |
| PID/Gender: Ind Men | 11% (40) | 22% (79) | 14% (50) | 17% (59) | 24% (86) | 11% (39) | 353 |
| PID/Gender: Ind Women | 7% (29) | 20% (80) | 8% (31) | 9% (35) | 33% (133) | 23% (90) | 399 |
| PID/Gender: Rep Men | 17% (64) | 21% (78) | 17% (62) | 16% (61) | 21% (78) | 8% (31) | 374 |
| PID/Gender: Rep Women | 11% (39) | 25% (86) | 7% (23) | 9% (32) | 36% (123) | 12% (42) | 345 |
| Ideo: Liberal (1-3) | 11% (73) | 23% (156) | 17% (115) | 13% (89) | 24% (157) | 12% (79) | 668 |
| Ideo: Moderate (4) | 14% (62) | 23% (106) | 12% (56) | 11% (50) | 28% (126) | 11% (52) | 452 |
| Ideo: Conservative (5-7) | 14% (107) | 24% (183) | 12% (90) | 14% (105) | 27% (204) | 9% (70) | 759 |
| Educ: < College | 13% (177) | 21% (292) | 10% (145) | 11% (148) | 29% (408) | 16% (215) | 1384 |
| Educ: Bachelors degree | 12% (63) | 24% (123) | 18% (95) | 14% (75) | 25% (129) | 7% (36) | 521 |
| Educ: Post-grad | 14% (43) | 26% (78) | 12% (35) | 15% (44) | 22% (66) | 10% (31) | 296 |

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Table SBD9_10: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
 The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (283) | 22% (493) | 12% (275) | 12% (267) | 27% (603) | 13% (282) | 2201 |
| Income: Under 50k | 13% (162) | 21% (255) | 11% (129) | 10% (122) | 30% (366) | 16% (191) | 1225 |
| Income: 50k-100k | 12% (78) | 24% (158) | 14% (89) | 16% (107) | 25% (164) | 10% (63) | 658 |
| Income: 100k+ | 14% (43) | 25% (80) | 18% (57) | 12% (37) | 23% (73) | 9% (28) | 318 |
| Ethnicity: White | 12% (212) | 24% (420) | 13% (228) | 13% (234) | 27% (475) | 12% (211) | 1780 |
| Ethnicity: Hispanic | 12% (26) | 28% (60) | 17% (35) | 9% (19) | 20% (42) | 14% (30) | 213 |
| Ethnicity: Afr. Am. | 18% (49) | 16% (46) | 12% (34) | 8% (22) | 32% (88) | 15% (41) | 279 |
| Ethnicity: Other | 15% (21) | 19% (26) | 9% (13) | 8% (11) | 28% (40) | 21% (30) | 142 |
| Relig: Protestant | 14% (75) | 24% (129) | 12% (63) | 13% (72) | 30% (163) | 8% (41) | 544 |
| Relig: Roman Catholic | 14% (57) | 25% (101) | 19% (76) | 15% (59) | 19% (77) | 8% (34) | 402 |
| Relig: Something Else | 13% (30) | 18% (41) | 8% (19) | 10% (24) | 32% (73) | 19% (43) | 231 |
| Relig: Jewish | 15% (8) | 38% (20) | 21% (11) | 6% (3) | 13% (7) | 7% (4) | 54 |
| Relig: Evangelical | 16% (125) | 22% (177) | 14% (114) | 13% (106) | 24% (196) | 10% (83) | 802 |
| Relig: Non-Evang. Catholics | 10% (36) | 25% (93) | 12% (44) | 13% (49) | 31% (118) | 9% (35) | 375 |
| Relig: All Christian | 14% (162) | 23% (270) | 13% (158) | 13% (155) | 27% (314) | 10% (118) | 1177 |
| Relig: All Non-Christian | 12% (34) | 23% (65) | 9% (27) | 8% (22) | 30% (86) | 18% (52) | 285 |
| Community: Urban | 16% (77) | 19% (93) | 14% (68) | 11% (55) | 26% (129) | 14% (70) | 491 |
| Community: Suburban | 13% (136) | 23% (244) | 13% (141) | 13% (135) | 27% (283) | 12% (122) | 1061 |
| Community: Rural | 11% (70) | 24% (156) | 10% (66) | 12% (77) | 29% (191) | 14% (89) | 649 |
| Employ: Private Sector | 14% (98) | 24% (163) | 15% (103) | 13% (88) | 25% (168) | 9% (58) | 679 |
| Employ: Homemaker | 11% (17) | 17% (27) | 9% (15) | 18% (29) | 31% (49) | 14% (23) | 160 |
| Employ: Student | 13% (31) | 23% (52) | 14% (33) | 11% (25) | 25% (57) | 14% (31) | 229 |
| Employ: Retired | 9% (14) | 25% (38) | 9% (14) | 9% (13) | 29% (44) | 18% (26) | 150 |
| Employ: Unemployed | 9% (7) | 27% (21) | 8% (7) | 10% (8) | 19% (15) | 26% (20) | 78 |
| Employ: Other | 12% (60) | 23% (111) | 14% (70) | 14% (69) | 27% (130) | 9% (43) | 483 |
| Military HH: Yes | 16% (68) | 26% (111) | 10% (44) | 13% (54) | 25% (104) | 9% (39) | 420 |
| Military HH: No | 12% (214) | 21% (381) | 13% (231) | 12% (212) | 28% (499) | 14% (243) | 1781 |
| RD/WT: Right Direction | 12% (84) | 26% (188) | 13% (91) | 14% (104) | 26% (190) | 10% (70) | 728 |
| RD/WT: Wrong Track | 13% (198) | 21% (305) | 12% (183) | 11% (163) | 28% (413) | 14% (212) | 1473 |
| Trump Job Approve | 12% (104) | 26% (226) | 13% (112) | 12% (104) | 28% (249) | 10% (90) | 885 |
| Trump Job Disapprove | 14% (167) | 21% (249) | 13% (158) | 13% (156) | 26% (313) | 13% (157) | 1200 |

Continued on next page

Table SBD9_10: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (283) | 22% (493) | 12% (275) | 12% (267) | 27% (603) | 13% (282) | 2201 |
| Trump Job Strongly Approve | 13% (62) | 22% (104) | 14% (64) | 13% (59) | 28% (131) | 10% (47) | 467 |
| Trump Job Somewhat Approve | 10% (42) | 29% (122) | 11% (47) | 11% (45) | 28% (119) | 10% (43) | 418 |
| Trump Job Somewhat Disapprove | 15% (40) | 25% (68) | 11% (31) | 15% (42) | 23% (64) | 11% (29) | 275 |
| Trump Job Strongly Disapprove | 14% (127) | 20% (182) | 14% (127) | 12% (113) | 27% (248) | 14% (128) | 925 |
| #1 Issue: Economy | 15% (99) | 22% (140) | 12% (75) | 11% (73) | 27% (174) | 13% (83) | 643 |
| #1 Issue: Security | 13% (65) | 21% (106) | 13% (64) | 14% (69) | 28% (140) | 11% (52) | 497 |
| #1 Issue: Health Care | 11% (32) | 26% (80) | 15% (45) | 13% (41) | 24% (74) | 11% (32) | 303 |
| #1 Issue: Medicare / Social Security | 10% (32) | 29% (89) | 15% (46) | 9% (29) | 28% (86) | 9% (29) | 311 |
| #1 Issue: Women's Issues | 12% (10) | 21% (17) | 10% (8) | 9% (7) | 29% (23) | 19% (15) | 80 |
| #1 Issue: Education | 13% (20) | 17% (26) | 7% (10) | 14% (22) | 29% (46) | 20% (31) | 156 |
| #1 Issue: Energy | 16% (15) | 16% (15) | 14% (13) | 15% (14) | 23% (21) | 16% (15) | 92 |
| #1 Issue: Other | 8% (10) | 18% (21) | 12% (14) | 10% (12) | 32% (37) | 21% (24) | 117 |
| 2018 House Vote: Democrat | 14% (109) | 24% (181) | 16% (121) | 12% (94) | 24% (186) | 9% (72) | 763 |
| 2018 House Vote: Republican | 13% (98) | 25% (191) | 13% (98) | 14% (111) | 26% (202) | 9% (72) | 772 |
| 2018 House Vote: Someone else | 8% (9) | 20% (21) | 6% (6) | 19% (19) | 34% (36) | 13% (14) | 105 |
| 2018 House Vote: Didnt Vote | 12% (66) | 18% (100) | 9% (48) | 8% (42) | 32% (178) | 22% (123) | 558 |
| 2016 Vote: Hillary Clinton | 15% (106) | 23% (162) | 16% (111) | 12% (81) | 25% (171) | 9% (62) | 693 |
| 2016 Vote: Donald Trump | 12% (89) | 25% (179) | 13% (93) | 15% (105) | 27% (195) | 9% (64) | 725 |
| 2016 Vote: Someone else | 10% (22) | 16% (34) | 14% (28) | 16% (34) | 28% (59) | 16% (33) | 210 |
| 2016 Vote: Didnt Vote | 12% (66) | 20% (116) | 7% (42) | 8% (46) | 31% (177) | 21% (122) | 569 |
| Voted in 2014: Yes | 14% (212) | 24% (355) | 14% (211) | 14% (202) | 25% (370) | 9% (130) | 1480 |
| Voted in 2014: No | 10% (70) | 19% (137) | 9% (64) | 9% (65) | 32% (233) | 21% (152) | 721 |
| 2012 Vote: Barack Obama | 15% (125) | 22% (190) | 15% (132) | 13% (107) | 26% (221) | 10% (82) | 857 |
| 2012 Vote: Mitt Romney | 13% (78) | 25% (153) | 14% (82) | 15% (91) | 25% (152) | 7% (44) | 600 |
| 2012 Vote: Other | 11% (11) | 22% (21) | 6% (6) | 11% (11) | 33% (32) | 16% (16) | 97 |
| 2012 Vote: Didn't Vote | 10% (68) | 20% (129) | 9% (55) | 9% (57) | 30% (198) | 22% (140) | 648 |
| 4-Region: Northeast | 20% (79) | 21% (81) | 16% (64) | 14% (57) | 20% (78) | 8% (33) | 393 |
| 4-Region: Midwest | 9% (45) | 23% (117) | 15% (74) | 12% (60) | 31% (157) | 10% (52) | 506 |
| 4-Region: South | 11% (92) | 24% (196) | 9% (77) | 9% (73) | 30% (249) | 16% (135) | 822 |
| 4-Region: West | 14% (66) | 20% (98) | 12% (60) | 16% (77) | 25% (118) | 13% (61) | 481 |

Continued on next page

Table SBD9_10: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 13% (283) | 22% (493) | 12% (275) | 12% (267) | 27% (603) | 13% (282) | 2201 |
| Avid Sports Fan | 21% (77) | 21% (76) | 18% (66) | 20% (72) | 15% (54) | 4% (16) | 361 |
| Casual Sports Fan | 12% (91) | 25% (197) | 12% (96) | 11% (84) | 30% (237) | 11% (84) | 789 |
| NFL fans | 14% (127) | 25% (236) | 13% (127) | 13% (125) | 26% (246) | 8% (79) | 941 |
| NBA fans | 16% (33) | 24% (51) | 12% (26) | 14% (29) | 23% (49) | 11% (24) | 211 |
| MLB fans | 19% (65) | 21% (72) | 21% (70) | 16% (53) | 19% (66) | 4% (13) | 338 |
| Sports nut | 21% (60) | 22% (63) | 16% (48) | 22% (63) | 16% (46) | 4% (12) | 292 |

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

Table SBD9_11: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 16% (354) | 24% (527) | 11% (232) | 8% (170) | 29% (637) | 13% (281) | 2201 |
| Gender: Male | 20% (208) | 26% (268) | 15% (154) | 10% (98) | 22% (223) | 8% (79) | 1030 |
| Gender: Female | 12% (146) | 22% (259) | 7% (78) | 6% (72) | 35% (414) | 17% (201) | 1171 |
| Age: 18-29 | 13% (51) | 16% (66) | 8% (32) | 7% (29) | 29% (115) | 27% (111) | 404 |
| Age: 30-44 | 20% (97) | 27% (129) | 7% (33) | 5% (23) | 30% (144) | 12% (57) | 484 |
| Age: 45-54 | 16% (72) | 23% (106) | 11% (48) | 8% (38) | 32% (146) | 9% (42) | 452 |
| Age: 55-64 | 19% (66) | 25% (87) | 11% (37) | 10% (35) | 27% (93) | 9% (31) | 350 |
| Age: 65+ | 13% (68) | 27% (139) | 16% (82) | 9% (45) | 27% (138) | 8% (41) | 512 |
| Generation Z: 18-21 | 14% (19) | 12% (17) | 6% (8) | 9% (12) | 26% (35) | 34% (47) | 139 |
| Millennial: Age 22-37 | 16% (85) | 21% (112) | 8% (41) | 5% (29) | 30% (157) | 19% (100) | 523 |
| Generation X: Age 38-53 | 17% (109) | 26% (161) | 9% (57) | 8% (49) | 31% (197) | 9% (57) | 629 |
| Boomers: Age 54-72 | 16% (124) | 24% (187) | 12% (90) | 9% (70) | 29% (221) | 9% (71) | 764 |
| PID: Dem (no lean) | 16% (115) | 27% (200) | 11% (82) | 8% (57) | 27% (196) | 11% (79) | 730 |
| PID: Ind (no lean) | 17% (125) | 20% (151) | 8% (63) | 6% (43) | 31% (233) | 18% (138) | 752 |
| PID: Rep (no lean) | 16% (114) | 25% (176) | 12% (88) | 10% (70) | 29% (208) | 9% (63) | 719 |
| PID/Gender: Dem Men | 19% (56) | 30% (91) | 16% (47) | 7% (21) | 23% (69) | 6% (18) | 303 |
| PID/Gender: Dem Women | 14% (59) | 25% (109) | 8% (35) | 8% (36) | 30% (127) | 14% (62) | 427 |
| PID/Gender: Ind Men | 23% (81) | 23% (83) | 12% (41) | 7% (25) | 23% (83) | 12% (41) | 353 |
| PID/Gender: Ind Women | 11% (44) | 17% (68) | 5% (21) | 5% (19) | 38% (150) | 24% (97) | 399 |
| PID/Gender: Rep Men | 19% (71) | 25% (93) | 18% (66) | 14% (52) | 19% (71) | 5% (21) | 374 |
| PID/Gender: Rep Women | 12% (43) | 24% (83) | 6% (22) | 5% (17) | 40% (137) | 12% (42) | 345 |
| Ideo: Liberal (1-3) | 17% (110) | 23% (156) | 13% (84) | 8% (55) | 28% (188) | 11% (75) | 668 |
| Ideo: Moderate (4) | 14% (65) | 28% (128) | 11% (48) | 6% (26) | 28% (129) | 12% (56) | 452 |
| Ideo: Conservative (5-7) | 18% (134) | 26% (198) | 12% (88) | 10% (72) | 27% (202) | 9% (65) | 759 |
| Educ: < College | 16% (224) | 22% (300) | 9% (128) | 7% (97) | 30% (416) | 16% (219) | 1384 |
| Educ: Bachelors degree | 15% (80) | 28% (144) | 13% (68) | 7% (37) | 30% (158) | 6% (34) | 521 |
| Educ: Post-grad | 17% (50) | 28% (83) | 12% (36) | 12% (36) | 21% (62) | 10% (28) | 296 |

Continued on next page

Table SBD9_11: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 16% (354) | 24% (527) | 11% (232) | 8% (170) | 29% (637) | 13% (281) | 2201 |
| Income: Under 50k | 14% (177) | 23% (282) | 10% (120) | 7% (86) | 30% (372) | 15% (188) | 1225 |
| Income: 50k-100k | 17% (114) | 24% (161) | 11% (72) | 8% (55) | 29% (188) | 10% (67) | 658 |
| Income: 100k+ | 20% (64) | 26% (83) | 12% (39) | 9% (29) | 24% (77) | 8% (26) | 318 |
| Ethnicity: White | 15% (272) | 24% (436) | 10% (182) | 8% (136) | 30% (530) | 13% (225) | 1780 |
| Ethnicity: Hispanic | 16% (34) | 20% (42) | 17% (36) | 8% (18) | 24% (50) | 15% (33) | 213 |
| Ethnicity: Afr. Am. | 21% (60) | 21% (59) | 14% (38) | 9% (26) | 25% (69) | 10% (27) | 279 |
| Ethnicity: Other | 16% (22) | 23% (32) | 8% (11) | 6% (9) | 27% (38) | 21% (29) | 142 |
| Relig: Protestant | 17% (95) | 28% (151) | 13% (69) | 7% (40) | 28% (152) | 7% (38) | 544 |
| Relig: Roman Catholic | 18% (72) | 26% (105) | 12% (46) | 9% (38) | 26% (104) | 9% (38) | 402 |
| Relig: Something Else | 13% (30) | 21% (48) | 10% (22) | 6% (15) | 32% (74) | 18% (42) | 231 |
| Relig: Jewish | 10% (5) | 35% (19) | 13% (7) | 10% (5) | 23% (12) | 10% (6) | 54 |
| Relig: Evangelical | 17% (140) | 25% (200) | 11% (85) | 8% (64) | 28% (225) | 11% (89) | 802 |
| Relig: Non-Evang. Catholics | 15% (56) | 27% (103) | 14% (53) | 8% (29) | 28% (105) | 8% (29) | 375 |
| Relig: All Christian | 17% (196) | 26% (303) | 12% (138) | 8% (92) | 28% (330) | 10% (118) | 1177 |
| Relig: All Non-Christian | 21% (61) | 19% (54) | 9% (27) | 6% (16) | 29% (84) | 15% (44) | 285 |
| Community: Urban | 16% (80) | 26% (125) | 11% (56) | 8% (38) | 25% (124) | 14% (68) | 491 |
| Community: Suburban | 16% (168) | 25% (262) | 10% (111) | 8% (88) | 29% (309) | 12% (123) | 1061 |
| Community: Rural | 16% (107) | 22% (140) | 10% (65) | 7% (44) | 31% (203) | 14% (90) | 649 |
| Employ: Private Sector | 19% (132) | 27% (186) | 11% (72) | 8% (51) | 27% (180) | 8% (57) | 679 |
| Employ: Homemaker | 19% (30) | 24% (38) | 4% (7) | 8% (13) | 30% (47) | 15% (25) | 160 |
| Employ: Student | 16% (37) | 23% (53) | 15% (35) | 6% (14) | 27% (62) | 12% (27) | 229 |
| Employ: Retired | 10% (14) | 17% (25) | 9% (14) | 6% (9) | 39% (59) | 19% (29) | 150 |
| Employ: Unemployed | 9% (7) | 17% (14) | 11% (9) | 6% (4) | 27% (21) | 30% (24) | 78 |
| Employ: Other | 14% (67) | 27% (131) | 13% (65) | 11% (51) | 26% (126) | 9% (44) | 483 |
| Military HH: Yes | 19% (79) | 27% (113) | 10% (40) | 7% (29) | 29% (120) | 9% (39) | 420 |
| Military HH: No | 15% (276) | 23% (414) | 11% (191) | 8% (141) | 29% (517) | 14% (242) | 1781 |
| RD/WT: Right Direction | 16% (115) | 24% (173) | 13% (96) | 10% (74) | 28% (203) | 9% (66) | 728 |
| RD/WT: Wrong Track | 16% (239) | 24% (354) | 9% (136) | 7% (97) | 29% (433) | 15% (214) | 1473 |
| Trump Job Approve | 16% (143) | 26% (229) | 11% (100) | 9% (77) | 28% (246) | 10% (89) | 885 |
| Trump Job Disapprove | 17% (203) | 23% (277) | 11% (127) | 7% (87) | 29% (346) | 13% (161) | 1200 |

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Table SBD9_11: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 16% (354) | 24% (527) | 11% (232) | 8% (170) | 29% (637) | 13% (281) | 2201 |
| Trump Job Strongly Approve | 16% (76) | 26% (120) | 11% (50) | 9% (44) | 28% (129) | 10% (48) | 467 |
| Trump Job Somewhat Approve | 16% (68) | 26% (109) | 12% (50) | 8% (33) | 28% (118) | 10% (40) | 418 |
| Trump Job Somewhat Disapprove | 17% (48) | 24% (66) | 11% (30) | 6% (18) | 28% (76) | 14% (38) | 275 |
| Trump Job Strongly Disapprove | 17% (155) | 23% (211) | 10% (97) | 8% (70) | 29% (270) | 13% (123) | 925 |
| #1 Issue: Economy | 18% (116) | 28% (181) | 9% (57) | 7% (47) | 26% (169) | 11% (73) | 643 |
| #1 Issue: Security | 16% (82) | 21% (103) | 13% (64) | 8% (41) | 30% (150) | 11% (57) | 497 |
| #1 Issue: Health Care | 15% (44) | 25% (75) | 13% (39) | 9% (26) | 28% (86) | 11% (32) | 303 |
| #1 Issue: Medicare / Social Security | 16% (48) | 26% (82) | 10% (31) | 8% (26) | 28% (89) | 11% (35) | 311 |
| #1 Issue: Women's Issues | 12% (9) | 26% (21) | 4% (3) | 8% (6) | 36% (29) | 15% (12) | 80 |
| #1 Issue: Education | 18% (28) | 23% (35) | 8% (12) | 4% (6) | 24% (38) | 24% (38) | 156 |
| #1 Issue: Energy | 13% (12) | 15% (14) | 15% (14) | 8% (8) | 34% (31) | 15% (14) | 92 |
| #1 Issue: Other | 13% (15) | 13% (15) | 10% (12) | 9% (11) | 37% (44) | 18% (21) | 117 |
| 2018 House Vote: Democrat | 17% (131) | 28% (215) | 12% (89) | 8% (58) | 26% (200) | 9% (70) | 763 |
| 2018 House Vote: Republican | 17% (132) | 26% (198) | 13% (97) | 10% (73) | 27% (208) | 8% (64) | 772 |
| 2018 House Vote: Someone else | 13% (14) | 21% (22) | 8% (8) | 7% (7) | 33% (35) | 19% (20) | 105 |
| 2018 House Vote: Didnt Vote | 14% (77) | 16% (92) | 7% (37) | 6% (32) | 35% (194) | 23% (126) | 558 |
| 2016 Vote: Hillary Clinton | 17% (120) | 27% (189) | 12% (80) | 7% (50) | 27% (186) | 10% (69) | 693 |
| 2016 Vote: Donald Trump | 17% (120) | 27% (196) | 12% (87) | 9% (66) | 27% (192) | 9% (63) | 725 |
| 2016 Vote: Someone else | 13% (28) | 23% (49) | 12% (26) | 6% (13) | 32% (67) | 13% (27) | 210 |
| 2016 Vote: Didnt Vote | 15% (86) | 16% (91) | 7% (38) | 7% (42) | 34% (191) | 21% (122) | 569 |
| Voted in 2014: Yes | 17% (258) | 28% (408) | 12% (184) | 8% (119) | 26% (386) | 8% (125) | 1480 |
| Voted in 2014: No | 13% (97) | 17% (119) | 7% (48) | 7% (51) | 35% (250) | 22% (155) | 721 |
| 2012 Vote: Barack Obama | 17% (149) | 26% (223) | 12% (101) | 8% (70) | 28% (240) | 9% (74) | 857 |
| 2012 Vote: Mitt Romney | 18% (107) | 27% (160) | 12% (74) | 9% (51) | 27% (163) | 7% (44) | 600 |
| 2012 Vote: Other | 11% (11) | 28% (28) | 14% (14) | 1% (1) | 27% (26) | 17% (17) | 97 |
| 2012 Vote: Didn't Vote | 13% (87) | 18% (117) | 7% (43) | 7% (48) | 32% (207) | 22% (146) | 648 |
| 4-Region: Northeast | 24% (93) | 22% (86) | 10% (38) | 7% (28) | 28% (108) | 10% (40) | 393 |
| 4-Region: Midwest | 13% (64) | 24% (121) | 12% (61) | 7% (35) | 33% (167) | 11% (58) | 506 |
| 4-Region: South | 16% (130) | 26% (211) | 9% (71) | 7% (59) | 29% (235) | 14% (116) | 822 |
| 4-Region: West | 14% (68) | 23% (109) | 13% (62) | 10% (48) | 26% (126) | 14% (68) | 481 |

Continued on next page

Table SBD9_11: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 16% (354) | 24% (527) | 11% (232) | 8% (170) | 29% (637) | 13% (281) | 2201 |
| Avid Sports Fan | 27% (99) | 26% (95) | 15% (53) | 10% (35) | 17% (61) | 5% (18) | 361 |
| Casual Sports Fan | 15% (118) | 25% (199) | 10% (78) | 7% (58) | 32% (251) | 11% (84) | 789 |
| NFL fans | 19% (182) | 29% (271) | 12% (117) | 7% (66) | 25% (233) | 8% (72) | 941 |
| NBA fans | 25% (52) | 21% (44) | 16% (33) | 14% (29) | 18% (39) | 7% (14) | 211 |
| MLB fans | 16% (54) | 26% (87) | 13% (44) | 8% (28) | 30% (101) | 7% (25) | 338 |
| Sports nut | 23% (66) | 26% (76) | 17% (49) | 11% (32) | 19% (57) | 4% (11) | 292 |

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

Table SBD9_12: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 12% (260) | 24% (524) | 7% (154) | 6% (134) | 30% (669) | 21% (460) | 2201 |
| Gender: Male | 13% (136) | 28% (284) | 9% (93) | 8% (81) | 28% (289) | 14% (147) | 1030 |
| Gender: Female | 11% (124) | 20% (240) | 5% (61) | 5% (53) | 33% (381) | 27% (313) | 1171 |
| Age: 18-29 | 10% (40) | 13% (54) | 8% (34) | 5% (22) | 22% (89) | 41% (165) | 404 |
| Age: 30-44 | 13% (63) | 25% (119) | 6% (27) | 5% (23) | 31% (151) | 21% (100) | 484 |
| Age: 45-54 | 13% (57) | 22% (99) | 8% (38) | 5% (25) | 36% (161) | 16% (72) | 452 |
| Age: 55-64 | 10% (37) | 26% (92) | 6% (19) | 7% (23) | 34% (118) | 17% (60) | 350 |
| Age: 65+ | 13% (64) | 31% (159) | 7% (36) | 8% (41) | 29% (150) | 12% (62) | 512 |
| Generation Z: 18-21 | 10% (14) | 7% (9) | 9% (13) | 5% (7) | 20% (28) | 49% (68) | 139 |
| Millennial: Age 22-37 | 12% (65) | 20% (106) | 7% (35) | 6% (33) | 26% (134) | 29% (151) | 523 |
| Generation X: Age 38-53 | 12% (75) | 22% (141) | 8% (48) | 5% (28) | 36% (224) | 18% (112) | 629 |
| Boomers: Age 54-72 | 12% (94) | 28% (212) | 6% (49) | 7% (50) | 32% (246) | 15% (112) | 764 |
| PID: Dem (no lean) | 11% (83) | 25% (182) | 7% (52) | 6% (42) | 28% (207) | 22% (164) | 730 |
| PID: Ind (no lean) | 12% (88) | 23% (170) | 6% (49) | 4% (33) | 30% (224) | 25% (189) | 752 |
| PID: Rep (no lean) | 12% (89) | 24% (173) | 7% (53) | 8% (59) | 33% (238) | 15% (107) | 719 |
| PID/Gender: Dem Men | 13% (39) | 28% (85) | 8% (24) | 6% (19) | 29% (89) | 16% (47) | 303 |
| PID/Gender: Dem Women | 10% (44) | 23% (97) | 7% (29) | 5% (23) | 28% (118) | 27% (117) | 427 |
| PID/Gender: Ind Men | 13% (47) | 28% (98) | 8% (29) | 6% (21) | 26% (93) | 19% (66) | 353 |
| PID/Gender: Ind Women | 10% (41) | 18% (72) | 5% (20) | 3% (11) | 33% (131) | 31% (123) | 399 |
| PID/Gender: Rep Men | 14% (51) | 27% (102) | 11% (40) | 11% (40) | 29% (107) | 9% (34) | 374 |
| PID/Gender: Rep Women | 11% (38) | 21% (71) | 4% (12) | 5% (19) | 38% (132) | 21% (73) | 345 |
| Ideo: Liberal (1-3) | 10% (69) | 25% (168) | 8% (52) | 6% (43) | 30% (201) | 20% (135) | 668 |
| Ideo: Moderate (4) | 13% (57) | 24% (109) | 7% (34) | 6% (26) | 30% (134) | 20% (92) | 452 |
| Ideo: Conservative (5-7) | 14% (109) | 27% (205) | 7% (57) | 6% (49) | 29% (223) | 15% (116) | 759 |
| Educ: < College | 12% (163) | 20% (280) | 7% (103) | 6% (81) | 31% (434) | 23% (324) | 1384 |
| Educ: Bachelors degree | 11% (58) | 27% (138) | 6% (33) | 8% (44) | 31% (162) | 16% (85) | 521 |
| Educ: Post-grad | 13% (39) | 36% (105) | 6% (18) | 3% (10) | 25% (73) | 17% (50) | 296 |

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Table SBD9_12: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-----------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 12% (260) | 24% (524) | 7% (154) | 6% (134) | 30% (669) | 21% (460) | 2201 |
| Income: Under 50k | 12% (143) | 20% (241) | 8% (96) | 5% (66) | 30% (373) | 25% (306) | 1225 |
| Income: 50k-100k | 11% (71) | 28% (181) | 6% (42) | 7% (44) | 32% (210) | 17% (110) | 658 |
| Income: 100k+ | 15% (46) | 32% (102) | 5% (16) | 7% (24) | 27% (87) | 14% (43) | 318 |
| Ethnicity: White | 12% (206) | 26% (457) | 7% (123) | 6% (103) | 31% (545) | 19% (347) | 1780 |
| Ethnicity: Hispanic | 10% (21) | 19% (40) | 14% (29) | 9% (19) | 19% (40) | 30% (64) | 213 |
| Ethnicity: Afr. Am. | 14% (39) | 15% (42) | 8% (22) | 7% (20) | 30% (84) | 26% (72) | 279 |
| Ethnicity: Other | 11% (15) | 18% (25) | 6% (9) | 8% (11) | 28% (40) | 29% (41) | 142 |
| Relig: Protestant | 13% (70) | 26% (142) | 6% (32) | 7% (36) | 33% (179) | 16% (85) | 544 |
| Relig: Roman Catholic | 12% (48) | 29% (116) | 9% (38) | 6% (23) | 28% (112) | 16% (65) | 402 |
| Relig: Something Else | 10% (23) | 18% (42) | 6% (14) | 7% (16) | 32% (73) | 28% (64) | 231 |
| Relig: Jewish | 8% (4) | 36% (19) | 4% (2) | 10% (6) | 29% (15) | 14% (7) | 54 |
| Relig: Evangelical | 12% (99) | 26% (207) | 7% (60) | 5% (42) | 30% (243) | 19% (152) | 802 |
| Relig: Non-Evang. Catholics | 11% (42) | 25% (93) | 6% (24) | 9% (33) | 32% (121) | 16% (62) | 375 |
| Relig: All Christian | 12% (141) | 25% (300) | 7% (84) | 6% (75) | 31% (364) | 18% (213) | 1177 |
| Relig: All Non-Christian | 13% (37) | 17% (50) | 6% (18) | 3% (8) | 31% (89) | 29% (83) | 285 |
| Community: Urban | 15% (73) | 22% (108) | 7% (33) | 7% (36) | 27% (133) | 22% (107) | 491 |
| Community: Suburban | 10% (107) | 26% (280) | 8% (80) | 6% (68) | 30% (323) | 19% (204) | 1061 |
| Community: Rural | 12% (80) | 21% (136) | 6% (41) | 5% (31) | 33% (213) | 23% (148) | 649 |
| Employ: Private Sector | 13% (85) | 29% (198) | 7% (50) | 5% (37) | 30% (200) | 16% (108) | 679 |
| Employ: Homemaker | 11% (18) | 19% (30) | 4% (6) | 10% (15) | 28% (44) | 29% (46) | 160 |
| Employ: Student | 11% (26) | 24% (55) | 9% (21) | 6% (14) | 32% (72) | 18% (41) | 229 |
| Employ: Retired | 13% (20) | 15% (22) | 7% (10) | 6% (10) | 32% (48) | 27% (40) | 150 |
| Employ: Unemployed | 6% (5) | 7% (5) | 11% (9) | 2% (2) | 25% (20) | 48% (37) | 78 |
| Employ: Other | 11% (55) | 30% (144) | 8% (37) | 7% (36) | 31% (148) | 13% (65) | 483 |
| Military HH: Yes | 15% (62) | 28% (116) | 7% (29) | 5% (22) | 29% (121) | 17% (70) | 420 |
| Military HH: No | 11% (199) | 23% (407) | 7% (125) | 6% (112) | 31% (549) | 22% (389) | 1781 |
| RD/WT: Right Direction | 11% (81) | 26% (189) | 9% (63) | 8% (60) | 31% (228) | 15% (107) | 728 |
| RD/WT: Wrong Track | 12% (179) | 23% (334) | 6% (91) | 5% (74) | 30% (442) | 24% (353) | 1473 |
| Trump Job Approve | 12% (109) | 26% (228) | 7% (64) | 7% (66) | 32% (282) | 16% (137) | 885 |
| Trump Job Disapprove | 12% (143) | 23% (280) | 7% (84) | 6% (66) | 29% (343) | 24% (282) | 1200 |

Continued on next page

Table SBD9_12: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|--------------------------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 12% (260) | 24% (524) | 7% (154) | 6% (134) | 30% (669) | 21% (460) | 2201 |
| Trump Job Strongly Approve | 11% (53) | 28% (130) | 7% (34) | 8% (38) | 31% (144) | 15% (69) | 467 |
| Trump Job Somewhat Approve | 13% (55) | 24% (98) | 7% (30) | 7% (28) | 33% (138) | 16% (69) | 418 |
| Trump Job Somewhat Disapprove | 13% (36) | 22% (60) | 7% (20) | 6% (17) | 32% (88) | 19% (53) | 275 |
| Trump Job Strongly Disapprove | 12% (107) | 24% (220) | 7% (65) | 5% (49) | 28% (255) | 25% (229) | 925 |
| #1 Issue: Economy | 13% (82) | 24% (153) | 6% (37) | 5% (33) | 31% (200) | 21% (137) | 643 |
| #1 Issue: Security | 11% (53) | 24% (118) | 8% (42) | 9% (45) | 30% (151) | 18% (89) | 497 |
| #1 Issue: Health Care | 13% (41) | 26% (77) | 9% (27) | 6% (17) | 28% (84) | 19% (57) | 303 |
| #1 Issue: Medicare / Social Security | 11% (36) | 25% (78) | 8% (24) | 5% (17) | 35% (109) | 16% (49) | 311 |
| #1 Issue: Women's Issues | 7% (5) | 28% (23) | 6% (5) | 4% (3) | 29% (23) | 27% (21) | 80 |
| #1 Issue: Education | 11% (17) | 20% (31) | 4% (7) | 6% (9) | 25% (40) | 33% (52) | 156 |
| #1 Issue: Energy | 14% (13) | 19% (17) | 6% (6) | 9% (8) | 31% (28) | 22% (20) | 92 |
| #1 Issue: Other | 12% (14) | 22% (26) | 6% (7) | 2% (3) | 30% (35) | 28% (33) | 117 |
| 2018 House Vote: Democrat | 12% (90) | 27% (208) | 7% (53) | 5% (42) | 28% (214) | 21% (157) | 763 |
| 2018 House Vote: Republican | 13% (100) | 28% (219) | 7% (52) | 8% (64) | 30% (233) | 13% (104) | 772 |
| 2018 House Vote: Someone else | 14% (15) | 21% (22) | 8% (8) | 5% (5) | 29% (30) | 24% (25) | 105 |
| 2018 House Vote: Didnt Vote | 10% (55) | 14% (75) | 7% (39) | 4% (23) | 34% (192) | 31% (173) | 558 |
| 2016 Vote: Hillary Clinton | 13% (87) | 27% (187) | 8% (52) | 6% (41) | 27% (190) | 20% (136) | 693 |
| 2016 Vote: Donald Trump | 12% (89) | 28% (206) | 7% (52) | 8% (56) | 30% (220) | 14% (101) | 725 |
| 2016 Vote: Someone else | 13% (27) | 24% (49) | 7% (14) | 5% (10) | 31% (65) | 21% (44) | 210 |
| 2016 Vote: Didnt Vote | 10% (56) | 14% (78) | 6% (35) | 5% (27) | 34% (193) | 31% (179) | 569 |
| Voted in 2014: Yes | 13% (185) | 28% (413) | 7% (107) | 7% (98) | 30% (444) | 16% (232) | 1480 |
| Voted in 2014: No | 10% (75) | 15% (111) | 7% (47) | 5% (36) | 31% (225) | 31% (227) | 721 |
| 2012 Vote: Barack Obama | 14% (117) | 25% (215) | 7% (62) | 7% (58) | 29% (252) | 18% (152) | 857 |
| 2012 Vote: Mitt Romney | 12% (71) | 31% (186) | 6% (38) | 7% (39) | 32% (190) | 12% (74) | 600 |
| 2012 Vote: Other | 9% (9) | 29% (28) | 8% (7) | 6% (6) | 30% (29) | 19% (18) | 97 |
| 2012 Vote: Didn't Vote | 10% (64) | 15% (94) | 7% (46) | 5% (31) | 31% (199) | 33% (214) | 648 |
| 4-Region: Northeast | 16% (64) | 29% (115) | 8% (32) | 7% (27) | 27% (106) | 13% (50) | 393 |
| 4-Region: Midwest | 11% (57) | 22% (112) | 11% (53) | 6% (29) | 32% (160) | 18% (93) | 506 |
| 4-Region: South | 9% (77) | 21% (174) | 5% (40) | 6% (52) | 31% (258) | 27% (221) | 822 |
| 4-Region: West | 13% (62) | 26% (123) | 6% (29) | 5% (26) | 30% (145) | 20% (96) | 481 |

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Table SBD9_12: Do you have a favorable or unfavorable impression of each of the following dynasty teams from the present and past?
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| Adults | 12% (260) | 24% (524) | 7% (154) | 6% (134) | 30% (669) | 21% (460) | 2201 |
| Avid Sports Fan | 18% (66) | 29% (104) | 9% (34) | 10% (34) | 24% (87) | 10% (35) | 361 |
| Casual Sports Fan | 11% (91) | 24% (188) | 7% (53) | 6% (51) | 32% (251) | 20% (155) | 789 |
| NFL fans | 12% (110) | 26% (248) | 8% (72) | 7% (62) | 31% (291) | 17% (158) | 941 |
| NBA fans | 11% (24) | 21% (44) | 6% (12) | 8% (18) | 29% (61) | 25% (52) | 211 |
| MLB fans | 13% (45) | 28% (96) | 8% (28) | 9% (30) | 31% (104) | 10% (35) | 338 |
| Sports nut | 18% (53) | 24% (71) | 12% (34) | 10% (29) | 30% (86) | 6% (18) | 292 |

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

Table SBD10: How likely are you to watch Super Bowl LIII on February 3, 2019?

| Demographic | Very likely | Somewhat likely | Not too likely | Not likely at all | Don't know / No opinion | Total N |
|--------------------------|-------------|-----------------|----------------|-------------------|-------------------------|---------|
| Adults | 44% (971) | 23% (505) | 11% (237) | 19% (414) | 3% (74) | 2201 |
| Gender: Male | 53% (546) | 20% (207) | 9% (94) | 15% (155) | 3% (28) | 1030 |
| Gender: Female | 36% (425) | 25% (298) | 12% (143) | 22% (259) | 4% (46) | 1171 |
| Age: 18-29 | 42% (171) | 24% (95) | 9% (38) | 18% (72) | 7% (27) | 404 |
| Age: 30-44 | 46% (222) | 25% (122) | 10% (50) | 15% (71) | 4% (20) | 484 |
| Age: 45-54 | 45% (201) | 21% (93) | 10% (46) | 22% (100) | 3% (11) | 452 |
| Age: 55-64 | 46% (161) | 22% (78) | 10% (37) | 20% (69) | 2% (5) | 350 |
| Age: 65+ | 42% (216) | 23% (117) | 13% (67) | 20% (101) | 2% (10) | 512 |
| Generation Z: 18-21 | 39% (53) | 24% (33) | 11% (16) | 17% (24) | 9% (13) | 139 |
| Millennial: Age 22-37 | 45% (236) | 24% (124) | 10% (50) | 17% (88) | 5% (26) | 523 |
| Generation X: Age 38-53 | 45% (285) | 23% (144) | 10% (63) | 19% (119) | 3% (18) | 629 |
| Boomers: Age 54-72 | 41% (317) | 22% (166) | 13% (101) | 21% (163) | 2% (17) | 764 |
| PID: Dem (no lean) | 49% (354) | 23% (168) | 10% (72) | 16% (116) | 3% (20) | 730 |
| PID: Ind (no lean) | 39% (291) | 24% (180) | 11% (84) | 22% (164) | 4% (33) | 752 |
| PID: Rep (no lean) | 45% (326) | 22% (158) | 11% (82) | 19% (134) | 3% (20) | 719 |
| PID/Gender: Dem Men | 60% (181) | 20% (59) | 9% (27) | 9% (29) | 2% (6) | 303 |
| PID/Gender: Dem Women | 40% (173) | 25% (108) | 10% (45) | 20% (87) | 3% (14) | 427 |
| PID/Gender: Ind Men | 46% (161) | 22% (79) | 11% (39) | 18% (62) | 4% (13) | 353 |
| PID/Gender: Ind Women | 33% (130) | 25% (101) | 11% (45) | 26% (102) | 5% (20) | 399 |
| PID/Gender: Rep Men | 54% (204) | 19% (69) | 8% (28) | 17% (65) | 2% (8) | 374 |
| PID/Gender: Rep Women | 35% (122) | 26% (88) | 16% (54) | 20% (69) | 3% (12) | 345 |
| Ideo: Liberal (1-3) | 45% (300) | 24% (157) | 12% (79) | 16% (109) | 3% (23) | 668 |
| Ideo: Moderate (4) | 46% (209) | 25% (115) | 10% (47) | 16% (73) | 2% (8) | 452 |
| Ideo: Conservative (5-7) | 46% (350) | 21% (158) | 11% (82) | 20% (152) | 2% (15) | 759 |
| Educ: < College | 42% (585) | 23% (316) | 10% (143) | 20% (276) | 5% (63) | 1384 |
| Educ: Bachelors degree | 48% (249) | 23% (119) | 11% (59) | 16% (86) | 2% (8) | 521 |
| Educ: Post-grad | 46% (136) | 24% (70) | 12% (35) | 18% (52) | 1% (3) | 296 |
| Income: Under 50k | 41% (497) | 22% (275) | 11% (139) | 21% (251) | 5% (62) | 1225 |
| Income: 50k-100k | 44% (289) | 26% (168) | 12% (77) | 17% (115) | 1% (9) | 658 |
| Income: 100k+ | 58% (184) | 19% (62) | 7% (21) | 15% (48) | 1% (3) | 318 |

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Table SBD10: How likely are you to watch Super Bowl LIII on February 3, 2019?

| Demographic | Likelihood | | | | | | | | Total N |
|-------------------------------|-------------|-----------------|----------------|-------------------|-------------------------|------|--|--|---------|
| | Very likely | Somewhat likely | Not too likely | Not likely at all | Don't know / No opinion | | | | |
| Adults | 44% (971) | 23% (505) | 11% (237) | 19% (414) | 3% (74) | 2201 | | | |
| Ethnicity: White | 43% (771) | 23% (417) | 11% (187) | 20% (348) | 3% (57) | 1780 | | | |
| Ethnicity: Hispanic | 45% (95) | 22% (46) | 9% (20) | 19% (41) | 5% (11) | 213 | | | |
| Ethnicity: Afr. Am. | 50% (139) | 20% (56) | 12% (33) | 14% (40) | 4% (12) | 279 | | | |
| Ethnicity: Other | 43% (61) | 23% (32) | 12% (17) | 18% (26) | 4% (6) | 142 | | | |
| Relig: Protestant | 46% (251) | 22% (117) | 13% (70) | 17% (95) | 2% (10) | 544 | | | |
| Relig: Roman Catholic | 50% (202) | 29% (116) | 8% (33) | 11% (45) | 1% (6) | 402 | | | |
| Relig: Something Else | 42% (98) | 21% (48) | 12% (28) | 23% (53) | 2% (4) | 231 | | | |
| Relig: Jewish | 54% (29) | 25% (13) | 6% (3) | 13% (7) | 3% (1) | 54 | | | |
| Relig: Evangelical | 48% (388) | 23% (184) | 10% (82) | 17% (132) | 2% (16) | 802 | | | |
| Relig: Non-Evang. Catholics | 43% (163) | 26% (98) | 13% (49) | 16% (60) | 1% (4) | 375 | | | |
| Relig: All Christian | 47% (551) | 24% (282) | 11% (131) | 16% (193) | 2% (21) | 1177 | | | |
| Relig: All Non-Christian | 48% (136) | 21% (60) | 9% (25) | 19% (54) | 4% (11) | 285 | | | |
| Community: Urban | 48% (235) | 22% (106) | 11% (56) | 15% (76) | 4% (19) | 491 | | | |
| Community: Suburban | 44% (470) | 24% (254) | 11% (117) | 18% (190) | 3% (30) | 1061 | | | |
| Community: Rural | 41% (265) | 22% (145) | 10% (64) | 23% (149) | 4% (26) | 649 | | | |
| Employ: Private Sector | 48% (328) | 24% (161) | 10% (66) | 16% (109) | 2% (14) | 679 | | | |
| Employ: Homemaker | 45% (72) | 27% (43) | 4% (6) | 23% (36) | 2% (3) | 160 | | | |
| Employ: Student | 50% (115) | 18% (42) | 10% (23) | 18% (41) | 3% (7) | 229 | | | |
| Employ: Retired | 33% (49) | 29% (44) | 11% (16) | 21% (32) | 6% (9) | 150 | | | |
| Employ: Unemployed | 39% (31) | 25% (20) | 16% (12) | 11% (9) | 8% (6) | 78 | | | |
| Employ: Other | 43% (208) | 21% (103) | 15% (71) | 19% (93) | 2% (8) | 483 | | | |
| Military HH: Yes | 46% (194) | 21% (90) | 11% (47) | 18% (75) | 3% (14) | 420 | | | |
| Military HH: No | 44% (777) | 23% (415) | 11% (190) | 19% (339) | 3% (60) | 1781 | | | |
| RD/WT: Right Direction | 46% (335) | 23% (169) | 9% (65) | 19% (139) | 3% (19) | 728 | | | |
| RD/WT: Wrong Track | 43% (636) | 23% (336) | 12% (172) | 19% (275) | 4% (55) | 1473 | | | |
| Trump Job Approve | 45% (402) | 22% (196) | 11% (99) | 19% (169) | 2% (20) | 885 | | | |
| Trump Job Disapprove | 44% (533) | 24% (282) | 10% (126) | 18% (216) | 4% (43) | 1200 | | | |
| Trump Job Strongly Approve | 45% (212) | 22% (104) | 9% (44) | 21% (100) | 2% (8) | 467 | | | |
| Trump Job Somewhat Approve | 45% (189) | 22% (92) | 13% (55) | 17% (70) | 3% (12) | 418 | | | |
| Trump Job Somewhat Disapprove | 47% (130) | 22% (61) | 11% (29) | 17% (46) | 3% (8) | 275 | | | |
| Trump Job Strongly Disapprove | 44% (404) | 24% (221) | 10% (96) | 18% (170) | 4% (35) | 925 | | | |

Continued on next page

Table SBD10: How likely are you to watch Super Bowl LIII on February 3, 2019?

| Demographic | Somewhat | | | | | | Don't know / No opinion | Total N |
|--------------------------------------|-------------|-----------|----------------|-------------------|---------|------|----------------------------|---------|
| | Very likely | likely | Not too likely | Not likely at all | | | | |
| Adults | 44% (971) | 23% (505) | 11% (237) | 19% (414) | 3% (74) | 2201 | | |
| #1 Issue: Economy | 49% (318) | 22% (142) | 10% (64) | 15% (98) | 3% (22) | 643 | | |
| #1 Issue: Security | 44% (217) | 24% (118) | 11% (57) | 19% (96) | 2% (9) | 497 | | |
| #1 Issue: Health Care | 46% (139) | 21% (65) | 9% (27) | 21% (62) | 3% (11) | 303 | | |
| #1 Issue: Medicare / Social Security | 41% (128) | 24% (74) | 12% (37) | 20% (63) | 3% (9) | 311 | | |
| #1 Issue: Women's Issues | 37% (30) | 27% (22) | 11% (9) | 19% (15) | 5% (4) | 80 | | |
| #1 Issue: Education | 43% (67) | 26% (41) | 12% (18) | 15% (24) | 4% (6) | 156 | | |
| #1 Issue: Energy | 47% (43) | 16% (15) | 11% (10) | 22% (21) | 3% (3) | 92 | | |
| #1 Issue: Other | 24% (29) | 24% (28) | 13% (15) | 30% (35) | 9% (10) | 117 | | |
| 2018 House Vote: Democrat | 49% (372) | 22% (167) | 10% (73) | 18% (137) | 2% (15) | 763 | | |
| 2018 House Vote: Republican | 46% (358) | 22% (166) | 11% (85) | 19% (147) | 2% (17) | 772 | | |
| 2018 House Vote: Someone else | 36% (38) | 27% (28) | 14% (15) | 21% (22) | 2% (2) | 105 | | |
| 2018 House Vote: Didn't Vote | 36% (201) | 26% (144) | 12% (65) | 19% (107) | 7% (41) | 558 | | |
| 2016 Vote: Hillary Clinton | 49% (340) | 22% (154) | 10% (70) | 17% (116) | 2% (13) | 693 | | |
| 2016 Vote: Donald Trump | 47% (340) | 22% (161) | 11% (80) | 18% (130) | 2% (15) | 725 | | |
| 2016 Vote: Someone else | 36% (75) | 25% (53) | 13% (26) | 23% (48) | 4% (7) | 210 | | |
| 2016 Vote: Didn't Vote | 37% (212) | 24% (138) | 11% (61) | 21% (120) | 7% (38) | 569 | | |
| Voted in 2014: Yes | 48% (707) | 23% (336) | 11% (156) | 17% (252) | 2% (29) | 1480 | | |
| Voted in 2014: No | 37% (264) | 23% (170) | 11% (81) | 22% (162) | 6% (45) | 721 | | |
| 2012 Vote: Barack Obama | 47% (406) | 23% (196) | 11% (92) | 17% (142) | 2% (20) | 857 | | |
| 2012 Vote: Mitt Romney | 46% (274) | 25% (147) | 9% (54) | 19% (116) | 1% (8) | 600 | | |
| 2012 Vote: Other | 47% (45) | 17% (16) | 12% (11) | 24% (23) | 1% (1) | 97 | | |
| 2012 Vote: Didn't Vote | 38% (246) | 22% (146) | 12% (80) | 21% (133) | 7% (44) | 648 | | |
| 4-Region: Northeast | 53% (206) | 23% (89) | 8% (31) | 14% (56) | 3% (11) | 393 | | |
| 4-Region: Midwest | 44% (224) | 23% (118) | 13% (66) | 17% (85) | 3% (13) | 506 | | |
| 4-Region: South | 41% (338) | 23% (193) | 11% (89) | 21% (174) | 3% (28) | 822 | | |
| 4-Region: West | 42% (202) | 22% (106) | 11% (51) | 21% (100) | 4% (21) | 481 | | |
| Avid Sports Fan | 76% (276) | 13% (47) | 5% (18) | 4% (15) | 2% (6) | 361 | | |
| Casual Sports Fan | 40% (316) | 34% (267) | 13% (100) | 12% (95) | 2% (12) | 789 | | |
| NFL fans | 64% (606) | 23% (216) | 7% (65) | 5% (45) | 1% (8) | 941 | | |
| NBA fans | 45% (96) | 28% (59) | 12% (25) | 13% (28) | 1% (3) | 211 | | |
| MLB fans | 47% (161) | 27% (92) | 12% (42) | 11% (38) | 1% (5) | 338 | | |

Continued on next page

Table SBD10: How likely are you to watch Super Bowl LIII on February 3, 2019?

| Demographic | Very likely | Somewhat likely | Not too likely | Not likely at all | Don't know / No opinion | Total N |
|--------------------|--------------------|------------------------|-----------------------|--------------------------|--------------------------------|----------------|
| Adults | 44% (971) | 23% (505) | 11% (237) | 19% (414) | 3% (74) | 2201 |
| Sports nut | 71% (209) | 13% (37) | 7% (22) | 7% (19) | 2% (4) | 292 |

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

Table SBD11: Regardless of who you think will actually win the game, who would you personally like to see win Super Bowl LIII?

| Demographic | Los Angeles Rams | New England Patriots | Don't know / No opinion | Total N |
|--------------------------|------------------|----------------------|-------------------------|---------|
| Adults | 46% (1010) | 27% (604) | 27% (586) | 2201 |
| Gender: Male | 49% (509) | 29% (302) | 21% (219) | 1030 |
| Gender: Female | 43% (502) | 26% (302) | 31% (367) | 1171 |
| Age: 18-29 | 43% (173) | 26% (104) | 31% (126) | 404 |
| Age: 30-44 | 48% (232) | 29% (140) | 23% (111) | 484 |
| Age: 45-54 | 52% (236) | 22% (98) | 26% (118) | 452 |
| Age: 55-64 | 46% (162) | 27% (95) | 27% (93) | 350 |
| Age: 65+ | 41% (208) | 33% (166) | 27% (138) | 512 |
| Generation Z: 18-21 | 37% (51) | 30% (41) | 33% (46) | 139 |
| Millennial: Age 22-37 | 48% (252) | 26% (137) | 26% (135) | 523 |
| Generation X: Age 38-53 | 50% (317) | 24% (153) | 25% (160) | 629 |
| Boomers: Age 54-72 | 43% (328) | 30% (228) | 27% (208) | 764 |
| PID: Dem (no lean) | 49% (358) | 26% (187) | 25% (185) | 730 |
| PID: Ind (no lean) | 43% (327) | 27% (202) | 30% (223) | 752 |
| PID: Rep (no lean) | 45% (325) | 30% (216) | 25% (178) | 719 |
| PID/Gender: Dem Men | 56% (170) | 23% (71) | 20% (61) | 303 |
| PID/Gender: Dem Women | 44% (188) | 27% (116) | 29% (124) | 427 |
| PID/Gender: Ind Men | 43% (153) | 31% (110) | 26% (91) | 353 |
| PID/Gender: Ind Women | 44% (174) | 23% (92) | 33% (133) | 399 |
| PID/Gender: Rep Men | 49% (185) | 33% (122) | 18% (67) | 374 |
| PID/Gender: Rep Women | 41% (140) | 27% (94) | 32% (111) | 345 |
| Ideo: Liberal (1-3) | 48% (322) | 26% (177) | 25% (169) | 668 |
| Ideo: Moderate (4) | 51% (229) | 26% (118) | 23% (104) | 452 |
| Ideo: Conservative (5-7) | 46% (350) | 29% (221) | 25% (187) | 759 |
| Educ: < College | 43% (594) | 29% (407) | 28% (383) | 1384 |
| Educ: Bachelors degree | 50% (260) | 24% (127) | 26% (134) | 521 |
| Educ: Post-grad | 53% (157) | 24% (70) | 23% (69) | 296 |
| Income: Under 50k | 42% (512) | 29% (353) | 29% (360) | 1225 |
| Income: 50k-100k | 48% (317) | 26% (172) | 26% (169) | 658 |
| Income: 100k+ | 57% (181) | 25% (79) | 18% (58) | 318 |

Continued on next page

Table SBD11: Regardless of who you think will actually win the game, who would you personally like to see win Super Bowl LIII?

| Demographic | Los Angeles Rams | New England Patriots | Don't know / No opinion | Total N |
|-------------------------------|------------------|----------------------|-------------------------|---------|
| Adults | 46% (1010) | 27% (604) | 27% (586) | 2201 |
| Ethnicity: White | 46% (823) | 28% (490) | 26% (467) | 1780 |
| Ethnicity: Hispanic | 45% (97) | 32% (69) | 22% (48) | 213 |
| Ethnicity: Afr. Am. | 44% (124) | 29% (82) | 26% (73) | 279 |
| Ethnicity: Other | 44% (63) | 23% (33) | 33% (46) | 142 |
| Relig: Protestant | 53% (286) | 25% (133) | 23% (125) | 544 |
| Relig: Roman Catholic | 49% (196) | 34% (136) | 17% (70) | 402 |
| Relig: Something Else | 41% (95) | 32% (74) | 27% (62) | 231 |
| Relig: Jewish | 48% (26) | 25% (13) | 27% (15) | 54 |
| Relig: Evangelical | 48% (387) | 31% (251) | 20% (164) | 802 |
| Relig: Non-Evang. Catholics | 51% (190) | 24% (91) | 25% (93) | 375 |
| Relig: All Christian | 49% (577) | 29% (343) | 22% (257) | 1177 |
| Relig: All Non-Christian | 42% (120) | 33% (94) | 25% (72) | 285 |
| Community: Urban | 47% (229) | 28% (136) | 26% (126) | 491 |
| Community: Suburban | 47% (499) | 27% (289) | 26% (273) | 1061 |
| Community: Rural | 44% (282) | 28% (179) | 29% (187) | 649 |
| Employ: Private Sector | 51% (345) | 26% (174) | 24% (160) | 679 |
| Employ: Homemaker | 57% (91) | 23% (37) | 20% (31) | 160 |
| Employ: Student | 44% (100) | 34% (77) | 22% (51) | 229 |
| Employ: Retired | 40% (60) | 32% (48) | 28% (42) | 150 |
| Employ: Unemployed | 48% (38) | 25% (20) | 26% (20) | 78 |
| Employ: Other | 44% (213) | 30% (146) | 26% (124) | 483 |
| Military HH: Yes | 42% (175) | 35% (145) | 24% (100) | 420 |
| Military HH: No | 47% (835) | 26% (459) | 27% (486) | 1781 |
| RD/WT: Right Direction | 46% (334) | 30% (217) | 24% (176) | 728 |
| RD/WT: Wrong Track | 46% (676) | 26% (387) | 28% (411) | 1473 |
| Trump Job Approve | 46% (407) | 30% (266) | 24% (212) | 885 |
| Trump Job Disapprove | 47% (567) | 26% (313) | 27% (320) | 1200 |
| Trump Job Strongly Approve | 45% (209) | 32% (148) | 24% (111) | 467 |
| Trump Job Somewhat Approve | 47% (198) | 28% (119) | 24% (101) | 418 |
| Trump Job Somewhat Disapprove | 54% (149) | 25% (70) | 20% (56) | 275 |
| Trump Job Strongly Disapprove | 45% (418) | 26% (243) | 29% (264) | 925 |

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Table SBD11: Regardless of who you think will actually win the game, who would you personally like to see win Super Bowl LIII?

| Demographic | Los Angeles Rams | New England Patriots | Don't know / No opinion | Total N |
|--------------------------------------|------------------|----------------------|-------------------------|---------|
| Adults | 46% (1010) | 27% (604) | 27% (586) | 2201 |
| #1 Issue: Economy | 50% (323) | 27% (177) | 22% (144) | 643 |
| #1 Issue: Security | 43% (216) | 30% (148) | 27% (132) | 497 |
| #1 Issue: Health Care | 45% (138) | 26% (80) | 28% (86) | 303 |
| #1 Issue: Medicare / Social Security | 41% (129) | 32% (99) | 27% (83) | 311 |
| #1 Issue: Women's Issues | 46% (37) | 21% (17) | 33% (27) | 80 |
| #1 Issue: Education | 50% (79) | 26% (40) | 24% (38) | 156 |
| #1 Issue: Energy | 55% (51) | 23% (21) | 22% (20) | 92 |
| #1 Issue: Other | 33% (39) | 19% (23) | 48% (56) | 117 |
| 2018 House Vote: Democrat | 50% (385) | 26% (195) | 24% (183) | 763 |
| 2018 House Vote: Republican | 46% (357) | 30% (229) | 24% (186) | 772 |
| 2018 House Vote: Someone else | 49% (51) | 25% (26) | 27% (28) | 105 |
| 2018 House Vote: Didnt Vote | 39% (218) | 27% (152) | 34% (188) | 558 |
| 2016 Vote: Hillary Clinton | 51% (356) | 25% (173) | 24% (163) | 693 |
| 2016 Vote: Donald Trump | 45% (325) | 32% (232) | 23% (168) | 725 |
| 2016 Vote: Someone else | 46% (97) | 22% (47) | 32% (66) | 210 |
| 2016 Vote: Didnt Vote | 40% (230) | 27% (152) | 33% (188) | 569 |
| Voted in 2014: Yes | 49% (719) | 28% (416) | 23% (345) | 1480 |
| Voted in 2014: No | 40% (292) | 26% (189) | 33% (241) | 721 |
| 2012 Vote: Barack Obama | 52% (442) | 26% (219) | 23% (195) | 857 |
| 2012 Vote: Mitt Romney | 43% (258) | 33% (197) | 24% (144) | 600 |
| 2012 Vote: Other | 51% (49) | 15% (15) | 34% (33) | 97 |
| 2012 Vote: Didn't Vote | 40% (260) | 27% (173) | 33% (215) | 648 |
| 4-Region: Northeast | 41% (162) | 41% (159) | 18% (72) | 393 |
| 4-Region: Midwest | 46% (231) | 25% (127) | 29% (148) | 506 |
| 4-Region: South | 43% (350) | 27% (225) | 30% (247) | 822 |
| 4-Region: West | 56% (268) | 19% (92) | 25% (120) | 481 |
| Avid Sports Fan | 67% (243) | 28% (102) | 4% (16) | 361 |
| Casual Sports Fan | 46% (367) | 29% (228) | 25% (195) | 789 |
| NFL fans | 59% (554) | 31% (289) | 10% (97) | 941 |
| NBA fans | 48% (102) | 28% (60) | 23% (49) | 211 |
| MLB fans | 50% (168) | 32% (110) | 18% (61) | 338 |

Continued on next page

Table SBD11: *Regardless of who you think will actually win the game, who would you personally like to see win Super Bowl LIII?*

| Demographic | Los Angeles Rams | New England Patriots | Don't know / No opinion | Total N |
|--------------------|-------------------------|-----------------------------|--------------------------------|----------------|
| Adults | 46% (1010) | 27% (604) | 27% (586) | 2201 |
| Sports nut | 62% (180) | 29% (85) | 9% (27) | 292 |

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 | 1030 | 47% |
| | Gender: Female | 1171 | 53% |
| | N | 2201 | |
| age5 | Age: 18-29 | 404 | 18% |
| | Age: 30-44 | 484 | 22% |
| | Age: 45-54 | 452 | 21% |
| | Age: 55-64 | 350 | 16% |
| | Age: 65+ | 512 | 23% |
| | N | 2201 | |
| demAgeGeneration | Generation Z: 18-21 | 139 | 6% |
| | Millennial: Age 22-37 | 523 | 24% |
| | Generation X: Age 38-53 | 629 | 29% |
| | Boomers: Age 54-72 | 764 | 35% |
| | N | 2055 | |
| xpid3 | PID: Dem (no lean) | 730 | 33% |
| | PID: Ind (no lean) | 752 | 34% |
| | PID: Rep (no lean) | 719 | 33% |
| | N | 2201 | |
| xpidGender | PID/Gender: Dem Men | 303 | 14% |
| | PID/Gender: Dem Women | 427 | 19% |
| | PID/Gender: Ind Men | 353 | 16% |
| | PID/Gender: Ind Women | 399 | 18% |
| | PID/Gender: Rep Men | 374 | 17% |
| | PID/Gender: Rep Women | 345 | 16% |
| | N | 2201 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 668 | 30% |
| | Ideo: Moderate (4) | 452 | 21% |
| | Ideo: Conservative (5-7) | 759 | 34% |
| | N | 1878 | |
| xeduc3 | Educ: < College | 1384 | 63% |
| | Educ: Bachelors degree | 521 | 24% |
| | Educ: Post-grad | 296 | 13% |
| | N | 2201 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|--------------|-----------------------------|-----------|------------|
| xdemInc3 | Income: Under 50k | 1225 | 56% |
| | Income: 50k-100k | 658 | 30% |
| | Income: 100k+ | 318 | 14% |
| | N | 2201 | |
| xdemWhite | Ethnicity: White | 1780 | 81% |
| xdemHispBin | Ethnicity: Hispanic | 213 | 10% |
| demBlackBin | Ethnicity: Afr. Am. | 279 | 13% |
| demRaceOther | Ethnicity: Other | 142 | 6% |
| xrelNet | Relig: Protestant | 544 | 25% |
| | Relig: Roman Catholic | 402 | 18% |
| | Relig: Something Else | 231 | 10% |
| | N | 1177 | |
| xreligion1 | Relig: Jewish | 54 | 2% |
| xreligion2 | Relig: Evangelical | 802 | 36% |
| | Relig: Non-Evang. Catholics | 375 | 17% |
| | N | 1177 | |
| xreligion3 | Relig: All Christian | 1177 | 53% |
| | Relig: All Non-Christian | 285 | 13% |
| | N | 1462 | |
| xdemUsr | Community: Urban | 491 | 22% |
| | Community: Suburban | 1061 | 48% |
| | Community: Rural | 649 | 29% |
| | N | 2201 | |
| xdemEmploy | Employ: Private Sector | 679 | 31% |
| | Employ: Homemaker | 160 | 7% |
| | Employ: Student | 229 | 10% |
| | Employ: Retired | 150 | 7% |
| | Employ: Unemployed | 78 | 4% |
| | Employ: Other | 483 | 22% |
| | N | 1778 | |
| xdemMilHH1 | Military HH: Yes | 420 | 19% |
| | Military HH: No | 1781 | 81% |
| | N | 2201 | |
| xnr1 | RD/WT: Right Direction | 728 | 33% |
| | RD/WT: Wrong Track | 1473 | 67% |
| | N | 2201 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|----------------|--------------------------------------|-----------|------------|
| Trump_Approve | Trump Job Approve | 885 | 40% |
| | Trump Job Disapprove | 1200 | 55% |
| | N | 2085 | |
| Trump_Approve2 | Trump Job Strongly Approve | 467 | 21% |
| | Trump Job Somewhat Approve | 418 | 19% |
| | Trump Job Somewhat Disapprove | 275 | 12% |
| | Trump Job Strongly Disapprove | 925 | 42% |
| | N | 2085 | |
| xnr3 | #1 Issue: Economy | 643 | 29% |
| | #1 Issue: Security | 497 | 23% |
| | #1 Issue: Health Care | 303 | 14% |
| | #1 Issue: Medicare / Social Security | 311 | 14% |
| | #1 Issue: Women's Issues | 80 | 4% |
| | #1 Issue: Education | 156 | 7% |
| | #1 Issue: Energy | 92 | 4% |
| | #1 Issue: Other | 117 | 5% |
| | N | 2201 | |
| xsubVote18O | 2018 House Vote: Democrat | 763 | 35% |
| | 2018 House Vote: Republican | 772 | 35% |
| | 2018 House Vote: Someone else | 105 | 5% |
| | 2018 House Vote: Didnt Vote | 558 | 25% |
| | N | 2198 | |
| xsubVote16O | 2016 Vote: Hillary Clinton | 693 | 31% |
| | 2016 Vote: Donald Trump | 725 | 33% |
| | 2016 Vote: Someone else | 210 | 10% |
| | 2016 Vote: Didnt Vote | 569 | 26% |
| | N | 2197 | |
| xsubVote14O | Voted in 2014: Yes | 1480 | 67% |
| | Voted in 2014: No | 721 | 33% |
| | N | 2201 | |
| xsubVote12O | 2012 Vote: Barack Obama | 857 | 39% |
| | 2012 Vote: Mitt Romney | 600 | 27% |
| | 2012 Vote: Other | 97 | 4% |
| | 2012 Vote: Didn't Vote | 648 | 29% |
| | N | 2201 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|---------------------|-----------|------------|
| xreg4 | 4-Region: Northeast | 393 | 18% |
| | 4-Region: Midwest | 506 | 23% |
| | 4-Region: South | 822 | 37% |
| | 4-Region: West | 481 | 22% |
| | N | 2201 | |
| dem1 | Avid Sports Fan | 361 | 16% |
| | Casual Sports Fan | 789 | 36% |
| | N | 1150 | |
| dem2 | NFL fans | 941 | 43% |
| | NBA fans | 211 | 10% |
| | MLB fans | 338 | 15% |
| | N | 1490 | |
| dem3 | Sports nut | 292 | 13% |

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

