



National Tracking Poll #200268
February 27 - March 01, 2020

Crosstabulation Results

Methodology:

This poll was conducted between February 27-March 1, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, 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 RAD1_1: How often do you listen to the following?
Satellite radio, such as Sirius Satellite Radio or XM Satellite Radio

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (261)	11% (245)	5% (100)	12% (258)	61% (1336)	2200
Gender: Male	12% (131)	13% (135)	5% (49)	12% (130)	58% (616)	1062
Gender: Female	11% (130)	10% (110)	4% (51)	11% (128)	63% (720)	1138
Age: 18-29	9% (39)	12% (53)	9% (39)	14% (63)	57% (261)	456
Age: 30-44	15% (81)	12% (69)	6% (32)	11% (60)	57% (315)	557
Age: 45-54	15% (56)	10% (36)	2% (7)	14% (53)	59% (215)	366
Age: 55-64	10% (37)	8% (32)	3% (11)	11% (43)	68% (262)	385
Age: 65+	11% (48)	13% (55)	3% (11)	9% (39)	65% (283)	436
Generation Z: 18-22	9% (19)	13% (28)	10% (21)	15% (32)	54% (117)	218
Millennial: Age 23-38	12% (69)	14% (80)	6% (36)	12% (70)	56% (328)	584
Generation X: Age 39-54	15% (87)	9% (50)	4% (21)	13% (73)	60% (346)	577
Boomers: Age 55-73	11% (76)	11% (76)	3% (19)	11% (76)	65% (467)	714
PID: Dem (no lean)	13% (100)	11% (85)	5% (41)	12% (91)	59% (453)	770
PID: Ind (no lean)	10% (75)	9% (69)	4% (26)	12% (88)	65% (477)	735
PID: Rep (no lean)	12% (87)	13% (91)	5% (33)	11% (78)	58% (406)	695
PID/Gender: Dem Men	14% (50)	12% (42)	6% (20)	10% (35)	59% (215)	361
PID/Gender: Dem Women	12% (50)	11% (43)	5% (21)	14% (56)	58% (238)	409
PID/Gender: Ind Men	10% (33)	10% (34)	3% (10)	17% (58)	60% (200)	335
PID/Gender: Ind Women	10% (42)	9% (34)	4% (16)	8% (31)	69% (277)	400
PID/Gender: Rep Men	13% (49)	16% (58)	5% (19)	10% (38)	55% (202)	365
PID/Gender: Rep Women	12% (38)	10% (32)	4% (14)	12% (41)	62% (204)	329
Ideo: Liberal (1-3)	14% (76)	13% (69)	6% (33)	9% (50)	58% (318)	545
Ideo: Moderate (4)	12% (67)	11% (62)	5% (29)	15% (86)	57% (327)	571
Ideo: Conservative (5-7)	12% (94)	13% (99)	3% (22)	11% (90)	61% (484)	788
Educ: < College	11% (163)	9% (142)	5% (71)	12% (186)	63% (950)	1512
Educ: Bachelors degree	15% (68)	14% (64)	4% (19)	10% (44)	56% (249)	444
Educ: Post-grad	12% (30)	16% (39)	4% (9)	11% (28)	56% (137)	244

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Table RAD1_1: How often do you listen to the following?
Satellite radio, such as Sirius Satellite Radio or XM Satellite Radio

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (261)	11% (245)	5% (100)	12% (258)	61% (1336)	2200
Income: Under 50k	9% (113)	8% (92)	5% (58)	13% (164)	65% (786)	1213
Income: 50k-100k	14% (93)	14% (92)	5% (34)	10% (65)	58% (394)	678
Income: 100k+	18% (56)	20% (60)	3% (8)	9% (29)	50% (155)	308
Ethnicity: White	12% (211)	10% (181)	4% (74)	12% (200)	61% (1056)	1722
Ethnicity: Hispanic	9% (33)	15% (53)	5% (17)	8% (28)	63% (218)	349
Ethnicity: Afr. Am.	7% (18)	17% (48)	6% (17)	16% (44)	54% (147)	274
Ethnicity: Other	15% (31)	8% (17)	4% (9)	7% (14)	65% (133)	204
All Christian	14% (138)	13% (128)	3% (33)	12% (115)	57% (560)	974
All Non-Christian	10% (10)	9% (9)	6% (6)	7% (7)	67% (65)	97
Atheist	7% (9)	26% (34)	4% (6)	9% (11)	55% (73)	133
Agnostic/Nothing in particular	10% (104)	7% (73)	6% (55)	12% (124)	64% (639)	996
Religious Non-Protestant/Catholic	10% (12)	9% (11)	5% (6)	13% (17)	63% (78)	123
Evangelical	13% (79)	11% (71)	3% (20)	14% (87)	59% (366)	623
Non-Evangelical	15% (109)	11% (84)	4% (30)	11% (81)	59% (442)	746
Community: Urban	6% (37)	12% (68)	5% (26)	13% (77)	64% (373)	582
Community: Suburban	15% (158)	10% (110)	5% (48)	11% (115)	59% (625)	1056
Community: Rural	12% (67)	12% (66)	5% (26)	12% (65)	60% (338)	562
Employ: Private Sector	17% (110)	15% (94)	4% (26)	10% (62)	54% (342)	634
Employ: Government	16% (21)	11% (15)	3% (4)	13% (18)	58% (80)	138
Employ: Self-Employed	15% (28)	12% (23)	4% (8)	16% (31)	52% (98)	188
Employ: Homemaker	3% (5)	12% (19)	7% (11)	11% (17)	67% (104)	156
Employ: Retired	10% (53)	12% (60)	2% (12)	7% (36)	69% (353)	514
Employ: Unemployed	5% (12)	3% (9)	7% (18)	19% (50)	65% (169)	258
Employ: Other	11% (21)	5% (9)	4% (8)	15% (28)	65% (124)	191
Military HH: Yes	11% (38)	18% (64)	4% (13)	10% (37)	58% (207)	359
Military HH: No	12% (224)	10% (181)	5% (87)	12% (220)	61% (1129)	1841
RD/WT: Right Direction	12% (107)	13% (118)	4% (37)	12% (107)	59% (525)	893
RD/WT: Wrong Track	12% (155)	10% (127)	5% (63)	12% (151)	62% (811)	1307
Trump Job Approve	13% (118)	13% (123)	4% (38)	12% (114)	58% (546)	939
Trump Job Disapprove	11% (131)	10% (116)	5% (62)	11% (127)	62% (712)	1147

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**Table RAD1_1: How often do you listen to the following?
Satellite radio, such as Sirius Satellite Radio or XM Satellite Radio**

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	12%	(261)	11%	(245)	5%	(100)	12%	(258)	61%	(1336)	2200
Trump Job Strongly Approve	14%	(78)	13%	(70)	5%	(26)	10%	(54)	58%	(317)	546
Trump Job Somewhat Approve	10%	(40)	14%	(54)	3%	(12)	15%	(59)	58%	(229)	393
Trump Job Somewhat Disapprove	11%	(29)	8%	(21)	5%	(15)	14%	(39)	63%	(173)	277
Trump Job Strongly Disapprove	12%	(102)	11%	(95)	5%	(47)	10%	(88)	62%	(538)	870
Favorable of Trump	13%	(120)	12%	(110)	4%	(38)	12%	(115)	59%	(542)	925
Unfavorable of Trump	12%	(136)	11%	(125)	5%	(60)	11%	(129)	60%	(685)	1135
Very Favorable of Trump	15%	(82)	10%	(54)	5%	(27)	10%	(53)	61%	(331)	546
Somewhat Favorable of Trump	10%	(39)	15%	(57)	3%	(11)	16%	(62)	56%	(211)	379
Somewhat Unfavorable of Trump	11%	(23)	14%	(29)	6%	(12)	15%	(31)	55%	(114)	208
Very Unfavorable of Trump	12%	(113)	10%	(96)	5%	(49)	11%	(98)	62%	(571)	927
#1 Issue: Economy	14%	(81)	12%	(68)	6%	(34)	13%	(78)	55%	(321)	583
#1 Issue: Security	12%	(48)	13%	(51)	4%	(15)	12%	(47)	60%	(243)	404
#1 Issue: Health Care	10%	(43)	10%	(42)	3%	(14)	11%	(47)	64%	(263)	408
#1 Issue: Medicare / Social Security	13%	(45)	10%	(35)	2%	(7)	11%	(37)	64%	(225)	349
#1 Issue: Women's Issues	13%	(12)	8%	(7)	7%	(7)	16%	(14)	56%	(51)	91
#1 Issue: Education	10%	(14)	10%	(13)	6%	(9)	8%	(11)	65%	(86)	131
#1 Issue: Energy	7%	(8)	14%	(17)	6%	(8)	14%	(17)	58%	(69)	119
#1 Issue: Other	9%	(11)	9%	(11)	5%	(6)	7%	(8)	69%	(79)	115
2018 House Vote: Democrat	14%	(98)	13%	(95)	6%	(41)	10%	(69)	58%	(418)	722
2018 House Vote: Republican	14%	(95)	13%	(91)	3%	(21)	11%	(77)	58%	(394)	678
2018 House Vote: Someone else	9%	(7)	8%	(6)	2%	(1)	16%	(12)	64%	(46)	71
2016 Vote: Hillary Clinton	12%	(82)	13%	(84)	5%	(30)	11%	(73)	59%	(388)	657
2016 Vote: Donald Trump	15%	(102)	14%	(95)	3%	(24)	11%	(73)	58%	(405)	700
2016 Vote: Other	10%	(15)	7%	(11)	7%	(10)	12%	(18)	65%	(99)	154
2016 Vote: Didn't Vote	9%	(63)	8%	(55)	5%	(34)	14%	(93)	64%	(443)	688
Voted in 2014: Yes	14%	(183)	13%	(168)	4%	(58)	11%	(136)	58%	(746)	1291
Voted in 2014: No	9%	(78)	8%	(77)	5%	(42)	13%	(122)	65%	(590)	909

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Table RAD1_1: How often do you listen to the following?
Satellite radio, such as Sirius Satellite Radio or XM Satellite Radio

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (261)	11% (245)	5% (100)	12% (258)	61% (1336)	2200
2012 Vote: Barack Obama	13% (106)	13% (106)	5% (44)	11% (93)	58% (476)	826
2012 Vote: Mitt Romney	16% (76)	13% (65)	3% (14)	11% (56)	57% (280)	492
2012 Vote: Other	6% (6)	10% (10)	5% (5)	13% (13)	67% (67)	100
2012 Vote: Didn't Vote	9% (69)	8% (65)	5% (36)	12% (96)	66% (511)	777
4-Region: Northeast	12% (47)	10% (41)	8% (33)	12% (46)	57% (226)	394
4-Region: Midwest	10% (47)	11% (51)	4% (20)	12% (58)	62% (287)	462
4-Region: South	14% (118)	11% (94)	3% (28)	12% (96)	59% (489)	824
4-Region: West	10% (50)	11% (59)	4% (19)	11% (57)	64% (335)	520
Sports fans	14% (209)	13% (203)	5% (71)	13% (203)	55% (830)	1517
Avid Sports fans	19% (85)	16% (72)	4% (20)	12% (54)	49% (222)	453
NFL fans	14% (203)	13% (184)	5% (67)	14% (199)	55% (786)	1438
Avid NFL fans	13% (89)	16% (105)	4% (28)	13% (86)	53% (352)	660
MLB fans	15% (165)	14% (155)	4% (49)	13% (148)	53% (592)	1109
Avid MLB fans	18% (71)	20% (79)	5% (19)	10% (41)	48% (191)	399
NHL fans	17% (131)	18% (138)	5% (37)	14% (104)	46% (354)	764
Avid NHL fans	17% (38)	21% (45)	8% (16)	11% (24)	43% (93)	217
NBA fans	13% (138)	14% (148)	6% (61)	14% (147)	53% (554)	1048
Avid NBA fans	15% (47)	18% (58)	8% (25)	13% (43)	46% (145)	318
Soccer fans	16% (93)	17% (99)	6% (33)	15% (90)	47% (280)	597
Avid Soccer fans	24% (23)	19% (18)	7% (6)	4% (4)	47% (44)	95
College Basketball fans	14% (133)	16% (143)	5% (50)	15% (136)	50% (456)	918
Avid College Basketball fans	19% (51)	22% (57)	6% (16)	13% (36)	40% (107)	266
College Football fans	15% (158)	14% (147)	5% (49)	15% (156)	52% (563)	1073
Avid College Football fans	19% (70)	18% (69)	3% (12)	14% (52)	46% (176)	380
Baseball fans	14% (169)	14% (174)	4% (53)	13% (159)	54% (659)	1214
Avid Baseball fans	18% (70)	16% (60)	5% (19)	13% (50)	48% (183)	381

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Table RAD1_1: How often do you listen to the following?
Satellite radio, such as Sirius Satellite Radio or XM Satellite Radio

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	12%	(261)	11%	(245)	5%	(100)	12%	(258)	61%	(1336)	2200
Age: 18-29 (Sports Fans)	10%	(26)	15%	(43)	11%	(29)	15%	(43)	49%	(135)	277
Age: 30-44 (Sports Fans)	18%	(73)	15%	(62)	6%	(22)	13%	(54)	48%	(190)	401
Age: 45-54 (Sports Fans)	17%	(43)	10%	(27)	2%	(4)	17%	(45)	54%	(138)	258
Age: 55-64 (Sports Fans)	11%	(28)	11%	(29)	3%	(7)	11%	(30)	65%	(171)	265
Age: 65+ (Sports Fans)	12%	(38)	14%	(43)	3%	(9)	10%	(32)	62%	(195)	317

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

**Table RAD1_2: How often do you listen to the following?
AM or FM radio**

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	39% (869)	28% (610)	8% (170)	11% (252)	14% (299)	2200
Gender: Male	41% (437)	27% (287)	8% (88)	10% (111)	13% (138)	1062
Gender: Female	38% (431)	28% (322)	7% (83)	12% (141)	14% (161)	1138
Age: 18-29	32% (146)	26% (118)	10% (44)	11% (51)	21% (98)	456
Age: 30-44	47% (263)	22% (121)	7% (37)	12% (69)	12% (67)	557
Age: 45-54	40% (148)	30% (111)	7% (27)	10% (36)	12% (44)	366
Age: 55-64	45% (172)	31% (118)	4% (17)	11% (42)	9% (36)	385
Age: 65+	32% (140)	33% (142)	10% (45)	13% (55)	13% (55)	436
Generation Z: 18-22	30% (66)	29% (64)	14% (31)	7% (15)	19% (42)	218
Millennial: Age 23-38	43% (250)	22% (131)	6% (36)	12% (71)	16% (96)	584
Generation X: Age 39-54	42% (240)	27% (155)	7% (42)	12% (70)	12% (71)	577
Boomers: Age 55-73	39% (281)	32% (228)	7% (49)	11% (82)	10% (75)	714
PID: Dem (no lean)	40% (306)	27% (208)	9% (69)	13% (97)	12% (90)	770
PID: Ind (no lean)	34% (249)	29% (213)	7% (49)	12% (89)	19% (136)	735
PID: Rep (no lean)	45% (313)	27% (189)	8% (52)	10% (67)	10% (73)	695
PID/Gender: Dem Men	41% (147)	24% (86)	8% (28)	14% (51)	14% (50)	361
PID/Gender: Dem Women	39% (159)	30% (122)	10% (41)	11% (46)	10% (40)	409
PID/Gender: Ind Men	37% (125)	29% (97)	8% (27)	11% (36)	15% (51)	335
PID/Gender: Ind Women	31% (124)	29% (116)	5% (21)	13% (53)	21% (86)	400
PID/Gender: Rep Men	45% (166)	29% (104)	9% (33)	7% (25)	10% (37)	365
PID/Gender: Rep Women	45% (148)	26% (85)	6% (20)	13% (42)	11% (35)	329
Ideo: Liberal (1-3)	35% (192)	29% (159)	8% (42)	12% (67)	16% (85)	545
Ideo: Moderate (4)	43% (245)	28% (160)	7% (39)	11% (64)	11% (64)	571
Ideo: Conservative (5-7)	44% (350)	27% (211)	8% (65)	10% (77)	11% (84)	788
Educ: < College	38% (571)	27% (404)	9% (135)	12% (181)	15% (222)	1512
Educ: Bachelors degree	43% (189)	30% (132)	5% (23)	11% (50)	11% (50)	444
Educ: Post-grad	44% (108)	30% (74)	5% (13)	9% (22)	11% (27)	244
Income: Under 50k	34% (407)	28% (341)	8% (101)	14% (171)	16% (194)	1213
Income: 50k-100k	47% (320)	27% (186)	7% (51)	8% (55)	10% (66)	678
Income: 100k+	46% (142)	27% (82)	6% (19)	9% (27)	13% (39)	308
Ethnicity: White	40% (684)	29% (504)	6% (105)	11% (197)	13% (230)	1722

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**Table RAD1_2: How often do you listen to the following?
AM or FM radio**

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	39% (869)	28% (610)	8% (170)	11% (252)	14% (299)	2200
Ethnicity: Hispanic	41% (143)	25% (86)	9% (31)	9% (31)	17% (58)	349
Ethnicity: Afr. Am.	37% (101)	24% (65)	16% (43)	12% (34)	11% (31)	274
Ethnicity: Other	41% (83)	20% (40)	11% (22)	10% (21)	18% (38)	204
All Christian	42% (405)	29% (280)	8% (82)	11% (103)	11% (104)	974
All Non-Christian	45% (44)	18% (17)	13% (12)	12% (12)	12% (11)	97
Atheist	26% (35)	33% (44)	10% (14)	15% (20)	15% (20)	133
Agnostic/Nothing in particular	39% (385)	27% (268)	6% (63)	12% (117)	16% (163)	996
Religious Non-Protestant/Catholic	43% (53)	21% (26)	10% (12)	16% (19)	10% (12)	123
Evangelical	43% (267)	28% (171)	8% (49)	10% (64)	12% (72)	623
Non-Evangelical	39% (294)	29% (213)	7% (55)	12% (87)	13% (97)	746
Community: Urban	36% (211)	28% (161)	7% (43)	12% (70)	17% (97)	582
Community: Suburban	41% (435)	28% (292)	8% (79)	11% (119)	12% (130)	1056
Community: Rural	39% (222)	28% (157)	8% (48)	11% (63)	13% (72)	562
Employ: Private Sector	52% (327)	21% (136)	7% (43)	9% (58)	11% (69)	634
Employ: Government	51% (71)	25% (34)	5% (7)	9% (12)	10% (14)	138
Employ: Self-Employed	45% (84)	30% (55)	8% (14)	12% (22)	6% (12)	188
Employ: Homemaker	39% (61)	26% (41)	8% (13)	16% (25)	11% (17)	156
Employ: Retired	31% (158)	35% (181)	9% (45)	13% (68)	12% (61)	514
Employ: Unemployed	30% (78)	26% (68)	5% (14)	13% (33)	25% (66)	258
Employ: Other	30% (57)	31% (59)	8% (15)	12% (22)	19% (37)	191
Military HH: Yes	42% (151)	26% (94)	7% (25)	11% (41)	13% (48)	359
Military HH: No	39% (718)	28% (516)	8% (145)	11% (212)	14% (251)	1841
RD/WT: Right Direction	46% (409)	27% (240)	7% (64)	8% (75)	12% (106)	893
RD/WT: Wrong Track	35% (459)	28% (369)	8% (107)	14% (178)	15% (193)	1307
Trump Job Approve	45% (422)	28% (260)	7% (67)	10% (94)	10% (96)	939
Trump Job Disapprove	36% (413)	28% (320)	8% (93)	12% (143)	16% (178)	1147
Trump Job Strongly Approve	46% (250)	28% (153)	7% (37)	8% (45)	11% (61)	546
Trump Job Somewhat Approve	44% (171)	27% (107)	8% (30)	12% (49)	9% (35)	393
Trump Job Somewhat Disapprove	40% (112)	30% (84)	8% (22)	8% (23)	13% (37)	277
Trump Job Strongly Disapprove	35% (302)	27% (236)	8% (71)	14% (120)	16% (141)	870

Continued on next page

**Table RAD1_2: How often do you listen to the following?
 AM or FM radio**

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	39% (869)	28% (610)	8% (170)	11% (252)	14% (299)	2200
Favorable of Trump	46% (425)	28% (257)	6% (58)	10% (93)	10% (92)	925
Unfavorable of Trump	36% (412)	27% (311)	9% (104)	13% (144)	14% (163)	1135
Very Favorable of Trump	45% (247)	29% (159)	5% (28)	9% (47)	12% (65)	546
Somewhat Favorable of Trump	47% (178)	26% (99)	8% (30)	12% (45)	7% (28)	379
Somewhat Unfavorable of Trump	42% (88)	28% (58)	12% (25)	9% (18)	9% (19)	208
Very Unfavorable of Trump	35% (324)	27% (253)	9% (79)	14% (127)	15% (143)	927
#1 Issue: Economy	48% (278)	22% (126)	8% (46)	11% (64)	12% (68)	583
#1 Issue: Security	43% (173)	31% (126)	7% (27)	9% (37)	10% (41)	404
#1 Issue: Health Care	43% (177)	27% (111)	6% (26)	12% (51)	11% (44)	408
#1 Issue: Medicare / Social Security	27% (93)	37% (129)	10% (35)	11% (40)	15% (52)	349
#1 Issue: Women's Issues	41% (37)	20% (18)	11% (10)	12% (10)	17% (16)	91
#1 Issue: Education	32% (43)	25% (33)	5% (7)	15% (19)	22% (29)	131
#1 Issue: Energy	35% (42)	25% (30)	8% (9)	19% (22)	13% (15)	119
#1 Issue: Other	23% (26)	32% (37)	8% (9)	8% (9)	29% (33)	115
2018 House Vote: Democrat	40% (288)	30% (213)	8% (58)	10% (71)	13% (92)	722
2018 House Vote: Republican	50% (336)	26% (176)	7% (45)	8% (56)	10% (65)	678
2018 House Vote: Someone else	38% (27)	28% (20)	3% (2)	15% (11)	16% (12)	71
2016 Vote: Hillary Clinton	37% (246)	30% (195)	9% (57)	10% (69)	14% (91)	657
2016 Vote: Donald Trump	49% (346)	25% (176)	6% (41)	10% (68)	10% (68)	700
2016 Vote: Other	41% (62)	26% (40)	6% (9)	13% (20)	14% (22)	154
2016 Vote: Didn't Vote	31% (214)	29% (198)	9% (62)	14% (95)	17% (119)	688
Voted in 2014: Yes	44% (562)	28% (361)	8% (104)	10% (131)	10% (133)	1291
Voted in 2014: No	34% (307)	27% (248)	7% (66)	13% (121)	18% (166)	909
2012 Vote: Barack Obama	40% (331)	28% (233)	9% (76)	11% (89)	12% (97)	826
2012 Vote: Mitt Romney	49% (240)	28% (136)	5% (23)	10% (47)	9% (46)	492
2012 Vote: Other	39% (39)	33% (33)	7% (7)	14% (14)	7% (7)	100
2012 Vote: Didn't Vote	33% (257)	27% (208)	8% (60)	13% (103)	19% (149)	777

Continued on next page

**Table RAD1_2: How often do you listen to the following?
AM or FM radio**

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	39% (869)	28% (610)	8% (170)	11% (252)	14% (299)	2200
4-Region: Northeast	43% (167)	25% (100)	7% (26)	12% (48)	13% (52)	394
4-Region: Midwest	38% (174)	31% (142)	9% (40)	12% (53)	12% (53)	462
4-Region: South	39% (322)	28% (230)	9% (72)	11% (88)	14% (112)	824
4-Region: West	40% (206)	26% (138)	6% (32)	12% (63)	16% (82)	520
Sports fans	44% (668)	28% (430)	7% (111)	11% (162)	10% (146)	1517
Avid Sports fans	47% (214)	27% (122)	8% (37)	9% (39)	9% (42)	453
NFL fans	44% (637)	28% (397)	8% (120)	10% (144)	10% (139)	1438
Avid NFL fans	46% (301)	28% (185)	7% (47)	11% (72)	8% (54)	660
MLB fans	45% (498)	28% (314)	8% (92)	10% (109)	9% (96)	1109
Avid MLB fans	47% (188)	28% (110)	9% (34)	9% (35)	8% (32)	399
NHL fans	45% (345)	27% (206)	10% (73)	9% (72)	9% (69)	764
Avid NHL fans	48% (103)	27% (58)	8% (17)	8% (18)	10% (21)	217
NBA fans	46% (487)	26% (268)	9% (90)	10% (110)	9% (93)	1048
Avid NBA fans	46% (147)	23% (74)	9% (28)	11% (34)	11% (35)	318
Soccer fans	47% (281)	25% (151)	8% (49)	9% (54)	10% (62)	597
Avid Soccer fans	44% (42)	19% (18)	10% (10)	6% (6)	21% (20)	95
College Basketball fans	46% (421)	27% (248)	9% (82)	9% (86)	9% (82)	918
Avid College Basketball fans	44% (116)	25% (67)	11% (29)	10% (27)	10% (28)	266
College Football fans	45% (484)	28% (301)	8% (83)	11% (118)	8% (86)	1073
Avid College Football fans	47% (177)	29% (109)	6% (24)	9% (33)	10% (38)	380
Baseball fans	45% (548)	28% (341)	9% (105)	10% (117)	9% (104)	1214
Avid Baseball fans	50% (189)	27% (102)	7% (28)	9% (34)	7% (28)	381
Age: 18-29 (Sports Fans)	38% (106)	26% (72)	10% (28)	8% (23)	17% (47)	277
Age: 30-44 (Sports Fans)	49% (196)	24% (95)	7% (27)	12% (49)	8% (33)	401
Age: 45-54 (Sports Fans)	44% (113)	30% (78)	6% (16)	11% (28)	9% (23)	258
Age: 55-64 (Sports Fans)	50% (132)	30% (78)	4% (10)	10% (27)	6% (17)	265
Age: 65+ (Sports Fans)	38% (120)	33% (106)	10% (30)	11% (35)	8% (26)	317

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

Table RAD1_3: How often do you listen to the following?
Internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	15% (324)	13% (291)	8% (166)	15% (330)	50% (1089)	2200
Gender: Male	15% (163)	15% (158)	8% (81)	15% (159)	47% (501)	1062
Gender: Female	14% (161)	12% (134)	7% (85)	15% (171)	52% (588)	1138
Age: 18-29	17% (78)	13% (61)	9% (43)	17% (80)	43% (194)	456
Age: 30-44	23% (127)	16% (91)	9% (53)	14% (76)	38% (210)	557
Age: 45-54	16% (58)	16% (57)	8% (30)	17% (62)	43% (158)	366
Age: 55-64	10% (38)	11% (42)	6% (22)	16% (61)	58% (223)	385
Age: 65+	5% (23)	9% (41)	4% (18)	12% (51)	70% (304)	436
Generation Z: 18-22	17% (37)	10% (23)	9% (20)	17% (38)	46% (100)	218
Millennial: Age 23-38	22% (128)	17% (102)	9% (50)	15% (88)	37% (216)	584
Generation X: Age 39-54	17% (98)	15% (84)	10% (56)	16% (93)	43% (246)	577
Boomers: Age 55-73	8% (54)	10% (75)	5% (36)	15% (105)	62% (444)	714
PID: Dem (no lean)	17% (134)	15% (116)	8% (63)	12% (94)	47% (363)	770
PID: Ind (no lean)	15% (112)	10% (72)	6% (45)	19% (137)	50% (369)	735
PID: Rep (no lean)	11% (78)	15% (103)	8% (57)	14% (100)	51% (357)	695
PID/Gender: Dem Men	18% (67)	18% (64)	7% (25)	12% (43)	45% (162)	361
PID/Gender: Dem Women	17% (68)	13% (52)	9% (38)	12% (51)	49% (201)	409
PID/Gender: Ind Men	18% (59)	12% (40)	6% (20)	19% (63)	46% (153)	335
PID/Gender: Ind Women	13% (53)	8% (33)	6% (25)	18% (74)	54% (216)	400
PID/Gender: Rep Men	10% (37)	15% (54)	10% (35)	15% (53)	51% (186)	365
PID/Gender: Rep Women	12% (40)	15% (49)	7% (22)	14% (46)	52% (172)	329
Ideo: Liberal (1-3)	19% (104)	14% (77)	8% (45)	12% (67)	46% (252)	545
Ideo: Moderate (4)	17% (98)	13% (75)	8% (43)	16% (90)	46% (266)	571
Ideo: Conservative (5-7)	11% (87)	15% (115)	8% (60)	16% (123)	51% (402)	788
Educ: < College	15% (221)	11% (172)	7% (103)	15% (230)	52% (786)	1512
Educ: Bachelors degree	15% (68)	17% (77)	10% (44)	15% (67)	42% (188)	444
Educ: Post-grad	14% (35)	17% (43)	8% (19)	13% (33)	47% (115)	244
Income: Under 50k	14% (175)	11% (136)	9% (109)	15% (188)	50% (606)	1213
Income: 50k-100k	15% (104)	14% (95)	5% (32)	15% (99)	51% (348)	678
Income: 100k+	14% (44)	20% (61)	8% (25)	14% (43)	44% (135)	308
Ethnicity: White	14% (235)	13% (232)	7% (117)	14% (236)	52% (901)	1722

Continued on next page

**Table RAD1_3: How often do you listen to the following?
Internet-based radio, such as iHeart Radio or TuneIn Radio**

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	15%	(324)	13%	(291)	8%	(166)	15%	(330)	50%	(1089)	2200
Ethnicity: Hispanic	25%	(86)	11%	(37)	10%	(35)	15%	(52)	40%	(139)	349
Ethnicity: Afr. Am.	15%	(41)	14%	(39)	13%	(37)	19%	(52)	39%	(106)	274
Ethnicity: Other	23%	(48)	10%	(21)	6%	(12)	20%	(41)	40%	(82)	204
All Christian	15%	(148)	13%	(123)	7%	(66)	14%	(136)	51%	(501)	974
All Non-Christian	9%	(9)	20%	(20)	11%	(10)	12%	(12)	48%	(47)	97
Atheist	11%	(14)	13%	(17)	9%	(13)	19%	(25)	49%	(65)	133
Agnostic/Nothing in particular	15%	(153)	13%	(132)	8%	(77)	16%	(157)	48%	(477)	996
Religious Non-Protestant/Catholic	14%	(18)	19%	(24)	9%	(12)	13%	(16)	44%	(54)	123
Evangelical	16%	(101)	13%	(80)	9%	(55)	15%	(94)	47%	(292)	623
Non-Evangelical	15%	(109)	12%	(91)	6%	(45)	15%	(110)	53%	(392)	746
Community: Urban	14%	(84)	16%	(95)	9%	(52)	14%	(82)	46%	(269)	582
Community: Suburban	16%	(167)	12%	(127)	6%	(64)	15%	(159)	51%	(539)	1056
Community: Rural	13%	(73)	12%	(69)	9%	(50)	16%	(89)	50%	(281)	562
Employ: Private Sector	19%	(122)	17%	(109)	7%	(47)	16%	(101)	40%	(255)	634
Employ: Government	16%	(21)	20%	(27)	7%	(9)	10%	(14)	48%	(67)	138
Employ: Self-Employed	17%	(32)	19%	(36)	8%	(16)	13%	(24)	43%	(80)	188
Employ: Homemaker	15%	(24)	13%	(20)	10%	(16)	11%	(17)	51%	(80)	156
Employ: Retired	8%	(41)	9%	(45)	4%	(22)	13%	(67)	66%	(339)	514
Employ: Unemployed	18%	(47)	8%	(20)	10%	(25)	18%	(46)	47%	(120)	258
Employ: Other	12%	(22)	8%	(16)	7%	(14)	21%	(41)	51%	(98)	191
Military HH: Yes	14%	(49)	14%	(49)	7%	(24)	12%	(44)	54%	(193)	359
Military HH: No	15%	(275)	13%	(243)	8%	(142)	16%	(286)	49%	(896)	1841
RD/WT: Right Direction	13%	(117)	13%	(116)	8%	(72)	14%	(123)	52%	(466)	893
RD/WT: Wrong Track	16%	(206)	13%	(176)	7%	(94)	16%	(207)	48%	(623)	1307
Trump Job Approve	13%	(120)	14%	(129)	8%	(71)	14%	(134)	52%	(484)	939
Trump Job Disapprove	17%	(192)	13%	(151)	7%	(84)	15%	(174)	48%	(546)	1147
Trump Job Strongly Approve	14%	(77)	13%	(69)	9%	(47)	11%	(61)	53%	(291)	546
Trump Job Somewhat Approve	11%	(42)	15%	(60)	6%	(24)	19%	(73)	49%	(193)	393
Trump Job Somewhat Disapprove	16%	(43)	12%	(32)	8%	(22)	20%	(56)	44%	(123)	277
Trump Job Strongly Disapprove	17%	(149)	14%	(119)	7%	(62)	14%	(118)	49%	(422)	870

Continued on next page

Table RAD1_3: How often do you listen to the following?
Internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	15%	(324)	13%	(291)	8%	(166)	15%	(330)	50%	(1089)	2200
Favorable of Trump	12%	(113)	14%	(125)	7%	(69)	14%	(134)	52%	(484)	925
Unfavorable of Trump	17%	(196)	14%	(155)	8%	(85)	16%	(176)	46%	(523)	1135
Very Favorable of Trump	14%	(76)	13%	(70)	7%	(40)	12%	(65)	54%	(295)	546
Somewhat Favorable of Trump	10%	(37)	15%	(55)	8%	(29)	18%	(69)	50%	(189)	379
Somewhat Unfavorable of Trump	20%	(43)	14%	(28)	8%	(16)	20%	(42)	38%	(79)	208
Very Unfavorable of Trump	17%	(153)	14%	(126)	7%	(69)	15%	(135)	48%	(444)	927
#1 Issue: Economy	17%	(102)	17%	(100)	9%	(55)	15%	(90)	41%	(237)	583
#1 Issue: Security	16%	(63)	12%	(47)	5%	(22)	15%	(60)	52%	(212)	404
#1 Issue: Health Care	17%	(68)	15%	(62)	8%	(32)	14%	(55)	47%	(191)	408
#1 Issue: Medicare / Social Security	9%	(31)	7%	(25)	5%	(17)	15%	(52)	64%	(224)	349
#1 Issue: Women's Issues	18%	(16)	12%	(11)	12%	(11)	17%	(16)	41%	(37)	91
#1 Issue: Education	14%	(19)	15%	(20)	8%	(11)	17%	(22)	45%	(60)	131
#1 Issue: Energy	9%	(10)	13%	(15)	9%	(11)	18%	(22)	51%	(60)	119
#1 Issue: Other	12%	(14)	9%	(11)	7%	(7)	12%	(13)	60%	(69)	115
2018 House Vote: Democrat	17%	(123)	15%	(109)	7%	(50)	13%	(90)	48%	(349)	722
2018 House Vote: Republican	12%	(83)	15%	(100)	7%	(47)	14%	(94)	52%	(354)	678
2018 House Vote: Someone else	14%	(10)	12%	(9)	13%	(9)	14%	(10)	47%	(34)	71
2016 Vote: Hillary Clinton	18%	(119)	13%	(88)	8%	(50)	13%	(88)	48%	(313)	657
2016 Vote: Donald Trump	12%	(87)	15%	(103)	7%	(47)	14%	(98)	52%	(364)	700
2016 Vote: Other	13%	(20)	14%	(21)	8%	(12)	16%	(25)	49%	(75)	154
2016 Vote: Didn't Vote	14%	(98)	11%	(78)	8%	(57)	17%	(117)	49%	(337)	688
Voted in 2014: Yes	15%	(194)	14%	(185)	7%	(95)	14%	(176)	50%	(641)	1291
Voted in 2014: No	14%	(130)	12%	(106)	8%	(71)	17%	(154)	49%	(448)	909
2012 Vote: Barack Obama	18%	(146)	14%	(113)	8%	(65)	13%	(110)	47%	(392)	826
2012 Vote: Mitt Romney	11%	(53)	14%	(69)	7%	(36)	12%	(60)	56%	(274)	492
2012 Vote: Other	11%	(11)	14%	(14)	10%	(10)	17%	(17)	48%	(48)	100
2012 Vote: Didn't Vote	15%	(114)	12%	(92)	7%	(55)	18%	(142)	48%	(374)	777

Continued on next page

**Table RAD1_3: How often do you listen to the following?
Internet-based radio, such as iHeart Radio or TuneIn Radio**

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	15%	(324)	13%	(291)	8%	(166)	15%	(330)	50%	(1089)	2200
4-Region: Northeast	14%	(57)	12%	(46)	8%	(31)	15%	(60)	51%	(199)	394
4-Region: Midwest	13%	(60)	13%	(62)	7%	(33)	14%	(65)	52%	(242)	462
4-Region: South	15%	(125)	15%	(120)	8%	(70)	14%	(117)	48%	(392)	824
4-Region: West	16%	(82)	12%	(63)	6%	(32)	17%	(88)	49%	(256)	520
Sports fans	16%	(236)	15%	(228)	8%	(122)	15%	(233)	46%	(697)	1517
Avid Sports fans	20%	(89)	18%	(81)	7%	(33)	15%	(66)	41%	(185)	453
NFL fans	16%	(234)	15%	(209)	8%	(114)	15%	(219)	46%	(661)	1438
Avid NFL fans	17%	(112)	17%	(111)	8%	(54)	13%	(89)	44%	(293)	660
MLB fans	14%	(159)	16%	(182)	8%	(87)	15%	(170)	46%	(511)	1109
Avid MLB fans	14%	(56)	19%	(77)	10%	(38)	14%	(57)	43%	(171)	399
NHL fans	17%	(126)	17%	(134)	8%	(62)	17%	(127)	41%	(315)	764
Avid NHL fans	21%	(46)	19%	(41)	8%	(18)	15%	(32)	36%	(78)	217
NBA fans	20%	(209)	16%	(168)	8%	(88)	16%	(166)	40%	(418)	1048
Avid NBA fans	20%	(62)	19%	(59)	9%	(27)	15%	(49)	38%	(120)	318
Soccer fans	24%	(143)	18%	(108)	11%	(65)	12%	(74)	35%	(207)	597
Avid Soccer fans	37%	(35)	17%	(16)	8%	(7)	8%	(7)	31%	(29)	95
College Basketball fans	18%	(162)	15%	(142)	10%	(90)	15%	(142)	42%	(383)	918
Avid College Basketball fans	16%	(44)	19%	(50)	12%	(33)	11%	(30)	41%	(110)	266
College Football fans	16%	(174)	16%	(173)	7%	(80)	15%	(163)	45%	(483)	1073
Avid College Football fans	20%	(74)	17%	(64)	8%	(29)	10%	(39)	46%	(174)	380
Baseball fans	16%	(192)	16%	(189)	8%	(100)	15%	(178)	46%	(555)	1214
Avid Baseball fans	18%	(70)	17%	(64)	9%	(35)	14%	(55)	41%	(157)	381
Age: 18-29 (Sports Fans)	18%	(49)	16%	(44)	11%	(30)	18%	(49)	38%	(104)	277
Age: 30-44 (Sports Fans)	24%	(96)	19%	(75)	9%	(35)	14%	(58)	34%	(137)	401
Age: 45-54 (Sports Fans)	18%	(46)	16%	(42)	10%	(25)	19%	(48)	37%	(97)	258
Age: 55-64 (Sports Fans)	10%	(27)	14%	(36)	6%	(15)	15%	(39)	56%	(148)	265
Age: 65+ (Sports Fans)	6%	(18)	10%	(31)	6%	(18)	12%	(40)	67%	(211)	317

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

Table RAD2: *In general, would you describe yourself as an avid sports fan, a casual sports fan or not a fan of sports at all?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(453)	48%	(1063)	31%	(683)	2200
Gender: Male	31%	(329)	49%	(519)	20%	(214)	1062
Gender: Female	11%	(124)	48%	(545)	41%	(469)	1138
Age: 18-29	12%	(53)	49%	(224)	39%	(179)	456
Age: 30-44	25%	(138)	47%	(262)	28%	(156)	557
Age: 45-54	26%	(94)	45%	(164)	30%	(109)	366
Age: 55-64	19%	(75)	49%	(190)	31%	(120)	385
Age: 65+	21%	(93)	51%	(224)	27%	(119)	436
Generation Z: 18-22	7%	(16)	52%	(112)	41%	(90)	218
Millennial: Age 23-38	21%	(120)	47%	(273)	33%	(191)	584
Generation X: Age 39-54	26%	(150)	46%	(265)	28%	(163)	577
Boomers: Age 55-73	19%	(139)	51%	(367)	29%	(208)	714
PID: Dem (no lean)	24%	(185)	46%	(353)	30%	(232)	770
PID: Ind (no lean)	16%	(114)	49%	(357)	36%	(264)	735
PID: Rep (no lean)	22%	(155)	51%	(353)	27%	(187)	695
PID/Gender: Dem Men	36%	(129)	43%	(155)	21%	(77)	361
PID/Gender: Dem Women	14%	(55)	48%	(198)	38%	(155)	409
PID/Gender: Ind Men	24%	(81)	53%	(177)	23%	(76)	335
PID/Gender: Ind Women	8%	(33)	45%	(180)	47%	(187)	400
PID/Gender: Rep Men	32%	(118)	51%	(186)	17%	(61)	365
PID/Gender: Rep Women	11%	(36)	50%	(166)	38%	(127)	329
Ideo: Liberal (1-3)	23%	(125)	47%	(257)	30%	(163)	545
Ideo: Moderate (4)	22%	(126)	51%	(289)	27%	(157)	571
Ideo: Conservative (5-7)	21%	(163)	53%	(420)	26%	(205)	788
Educ: < College	18%	(273)	48%	(729)	34%	(511)	1512
Educ: Bachelors degree	26%	(117)	47%	(208)	27%	(119)	444
Educ: Post-grad	26%	(64)	52%	(126)	22%	(54)	244
Income: Under 50k	14%	(173)	50%	(603)	36%	(438)	1213
Income: 50k-100k	27%	(186)	46%	(312)	27%	(180)	678
Income: 100k+	31%	(94)	48%	(148)	21%	(66)	308
Ethnicity: White	21%	(357)	48%	(829)	31%	(535)	1722
Ethnicity: Hispanic	22%	(77)	48%	(169)	30%	(104)	349
Ethnicity: Afr. Am.	23%	(62)	50%	(137)	27%	(75)	274

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Table RAD2: *In general, would you describe yourself as an avid sports fan, a casual sports fan or not a fan of sports at all?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(453)	48%	(1063)	31%	(683)	2200
Ethnicity: Other	17%	(34)	48%	(97)	36%	(73)	204
All Christian	26%	(249)	50%	(484)	25%	(241)	974
All Non-Christian	18%	(18)	46%	(45)	36%	(35)	97
Atheist	15%	(20)	59%	(79)	25%	(34)	133
Agnostic/Nothing in particular	17%	(166)	46%	(456)	38%	(374)	996
Religious Non-Protestant/Catholic	16%	(20)	49%	(61)	34%	(42)	123
Evangelical	20%	(123)	52%	(322)	29%	(178)	623
Non-Evangelical	25%	(184)	47%	(347)	29%	(214)	746
Community: Urban	22%	(126)	46%	(268)	32%	(188)	582
Community: Suburban	23%	(239)	50%	(533)	27%	(284)	1056
Community: Rural	16%	(89)	47%	(262)	38%	(211)	562
Employ: Private Sector	29%	(184)	48%	(307)	22%	(143)	634
Employ: Government	25%	(35)	55%	(76)	19%	(26)	138
Employ: Self-Employed	21%	(39)	50%	(95)	29%	(54)	188
Employ: Homemaker	10%	(15)	49%	(76)	42%	(65)	156
Employ: Retired	20%	(104)	48%	(246)	32%	(164)	514
Employ: Unemployed	11%	(27)	45%	(115)	45%	(116)	258
Employ: Other	19%	(36)	44%	(83)	38%	(72)	191
Military HH: Yes	28%	(99)	48%	(171)	25%	(89)	359
Military HH: No	19%	(354)	48%	(893)	32%	(594)	1841
RD/WT: Right Direction	23%	(203)	52%	(468)	25%	(223)	893
RD/WT: Wrong Track	19%	(251)	46%	(596)	35%	(460)	1307
Trump Job Approve	22%	(203)	52%	(488)	26%	(247)	939
Trump Job Disapprove	21%	(239)	46%	(527)	33%	(382)	1147
Trump Job Strongly Approve	20%	(112)	50%	(271)	30%	(164)	546
Trump Job Somewhat Approve	23%	(92)	55%	(217)	21%	(84)	393
Trump Job Somewhat Disapprove	20%	(55)	58%	(161)	22%	(62)	277
Trump Job Strongly Disapprove	21%	(184)	42%	(366)	37%	(321)	870
Favorable of Trump	21%	(199)	53%	(489)	26%	(237)	925
Unfavorable of Trump	21%	(239)	46%	(521)	33%	(375)	1135

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Table RAD2: *In general, would you describe yourself as an avid sports fan, a casual sports fan or not a fan of sports at all?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(453)	48%	(1063)	31%	(683)	2200
Very Favorable of Trump	21%	(113)	50%	(274)	29%	(159)	546
Somewhat Favorable of Trump	23%	(86)	57%	(215)	21%	(78)	379
Somewhat Unfavorable of Trump	22%	(47)	52%	(108)	25%	(53)	208
Very Unfavorable of Trump	21%	(193)	44%	(412)	35%	(322)	927
#1 Issue: Economy	26%	(149)	50%	(292)	24%	(141)	583
#1 Issue: Security	19%	(77)	52%	(208)	29%	(119)	404
#1 Issue: Health Care	21%	(85)	45%	(185)	34%	(138)	408
#1 Issue: Medicare / Social Security	17%	(58)	50%	(175)	33%	(116)	349
#1 Issue: Women's Issues	10%	(9)	53%	(48)	37%	(34)	91
#1 Issue: Education	22%	(29)	43%	(56)	35%	(46)	131
#1 Issue: Energy	20%	(23)	48%	(57)	32%	(38)	119
#1 Issue: Other	19%	(22)	36%	(41)	45%	(52)	115
2018 House Vote: Democrat	27%	(192)	47%	(340)	26%	(189)	722
2018 House Vote: Republican	23%	(159)	52%	(355)	24%	(164)	678
2018 House Vote: Someone else	11%	(8)	49%	(35)	40%	(29)	71
2016 Vote: Hillary Clinton	27%	(175)	46%	(302)	27%	(180)	657
2016 Vote: Donald Trump	26%	(179)	50%	(351)	24%	(169)	700
2016 Vote: Other	21%	(32)	54%	(83)	25%	(38)	154
2016 Vote: Didn't Vote	10%	(66)	47%	(326)	43%	(295)	688
Voted in 2014: Yes	26%	(338)	49%	(629)	25%	(324)	1291
Voted in 2014: No	13%	(115)	48%	(434)	40%	(359)	909
2012 Vote: Barack Obama	27%	(221)	46%	(381)	27%	(224)	826
2012 Vote: Mitt Romney	25%	(121)	52%	(256)	23%	(115)	492
2012 Vote: Other	16%	(16)	55%	(56)	29%	(29)	100
2012 Vote: Didn't Vote	12%	(96)	48%	(369)	40%	(311)	777
4-Region: Northeast	27%	(106)	44%	(173)	29%	(114)	394
4-Region: Midwest	18%	(85)	51%	(235)	31%	(142)	462
4-Region: South	20%	(163)	47%	(388)	33%	(273)	824
4-Region: West	19%	(98)	51%	(267)	30%	(154)	520
Sports fans	30%	(453)	70%	(1063)	—	(0)	1517
Avid Sports fans	100%	(453)	—	(0)	—	(0)	453
NFL fans	29%	(419)	60%	(868)	10%	(150)	1438

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Table RAD2: *In general, would you describe yourself as an avid sports fan, a casual sports fan or not a fan of sports at all?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(453)	48%	(1063)	31%	(683)	2200
Avid NFL fans	53%	(352)	44%	(289)	3%	(19)	660
MLB fans	34%	(376)	59%	(649)	8%	(84)	1109
Avid MLB fans	63%	(253)	35%	(138)	2%	(8)	399
NHL fans	35%	(268)	55%	(422)	10%	(75)	764
Avid NHL fans	54%	(117)	38%	(82)	8%	(17)	217
NBA fans	33%	(343)	56%	(591)	11%	(115)	1048
Avid NBA fans	60%	(191)	33%	(107)	6%	(21)	318
Soccer fans	35%	(207)	54%	(324)	11%	(66)	597
Avid Soccer fans	55%	(53)	37%	(35)	8%	(8)	95
College Basketball fans	37%	(343)	56%	(516)	6%	(59)	918
Avid College Basketball fans	63%	(167)	34%	(92)	3%	(8)	266
College Football fans	35%	(380)	58%	(627)	6%	(66)	1073
Avid College Football fans	58%	(222)	39%	(150)	2%	(8)	380
Baseball fans	32%	(384)	58%	(704)	10%	(126)	1214
Avid Baseball fans	61%	(232)	35%	(135)	4%	(14)	381
Age: 18-29 (Sports Fans)	19%	(53)	81%	(224)	—	(0)	277
Age: 30-44 (Sports Fans)	34%	(138)	66%	(262)	—	(0)	401
Age: 45-54 (Sports Fans)	37%	(94)	63%	(164)	—	(0)	258
Age: 55-64 (Sports Fans)	28%	(75)	72%	(190)	—	(0)	265
Age: 65+ (Sports Fans)	29%	(93)	71%	(224)	—	(0)	317

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

Table RAD3_1: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NFL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	30% (660)	35% (778)	35% (762)	2200
Gender: Male	42% (451)	33% (351)	24% (260)	1062
Gender: Female	18% (209)	37% (427)	44% (503)	1138
Age: 18-29	21% (98)	38% (172)	41% (186)	456
Age: 30-44	34% (191)	34% (190)	31% (175)	557
Age: 45-54	34% (124)	34% (126)	32% (116)	366
Age: 55-64	32% (122)	33% (129)	35% (134)	385
Age: 65+	29% (125)	37% (160)	35% (151)	436
Generation Z: 18-22	23% (49)	39% (86)	38% (83)	218
Millennial: Age 23-38	27% (159)	36% (208)	37% (217)	584
Generation X: Age 39-54	36% (205)	34% (195)	31% (177)	577
Boomers: Age 55-73	29% (209)	36% (254)	35% (250)	714
PID: Dem (no lean)	32% (247)	34% (259)	34% (264)	770
PID: Ind (no lean)	27% (195)	35% (256)	39% (284)	735
PID: Rep (no lean)	31% (217)	38% (262)	31% (215)	695
PID/Gender: Dem Men	45% (163)	30% (107)	25% (92)	361
PID/Gender: Dem Women	21% (85)	37% (152)	42% (172)	409
PID/Gender: Ind Men	39% (130)	35% (117)	26% (88)	335
PID/Gender: Ind Women	16% (66)	35% (139)	49% (195)	400
PID/Gender: Rep Men	43% (159)	35% (127)	22% (80)	365
PID/Gender: Rep Women	18% (59)	41% (135)	41% (135)	329
Ideo: Liberal (1-3)	30% (165)	33% (181)	36% (199)	545
Ideo: Moderate (4)	34% (195)	37% (213)	29% (163)	571
Ideo: Conservative (5-7)	31% (242)	37% (293)	32% (253)	788
Educ: < College	30% (450)	35% (527)	35% (535)	1512
Educ: Bachelors degree	32% (142)	34% (152)	34% (150)	444
Educ: Post-grad	28% (69)	40% (99)	31% (77)	244
Income: Under 50k	27% (332)	35% (430)	37% (452)	1213
Income: 50k-100k	33% (225)	34% (232)	33% (221)	678
Income: 100k+	33% (103)	38% (116)	29% (89)	308
Ethnicity: White	29% (498)	35% (609)	36% (615)	1722
Ethnicity: Hispanic	31% (110)	31% (109)	37% (131)	349

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Table RAD3_1: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(660)	35%	(778)	35%	(762)	2200
Ethnicity: Afr. Am.	39%	(108)	33%	(89)	28%	(77)	274
Ethnicity: Other	27%	(54)	39%	(79)	35%	(71)	204
All Christian	33%	(322)	37%	(360)	30%	(292)	974
All Non-Christian	22%	(22)	42%	(41)	36%	(35)	97
Atheist	34%	(46)	27%	(37)	38%	(51)	133
Agnostic/Nothing in particular	27%	(271)	34%	(341)	39%	(384)	996
Religious Non-Protestant/Catholic	22%	(27)	44%	(55)	34%	(42)	123
Evangelical	32%	(199)	36%	(222)	33%	(203)	623
Non-Evangelical	30%	(226)	38%	(281)	32%	(239)	746
Community: Urban	31%	(182)	32%	(185)	37%	(215)	582
Community: Suburban	30%	(319)	38%	(403)	32%	(334)	1056
Community: Rural	28%	(159)	34%	(189)	38%	(213)	562
Employ: Private Sector	35%	(220)	38%	(240)	28%	(174)	634
Employ: Government	41%	(56)	35%	(48)	25%	(34)	138
Employ: Self-Employed	32%	(59)	36%	(67)	33%	(61)	188
Employ: Homemaker	16%	(24)	41%	(64)	44%	(68)	156
Employ: Retired	29%	(149)	34%	(173)	37%	(192)	514
Employ: Unemployed	27%	(69)	28%	(73)	45%	(116)	258
Employ: Other	25%	(47)	37%	(70)	39%	(74)	191
Military HH: Yes	42%	(149)	28%	(102)	30%	(107)	359
Military HH: No	28%	(511)	37%	(675)	36%	(655)	1841
RD/WT: Right Direction	32%	(289)	38%	(340)	30%	(265)	893
RD/WT: Wrong Track	28%	(371)	34%	(438)	38%	(498)	1307
Trump Job Approve	32%	(296)	38%	(352)	31%	(290)	939
Trump Job Disapprove	30%	(347)	33%	(384)	36%	(417)	1147
Trump Job Strongly Approve	30%	(163)	35%	(192)	35%	(192)	546
Trump Job Somewhat Approve	34%	(133)	41%	(161)	25%	(98)	393
Trump Job Somewhat Disapprove	36%	(99)	41%	(113)	24%	(65)	277
Trump Job Strongly Disapprove	28%	(247)	31%	(271)	40%	(352)	870
Favorable of Trump	31%	(284)	38%	(355)	31%	(286)	925
Unfavorable of Trump	31%	(347)	35%	(392)	35%	(396)	1135

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Table RAD3_1: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(660)	35%	(778)	35%	(762)	2200
Very Favorable of Trump	29%	(159)	35%	(192)	36%	(196)	546
Somewhat Favorable of Trump	33%	(126)	43%	(163)	24%	(91)	379
Somewhat Unfavorable of Trump	35%	(72)	39%	(81)	26%	(55)	208
Very Unfavorable of Trump	30%	(275)	33%	(310)	37%	(342)	927
#1 Issue: Economy	33%	(191)	40%	(233)	27%	(160)	583
#1 Issue: Security	28%	(113)	32%	(128)	40%	(163)	404
#1 Issue: Health Care	30%	(121)	35%	(143)	35%	(144)	408
#1 Issue: Medicare / Social Security	29%	(102)	40%	(138)	31%	(109)	349
#1 Issue: Women's Issues	27%	(24)	37%	(34)	37%	(33)	91
#1 Issue: Education	31%	(41)	24%	(32)	44%	(58)	131
#1 Issue: Energy	33%	(39)	28%	(33)	40%	(47)	119
#1 Issue: Other	26%	(30)	32%	(37)	42%	(48)	115
2018 House Vote: Democrat	37%	(266)	31%	(226)	32%	(231)	722
2018 House Vote: Republican	31%	(210)	38%	(257)	31%	(210)	678
2018 House Vote: Someone else	18%	(13)	42%	(30)	40%	(28)	71
2016 Vote: Hillary Clinton	35%	(231)	33%	(215)	32%	(212)	657
2016 Vote: Donald Trump	33%	(231)	36%	(254)	31%	(215)	700
2016 Vote: Other	30%	(47)	38%	(59)	31%	(48)	154
2016 Vote: Didn't Vote	22%	(150)	36%	(250)	42%	(288)	688
Voted in 2014: Yes	34%	(444)	36%	(459)	30%	(388)	1291
Voted in 2014: No	24%	(216)	35%	(319)	41%	(374)	909
2012 Vote: Barack Obama	36%	(299)	34%	(278)	30%	(250)	826
2012 Vote: Mitt Romney	29%	(143)	39%	(194)	32%	(155)	492
2012 Vote: Other	32%	(32)	38%	(38)	31%	(31)	100
2012 Vote: Didn't Vote	24%	(187)	34%	(264)	42%	(325)	777
4-Region: Northeast	34%	(135)	33%	(130)	33%	(129)	394
4-Region: Midwest	26%	(119)	41%	(191)	33%	(152)	462
4-Region: South	29%	(239)	35%	(285)	36%	(300)	824
4-Region: West	32%	(167)	33%	(171)	35%	(182)	520
Sports fans	42%	(641)	43%	(647)	15%	(229)	1517
Avid Sports fans	78%	(352)	15%	(68)	7%	(34)	453

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Table RAD3_1: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(660)	35%	(778)	35%	(762)	2200
NFL fans	46%	(660)	54%	(778)	—	(0)	1438
Avid NFL fans	100%	(660)	—	(0)	—	(0)	660
MLB fans	46%	(507)	42%	(462)	13%	(140)	1109
Avid MLB fans	68%	(272)	23%	(94)	8%	(33)	399
NHL fans	45%	(340)	43%	(332)	12%	(92)	764
Avid NHL fans	61%	(132)	26%	(57)	13%	(28)	217
NBA fans	45%	(468)	42%	(442)	13%	(138)	1048
Avid NBA fans	70%	(221)	24%	(78)	6%	(19)	318
Soccer fans	43%	(257)	38%	(229)	19%	(111)	597
Avid Soccer fans	43%	(40)	27%	(26)	31%	(29)	95
College Basketball fans	50%	(458)	39%	(358)	11%	(102)	918
Avid College Basketball fans	67%	(179)	27%	(72)	6%	(15)	266
College Football fans	51%	(552)	40%	(428)	9%	(92)	1073
Avid College Football fans	72%	(273)	22%	(85)	6%	(22)	380
Baseball fans	43%	(518)	42%	(508)	16%	(188)	1214
Avid Baseball fans	62%	(237)	26%	(101)	11%	(43)	381
Age: 18-29 (Sports Fans)	32%	(88)	50%	(139)	18%	(50)	277
Age: 30-44 (Sports Fans)	47%	(187)	41%	(165)	12%	(48)	401
Age: 45-54 (Sports Fans)	47%	(122)	37%	(95)	16%	(41)	258
Age: 55-64 (Sports Fans)	45%	(119)	42%	(111)	13%	(34)	265
Age: 65+ (Sports Fans)	39%	(125)	43%	(136)	18%	(56)	317

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

Table RAD3_2: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?**MLB**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (399)	32% (709)	50% (1091)	2200
Gender: Male	28% (295)	35% (369)	37% (398)	1062
Gender: Female	9% (104)	30% (341)	61% (694)	1138
Age: 18-29	11% (48)	24% (110)	65% (297)	456
Age: 30-44	18% (100)	34% (190)	48% (268)	557
Age: 45-54	20% (72)	35% (128)	45% (166)	366
Age: 55-64	22% (86)	34% (132)	44% (168)	385
Age: 65+	22% (94)	34% (150)	44% (192)	436
Generation Z: 18-22	11% (23)	24% (51)	66% (143)	218
Millennial: Age 23-38	13% (79)	30% (173)	57% (333)	584
Generation X: Age 39-54	20% (118)	35% (204)	44% (255)	577
Boomers: Age 55-73	21% (152)	34% (244)	45% (318)	714
PID: Dem (no lean)	20% (152)	33% (252)	48% (367)	770
PID: Ind (no lean)	13% (93)	30% (222)	57% (420)	735
PID: Rep (no lean)	22% (154)	34% (236)	44% (304)	695
PID/Gender: Dem Men	29% (106)	36% (131)	34% (124)	361
PID/Gender: Dem Women	11% (46)	29% (120)	59% (243)	409
PID/Gender: Ind Men	21% (69)	33% (109)	47% (157)	335
PID/Gender: Ind Women	6% (24)	28% (113)	66% (263)	400
PID/Gender: Rep Men	33% (120)	35% (128)	32% (117)	365
PID/Gender: Rep Women	10% (34)	33% (108)	57% (187)	329
Ideo: Liberal (1-3)	17% (95)	34% (185)	49% (265)	545
Ideo: Moderate (4)	18% (102)	32% (184)	50% (285)	571
Ideo: Conservative (5-7)	22% (176)	36% (286)	41% (326)	788
Educ: < College	17% (252)	31% (462)	53% (799)	1512
Educ: Bachelors degree	23% (101)	34% (152)	43% (192)	444
Educ: Post-grad	19% (47)	39% (96)	41% (101)	244
Income: Under 50k	14% (169)	29% (348)	57% (697)	1213
Income: 50k-100k	21% (144)	36% (245)	43% (289)	678
Income: 100k+	28% (87)	38% (117)	34% (105)	308
Ethnicity: White	19% (322)	33% (564)	49% (835)	1722
Ethnicity: Hispanic	21% (73)	30% (105)	49% (171)	349

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Table RAD3_2: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*

MLB

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (399)	32% (709)	50% (1091)	2200
Ethnicity: Afr. Am.	18% (48)	25% (69)	57% (157)	274
Ethnicity: Other	14% (29)	38% (77)	48% (98)	204
All Christian	23% (220)	36% (350)	42% (404)	974
All Non-Christian	19% (19)	37% (36)	43% (42)	97
Atheist	25% (34)	23% (31)	51% (68)	133
Agnostic/Nothing in particular	13% (127)	29% (292)	58% (577)	996
Religious Non-Protestant/Catholic	17% (21)	39% (48)	44% (54)	123
Evangelical	18% (111)	34% (215)	48% (298)	623
Non-Evangelical	20% (152)	34% (252)	46% (342)	746
Community: Urban	19% (109)	28% (165)	53% (308)	582
Community: Suburban	20% (215)	36% (384)	43% (457)	1056
Community: Rural	14% (76)	29% (161)	58% (325)	562
Employ: Private Sector	26% (165)	36% (226)	38% (244)	634
Employ: Government	15% (21)	36% (49)	49% (68)	138
Employ: Self-Employed	16% (30)	33% (61)	51% (97)	188
Employ: Homemaker	12% (19)	24% (37)	64% (100)	156
Employ: Retired	20% (104)	34% (175)	46% (235)	514
Employ: Unemployed	7% (18)	26% (68)	66% (172)	258
Employ: Other	14% (27)	31% (59)	54% (104)	191
Military HH: Yes	22% (78)	33% (118)	45% (162)	359
Military HH: No	17% (321)	32% (591)	50% (929)	1841
RD/WT: Right Direction	22% (197)	37% (328)	41% (368)	893
RD/WT: Wrong Track	16% (203)	29% (381)	55% (723)	1307
Trump Job Approve	21% (195)	36% (334)	44% (409)	939
Trump Job Disapprove	17% (191)	30% (348)	53% (609)	1147
Trump Job Strongly Approve	20% (109)	34% (187)	46% (251)	546
Trump Job Somewhat Approve	22% (86)	38% (148)	40% (159)	393
Trump Job Somewhat Disapprove	21% (57)	36% (101)	43% (119)	277
Trump Job Strongly Disapprove	15% (134)	28% (247)	56% (489)	870
Favorable of Trump	20% (189)	36% (335)	43% (401)	925
Unfavorable of Trump	17% (195)	30% (343)	53% (597)	1135

Continued on next page

Table RAD3_2: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

MLB

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (399)	32% (709)	50% (1091)	2200
Very Favorable of Trump	19% (105)	36% (195)	45% (245)	546
Somewhat Favorable of Trump	22% (84)	37% (140)	41% (156)	379
Somewhat Unfavorable of Trump	25% (51)	33% (70)	42% (87)	208
Very Unfavorable of Trump	16% (144)	29% (273)	55% (510)	927
#1 Issue: Economy	21% (124)	35% (206)	43% (253)	583
#1 Issue: Security	18% (72)	31% (126)	51% (206)	404
#1 Issue: Health Care	17% (70)	33% (136)	49% (202)	408
#1 Issue: Medicare / Social Security	18% (63)	32% (112)	50% (174)	349
#1 Issue: Women's Issues	11% (10)	31% (28)	58% (53)	91
#1 Issue: Education	11% (14)	31% (41)	58% (76)	131
#1 Issue: Energy	20% (24)	27% (33)	52% (62)	119
#1 Issue: Other	19% (22)	24% (27)	57% (65)	115
2018 House Vote: Democrat	22% (157)	34% (242)	45% (322)	722
2018 House Vote: Republican	23% (158)	35% (238)	42% (282)	678
2018 House Vote: Someone else	16% (12)	35% (25)	49% (35)	71
2016 Vote: Hillary Clinton	21% (141)	33% (217)	45% (299)	657
2016 Vote: Donald Trump	25% (178)	35% (244)	40% (277)	700
2016 Vote: Other	13% (20)	41% (63)	46% (71)	154
2016 Vote: Didn't Vote	9% (60)	27% (184)	65% (444)	688
Voted in 2014: Yes	23% (291)	36% (463)	42% (537)	1291
Voted in 2014: No	12% (109)	27% (246)	61% (554)	909
2012 Vote: Barack Obama	21% (177)	34% (284)	44% (366)	826
2012 Vote: Mitt Romney	23% (114)	38% (184)	39% (194)	492
2012 Vote: Other	18% (18)	39% (39)	43% (43)	100
2012 Vote: Didn't Vote	12% (90)	26% (199)	63% (487)	777
4-Region: Northeast	26% (103)	31% (123)	43% (168)	394
4-Region: Midwest	20% (91)	31% (145)	49% (226)	462
4-Region: South	14% (115)	34% (280)	52% (429)	824
4-Region: West	17% (90)	31% (162)	52% (268)	520
Sports fans	26% (392)	42% (634)	32% (491)	1517
Avid Sports fans	56% (253)	27% (123)	17% (77)	453

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Table RAD3_2: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(399)	32%	(709)	50%	(1091)	2200
NFL fans	25%	(366)	42%	(603)	33%	(468)	1438
Avid NFL fans	41%	(272)	36%	(234)	23%	(153)	660
MLB fans	36%	(399)	64%	(709)	—	(0)	1109
Avid MLB fans	100%	(399)	—	(0)	—	(0)	399
NHL fans	34%	(262)	44%	(336)	22%	(167)	764
Avid NHL fans	53%	(115)	27%	(58)	20%	(44)	217
NBA fans	27%	(281)	43%	(448)	30%	(319)	1048
Avid NBA fans	45%	(142)	29%	(92)	26%	(84)	318
Soccer fans	31%	(183)	42%	(248)	28%	(166)	597
Avid Soccer fans	45%	(43)	26%	(25)	29%	(27)	95
College Basketball fans	32%	(289)	44%	(405)	24%	(224)	918
Avid College Basketball fans	49%	(132)	34%	(89)	17%	(45)	266
College Football fans	30%	(317)	44%	(470)	27%	(286)	1073
Avid College Football fans	44%	(167)	34%	(131)	22%	(82)	380
Baseball fans	32%	(393)	53%	(637)	15%	(183)	1214
Avid Baseball fans	84%	(321)	9%	(34)	7%	(26)	381
Age: 18-29 (Sports Fans)	16%	(43)	35%	(96)	50%	(137)	277
Age: 30-44 (Sports Fans)	25%	(98)	42%	(170)	33%	(132)	401
Age: 45-54 (Sports Fans)	27%	(71)	45%	(116)	28%	(71)	258
Age: 55-64 (Sports Fans)	32%	(85)	45%	(118)	23%	(61)	265
Age: 65+ (Sports Fans)	30%	(94)	42%	(134)	28%	(89)	317

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

Table RAD3_3: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?**NHL**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(217)	25%	(548)	65%	(1436)	2200
Gender: Male	14%	(148)	29%	(311)	57%	(602)	1062
Gender: Female	6%	(69)	21%	(236)	73%	(834)	1138
Age: 18-29	8%	(37)	19%	(88)	73%	(330)	456
Age: 30-44	12%	(67)	29%	(163)	59%	(327)	557
Age: 45-54	10%	(38)	26%	(94)	64%	(234)	366
Age: 55-64	9%	(35)	26%	(98)	65%	(251)	385
Age: 65+	9%	(39)	24%	(104)	67%	(293)	436
Generation Z: 18-22	5%	(10)	20%	(43)	76%	(165)	218
Millennial: Age 23-38	12%	(70)	25%	(144)	63%	(371)	584
Generation X: Age 39-54	11%	(63)	27%	(158)	62%	(356)	577
Boomers: Age 55-73	9%	(63)	25%	(176)	67%	(475)	714
PID: Dem (no lean)	10%	(78)	24%	(185)	66%	(508)	770
PID: Ind (no lean)	8%	(56)	26%	(193)	66%	(487)	735
PID: Rep (no lean)	12%	(83)	24%	(170)	64%	(442)	695
PID/Gender: Dem Men	16%	(57)	25%	(91)	59%	(213)	361
PID/Gender: Dem Women	5%	(21)	23%	(94)	72%	(294)	409
PID/Gender: Ind Men	10%	(34)	32%	(106)	58%	(195)	335
PID/Gender: Ind Women	5%	(22)	22%	(86)	73%	(292)	400
PID/Gender: Rep Men	16%	(57)	31%	(114)	53%	(194)	365
PID/Gender: Rep Women	8%	(26)	17%	(56)	75%	(248)	329
Ideo: Liberal (1-3)	10%	(56)	27%	(145)	63%	(345)	545
Ideo: Moderate (4)	9%	(50)	26%	(146)	66%	(376)	571
Ideo: Conservative (5-7)	11%	(88)	27%	(209)	62%	(491)	788
Educ: < College	10%	(153)	22%	(330)	68%	(1029)	1512
Educ: Bachelors degree	8%	(35)	32%	(144)	60%	(264)	444
Educ: Post-grad	12%	(28)	30%	(74)	58%	(142)	244
Income: Under 50k	8%	(92)	21%	(260)	71%	(861)	1213
Income: 50k-100k	12%	(81)	26%	(178)	62%	(419)	678
Income: 100k+	14%	(43)	35%	(109)	51%	(156)	308
Ethnicity: White	11%	(190)	26%	(442)	63%	(1090)	1722
Ethnicity: Hispanic	9%	(32)	22%	(76)	69%	(241)	349

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Table RAD3_3: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(217)	25%	(548)	65%	(1436)	2200
Ethnicity: Afr. Am.	4%	(12)	22%	(61)	74%	(202)	274
Ethnicity: Other	8%	(15)	22%	(45)	70%	(143)	204
All Christian	11%	(108)	28%	(269)	61%	(596)	974
All Non-Christian	9%	(9)	38%	(37)	53%	(52)	97
Atheist	6%	(7)	29%	(39)	65%	(87)	133
Agnostic/Nothing in particular	9%	(93)	20%	(202)	70%	(701)	996
Religious Non-Protestant/Catholic	8%	(10)	35%	(43)	57%	(70)	123
Evangelical	8%	(47)	20%	(124)	72%	(451)	623
Non-Evangelical	13%	(100)	27%	(202)	60%	(444)	746
Community: Urban	9%	(50)	23%	(137)	68%	(395)	582
Community: Suburban	11%	(117)	28%	(294)	61%	(645)	1056
Community: Rural	9%	(50)	21%	(117)	70%	(395)	562
Employ: Private Sector	12%	(78)	31%	(198)	57%	(359)	634
Employ: Government	11%	(16)	23%	(31)	66%	(91)	138
Employ: Self-Employed	9%	(16)	26%	(49)	65%	(122)	188
Employ: Homemaker	9%	(14)	16%	(25)	75%	(118)	156
Employ: Retired	9%	(46)	24%	(126)	67%	(342)	514
Employ: Unemployed	9%	(23)	14%	(36)	77%	(200)	258
Employ: Other	8%	(15)	26%	(50)	65%	(125)	191
Military HH: Yes	14%	(52)	23%	(82)	63%	(225)	359
Military HH: No	9%	(165)	25%	(466)	66%	(1211)	1841
RD/WT: Right Direction	12%	(107)	29%	(260)	59%	(527)	893
RD/WT: Wrong Track	8%	(110)	22%	(288)	70%	(908)	1307
Trump Job Approve	13%	(118)	28%	(258)	60%	(562)	939
Trump Job Disapprove	8%	(93)	23%	(267)	69%	(787)	1147
Trump Job Strongly Approve	12%	(65)	25%	(139)	63%	(342)	546
Trump Job Somewhat Approve	14%	(53)	30%	(119)	56%	(220)	393
Trump Job Somewhat Disapprove	6%	(17)	30%	(84)	63%	(176)	277
Trump Job Strongly Disapprove	9%	(76)	21%	(183)	70%	(611)	870
Favorable of Trump	12%	(111)	28%	(255)	60%	(559)	925
Unfavorable of Trump	8%	(93)	24%	(271)	68%	(771)	1135

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Table RAD3_3: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?**NHL**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(217)	25%	(548)	65%	(1436)	2200
Very Favorable of Trump	12%	(66)	25%	(136)	63%	(344)	546
Somewhat Favorable of Trump	12%	(45)	31%	(119)	57%	(215)	379
Somewhat Unfavorable of Trump	9%	(20)	32%	(66)	59%	(122)	208
Very Unfavorable of Trump	8%	(74)	22%	(205)	70%	(648)	927
#1 Issue: Economy	11%	(66)	28%	(163)	61%	(354)	583
#1 Issue: Security	9%	(38)	22%	(89)	69%	(278)	404
#1 Issue: Health Care	12%	(47)	27%	(111)	61%	(249)	408
#1 Issue: Medicare / Social Security	8%	(29)	22%	(78)	69%	(242)	349
#1 Issue: Women's Issues	8%	(7)	26%	(23)	67%	(61)	91
#1 Issue: Education	10%	(13)	17%	(23)	73%	(96)	131
#1 Issue: Energy	9%	(10)	31%	(37)	60%	(71)	119
#1 Issue: Other	6%	(7)	21%	(24)	73%	(84)	115
2018 House Vote: Democrat	11%	(80)	27%	(198)	62%	(444)	722
2018 House Vote: Republican	12%	(79)	27%	(186)	61%	(413)	678
2018 House Vote: Someone else	11%	(8)	27%	(19)	62%	(44)	71
2016 Vote: Hillary Clinton	10%	(66)	26%	(169)	64%	(421)	657
2016 Vote: Donald Trump	13%	(90)	27%	(190)	60%	(419)	700
2016 Vote: Other	11%	(17)	27%	(41)	62%	(96)	154
2016 Vote: Didn't Vote	6%	(43)	21%	(147)	72%	(497)	688
Voted in 2014: Yes	12%	(154)	27%	(352)	61%	(786)	1291
Voted in 2014: No	7%	(63)	22%	(196)	72%	(650)	909
2012 Vote: Barack Obama	11%	(94)	26%	(216)	62%	(516)	826
2012 Vote: Mitt Romney	12%	(61)	27%	(132)	61%	(298)	492
2012 Vote: Other	7%	(7)	32%	(32)	60%	(61)	100
2012 Vote: Didn't Vote	7%	(54)	21%	(163)	72%	(559)	777
4-Region: Northeast	16%	(63)	29%	(114)	55%	(217)	394
4-Region: Midwest	10%	(46)	27%	(124)	63%	(292)	462
4-Region: South	8%	(68)	23%	(192)	68%	(564)	824
4-Region: West	8%	(40)	23%	(117)	70%	(363)	520
Sports fans	13%	(200)	32%	(490)	55%	(827)	1517
Avid Sports fans	26%	(117)	33%	(150)	41%	(186)	453

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Table RAD3_3: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(217)	25%	(548)	65%	(1436)	2200
NFL fans	13%	(189)	34%	(483)	53%	(765)	1438
Avid NFL fans	20%	(132)	32%	(208)	48%	(320)	660
MLB fans	16%	(172)	38%	(425)	46%	(512)	1109
Avid MLB fans	29%	(115)	37%	(147)	35%	(138)	399
NHL fans	28%	(217)	72%	(548)	—	(0)	764
Avid NHL fans	100%	(217)	—	(0)	—	(0)	217
NBA fans	14%	(143)	35%	(362)	52%	(543)	1048
Avid NBA fans	24%	(77)	29%	(94)	46%	(147)	318
Soccer fans	20%	(118)	43%	(259)	37%	(220)	597
Avid Soccer fans	34%	(32)	28%	(27)	38%	(36)	95
College Basketball fans	15%	(140)	36%	(329)	49%	(449)	918
Avid College Basketball fans	23%	(62)	37%	(99)	40%	(106)	266
College Football fans	15%	(159)	35%	(374)	50%	(540)	1073
Avid College Football fans	24%	(91)	34%	(129)	42%	(160)	380
Baseball fans	15%	(185)	36%	(435)	49%	(594)	1214
Avid Baseball fans	30%	(115)	34%	(130)	36%	(136)	381
Age: 18-29 (Sports Fans)	12%	(34)	27%	(74)	61%	(168)	277
Age: 30-44 (Sports Fans)	15%	(58)	36%	(142)	50%	(200)	401
Age: 45-54 (Sports Fans)	14%	(36)	32%	(83)	54%	(139)	258
Age: 55-64 (Sports Fans)	12%	(33)	35%	(94)	52%	(138)	265
Age: 65+ (Sports Fans)	12%	(39)	30%	(96)	57%	(182)	317

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

Table RAD3_4: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(318)	33%	(730)	52%	(1152)	2200
Gender: Male	22%	(235)	36%	(382)	42%	(444)	1062
Gender: Female	7%	(83)	31%	(348)	62%	(707)	1138
Age: 18-29	16%	(75)	35%	(159)	49%	(222)	456
Age: 30-44	19%	(105)	34%	(191)	47%	(261)	557
Age: 45-54	13%	(49)	36%	(132)	51%	(185)	366
Age: 55-64	14%	(53)	27%	(105)	59%	(227)	385
Age: 65+	8%	(36)	33%	(144)	59%	(256)	436
Generation Z: 18-22	14%	(30)	39%	(85)	47%	(102)	218
Millennial: Age 23-38	18%	(106)	34%	(197)	48%	(281)	584
Generation X: Age 39-54	16%	(93)	34%	(199)	49%	(286)	577
Boomers: Age 55-73	11%	(79)	30%	(216)	59%	(418)	714
PID: Dem (no lean)	22%	(166)	37%	(285)	41%	(319)	770
PID: Ind (no lean)	12%	(87)	31%	(228)	57%	(420)	735
PID: Rep (no lean)	9%	(65)	31%	(217)	59%	(413)	695
PID/Gender: Dem Men	32%	(116)	36%	(128)	32%	(117)	361
PID/Gender: Dem Women	12%	(50)	38%	(157)	49%	(202)	409
PID/Gender: Ind Men	21%	(71)	35%	(116)	44%	(148)	335
PID/Gender: Ind Women	4%	(16)	28%	(112)	68%	(272)	400
PID/Gender: Rep Men	13%	(48)	38%	(138)	49%	(179)	365
PID/Gender: Rep Women	5%	(16)	24%	(80)	71%	(233)	329
Ideo: Liberal (1-3)	19%	(105)	36%	(195)	45%	(245)	545
Ideo: Moderate (4)	18%	(102)	36%	(208)	46%	(261)	571
Ideo: Conservative (5-7)	10%	(77)	34%	(265)	57%	(446)	788
Educ: < College	14%	(213)	32%	(488)	54%	(810)	1512
Educ: Bachelors degree	16%	(73)	37%	(162)	47%	(209)	444
Educ: Post-grad	13%	(32)	33%	(79)	54%	(133)	244
Income: Under 50k	14%	(170)	31%	(378)	55%	(666)	1213
Income: 50k-100k	14%	(98)	36%	(246)	49%	(334)	678
Income: 100k+	16%	(50)	35%	(106)	49%	(151)	308
Ethnicity: White	11%	(188)	31%	(531)	58%	(1003)	1722
Ethnicity: Hispanic	20%	(69)	37%	(130)	43%	(150)	349

Continued on next page

Table RAD3_4: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(318)	33%	(730)	52%	(1152)	2200
Ethnicity: Afr. Am.	37%	(100)	42%	(116)	21%	(58)	274
Ethnicity: Other	15%	(30)	41%	(84)	44%	(90)	204
All Christian	15%	(145)	34%	(333)	51%	(496)	974
All Non-Christian	20%	(20)	32%	(31)	48%	(47)	97
Atheist	18%	(24)	27%	(36)	55%	(73)	133
Agnostic/Nothing in particular	13%	(129)	33%	(331)	54%	(536)	996
Religious Non-Protestant/Catholic	22%	(27)	30%	(38)	48%	(59)	123
Evangelical	16%	(98)	34%	(212)	50%	(313)	623
Non-Evangelical	12%	(93)	35%	(263)	52%	(390)	746
Community: Urban	21%	(120)	36%	(209)	43%	(253)	582
Community: Suburban	14%	(150)	34%	(355)	52%	(551)	1056
Community: Rural	9%	(48)	30%	(167)	62%	(347)	562
Employ: Private Sector	17%	(109)	40%	(252)	43%	(273)	634
Employ: Government	18%	(25)	30%	(42)	51%	(71)	138
Employ: Self-Employed	24%	(45)	30%	(56)	46%	(87)	188
Employ: Homemaker	6%	(9)	29%	(46)	65%	(101)	156
Employ: Retired	10%	(51)	30%	(156)	60%	(307)	514
Employ: Unemployed	13%	(35)	30%	(78)	57%	(146)	258
Employ: Other	18%	(35)	30%	(56)	52%	(100)	191
Military HH: Yes	16%	(56)	31%	(112)	53%	(190)	359
Military HH: No	14%	(262)	34%	(618)	52%	(961)	1841
RD/WT: Right Direction	12%	(104)	35%	(315)	53%	(475)	893
RD/WT: Wrong Track	16%	(214)	32%	(415)	52%	(677)	1307
Trump Job Approve	10%	(97)	32%	(296)	58%	(545)	939
Trump Job Disapprove	18%	(206)	35%	(402)	47%	(539)	1147
Trump Job Strongly Approve	7%	(39)	30%	(166)	62%	(340)	546
Trump Job Somewhat Approve	15%	(58)	33%	(130)	52%	(205)	393
Trump Job Somewhat Disapprove	20%	(54)	41%	(113)	40%	(110)	277
Trump Job Strongly Disapprove	17%	(151)	33%	(289)	49%	(430)	870
Favorable of Trump	11%	(98)	33%	(305)	56%	(521)	925
Unfavorable of Trump	18%	(199)	35%	(392)	48%	(544)	1135

Continued on next page

Table RAD3_4: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(318)	33%	(730)	52%	(1152)	2200
Very Favorable of Trump	7%	(36)	32%	(174)	61%	(335)	546
Somewhat Favorable of Trump	16%	(62)	35%	(131)	49%	(186)	379
Somewhat Unfavorable of Trump	17%	(35)	30%	(61)	54%	(111)	208
Very Unfavorable of Trump	18%	(164)	36%	(331)	47%	(433)	927
#1 Issue: Economy	18%	(103)	38%	(224)	44%	(256)	583
#1 Issue: Security	9%	(35)	32%	(128)	60%	(241)	404
#1 Issue: Health Care	17%	(70)	31%	(125)	52%	(213)	408
#1 Issue: Medicare / Social Security	11%	(38)	29%	(102)	60%	(209)	349
#1 Issue: Women's Issues	17%	(15)	24%	(22)	59%	(54)	91
#1 Issue: Education	19%	(25)	35%	(46)	46%	(60)	131
#1 Issue: Energy	16%	(19)	38%	(45)	47%	(55)	119
#1 Issue: Other	11%	(13)	34%	(39)	55%	(63)	115
2018 House Vote: Democrat	20%	(147)	37%	(268)	42%	(306)	722
2018 House Vote: Republican	10%	(67)	33%	(224)	57%	(387)	678
2018 House Vote: Someone else	10%	(7)	30%	(21)	60%	(43)	71
2016 Vote: Hillary Clinton	22%	(147)	38%	(248)	40%	(262)	657
2016 Vote: Donald Trump	9%	(66)	31%	(218)	59%	(416)	700
2016 Vote: Other	19%	(30)	31%	(48)	50%	(76)	154
2016 Vote: Didn't Vote	11%	(74)	32%	(217)	58%	(396)	688
Voted in 2014: Yes	16%	(210)	34%	(438)	50%	(644)	1291
Voted in 2014: No	12%	(108)	32%	(292)	56%	(508)	909
2012 Vote: Barack Obama	21%	(173)	37%	(302)	43%	(351)	826
2012 Vote: Mitt Romney	9%	(42)	32%	(157)	60%	(293)	492
2012 Vote: Other	4%	(4)	30%	(30)	66%	(66)	100
2012 Vote: Didn't Vote	12%	(96)	31%	(240)	57%	(440)	777
4-Region: Northeast	17%	(68)	30%	(118)	53%	(207)	394
4-Region: Midwest	10%	(48)	34%	(159)	55%	(255)	462
4-Region: South	16%	(128)	31%	(257)	53%	(440)	824
4-Region: West	14%	(73)	38%	(196)	48%	(250)	520
Sports fans	20%	(297)	42%	(636)	38%	(583)	1517
Avid Sports fans	42%	(191)	33%	(152)	24%	(111)	453

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Table RAD3_4: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(318)	33%	(730)	52%	(1152)	2200
NFL fans	21%	(299)	43%	(612)	37%	(527)	1438
Avid NFL fans	34%	(221)	37%	(247)	29%	(192)	660
MLB fans	21%	(234)	45%	(495)	34%	(380)	1109
Avid MLB fans	35%	(142)	35%	(140)	30%	(118)	399
NHL fans	22%	(171)	44%	(334)	34%	(259)	764
Avid NHL fans	36%	(77)	30%	(66)	34%	(73)	217
NBA fans	30%	(318)	70%	(730)	—	(0)	1048
Avid NBA fans	100%	(318)	—	(0)	—	(0)	318
Soccer fans	26%	(157)	47%	(281)	27%	(159)	597
Avid Soccer fans	43%	(40)	34%	(32)	24%	(23)	95
College Basketball fans	29%	(269)	51%	(470)	20%	(180)	918
Avid College Basketball fans	53%	(141)	30%	(81)	17%	(45)	266
College Football fans	24%	(255)	43%	(463)	33%	(354)	1073
Avid College Football fans	34%	(129)	39%	(147)	28%	(105)	380
Baseball fans	21%	(251)	44%	(532)	35%	(430)	1214
Avid Baseball fans	36%	(137)	37%	(141)	27%	(102)	381
Age: 18-29 (Sports Fans)	23%	(64)	45%	(124)	32%	(89)	277
Age: 30-44 (Sports Fans)	24%	(96)	40%	(162)	36%	(143)	401
Age: 45-54 (Sports Fans)	19%	(48)	47%	(121)	34%	(89)	258
Age: 55-64 (Sports Fans)	20%	(53)	37%	(98)	43%	(114)	265
Age: 65+ (Sports Fans)	11%	(36)	42%	(132)	47%	(149)	317

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

Table RAD3_5: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(95)	23%	(502)	73%	(1603)	2200
Gender: Male	6%	(61)	28%	(301)	66%	(699)	1062
Gender: Female	3%	(34)	18%	(201)	79%	(903)	1138
Age: 18-29	6%	(28)	24%	(107)	70%	(320)	456
Age: 30-44	6%	(36)	28%	(153)	66%	(368)	557
Age: 45-54	4%	(15)	25%	(91)	71%	(260)	366
Age: 55-64	2%	(9)	20%	(75)	78%	(301)	385
Age: 65+	2%	(8)	17%	(75)	81%	(354)	436
Generation Z: 18-22	4%	(8)	27%	(59)	69%	(150)	218
Millennial: Age 23-38	7%	(41)	24%	(142)	69%	(401)	584
Generation X: Age 39-54	5%	(29)	26%	(151)	69%	(397)	577
Boomers: Age 55-73	2%	(15)	18%	(131)	79%	(567)	714
PID: Dem (no lean)	5%	(40)	26%	(202)	69%	(529)	770
PID: Ind (no lean)	4%	(29)	22%	(164)	74%	(542)	735
PID: Rep (no lean)	4%	(27)	20%	(136)	77%	(532)	695
PID/Gender: Dem Men	7%	(27)	32%	(116)	61%	(219)	361
PID/Gender: Dem Women	3%	(13)	21%	(86)	76%	(310)	409
PID/Gender: Ind Men	4%	(13)	27%	(92)	69%	(231)	335
PID/Gender: Ind Women	4%	(16)	18%	(72)	78%	(312)	400
PID/Gender: Rep Men	6%	(21)	26%	(94)	68%	(250)	365
PID/Gender: Rep Women	2%	(6)	13%	(42)	86%	(282)	329
Ideo: Liberal (1-3)	7%	(40)	27%	(148)	65%	(357)	545
Ideo: Moderate (4)	3%	(19)	22%	(127)	74%	(425)	571
Ideo: Conservative (5-7)	4%	(28)	22%	(176)	74%	(583)	788
Educ: < College	3%	(51)	20%	(307)	76%	(1154)	1512
Educ: Bachelors degree	6%	(27)	28%	(125)	66%	(291)	444
Educ: Post-grad	7%	(17)	28%	(69)	65%	(158)	244
Income: Under 50k	4%	(46)	19%	(236)	77%	(932)	1213
Income: 50k-100k	4%	(29)	27%	(182)	69%	(467)	678
Income: 100k+	7%	(20)	27%	(84)	66%	(204)	308
Ethnicity: White	4%	(66)	21%	(360)	75%	(1296)	1722
Ethnicity: Hispanic	10%	(34)	37%	(130)	53%	(185)	349

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Table RAD3_5: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(95)	23%	(502)	73%	(1603)	2200
Ethnicity: Afr. Am.	5%	(14)	26%	(71)	69%	(189)	274
Ethnicity: Other	7%	(15)	35%	(71)	58%	(118)	204
All Christian	4%	(34)	25%	(244)	71%	(695)	974
All Non-Christian	8%	(8)	31%	(30)	61%	(60)	97
Atheist	6%	(9)	27%	(36)	67%	(89)	133
Agnostic/Nothing in particular	4%	(44)	19%	(193)	76%	(759)	996
Religious Non-Protestant/Catholic	7%	(9)	35%	(43)	58%	(72)	123
Evangelical	3%	(18)	22%	(140)	75%	(465)	623
Non-Evangelical	3%	(23)	25%	(186)	72%	(537)	746
Community: Urban	7%	(39)	22%	(131)	71%	(412)	582
Community: Suburban	4%	(45)	24%	(253)	72%	(758)	1056
Community: Rural	2%	(11)	21%	(118)	77%	(433)	562
Employ: Private Sector	7%	(47)	27%	(170)	66%	(417)	634
Employ: Government	7%	(10)	16%	(22)	77%	(106)	138
Employ: Self-Employed	6%	(11)	24%	(46)	70%	(131)	188
Employ: Homemaker	2%	(2)	18%	(28)	81%	(126)	156
Employ: Retired	2%	(10)	18%	(92)	80%	(411)	514
Employ: Unemployed	1%	(2)	23%	(61)	76%	(196)	258
Employ: Other	3%	(6)	21%	(40)	75%	(144)	191
Military HH: Yes	4%	(13)	22%	(80)	74%	(266)	359
Military HH: No	4%	(82)	23%	(422)	73%	(1337)	1841
RD/WT: Right Direction	5%	(41)	23%	(202)	73%	(650)	893
RD/WT: Wrong Track	4%	(54)	23%	(300)	73%	(953)	1307
Trump Job Approve	4%	(36)	21%	(199)	75%	(704)	939
Trump Job Disapprove	5%	(54)	25%	(286)	70%	(808)	1147
Trump Job Strongly Approve	3%	(19)	19%	(106)	77%	(421)	546
Trump Job Somewhat Approve	4%	(17)	24%	(93)	72%	(282)	393
Trump Job Somewhat Disapprove	4%	(12)	31%	(86)	64%	(179)	277
Trump Job Strongly Disapprove	5%	(41)	23%	(200)	72%	(629)	870
Favorable of Trump	4%	(40)	21%	(193)	75%	(692)	925
Unfavorable of Trump	5%	(53)	25%	(282)	70%	(800)	1135

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Table RAD3_5: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*
 Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(95)	23%	(502)	73%	(1603)	2200
Very Favorable of Trump	3%	(19)	17%	(93)	79%	(433)	546
Somewhat Favorable of Trump	5%	(20)	26%	(100)	68%	(259)	379
Somewhat Unfavorable of Trump	5%	(10)	31%	(65)	64%	(133)	208
Very Unfavorable of Trump	5%	(43)	23%	(217)	72%	(667)	927
#1 Issue: Economy	7%	(39)	24%	(139)	70%	(405)	583
#1 Issue: Security	4%	(16)	21%	(84)	75%	(304)	404
#1 Issue: Health Care	6%	(24)	28%	(114)	66%	(270)	408
#1 Issue: Medicare / Social Security	2%	(6)	18%	(63)	80%	(280)	349
#1 Issue: Women's Issues	2%	(1)	26%	(24)	72%	(66)	91
#1 Issue: Education	5%	(6)	27%	(36)	68%	(89)	131
#1 Issue: Energy	—	(0)	22%	(27)	78%	(92)	119
#1 Issue: Other	2%	(2)	15%	(17)	84%	(96)	115
2018 House Vote: Democrat	6%	(43)	29%	(209)	65%	(470)	722
2018 House Vote: Republican	3%	(22)	20%	(135)	77%	(522)	678
2018 House Vote: Someone else	1%	(1)	26%	(18)	73%	(52)	71
2016 Vote: Hillary Clinton	6%	(39)	27%	(177)	67%	(441)	657
2016 Vote: Donald Trump	3%	(24)	19%	(136)	77%	(540)	700
2016 Vote: Other	2%	(4)	33%	(50)	65%	(100)	154
2016 Vote: Didn't Vote	4%	(28)	20%	(139)	76%	(520)	688
Voted in 2014: Yes	5%	(59)	25%	(321)	71%	(911)	1291
Voted in 2014: No	4%	(36)	20%	(181)	76%	(692)	909
2012 Vote: Barack Obama	5%	(41)	27%	(223)	68%	(562)	826
2012 Vote: Mitt Romney	3%	(14)	21%	(103)	76%	(375)	492
2012 Vote: Other	2%	(2)	23%	(23)	75%	(75)	100
2012 Vote: Didn't Vote	5%	(37)	20%	(153)	75%	(586)	777
4-Region: Northeast	4%	(17)	24%	(93)	72%	(284)	394
4-Region: Midwest	3%	(12)	19%	(87)	79%	(364)	462
4-Region: South	5%	(39)	24%	(195)	72%	(591)	824
4-Region: West	5%	(28)	25%	(128)	70%	(364)	520
Sports fans	6%	(87)	29%	(444)	65%	(986)	1517
Avid Sports fans	12%	(53)	34%	(154)	54%	(247)	453

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Table RAD3_5: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(95)	23%	(502)	73%	(1603)	2200
NFL fans	5%	(66)	29%	(420)	66%	(952)	1438
Avid NFL fans	6%	(40)	33%	(217)	61%	(403)	660
MLB fans	6%	(68)	33%	(364)	61%	(678)	1109
Avid MLB fans	11%	(43)	35%	(140)	54%	(217)	399
NHL fans	8%	(59)	42%	(318)	51%	(387)	764
Avid NHL fans	15%	(32)	40%	(86)	46%	(99)	217
NBA fans	7%	(72)	35%	(365)	58%	(610)	1048
Avid NBA fans	13%	(40)	37%	(116)	51%	(161)	318
Soccer fans	16%	(95)	84%	(502)	—	(0)	597
Avid Soccer fans	100%	(95)	—	(0)	—	(0)	95
College Basketball fans	7%	(64)	36%	(326)	57%	(527)	918
Avid College Basketball fans	11%	(30)	38%	(103)	50%	(134)	266
College Football fans	6%	(65)	31%	(330)	63%	(677)	1073
Avid College Football fans	8%	(30)	36%	(136)	56%	(214)	380
Baseball fans	6%	(76)	32%	(393)	61%	(745)	1214
Avid Baseball fans	13%	(50)	34%	(130)	53%	(200)	381
Age: 18-29 (Sports Fans)	9%	(24)	30%	(83)	61%	(169)	277
Age: 30-44 (Sports Fans)	8%	(34)	34%	(137)	57%	(230)	401
Age: 45-54 (Sports Fans)	6%	(14)	33%	(84)	62%	(159)	258
Age: 55-64 (Sports Fans)	3%	(8)	26%	(69)	71%	(187)	265
Age: 65+ (Sports Fans)	2%	(8)	22%	(70)	76%	(240)	317

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

Table RAD3_6: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(266)	30%	(652)	58%	(1282)	2200
Gender: Male	19%	(201)	37%	(396)	44%	(465)	1062
Gender: Female	6%	(65)	22%	(256)	72%	(817)	1138
Age: 18-29	7%	(32)	30%	(135)	63%	(289)	456
Age: 30-44	14%	(78)	30%	(166)	56%	(313)	557
Age: 45-54	14%	(51)	32%	(117)	54%	(198)	366
Age: 55-64	12%	(45)	30%	(115)	58%	(225)	385
Age: 65+	14%	(61)	27%	(118)	59%	(257)	436
Generation Z: 18-22	6%	(14)	34%	(75)	60%	(130)	218
Millennial: Age 23-38	12%	(69)	26%	(155)	62%	(361)	584
Generation X: Age 39-54	14%	(78)	33%	(189)	54%	(310)	577
Boomers: Age 55-73	12%	(88)	29%	(205)	59%	(421)	714
PID: Dem (no lean)	14%	(109)	30%	(230)	56%	(431)	770
PID: Ind (no lean)	9%	(68)	27%	(195)	64%	(472)	735
PID: Rep (no lean)	13%	(89)	33%	(226)	55%	(379)	695
PID/Gender: Dem Men	21%	(75)	37%	(135)	42%	(151)	361
PID/Gender: Dem Women	8%	(35)	23%	(95)	68%	(280)	409
PID/Gender: Ind Men	16%	(54)	35%	(116)	49%	(165)	335
PID/Gender: Ind Women	3%	(14)	20%	(79)	77%	(307)	400
PID/Gender: Rep Men	20%	(72)	40%	(144)	41%	(149)	365
PID/Gender: Rep Women	5%	(17)	25%	(82)	70%	(231)	329
Ideo: Liberal (1-3)	15%	(82)	28%	(152)	57%	(312)	545
Ideo: Moderate (4)	12%	(69)	34%	(197)	53%	(305)	571
Ideo: Conservative (5-7)	12%	(96)	33%	(260)	55%	(432)	788
Educ: < College	10%	(159)	27%	(414)	62%	(940)	1512
Educ: Bachelors degree	15%	(68)	34%	(151)	51%	(225)	444
Educ: Post-grad	16%	(39)	36%	(87)	48%	(118)	244
Income: Under 50k	10%	(121)	26%	(314)	64%	(779)	1213
Income: 50k-100k	14%	(94)	34%	(228)	53%	(356)	678
Income: 100k+	17%	(52)	36%	(110)	48%	(147)	308
Ethnicity: White	11%	(191)	28%	(480)	61%	(1051)	1722
Ethnicity: Hispanic	11%	(38)	33%	(116)	56%	(196)	349

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Table RAD3_6: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*

College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(266)	30%	(652)	58%	(1282)	2200
Ethnicity: Afr. Am.	23%	(63)	35%	(96)	42%	(115)	274
Ethnicity: Other	6%	(12)	37%	(76)	57%	(116)	204
All Christian	13%	(130)	32%	(314)	54%	(530)	974
All Non-Christian	17%	(17)	33%	(32)	50%	(49)	97
Atheist	13%	(18)	39%	(52)	48%	(63)	133
Agnostic/Nothing in particular	10%	(102)	25%	(254)	64%	(640)	996
Religious Non-Protestant/Catholic	15%	(19)	33%	(41)	52%	(64)	123
Evangelical	14%	(89)	29%	(180)	57%	(354)	623
Non-Evangelical	11%	(83)	32%	(241)	56%	(421)	746
Community: Urban	15%	(85)	30%	(174)	56%	(323)	582
Community: Suburban	11%	(113)	30%	(318)	59%	(626)	1056
Community: Rural	12%	(69)	28%	(160)	59%	(333)	562
Employ: Private Sector	14%	(89)	38%	(240)	48%	(305)	634
Employ: Government	12%	(16)	33%	(45)	55%	(76)	138
Employ: Self-Employed	18%	(33)	24%	(45)	58%	(109)	188
Employ: Homemaker	4%	(6)	18%	(28)	78%	(123)	156
Employ: Retired	13%	(67)	28%	(142)	59%	(304)	514
Employ: Unemployed	6%	(17)	23%	(59)	71%	(182)	258
Employ: Other	11%	(21)	30%	(57)	59%	(112)	191
Military HH: Yes	17%	(62)	33%	(118)	50%	(179)	359
Military HH: No	11%	(205)	29%	(534)	60%	(1103)	1841
RD/WT: Right Direction	13%	(117)	35%	(310)	52%	(467)	893
RD/WT: Wrong Track	11%	(150)	26%	(342)	62%	(815)	1307
Trump Job Approve	12%	(108)	32%	(297)	57%	(534)	939
Trump Job Disapprove	12%	(140)	30%	(342)	58%	(665)	1147
Trump Job Strongly Approve	12%	(67)	30%	(164)	58%	(315)	546
Trump Job Somewhat Approve	10%	(41)	34%	(133)	56%	(219)	393
Trump Job Somewhat Disapprove	10%	(28)	45%	(124)	45%	(125)	277
Trump Job Strongly Disapprove	13%	(112)	25%	(218)	62%	(540)	870
Favorable of Trump	11%	(105)	33%	(302)	56%	(518)	925
Unfavorable of Trump	13%	(143)	29%	(333)	58%	(659)	1135

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Table RAD3_6: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?**College basketball*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(266)	30%	(652)	58%	(1282)	2200
Very Favorable of Trump	10%	(54)	31%	(170)	59%	(322)	546
Somewhat Favorable of Trump	13%	(51)	35%	(133)	52%	(196)	379
Somewhat Unfavorable of Trump	12%	(26)	37%	(77)	51%	(105)	208
Very Unfavorable of Trump	13%	(117)	28%	(256)	60%	(554)	927
#1 Issue: Economy	14%	(81)	33%	(195)	53%	(307)	583
#1 Issue: Security	11%	(44)	26%	(106)	63%	(255)	404
#1 Issue: Health Care	12%	(49)	31%	(128)	57%	(231)	408
#1 Issue: Medicare / Social Security	12%	(41)	27%	(94)	61%	(214)	349
#1 Issue: Women's Issues	11%	(10)	28%	(25)	61%	(56)	91
#1 Issue: Education	12%	(16)	31%	(40)	57%	(75)	131
#1 Issue: Energy	14%	(16)	30%	(36)	56%	(66)	119
#1 Issue: Other	8%	(10)	23%	(27)	68%	(78)	115
2018 House Vote: Democrat	16%	(113)	32%	(233)	52%	(375)	722
2018 House Vote: Republican	14%	(93)	34%	(231)	52%	(354)	678
2018 House Vote: Someone else	6%	(4)	23%	(16)	71%	(51)	71
2016 Vote: Hillary Clinton	17%	(112)	33%	(215)	50%	(329)	657
2016 Vote: Donald Trump	13%	(93)	33%	(230)	54%	(377)	700
2016 Vote: Other	13%	(19)	26%	(40)	61%	(94)	154
2016 Vote: Didn't Vote	6%	(41)	24%	(165)	70%	(482)	688
Voted in 2014: Yes	16%	(202)	33%	(424)	51%	(665)	1291
Voted in 2014: No	7%	(64)	25%	(227)	68%	(617)	909
2012 Vote: Barack Obama	16%	(128)	32%	(268)	52%	(430)	826
2012 Vote: Mitt Romney	14%	(68)	34%	(167)	52%	(256)	492
2012 Vote: Other	11%	(11)	20%	(20)	69%	(69)	100
2012 Vote: Didn't Vote	7%	(56)	25%	(195)	68%	(526)	777
4-Region: Northeast	9%	(34)	29%	(116)	62%	(243)	394
4-Region: Midwest	14%	(64)	28%	(130)	58%	(269)	462
4-Region: South	15%	(123)	30%	(249)	55%	(452)	824
4-Region: West	9%	(45)	30%	(157)	61%	(318)	520
Sports fans	17%	(258)	40%	(601)	43%	(657)	1517
Avid Sports fans	37%	(167)	39%	(177)	24%	(110)	453

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Table RAD3_6: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(266)	30%	(652)	58%	(1282)	2200
NFL fans	17%	(252)	39%	(565)	43%	(621)	1438
Avid NFL fans	27%	(179)	42%	(279)	31%	(202)	660
MLB fans	20%	(221)	43%	(473)	37%	(415)	1109
Avid MLB fans	33%	(132)	39%	(158)	28%	(110)	399
NHL fans	21%	(161)	40%	(308)	39%	(295)	764
Avid NHL fans	28%	(62)	36%	(78)	35%	(77)	217
NBA fans	21%	(222)	49%	(517)	30%	(310)	1048
Avid NBA fans	44%	(141)	40%	(128)	16%	(49)	318
Soccer fans	22%	(133)	43%	(258)	35%	(207)	597
Avid Soccer fans	32%	(30)	36%	(34)	33%	(31)	95
College Basketball fans	29%	(266)	71%	(652)	—	(0)	918
Avid College Basketball fans	100%	(266)	—	(0)	—	(0)	266
College Football fans	22%	(241)	51%	(548)	27%	(284)	1073
Avid College Football fans	47%	(178)	35%	(134)	18%	(68)	380
Baseball fans	19%	(233)	40%	(489)	41%	(492)	1214
Avid Baseball fans	31%	(117)	42%	(159)	28%	(105)	381
Age: 18-29 (Sports Fans)	10%	(28)	42%	(115)	48%	(133)	277
Age: 30-44 (Sports Fans)	19%	(74)	39%	(158)	42%	(168)	401
Age: 45-54 (Sports Fans)	20%	(51)	42%	(109)	38%	(98)	258
Age: 55-64 (Sports Fans)	17%	(44)	40%	(106)	43%	(114)	265
Age: 65+ (Sports Fans)	19%	(61)	35%	(112)	45%	(144)	317

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

Table RAD3_7: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(380)	31%	(693)	51%	(1127)	2200
Gender: Male	26%	(277)	37%	(395)	37%	(390)	1062
Gender: Female	9%	(104)	26%	(297)	65%	(737)	1138
Age: 18-29	9%	(39)	25%	(113)	67%	(303)	456
Age: 30-44	19%	(106)	34%	(187)	47%	(264)	557
Age: 45-54	22%	(80)	32%	(119)	46%	(167)	366
Age: 55-64	19%	(72)	35%	(133)	47%	(180)	385
Age: 65+	19%	(83)	32%	(140)	49%	(213)	436
Generation Z: 18-22	8%	(18)	25%	(54)	67%	(146)	218
Millennial: Age 23-38	15%	(85)	30%	(173)	56%	(326)	584
Generation X: Age 39-54	21%	(123)	33%	(192)	45%	(262)	577
Boomers: Age 55-73	18%	(128)	34%	(244)	48%	(342)	714
PID: Dem (no lean)	17%	(134)	29%	(222)	54%	(414)	770
PID: Ind (no lean)	13%	(94)	30%	(223)	57%	(418)	735
PID: Rep (no lean)	22%	(152)	36%	(247)	43%	(296)	695
PID/Gender: Dem Men	25%	(92)	36%	(130)	39%	(139)	361
PID/Gender: Dem Women	10%	(42)	23%	(92)	67%	(274)	409
PID/Gender: Ind Men	21%	(70)	38%	(127)	41%	(138)	335
PID/Gender: Ind Women	6%	(24)	24%	(96)	70%	(280)	400
PID/Gender: Rep Men	31%	(114)	38%	(138)	31%	(113)	365
PID/Gender: Rep Women	11%	(37)	33%	(109)	56%	(183)	329
Ideo: Liberal (1-3)	18%	(97)	28%	(153)	54%	(295)	545
Ideo: Moderate (4)	17%	(99)	38%	(215)	45%	(257)	571
Ideo: Conservative (5-7)	21%	(162)	33%	(263)	46%	(363)	788
Educ: < College	16%	(237)	30%	(454)	54%	(821)	1512
Educ: Bachelors degree	20%	(90)	35%	(154)	45%	(200)	444
Educ: Post-grad	22%	(53)	35%	(85)	44%	(107)	244
Income: Under 50k	14%	(165)	29%	(358)	57%	(690)	1213
Income: 50k-100k	20%	(139)	33%	(226)	46%	(313)	678
Income: 100k+	25%	(76)	35%	(109)	40%	(124)	308
Ethnicity: White	18%	(307)	31%	(529)	51%	(886)	1722
Ethnicity: Hispanic	14%	(47)	26%	(91)	61%	(211)	349

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Table RAD3_7: *And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(380)	31%	(693)	51%	(1127)	2200
Ethnicity: Afr. Am.	19%	(52)	33%	(92)	47%	(130)	274
Ethnicity: Other	10%	(21)	35%	(72)	55%	(111)	204
All Christian	21%	(208)	34%	(331)	45%	(435)	974
All Non-Christian	16%	(16)	36%	(35)	48%	(46)	97
Atheist	9%	(12)	32%	(42)	59%	(79)	133
Agnostic/Nothing in particular	14%	(144)	29%	(284)	57%	(568)	996
Religious Non-Protestant/Catholic	17%	(22)	33%	(41)	50%	(61)	123
Evangelical	20%	(125)	34%	(210)	46%	(288)	623
Non-Evangelical	19%	(144)	32%	(235)	49%	(367)	746
Community: Urban	17%	(97)	30%	(172)	54%	(314)	582
Community: Suburban	17%	(182)	33%	(352)	49%	(522)	1056
Community: Rural	18%	(101)	30%	(169)	52%	(292)	562
Employ: Private Sector	23%	(143)	34%	(217)	43%	(274)	634
Employ: Government	21%	(29)	44%	(61)	35%	(48)	138
Employ: Self-Employed	23%	(42)	32%	(61)	45%	(85)	188
Employ: Homemaker	6%	(10)	22%	(35)	71%	(112)	156
Employ: Retired	19%	(97)	33%	(167)	49%	(250)	514
Employ: Unemployed	10%	(26)	24%	(61)	66%	(171)	258
Employ: Other	10%	(20)	32%	(61)	58%	(110)	191
Military HH: Yes	25%	(89)	36%	(128)	40%	(142)	359
Military HH: No	16%	(291)	31%	(565)	54%	(985)	1841
RD/WT: Right Direction	21%	(190)	36%	(320)	43%	(384)	893
RD/WT: Wrong Track	15%	(191)	29%	(373)	57%	(743)	1307
Trump Job Approve	21%	(194)	36%	(334)	44%	(411)	939
Trump Job Disapprove	16%	(179)	29%	(336)	55%	(632)	1147
Trump Job Strongly Approve	21%	(113)	33%	(180)	46%	(253)	546
Trump Job Somewhat Approve	21%	(81)	39%	(153)	40%	(158)	393
Trump Job Somewhat Disapprove	18%	(50)	40%	(111)	42%	(116)	277
Trump Job Strongly Disapprove	15%	(129)	26%	(225)	59%	(516)	870
Favorable of Trump	21%	(194)	37%	(339)	42%	(393)	925
Unfavorable of Trump	15%	(171)	29%	(325)	56%	(638)	1135

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Table RAD3_7: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(380)	31%	(693)	51%	(1127)	2200
Very Favorable of Trump	21%	(114)	33%	(182)	46%	(250)	546
Somewhat Favorable of Trump	21%	(80)	41%	(156)	38%	(143)	379
Somewhat Unfavorable of Trump	15%	(31)	34%	(70)	51%	(107)	208
Very Unfavorable of Trump	15%	(141)	27%	(255)	57%	(531)	927
#1 Issue: Economy	17%	(100)	36%	(212)	47%	(271)	583
#1 Issue: Security	21%	(83)	31%	(125)	49%	(197)	404
#1 Issue: Health Care	15%	(62)	34%	(140)	50%	(205)	408
#1 Issue: Medicare / Social Security	17%	(58)	32%	(111)	52%	(180)	349
#1 Issue: Women's Issues	10%	(10)	27%	(24)	63%	(57)	91
#1 Issue: Education	21%	(27)	20%	(26)	59%	(78)	131
#1 Issue: Energy	19%	(22)	25%	(30)	56%	(66)	119
#1 Issue: Other	16%	(18)	21%	(24)	63%	(73)	115
2018 House Vote: Democrat	21%	(148)	32%	(230)	48%	(343)	722
2018 House Vote: Republican	24%	(164)	36%	(242)	40%	(272)	678
2018 House Vote: Someone else	10%	(7)	28%	(20)	62%	(44)	71
2016 Vote: Hillary Clinton	21%	(139)	31%	(207)	47%	(311)	657
2016 Vote: Donald Trump	24%	(170)	36%	(249)	40%	(280)	700
2016 Vote: Other	11%	(18)	35%	(54)	53%	(82)	154
2016 Vote: Didn't Vote	8%	(53)	26%	(181)	66%	(454)	688
Voted in 2014: Yes	23%	(297)	35%	(451)	42%	(544)	1291
Voted in 2014: No	9%	(83)	27%	(242)	64%	(584)	909
2012 Vote: Barack Obama	20%	(163)	34%	(279)	47%	(385)	826
2012 Vote: Mitt Romney	24%	(117)	38%	(186)	38%	(188)	492
2012 Vote: Other	18%	(18)	30%	(30)	51%	(52)	100
2012 Vote: Didn't Vote	11%	(82)	25%	(193)	65%	(501)	777
4-Region: Northeast	13%	(52)	30%	(116)	57%	(225)	394
4-Region: Midwest	17%	(77)	34%	(156)	50%	(230)	462
4-Region: South	21%	(173)	32%	(266)	47%	(385)	824
4-Region: West	15%	(78)	30%	(154)	55%	(288)	520
Sports fans	25%	(372)	42%	(635)	34%	(509)	1517
Avid Sports fans	49%	(222)	35%	(158)	16%	(73)	453

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Table RAD3_7: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(380)	31%	(693)	51%	(1127)	2200
NFL fans	25%	(358)	43%	(623)	32%	(457)	1438
Avid NFL fans	41%	(273)	42%	(279)	16%	(108)	660
MLB fans	27%	(298)	44%	(489)	29%	(322)	1109
Avid MLB fans	42%	(167)	37%	(150)	21%	(83)	399
NHL fans	29%	(220)	41%	(312)	30%	(232)	764
Avid NHL fans	42%	(91)	31%	(68)	27%	(58)	217
NBA fans	26%	(275)	42%	(443)	31%	(330)	1048
Avid NBA fans	40%	(129)	40%	(127)	20%	(63)	318
Soccer fans	28%	(166)	38%	(229)	34%	(202)	597
Avid Soccer fans	31%	(30)	37%	(35)	32%	(30)	95
College Basketball fans	34%	(313)	52%	(476)	14%	(129)	918
Avid College Basketball fans	67%	(178)	23%	(62)	10%	(26)	266
College Football fans	35%	(380)	65%	(693)	—	(0)	1073
Avid College Football fans	100%	(380)	—	(0)	—	(0)	380
Baseball fans	26%	(319)	41%	(495)	33%	(400)	1214
Avid Baseball fans	44%	(167)	36%	(137)	20%	(76)	381
Age: 18-29 (Sports Fans)	14%	(38)	36%	(98)	51%	(141)	277
Age: 30-44 (Sports Fans)	25%	(102)	44%	(177)	31%	(122)	401
Age: 45-54 (Sports Fans)	31%	(80)	41%	(106)	28%	(72)	258
Age: 55-64 (Sports Fans)	26%	(70)	46%	(123)	27%	(72)	265
Age: 65+ (Sports Fans)	26%	(83)	41%	(131)	32%	(103)	317

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

Table RAD3_8: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(381)	38%	(833)	45%	(986)	2200
Gender: Male	26%	(278)	39%	(409)	35%	(375)	1062
Gender: Female	9%	(103)	37%	(424)	54%	(611)	1138
Age: 18-29	11%	(48)	32%	(147)	57%	(261)	456
Age: 30-44	18%	(101)	37%	(207)	45%	(249)	557
Age: 45-54	20%	(73)	39%	(142)	41%	(151)	366
Age: 55-64	19%	(72)	41%	(156)	41%	(157)	385
Age: 65+	20%	(87)	41%	(181)	39%	(168)	436
Generation Z: 18-22	12%	(26)	32%	(70)	56%	(122)	218
Millennial: Age 23-38	13%	(75)	35%	(206)	52%	(303)	584
Generation X: Age 39-54	21%	(121)	38%	(220)	41%	(235)	577
Boomers: Age 55-73	19%	(133)	40%	(286)	41%	(294)	714
PID: Dem (no lean)	18%	(140)	42%	(320)	40%	(311)	770
PID: Ind (no lean)	13%	(93)	34%	(249)	53%	(393)	735
PID: Rep (no lean)	21%	(148)	38%	(264)	41%	(282)	695
PID/Gender: Dem Men	26%	(94)	44%	(160)	30%	(108)	361
PID/Gender: Dem Women	11%	(46)	39%	(160)	50%	(203)	409
PID/Gender: Ind Men	21%	(70)	34%	(113)	45%	(152)	335
PID/Gender: Ind Women	6%	(22)	34%	(137)	60%	(241)	400
PID/Gender: Rep Men	31%	(113)	37%	(137)	32%	(115)	365
PID/Gender: Rep Women	11%	(35)	39%	(127)	51%	(167)	329
Ideo: Liberal (1-3)	17%	(95)	37%	(204)	45%	(246)	545
Ideo: Moderate (4)	17%	(100)	40%	(230)	42%	(242)	571
Ideo: Conservative (5-7)	21%	(163)	41%	(322)	38%	(303)	788
Educ: < College	16%	(244)	37%	(558)	47%	(711)	1512
Educ: Bachelors degree	20%	(91)	40%	(177)	40%	(176)	444
Educ: Post-grad	19%	(46)	40%	(98)	41%	(99)	244
Income: Under 50k	14%	(174)	36%	(432)	50%	(607)	1213
Income: 50k-100k	18%	(119)	42%	(284)	41%	(275)	678
Income: 100k+	28%	(87)	38%	(117)	34%	(104)	308
Ethnicity: White	18%	(309)	38%	(651)	44%	(762)	1722
Ethnicity: Hispanic	22%	(78)	37%	(131)	40%	(141)	349

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Table RAD3_8: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(381)	38%	(833)	45%	(986)	2200
Ethnicity: Afr. Am.	13%	(35)	38%	(103)	50%	(137)	274
Ethnicity: Other	18%	(37)	39%	(79)	43%	(88)	204
All Christian	21%	(204)	42%	(406)	37%	(364)	974
All Non-Christian	22%	(21)	40%	(39)	38%	(37)	97
Atheist	18%	(24)	32%	(43)	50%	(66)	133
Agnostic/Nothing in particular	13%	(132)	35%	(345)	52%	(519)	996
Religious Non-Protestant/Catholic	20%	(25)	42%	(52)	38%	(46)	123
Evangelical	17%	(107)	41%	(256)	42%	(259)	623
Non-Evangelical	19%	(143)	38%	(285)	43%	(318)	746
Community: Urban	19%	(109)	34%	(196)	48%	(277)	582
Community: Suburban	19%	(200)	42%	(438)	40%	(417)	1056
Community: Rural	13%	(71)	35%	(199)	52%	(292)	562
Employ: Private Sector	24%	(154)	40%	(252)	36%	(228)	634
Employ: Government	18%	(25)	36%	(50)	46%	(63)	138
Employ: Self-Employed	16%	(30)	38%	(72)	45%	(85)	188
Employ: Homemaker	8%	(12)	37%	(58)	55%	(86)	156
Employ: Retired	19%	(98)	41%	(212)	40%	(203)	514
Employ: Unemployed	9%	(22)	31%	(80)	60%	(156)	258
Employ: Other	17%	(32)	34%	(65)	49%	(94)	191
Military HH: Yes	19%	(67)	39%	(140)	42%	(151)	359
Military HH: No	17%	(314)	38%	(693)	45%	(835)	1841
RD/WT: Right Direction	21%	(188)	40%	(358)	39%	(348)	893
RD/WT: Wrong Track	15%	(193)	36%	(475)	49%	(638)	1307
Trump Job Approve	20%	(191)	40%	(375)	40%	(372)	939
Trump Job Disapprove	15%	(172)	37%	(430)	48%	(546)	1147
Trump Job Strongly Approve	19%	(101)	39%	(211)	43%	(234)	546
Trump Job Somewhat Approve	23%	(90)	42%	(165)	35%	(138)	393
Trump Job Somewhat Disapprove	19%	(53)	41%	(113)	40%	(111)	277
Trump Job Strongly Disapprove	14%	(119)	36%	(316)	50%	(435)	870
Favorable of Trump	20%	(187)	40%	(372)	40%	(366)	925
Unfavorable of Trump	15%	(170)	38%	(430)	47%	(535)	1135

Continued on next page

Table RAD3_8: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?**Baseball**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(381)	38%	(833)	45%	(986)	2200
Very Favorable of Trump	19%	(102)	39%	(215)	42%	(229)	546
Somewhat Favorable of Trump	22%	(85)	42%	(158)	36%	(137)	379
Somewhat Unfavorable of Trump	23%	(48)	39%	(81)	38%	(79)	208
Very Unfavorable of Trump	13%	(122)	38%	(349)	49%	(456)	927
#1 Issue: Economy	18%	(106)	40%	(236)	41%	(241)	583
#1 Issue: Security	18%	(75)	38%	(154)	43%	(175)	404
#1 Issue: Health Care	18%	(74)	37%	(153)	44%	(181)	408
#1 Issue: Medicare / Social Security	17%	(60)	38%	(132)	45%	(157)	349
#1 Issue: Women's Issues	12%	(11)	39%	(35)	50%	(45)	91
#1 Issue: Education	14%	(18)	37%	(49)	49%	(65)	131
#1 Issue: Energy	18%	(21)	29%	(34)	53%	(63)	119
#1 Issue: Other	14%	(16)	34%	(39)	51%	(59)	115
2018 House Vote: Democrat	19%	(140)	42%	(306)	38%	(275)	722
2018 House Vote: Republican	23%	(155)	40%	(273)	37%	(250)	678
2018 House Vote: Someone else	19%	(14)	37%	(26)	44%	(31)	71
2016 Vote: Hillary Clinton	20%	(128)	42%	(275)	39%	(254)	657
2016 Vote: Donald Trump	25%	(172)	40%	(279)	36%	(249)	700
2016 Vote: Other	13%	(19)	42%	(64)	46%	(71)	154
2016 Vote: Didn't Vote	9%	(60)	31%	(214)	60%	(413)	688
Voted in 2014: Yes	21%	(277)	42%	(544)	36%	(470)	1291
Voted in 2014: No	11%	(104)	32%	(289)	57%	(516)	909
2012 Vote: Barack Obama	21%	(170)	41%	(341)	38%	(315)	826
2012 Vote: Mitt Romney	22%	(108)	41%	(200)	37%	(184)	492
2012 Vote: Other	17%	(17)	41%	(42)	42%	(42)	100
2012 Vote: Didn't Vote	11%	(85)	32%	(248)	57%	(444)	777
4-Region: Northeast	25%	(97)	35%	(137)	40%	(159)	394
4-Region: Midwest	20%	(93)	38%	(173)	42%	(196)	462
4-Region: South	14%	(112)	39%	(323)	47%	(389)	824
4-Region: West	15%	(78)	38%	(199)	47%	(243)	520
Sports fans	24%	(367)	48%	(722)	28%	(429)	1517
Avid Sports fans	51%	(232)	34%	(152)	15%	(70)	453

Continued on next page

Table RAD3_8: And would you describe yourself as an avid fan, casual fan or not a fan at all of the following sports?

Baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(381)	38%	(833)	45%	(986)	2200
NFL fans	24%	(338)	48%	(687)	29%	(412)	1438
Avid NFL fans	36%	(237)	42%	(280)	22%	(142)	660
MLB fans	32%	(355)	61%	(676)	7%	(78)	1109
Avid MLB fans	80%	(321)	18%	(72)	1%	(6)	399
NHL fans	32%	(245)	49%	(375)	19%	(144)	764
Avid NHL fans	53%	(115)	32%	(70)	15%	(32)	217
NBA fans	27%	(278)	48%	(505)	25%	(265)	1048
Avid NBA fans	43%	(137)	36%	(114)	21%	(67)	318
Soccer fans	30%	(181)	48%	(289)	21%	(128)	597
Avid Soccer fans	53%	(50)	27%	(26)	20%	(19)	95
College Basketball fans	30%	(276)	49%	(447)	21%	(196)	918
Avid College Basketball fans	44%	(117)	44%	(116)	13%	(33)	266
College Football fans	28%	(305)	48%	(510)	24%	(259)	1073
Avid College Football fans	44%	(167)	40%	(151)	16%	(61)	380
Baseball fans	31%	(381)	69%	(833)	—	(0)	1214
Avid Baseball fans	100%	(381)	—	(0)	—	(0)	381
Age: 18-29 (Sports Fans)	16%	(44)	42%	(117)	42%	(116)	277
Age: 30-44 (Sports Fans)	24%	(94)	46%	(184)	30%	(122)	401
Age: 45-54 (Sports Fans)	27%	(70)	49%	(127)	24%	(61)	258
Age: 55-64 (Sports Fans)	27%	(71)	52%	(137)	21%	(57)	265
Age: 65+ (Sports Fans)	27%	(87)	49%	(156)	23%	(74)	317

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

Table RAD4_1: How often do you do each of the following?*Listen to live sports via AM or FM radio, not including via a website or cellphone app*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	6% (135)	9% (203)	8% (179)	16% (343)	61% (1340)	2200
Gender: Male	9% (99)	13% (138)	10% (106)	20% (212)	48% (506)	1062
Gender: Female	3% (35)	6% (65)	6% (72)	12% (131)	73% (834)	1138
Age: 18-29	5% (25)	7% (31)	11% (51)	10% (46)	66% (303)	456
Age: 30-44	10% (55)	13% (72)	8% (44)	17% (94)	52% (292)	557
Age: 45-54	5% (18)	12% (45)	5% (19)	15% (55)	63% (230)	366
Age: 55-64	7% (27)	8% (32)	7% (27)	21% (82)	56% (217)	385
Age: 65+	2% (10)	5% (22)	9% (38)	15% (67)	69% (300)	436
Generation Z: 18-22	4% (10)	5% (10)	15% (32)	11% (23)	66% (143)	218
Millennial: Age 23-38	9% (52)	12% (68)	8% (47)	14% (84)	57% (333)	584
Generation X: Age 39-54	6% (36)	12% (70)	6% (36)	15% (87)	60% (348)	577
Boomers: Age 55-73	5% (34)	7% (50)	8% (57)	18% (127)	62% (446)	714
PID: Dem (no lean)	8% (63)	9% (66)	8% (63)	15% (112)	60% (466)	770
PID: Ind (no lean)	4% (32)	8% (61)	7% (53)	16% (117)	64% (472)	735
PID: Rep (no lean)	6% (39)	11% (76)	9% (63)	16% (114)	58% (403)	695
PID/Gender: Dem Men	13% (46)	12% (45)	8% (29)	20% (71)	47% (171)	361
PID/Gender: Dem Women	4% (17)	5% (22)	8% (34)	10% (42)	72% (295)	409
PID/Gender: Ind Men	7% (24)	11% (38)	10% (35)	21% (69)	50% (169)	335
PID/Gender: Ind Women	2% (8)	6% (22)	5% (18)	12% (48)	76% (303)	400
PID/Gender: Rep Men	8% (29)	15% (55)	12% (42)	20% (72)	46% (166)	365
PID/Gender: Rep Women	3% (10)	6% (21)	6% (21)	13% (41)	72% (236)	329
Ideo: Liberal (1-3)	8% (46)	6% (34)	10% (52)	14% (79)	61% (335)	545
Ideo: Moderate (4)	7% (39)	11% (60)	8% (46)	19% (108)	56% (317)	571
Ideo: Conservative (5-7)	5% (39)	12% (95)	8% (66)	17% (130)	58% (457)	788
Educ: < College	6% (86)	8% (127)	8% (114)	15% (234)	63% (952)	1512
Educ: Bachelors degree	7% (33)	11% (49)	9% (38)	15% (66)	58% (258)	444
Educ: Post-grad	7% (16)	11% (27)	11% (26)	18% (44)	53% (130)	244
Income: Under 50k	5% (65)	6% (79)	7% (80)	14% (165)	68% (824)	1213
Income: 50k-100k	6% (40)	13% (91)	9% (62)	17% (116)	54% (368)	678
Income: 100k+	10% (29)	11% (33)	12% (36)	20% (62)	48% (148)	308
Ethnicity: White	5% (90)	10% (164)	8% (130)	16% (277)	62% (1062)	1722

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Table RAD4_1: How often do you do each of the following?
Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(135)	9%	(203)	8%	(179)	16%	(343)	61%	(1340)	2200
Ethnicity: Hispanic	11%	(38)	13%	(46)	8%	(27)	13%	(45)	55%	(193)	349
Ethnicity: Afr. Am.	10%	(27)	5%	(15)	12%	(33)	14%	(38)	59%	(161)	274
Ethnicity: Other	9%	(18)	12%	(24)	8%	(16)	14%	(29)	58%	(118)	204
All Christian	8%	(74)	11%	(106)	9%	(87)	16%	(160)	56%	(547)	974
All Non-Christian	8%	(8)	6%	(6)	9%	(8)	17%	(17)	60%	(58)	97
Atheist	4%	(6)	13%	(17)	16%	(21)	13%	(17)	54%	(72)	133
Agnostic/Nothing in particular	5%	(47)	7%	(74)	6%	(63)	15%	(150)	67%	(663)	996
Religious Non-Protestant/Catholic	9%	(11)	5%	(6)	9%	(11)	17%	(21)	61%	(75)	123
Evangelical	8%	(49)	8%	(49)	8%	(51)	15%	(96)	61%	(378)	623
Non-Evangelical	5%	(37)	12%	(86)	8%	(60)	18%	(131)	58%	(432)	746
Community: Urban	9%	(51)	9%	(54)	8%	(45)	14%	(79)	61%	(353)	582
Community: Suburban	6%	(59)	10%	(103)	9%	(94)	15%	(162)	60%	(638)	1056
Community: Rural	4%	(25)	8%	(46)	7%	(40)	18%	(102)	62%	(349)	562
Employ: Private Sector	8%	(53)	16%	(104)	10%	(63)	15%	(97)	50%	(318)	634
Employ: Government	7%	(9)	11%	(15)	14%	(20)	13%	(18)	55%	(76)	138
Employ: Self-Employed	16%	(30)	9%	(16)	8%	(15)	17%	(32)	51%	(95)	188
Employ: Homemaker	10%	(16)	5%	(8)	5%	(8)	18%	(28)	62%	(97)	156
Employ: Retired	2%	(11)	6%	(30)	7%	(34)	17%	(88)	68%	(350)	514
Employ: Unemployed	2%	(4)	6%	(15)	5%	(13)	15%	(40)	72%	(186)	258
Employ: Other	5%	(9)	6%	(11)	5%	(9)	15%	(29)	69%	(133)	191
Military HH: Yes	3%	(12)	9%	(34)	8%	(29)	20%	(70)	60%	(214)	359
Military HH: No	7%	(123)	9%	(169)	8%	(150)	15%	(273)	61%	(1127)	1841
RD/WT: Right Direction	6%	(56)	13%	(113)	9%	(79)	16%	(142)	56%	(503)	893
RD/WT: Wrong Track	6%	(79)	7%	(90)	8%	(99)	15%	(201)	64%	(838)	1307
Trump Job Approve	6%	(57)	12%	(111)	9%	(87)	16%	(151)	57%	(532)	939
Trump Job Disapprove	6%	(74)	7%	(83)	7%	(83)	16%	(186)	63%	(721)	1147
Trump Job Strongly Approve	6%	(34)	11%	(58)	8%	(45)	14%	(74)	61%	(334)	546
Trump Job Somewhat Approve	6%	(23)	13%	(53)	11%	(42)	20%	(77)	50%	(198)	393
Trump Job Somewhat Disapprove	7%	(19)	8%	(23)	8%	(21)	24%	(68)	53%	(147)	277
Trump Job Strongly Disapprove	6%	(55)	7%	(60)	7%	(62)	14%	(118)	66%	(574)	870

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Table RAD4_1: How often do you do each of the following?*Listen to live sports via AM or FM radio, not including via a website or cellphone app*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	6% (135)	9% (203)	8% (179)	16% (343)	61% (1340)	2200
Favorable of Trump	6% (54)	12% (109)	9% (82)	16% (152)	57% (528)	925
Unfavorable of Trump	6% (73)	8% (85)	8% (89)	16% (185)	62% (703)	1135
Very Favorable of Trump	6% (32)	10% (57)	8% (42)	16% (85)	60% (330)	546
Somewhat Favorable of Trump	6% (22)	14% (52)	10% (39)	18% (67)	52% (198)	379
Somewhat Unfavorable of Trump	8% (17)	11% (22)	10% (21)	20% (43)	51% (105)	208
Very Unfavorable of Trump	6% (55)	7% (63)	7% (68)	15% (142)	65% (598)	927
#1 Issue: Economy	8% (48)	11% (65)	10% (56)	17% (101)	54% (313)	583
#1 Issue: Security	7% (28)	10% (41)	9% (35)	15% (61)	59% (239)	404
#1 Issue: Health Care	6% (26)	10% (41)	5% (22)	19% (79)	59% (240)	408
#1 Issue: Medicare / Social Security	3% (11)	6% (21)	8% (26)	15% (54)	68% (236)	349
#1 Issue: Women's Issues	4% (4)	5% (5)	8% (7)	7% (7)	75% (68)	91
#1 Issue: Education	8% (11)	8% (11)	5% (7)	12% (16)	67% (88)	131
#1 Issue: Energy	3% (3)	8% (9)	15% (18)	13% (16)	61% (73)	119
#1 Issue: Other	3% (4)	8% (9)	7% (8)	10% (11)	72% (83)	115
2018 House Vote: Democrat	8% (59)	9% (62)	9% (65)	17% (120)	58% (416)	722
2018 House Vote: Republican	7% (48)	12% (80)	9% (60)	17% (118)	55% (372)	678
2018 House Vote: Someone else	8% (5)	11% (8)	5% (4)	16% (11)	60% (43)	71
2016 Vote: Hillary Clinton	8% (55)	10% (63)	9% (57)	16% (108)	57% (374)	657
2016 Vote: Donald Trump	7% (46)	12% (85)	9% (65)	18% (124)	54% (380)	700
2016 Vote: Other	7% (10)	8% (13)	5% (8)	15% (23)	65% (99)	154
2016 Vote: Didn't Vote	3% (24)	6% (40)	7% (49)	13% (88)	71% (487)	688
Voted in 2014: Yes	8% (106)	11% (136)	8% (108)	17% (225)	56% (717)	1291
Voted in 2014: No	3% (29)	7% (67)	8% (71)	13% (118)	69% (623)	909
2012 Vote: Barack Obama	8% (69)	10% (86)	9% (76)	16% (135)	56% (460)	826
2012 Vote: Mitt Romney	5% (26)	12% (58)	7% (34)	19% (96)	56% (277)	492
2012 Vote: Other	4% (4)	8% (8)	9% (9)	19% (19)	60% (60)	100
2012 Vote: Didn't Vote	4% (32)	6% (50)	8% (59)	12% (94)	70% (541)	777

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Table RAD4_1: How often do you do each of the following?
Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(135)	9%	(203)	8%	(179)	16%	(343)	61%	(1340)	2200
4-Region: Northeast	10%	(38)	11%	(42)	6%	(24)	15%	(59)	59%	(231)	394
4-Region: Midwest	4%	(16)	11%	(53)	8%	(39)	18%	(85)	58%	(270)	462
4-Region: South	6%	(50)	8%	(63)	9%	(73)	15%	(126)	62%	(512)	824
4-Region: West	6%	(31)	9%	(45)	8%	(42)	14%	(74)	63%	(328)	520
Sports fans	8%	(122)	13%	(190)	11%	(165)	20%	(309)	48%	(730)	1517
Avid Sports fans	15%	(68)	23%	(105)	12%	(55)	18%	(80)	32%	(145)	453
NFL fans	8%	(115)	12%	(174)	11%	(151)	21%	(299)	49%	(698)	1438
Avid NFL fans	11%	(73)	16%	(108)	12%	(78)	22%	(146)	39%	(256)	660
MLB fans	9%	(97)	14%	(155)	12%	(138)	22%	(240)	43%	(479)	1109
Avid MLB fans	14%	(56)	19%	(75)	16%	(63)	21%	(82)	31%	(123)	399
NHL fans	9%	(66)	15%	(113)	14%	(103)	21%	(163)	42%	(319)	764
Avid NHL fans	14%	(30)	21%	(45)	15%	(32)	18%	(39)	32%	(70)	217
NBA fans	11%	(111)	14%	(150)	11%	(115)	21%	(218)	43%	(454)	1048
Avid NBA fans	21%	(67)	16%	(52)	16%	(50)	14%	(46)	33%	(104)	318
Soccer fans	10%	(61)	15%	(88)	13%	(75)	20%	(122)	42%	(251)	597
Avid Soccer fans	15%	(14)	15%	(14)	12%	(11)	12%	(12)	46%	(44)	95
College Basketball fans	10%	(92)	15%	(142)	12%	(114)	24%	(219)	38%	(351)	918
Avid College Basketball fans	18%	(47)	18%	(48)	15%	(39)	18%	(47)	32%	(84)	266
College Football fans	9%	(99)	14%	(154)	11%	(116)	24%	(257)	42%	(447)	1073
Avid College Football fans	15%	(57)	18%	(68)	11%	(43)	22%	(83)	34%	(129)	380
Baseball fans	9%	(114)	14%	(167)	12%	(143)	21%	(251)	44%	(539)	1214
Avid Baseball fans	16%	(59)	20%	(76)	15%	(56)	19%	(74)	30%	(115)	381
Age: 18-29 (Sports Fans)	7%	(18)	10%	(28)	17%	(48)	10%	(28)	56%	(154)	277
Age: 30-44 (Sports Fans)	13%	(51)	16%	(65)	10%	(40)	22%	(88)	39%	(156)	401
Age: 45-54 (Sports Fans)	7%	(18)	17%	(43)	6%	(15)	20%	(51)	51%	(131)	258
Age: 55-64 (Sports Fans)	10%	(26)	12%	(32)	10%	(26)	29%	(77)	39%	(103)	265
Age: 65+ (Sports Fans)	3%	(9)	7%	(21)	11%	(35)	20%	(65)	59%	(186)	317

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

Table RAD4_2: How often do you do each of the following?*Listen to live sports via satellite radio, not including via a website or cellphone app*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	3% (76)	6% (128)	6% (134)	10% (222)	75% (1640)	2200
Gender: Male	6% (66)	9% (91)	8% (84)	11% (113)	67% (708)	1062
Gender: Female	1% (10)	3% (37)	4% (50)	10% (109)	82% (932)	1138
Age: 18-29	5% (21)	5% (22)	8% (38)	8% (37)	74% (338)	456
Age: 30-44	6% (34)	9% (51)	10% (53)	12% (67)	63% (352)	557
Age: 45-54	2% (7)	8% (30)	4% (15)	10% (36)	76% (278)	366
Age: 55-64	2% (9)	4% (15)	4% (16)	11% (41)	79% (304)	385
Age: 65+	1% (5)	2% (9)	3% (12)	9% (41)	85% (369)	436
Generation Z: 18-22	3% (7)	3% (7)	9% (20)	10% (21)	75% (163)	218
Millennial: Age 23-38	7% (39)	8% (48)	10% (56)	10% (59)	65% (381)	584
Generation X: Age 39-54	3% (16)	8% (49)	5% (30)	10% (60)	73% (423)	577
Boomers: Age 55-73	2% (12)	3% (21)	4% (26)	10% (71)	82% (584)	714
PID: Dem (no lean)	5% (39)	7% (51)	6% (49)	8% (65)	73% (565)	770
PID: Ind (no lean)	2% (12)	5% (36)	5% (38)	11% (79)	77% (569)	735
PID: Rep (no lean)	4% (24)	6% (40)	7% (47)	11% (77)	73% (506)	695
PID/Gender: Dem Men	10% (36)	10% (37)	7% (24)	6% (23)	67% (240)	361
PID/Gender: Dem Women	1% (3)	3% (14)	6% (25)	10% (42)	79% (325)	409
PID/Gender: Ind Men	3% (9)	6% (22)	7% (23)	14% (48)	70% (234)	335
PID/Gender: Ind Women	1% (3)	4% (15)	4% (15)	8% (32)	84% (335)	400
PID/Gender: Rep Men	6% (21)	9% (33)	10% (37)	11% (42)	64% (234)	365
PID/Gender: Rep Women	1% (4)	2% (8)	3% (10)	11% (36)	83% (272)	329
Ideo: Liberal (1-3)	4% (19)	7% (37)	6% (33)	12% (64)	72% (391)	545
Ideo: Moderate (4)	4% (20)	7% (40)	6% (34)	11% (64)	72% (413)	571
Ideo: Conservative (5-7)	3% (22)	5% (43)	7% (58)	10% (77)	75% (587)	788
Educ: < College	4% (58)	4% (65)	6% (88)	10% (149)	76% (1152)	1512
Educ: Bachelors degree	3% (12)	10% (43)	7% (29)	12% (53)	69% (306)	444
Educ: Post-grad	2% (6)	8% (19)	7% (17)	8% (20)	75% (182)	244
Income: Under 50k	3% (38)	4% (47)	4% (51)	10% (117)	79% (960)	1213
Income: 50k-100k	3% (21)	9% (60)	8% (52)	11% (72)	70% (474)	678
Income: 100k+	5% (17)	7% (21)	10% (31)	11% (33)	67% (206)	308
Ethnicity: White	3% (48)	6% (100)	5% (90)	10% (177)	76% (1308)	1722

Continued on next page

Table RAD4_2: How often do you do each of the following?
Listen to live sports via satellite radio, not including via a website or cellphone app

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(128)	6%	(134)	10%	(222)	75%	(1640)	2200
Ethnicity: Hispanic	7%	(23)	9%	(30)	11%	(39)	6%	(20)	68%	(237)	349
Ethnicity: Afr. Am.	4%	(12)	6%	(17)	13%	(35)	8%	(23)	69%	(188)	274
Ethnicity: Other	8%	(16)	6%	(12)	5%	(9)	11%	(23)	71%	(144)	204
All Christian	3%	(28)	8%	(73)	7%	(65)	11%	(109)	72%	(698)	974
All Non-Christian	7%	(7)	3%	(3)	5%	(5)	9%	(9)	75%	(73)	97
Atheist	1%	(1)	4%	(5)	16%	(21)	12%	(16)	67%	(89)	133
Agnostic/Nothing in particular	4%	(40)	5%	(47)	4%	(43)	9%	(87)	78%	(779)	996
Religious Non-Protestant/Catholic	6%	(8)	4%	(5)	4%	(5)	12%	(14)	74%	(91)	123
Evangelical	3%	(18)	6%	(40)	8%	(48)	11%	(66)	72%	(451)	623
Non-Evangelical	3%	(26)	6%	(48)	5%	(36)	11%	(83)	74%	(552)	746
Community: Urban	3%	(18)	6%	(35)	8%	(46)	10%	(61)	73%	(423)	582
Community: Suburban	4%	(40)	6%	(65)	6%	(61)	9%	(91)	76%	(799)	1056
Community: Rural	3%	(18)	5%	(28)	5%	(27)	13%	(70)	74%	(418)	562
Employ: Private Sector	5%	(31)	10%	(65)	8%	(53)	11%	(67)	66%	(418)	634
Employ: Government	6%	(8)	8%	(11)	7%	(9)	14%	(19)	66%	(91)	138
Employ: Self-Employed	4%	(7)	8%	(15)	10%	(19)	14%	(27)	63%	(119)	188
Employ: Homemaker	3%	(4)	1%	(2)	8%	(12)	8%	(12)	80%	(126)	156
Employ: Retired	2%	(12)	2%	(12)	3%	(13)	9%	(47)	84%	(430)	514
Employ: Unemployed	3%	(7)	3%	(9)	3%	(8)	11%	(29)	80%	(206)	258
Employ: Other	3%	(6)	5%	(9)	6%	(12)	5%	(10)	81%	(155)	191
Military HH: Yes	3%	(10)	8%	(27)	4%	(13)	13%	(48)	73%	(260)	359
Military HH: No	4%	(66)	5%	(101)	7%	(121)	9%	(174)	75%	(1380)	1841
RD/WT: Right Direction	4%	(38)	6%	(53)	8%	(68)	11%	(96)	71%	(639)	893
RD/WT: Wrong Track	3%	(38)	6%	(75)	5%	(67)	10%	(126)	77%	(1001)	1307
Trump Job Approve	4%	(33)	6%	(58)	7%	(69)	12%	(108)	71%	(671)	939
Trump Job Disapprove	3%	(38)	6%	(66)	5%	(58)	9%	(105)	77%	(881)	1147
Trump Job Strongly Approve	4%	(21)	6%	(31)	6%	(30)	10%	(54)	75%	(409)	546
Trump Job Somewhat Approve	3%	(12)	7%	(26)	10%	(39)	14%	(54)	67%	(262)	393
Trump Job Somewhat Disapprove	3%	(10)	5%	(15)	5%	(14)	12%	(34)	74%	(204)	277
Trump Job Strongly Disapprove	3%	(28)	6%	(50)	5%	(44)	8%	(70)	78%	(677)	870

Continued on next page

Table RAD4_2: How often do you do each of the following?*Listen to live sports via satellite radio, not including via a website or cellphone app*

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(128)	6%	(134)	10%	(222)	75%	(1640)	2200
Favorable of Trump	4%	(35)	6%	(57)	6%	(55)	11%	(106)	73%	(671)	925
Unfavorable of Trump	3%	(34)	6%	(63)	6%	(72)	9%	(106)	76%	(860)	1135
Very Favorable of Trump	4%	(21)	5%	(27)	4%	(24)	11%	(59)	76%	(414)	546
Somewhat Favorable of Trump	4%	(13)	8%	(30)	8%	(31)	12%	(47)	68%	(258)	379
Somewhat Unfavorable of Trump	4%	(9)	8%	(17)	10%	(20)	10%	(21)	68%	(142)	208
Very Unfavorable of Trump	3%	(25)	5%	(45)	6%	(52)	9%	(85)	78%	(719)	927
#1 Issue: Economy	3%	(19)	8%	(47)	8%	(44)	10%	(61)	71%	(412)	583
#1 Issue: Security	3%	(13)	4%	(17)	8%	(31)	10%	(39)	75%	(304)	404
#1 Issue: Health Care	6%	(25)	6%	(25)	5%	(22)	9%	(39)	73%	(297)	408
#1 Issue: Medicare / Social Security	1%	(5)	3%	(10)	4%	(13)	12%	(44)	80%	(278)	349
#1 Issue: Women's Issues	2%	(1)	4%	(3)	3%	(3)	10%	(9)	82%	(75)	91
#1 Issue: Education	3%	(4)	12%	(16)	7%	(9)	7%	(9)	70%	(92)	131
#1 Issue: Energy	6%	(7)	2%	(3)	9%	(10)	10%	(12)	73%	(86)	119
#1 Issue: Other	1%	(1)	5%	(6)	2%	(2)	9%	(10)	83%	(96)	115
2018 House Vote: Democrat	3%	(25)	8%	(57)	6%	(46)	11%	(81)	71%	(513)	722
2018 House Vote: Republican	4%	(28)	7%	(47)	6%	(44)	11%	(72)	72%	(488)	678
2018 House Vote: Someone else	4%	(3)	2%	(2)	7%	(5)	5%	(4)	81%	(58)	71
2016 Vote: Hillary Clinton	4%	(24)	8%	(53)	6%	(43)	10%	(67)	71%	(470)	657
2016 Vote: Donald Trump	4%	(30)	7%	(49)	7%	(48)	12%	(81)	70%	(491)	700
2016 Vote: Other	—	(1)	5%	(7)	8%	(13)	9%	(14)	77%	(119)	154
2016 Vote: Didn't Vote	3%	(20)	3%	(18)	4%	(31)	9%	(60)	81%	(559)	688
Voted in 2014: Yes	4%	(51)	7%	(95)	6%	(83)	11%	(144)	71%	(918)	1291
Voted in 2014: No	3%	(25)	4%	(32)	6%	(51)	9%	(78)	79%	(722)	909
2012 Vote: Barack Obama	4%	(37)	8%	(67)	8%	(62)	11%	(92)	69%	(568)	826
2012 Vote: Mitt Romney	3%	(14)	6%	(30)	5%	(27)	10%	(48)	76%	(373)	492
2012 Vote: Other	1%	(1)	2%	(2)	2%	(2)	13%	(13)	82%	(82)	100
2012 Vote: Didn't Vote	3%	(21)	4%	(29)	5%	(43)	9%	(69)	79%	(615)	777

Continued on next page

Table RAD4_2: How often do you do each of the following?
Listen to live sports via satellite radio, not including via a website or cellphone app

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(128)	6%	(134)	10%	(222)	75%	(1640)	2200
4-Region: Northeast	5%	(18)	7%	(26)	6%	(26)	11%	(44)	71%	(280)	394
4-Region: Midwest	4%	(17)	3%	(16)	7%	(31)	11%	(52)	75%	(347)	462
4-Region: South	2%	(17)	8%	(64)	6%	(47)	9%	(77)	75%	(620)	824
4-Region: West	5%	(24)	4%	(22)	6%	(31)	9%	(49)	76%	(393)	520
Sports fans	4%	(57)	8%	(122)	8%	(126)	14%	(210)	66%	(1002)	1517
Avid Sports fans	9%	(41)	17%	(78)	10%	(44)	14%	(62)	50%	(228)	453
NFL fans	4%	(60)	8%	(117)	8%	(119)	13%	(189)	66%	(952)	1438
Avid NFL fans	6%	(38)	12%	(81)	11%	(73)	15%	(98)	56%	(370)	660
MLB fans	5%	(54)	9%	(102)	9%	(98)	14%	(151)	63%	(704)	1109
Avid MLB fans	9%	(35)	15%	(59)	13%	(50)	13%	(50)	51%	(205)	399
NHL fans	5%	(42)	11%	(85)	9%	(70)	16%	(123)	58%	(443)	764
Avid NHL fans	10%	(21)	15%	(33)	10%	(22)	17%	(37)	48%	(104)	217
NBA fans	6%	(61)	10%	(103)	9%	(91)	14%	(145)	62%	(648)	1048
Avid NBA fans	11%	(36)	17%	(54)	12%	(39)	13%	(40)	47%	(149)	318
Soccer fans	6%	(38)	13%	(80)	12%	(69)	14%	(81)	55%	(329)	597
Avid Soccer fans	13%	(13)	20%	(19)	7%	(7)	12%	(11)	47%	(45)	95
College Basketball fans	6%	(58)	10%	(96)	10%	(87)	15%	(138)	59%	(539)	918
Avid College Basketball fans	10%	(26)	16%	(42)	15%	(40)	14%	(38)	45%	(120)	266
College Football fans	5%	(56)	10%	(103)	8%	(90)	15%	(161)	62%	(663)	1073
Avid College Football fans	8%	(30)	14%	(53)	10%	(37)	15%	(57)	53%	(203)	380
Baseball fans	5%	(61)	9%	(111)	9%	(107)	13%	(157)	64%	(778)	1214
Avid Baseball fans	10%	(38)	16%	(61)	12%	(47)	14%	(52)	48%	(183)	381
Age: 18-29 (Sports Fans)	4%	(10)	7%	(20)	12%	(34)	13%	(35)	64%	(178)	277
Age: 30-44 (Sports Fans)	7%	(27)	12%	(49)	13%	(51)	16%	(63)	52%	(210)	401
Age: 45-54 (Sports Fans)	2%	(6)	12%	(30)	5%	(12)	13%	(33)	68%	(176)	258
Age: 55-64 (Sports Fans)	3%	(9)	6%	(15)	6%	(16)	14%	(38)	70%	(186)	265
Age: 65+ (Sports Fans)	2%	(5)	3%	(8)	4%	(12)	13%	(40)	79%	(252)	317

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

Table RAD4_3: How often do you do each of the following?*Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	3% (76)	6% (131)	5% (101)	10% (217)	76% (1676)	2200
Gender: Male	6% (59)	9% (91)	6% (61)	12% (126)	68% (725)	1062
Gender: Female	1% (16)	4% (40)	4% (40)	8% (91)	84% (951)	1138
Age: 18-29	3% (15)	7% (31)	5% (22)	9% (41)	76% (348)	456
Age: 30-44	8% (43)	8% (45)	7% (41)	13% (71)	64% (358)	557
Age: 45-54	2% (6)	9% (33)	4% (14)	11% (40)	74% (272)	366
Age: 55-64	2% (7)	5% (18)	3% (11)	9% (34)	82% (314)	385
Age: 65+	1% (5)	1% (3)	3% (14)	7% (31)	88% (383)	436
Generation Z: 18-22	3% (6)	2% (4)	6% (13)	8% (17)	82% (179)	218
Millennial: Age 23-38	6% (37)	10% (58)	7% (39)	12% (73)	65% (378)	584
Generation X: Age 39-54	4% (20)	8% (47)	4% (25)	11% (63)	73% (422)	577
Boomers: Age 55-73	1% (11)	3% (20)	3% (23)	8% (55)	85% (606)	714
PID: Dem (no lean)	3% (27)	8% (64)	7% (52)	9% (68)	73% (560)	770
PID: Ind (no lean)	4% (26)	4% (32)	3% (25)	10% (72)	79% (580)	735
PID: Rep (no lean)	3% (22)	5% (35)	3% (24)	11% (77)	77% (536)	695
PID/Gender: Dem Men	6% (22)	13% (45)	9% (31)	10% (37)	63% (226)	361
PID/Gender: Dem Women	1% (5)	5% (19)	5% (21)	7% (30)	82% (335)	409
PID/Gender: Ind Men	5% (17)	6% (19)	5% (17)	15% (49)	70% (234)	335
PID/Gender: Ind Women	2% (10)	3% (13)	2% (9)	6% (23)	87% (346)	400
PID/Gender: Rep Men	6% (21)	7% (26)	4% (13)	11% (40)	73% (266)	365
PID/Gender: Rep Women	1% (2)	3% (9)	3% (11)	11% (38)	82% (270)	329
Ideo: Liberal (1-3)	4% (23)	6% (32)	6% (32)	10% (53)	74% (405)	545
Ideo: Moderate (4)	3% (19)	8% (48)	4% (25)	14% (78)	70% (401)	571
Ideo: Conservative (5-7)	3% (21)	6% (45)	4% (31)	9% (73)	78% (618)	788
Educ: < College	3% (46)	5% (77)	4% (66)	10% (149)	78% (1173)	1512
Educ: Bachelors degree	4% (18)	9% (40)	5% (22)	11% (49)	71% (315)	444
Educ: Post-grad	5% (11)	6% (14)	5% (13)	8% (18)	77% (188)	244
Income: Under 50k	3% (40)	5% (59)	3% (42)	10% (117)	79% (955)	1213
Income: 50k-100k	3% (22)	8% (57)	6% (40)	10% (67)	73% (493)	678
Income: 100k+	5% (14)	4% (14)	6% (19)	11% (33)	74% (228)	308
Ethnicity: White	3% (52)	6% (101)	4% (73)	9% (162)	77% (1334)	1722

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Table RAD4_3: How often do you do each of the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(131)	5%	(101)	10%	(217)	76%	(1676)	2200
Ethnicity: Hispanic	4%	(14)	10%	(33)	9%	(31)	10%	(34)	68%	(238)	349
Ethnicity: Afr. Am.	5%	(14)	6%	(18)	5%	(14)	11%	(31)	72%	(197)	274
Ethnicity: Other	5%	(10)	6%	(12)	7%	(14)	12%	(24)	71%	(144)	204
All Christian	3%	(33)	7%	(65)	6%	(54)	10%	(95)	75%	(727)	974
All Non-Christian	6%	(6)	7%	(7)	2%	(2)	7%	(7)	78%	(76)	97
Atheist	3%	(3)	4%	(5)	1%	(1)	12%	(16)	80%	(107)	133
Agnostic/Nothing in particular	3%	(33)	5%	(54)	4%	(44)	10%	(99)	77%	(766)	996
Religious Non-Protestant/Catholic	5%	(6)	7%	(9)	3%	(3)	7%	(9)	78%	(96)	123
Evangelical	4%	(25)	5%	(29)	6%	(39)	11%	(71)	74%	(460)	623
Non-Evangelical	2%	(17)	7%	(53)	5%	(38)	9%	(67)	76%	(571)	746
Community: Urban	4%	(23)	9%	(52)	5%	(27)	10%	(56)	73%	(424)	582
Community: Suburban	3%	(36)	5%	(49)	5%	(55)	10%	(105)	77%	(812)	1056
Community: Rural	3%	(16)	5%	(30)	3%	(19)	10%	(56)	78%	(440)	562
Employ: Private Sector	5%	(34)	11%	(69)	5%	(31)	12%	(74)	67%	(426)	634
Employ: Government	3%	(4)	8%	(12)	8%	(11)	10%	(14)	70%	(97)	138
Employ: Self-Employed	6%	(11)	10%	(18)	8%	(14)	10%	(18)	67%	(126)	188
Employ: Homemaker	1%	(2)	1%	(2)	7%	(12)	12%	(18)	78%	(122)	156
Employ: Retired	1%	(6)	3%	(14)	3%	(13)	7%	(37)	86%	(443)	514
Employ: Unemployed	4%	(9)	3%	(7)	3%	(7)	14%	(36)	77%	(200)	258
Employ: Other	4%	(7)	3%	(5)	5%	(9)	6%	(11)	83%	(159)	191
Military HH: Yes	3%	(12)	7%	(25)	2%	(8)	12%	(44)	75%	(270)	359
Military HH: No	3%	(64)	6%	(105)	5%	(93)	9%	(173)	76%	(1406)	1841
RD/WT: Right Direction	4%	(38)	6%	(58)	5%	(42)	10%	(88)	75%	(668)	893
RD/WT: Wrong Track	3%	(38)	6%	(73)	5%	(60)	10%	(129)	77%	(1008)	1307
Trump Job Approve	4%	(36)	6%	(57)	4%	(42)	10%	(95)	75%	(708)	939
Trump Job Disapprove	3%	(35)	6%	(66)	5%	(57)	10%	(114)	76%	(875)	1147
Trump Job Strongly Approve	4%	(22)	5%	(28)	3%	(18)	9%	(51)	78%	(427)	546
Trump Job Somewhat Approve	3%	(13)	8%	(30)	6%	(23)	11%	(44)	72%	(282)	393
Trump Job Somewhat Disapprove	3%	(7)	6%	(17)	3%	(9)	16%	(45)	72%	(199)	277
Trump Job Strongly Disapprove	3%	(27)	6%	(50)	5%	(48)	8%	(68)	78%	(677)	870

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Table RAD4_3: How often do you do each of the following?*Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio*

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(131)	5%	(101)	10%	(217)	76%	(1676)	2200
Favorable of Trump	4%	(36)	6%	(59)	5%	(42)	10%	(92)	75%	(696)	925
Unfavorable of Trump	3%	(37)	5%	(59)	5%	(53)	11%	(121)	76%	(866)	1135
Very Favorable of Trump	5%	(25)	4%	(23)	4%	(22)	9%	(52)	78%	(424)	546
Somewhat Favorable of Trump	3%	(11)	10%	(36)	5%	(20)	11%	(40)	72%	(272)	379
Somewhat Unfavorable of Trump	5%	(9)	7%	(14)	2%	(4)	13%	(27)	73%	(153)	208
Very Unfavorable of Trump	3%	(28)	5%	(44)	5%	(49)	10%	(93)	77%	(713)	927
#1 Issue: Economy	4%	(25)	8%	(48)	4%	(22)	12%	(72)	71%	(416)	583
#1 Issue: Security	4%	(16)	5%	(22)	5%	(20)	10%	(40)	76%	(306)	404
#1 Issue: Health Care	3%	(14)	9%	(35)	6%	(23)	11%	(45)	71%	(291)	408
#1 Issue: Medicare / Social Security	1%	(4)	2%	(8)	3%	(10)	8%	(27)	86%	(300)	349
#1 Issue: Women's Issues	—	(0)	4%	(4)	3%	(2)	8%	(7)	86%	(78)	91
#1 Issue: Education	6%	(8)	4%	(5)	12%	(15)	8%	(10)	71%	(93)	131
#1 Issue: Energy	4%	(5)	3%	(4)	4%	(5)	6%	(7)	83%	(98)	119
#1 Issue: Other	3%	(4)	4%	(5)	4%	(5)	7%	(8)	81%	(93)	115
2018 House Vote: Democrat	4%	(28)	8%	(56)	6%	(45)	11%	(79)	71%	(514)	722
2018 House Vote: Republican	4%	(27)	6%	(42)	4%	(29)	11%	(74)	75%	(506)	678
2018 House Vote: Someone else	3%	(2)	6%	(5)	4%	(3)	10%	(7)	76%	(54)	71
2016 Vote: Hillary Clinton	4%	(25)	9%	(59)	6%	(40)	11%	(71)	70%	(462)	657
2016 Vote: Donald Trump	4%	(26)	6%	(41)	5%	(32)	12%	(81)	74%	(519)	700
2016 Vote: Other	3%	(5)	4%	(6)	5%	(7)	6%	(9)	82%	(126)	154
2016 Vote: Didn't Vote	3%	(19)	4%	(24)	3%	(22)	8%	(56)	82%	(566)	688
Voted in 2014: Yes	4%	(55)	7%	(89)	5%	(69)	11%	(136)	73%	(942)	1291
Voted in 2014: No	2%	(21)	5%	(42)	4%	(32)	9%	(81)	81%	(733)	909
2012 Vote: Barack Obama	4%	(34)	9%	(73)	7%	(54)	10%	(84)	70%	(581)	826
2012 Vote: Mitt Romney	4%	(17)	4%	(18)	3%	(17)	11%	(52)	79%	(388)	492
2012 Vote: Other	2%	(2)	5%	(5)	5%	(5)	8%	(8)	81%	(81)	100
2012 Vote: Didn't Vote	2%	(19)	4%	(35)	3%	(25)	9%	(73)	80%	(625)	777

Continued on next page

Table RAD4_3: How often do you do each of the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(76)	6%	(131)	5%	(101)	10%	(217)	76%	(1676)	2200
4-Region: Northeast	3%	(12)	8%	(31)	6%	(25)	10%	(38)	73%	(288)	394
4-Region: Midwest	2%	(10)	7%	(30)	3%	(16)	12%	(57)	75%	(349)	462
4-Region: South	3%	(28)	6%	(50)	4%	(37)	10%	(84)	76%	(625)	824
4-Region: West	5%	(25)	4%	(19)	4%	(23)	7%	(38)	80%	(415)	520
Sports fans	4%	(64)	8%	(120)	6%	(89)	12%	(187)	70%	(1057)	1517
Avid Sports fans	9%	(40)	15%	(70)	8%	(36)	13%	(60)	55%	(248)	453
NFL fans	5%	(71)	8%	(112)	5%	(76)	12%	(174)	70%	(1003)	1438
Avid NFL fans	7%	(47)	11%	(72)	6%	(38)	15%	(97)	61%	(406)	660
MLB fans	5%	(55)	9%	(99)	6%	(71)	12%	(136)	68%	(749)	1109
Avid MLB fans	10%	(41)	13%	(51)	7%	(26)	14%	(55)	57%	(226)	399
NHL fans	6%	(44)	11%	(83)	6%	(47)	15%	(115)	62%	(475)	764
Avid NHL fans	8%	(18)	15%	(32)	7%	(16)	16%	(36)	53%	(115)	217
NBA fans	6%	(62)	11%	(114)	8%	(84)	12%	(130)	63%	(658)	1048
Avid NBA fans	13%	(41)	17%	(53)	8%	(25)	11%	(34)	52%	(165)	318
Soccer fans	6%	(36)	13%	(75)	9%	(55)	14%	(83)	58%	(348)	597
Avid Soccer fans	19%	(18)	19%	(18)	5%	(5)	13%	(12)	44%	(42)	95
College Basketball fans	6%	(55)	10%	(94)	7%	(63)	14%	(129)	63%	(577)	918
Avid College Basketball fans	12%	(31)	12%	(33)	10%	(25)	13%	(34)	54%	(143)	266
College Football fans	5%	(55)	9%	(101)	6%	(67)	15%	(156)	65%	(693)	1073
Avid College Football fans	8%	(32)	12%	(46)	8%	(31)	16%	(59)	56%	(212)	380
Baseball fans	5%	(57)	9%	(111)	6%	(77)	13%	(156)	67%	(812)	1214
Avid Baseball fans	11%	(41)	14%	(52)	7%	(27)	14%	(55)	54%	(206)	381
Age: 18-29 (Sports Fans)	2%	(7)	10%	(28)	6%	(15)	12%	(32)	70%	(194)	277
Age: 30-44 (Sports Fans)	10%	(40)	10%	(40)	9%	(38)	15%	(58)	56%	(225)	401
Age: 45-54 (Sports Fans)	2%	(5)	12%	(32)	5%	(13)	14%	(37)	66%	(171)	258
Age: 55-64 (Sports Fans)	3%	(7)	7%	(18)	4%	(10)	12%	(31)	75%	(199)	265
Age: 65+ (Sports Fans)	2%	(5)	1%	(2)	4%	(14)	9%	(29)	84%	(268)	317

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

Table RAD4_4: How often do you do each of the following?*Listen to sports talk shows on AM or FM radio, not including via a website or cellphone app*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	7% (150)	9% (193)	6% (139)	13% (279)	65% (1439)	2200
Gender: Male	12% (122)	13% (138)	9% (91)	17% (177)	50% (534)	1062
Gender: Female	2% (28)	5% (55)	4% (48)	9% (103)	80% (905)	1138
Age: 18-29	7% (31)	5% (24)	7% (32)	12% (56)	69% (313)	456
Age: 30-44	10% (54)	12% (66)	7% (41)	15% (83)	56% (314)	557
Age: 45-54	7% (26)	11% (38)	6% (20)	13% (48)	64% (234)	366
Age: 55-64	6% (24)	9% (35)	7% (28)	11% (42)	67% (256)	385
Age: 65+	3% (15)	7% (30)	4% (18)	12% (51)	74% (322)	436
Generation Z: 18-22	8% (17)	3% (7)	5% (12)	16% (35)	67% (147)	218
Millennial: Age 23-38	8% (44)	11% (63)	7% (41)	14% (80)	61% (356)	584
Generation X: Age 39-54	9% (50)	10% (57)	7% (40)	12% (72)	62% (357)	577
Boomers: Age 55-73	5% (34)	8% (57)	6% (41)	11% (81)	70% (500)	714
PID: Dem (no lean)	6% (46)	11% (83)	7% (53)	12% (93)	64% (496)	770
PID: Ind (no lean)	6% (41)	7% (53)	5% (35)	14% (105)	68% (501)	735
PID: Rep (no lean)	9% (63)	8% (57)	7% (51)	12% (81)	64% (442)	695
PID/Gender: Dem Men	10% (36)	16% (58)	9% (33)	16% (56)	49% (178)	361
PID/Gender: Dem Women	2% (10)	6% (25)	5% (20)	9% (37)	78% (318)	409
PID/Gender: Ind Men	9% (29)	11% (36)	8% (26)	19% (65)	53% (179)	335
PID/Gender: Ind Women	3% (12)	4% (17)	2% (10)	10% (40)	80% (321)	400
PID/Gender: Rep Men	16% (57)	12% (44)	9% (32)	15% (55)	48% (177)	365
PID/Gender: Rep Women	2% (6)	4% (13)	6% (19)	8% (26)	81% (266)	329
Ideo: Liberal (1-3)	6% (34)	9% (49)	8% (43)	11% (62)	65% (356)	545
Ideo: Moderate (4)	6% (33)	9% (52)	8% (46)	17% (95)	60% (345)	571
Ideo: Conservative (5-7)	8% (66)	10% (82)	5% (43)	13% (102)	63% (494)	788
Educ: < College	6% (92)	8% (118)	6% (87)	13% (197)	67% (1018)	1512
Educ: Bachelors degree	9% (42)	10% (46)	7% (33)	12% (54)	61% (270)	444
Educ: Post-grad	7% (17)	12% (30)	8% (19)	12% (28)	62% (151)	244
Income: Under 50k	4% (52)	6% (73)	5% (62)	15% (181)	70% (846)	1213
Income: 50k-100k	9% (63)	13% (85)	7% (48)	10% (67)	61% (414)	678
Income: 100k+	11% (35)	11% (35)	9% (28)	10% (31)	58% (179)	308
Ethnicity: White	6% (102)	9% (154)	6% (110)	11% (198)	67% (1158)	1722

Continued on next page

Table RAD4_4: How often do you do each of the following?
Listen to sports talk shows on AM or FM radio, not including via a website or cellphone app

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(150)	9%	(193)	6%	(139)	13%	(279)	65%	(1439)	2200
Ethnicity: Hispanic	10%	(36)	11%	(40)	5%	(18)	16%	(55)	57%	(200)	349
Ethnicity: Afr. Am.	10%	(27)	7%	(20)	5%	(14)	19%	(53)	58%	(160)	274
Ethnicity: Other	11%	(22)	9%	(18)	7%	(15)	14%	(29)	59%	(121)	204
All Christian	8%	(73)	12%	(117)	7%	(66)	13%	(127)	61%	(590)	974
All Non-Christian	10%	(10)	6%	(6)	6%	(6)	13%	(13)	64%	(62)	97
Atheist	10%	(13)	7%	(9)	6%	(8)	20%	(26)	58%	(77)	133
Agnostic/Nothing in particular	5%	(54)	6%	(61)	6%	(58)	11%	(114)	71%	(709)	996
Religious Non-Protestant/Catholic	9%	(11)	6%	(8)	9%	(11)	11%	(14)	65%	(80)	123
Evangelical	8%	(48)	9%	(56)	5%	(33)	13%	(83)	65%	(403)	623
Non-Evangelical	7%	(51)	11%	(84)	7%	(51)	12%	(93)	63%	(467)	746
Community: Urban	6%	(34)	10%	(58)	8%	(44)	15%	(85)	62%	(361)	582
Community: Suburban	8%	(81)	9%	(96)	7%	(69)	12%	(124)	65%	(686)	1056
Community: Rural	6%	(35)	7%	(40)	4%	(25)	12%	(70)	70%	(392)	562
Employ: Private Sector	11%	(72)	15%	(92)	7%	(47)	11%	(68)	56%	(355)	634
Employ: Government	11%	(15)	8%	(11)	8%	(12)	17%	(24)	55%	(76)	138
Employ: Self-Employed	9%	(16)	11%	(21)	8%	(16)	18%	(34)	54%	(101)	188
Employ: Homemaker	6%	(9)	7%	(11)	4%	(6)	10%	(16)	73%	(114)	156
Employ: Retired	3%	(13)	6%	(31)	5%	(27)	11%	(57)	75%	(385)	514
Employ: Unemployed	3%	(8)	5%	(12)	4%	(11)	18%	(47)	70%	(181)	258
Employ: Other	6%	(12)	5%	(9)	8%	(16)	11%	(20)	70%	(134)	191
Military HH: Yes	6%	(22)	12%	(43)	5%	(18)	12%	(41)	65%	(234)	359
Military HH: No	7%	(129)	8%	(150)	7%	(120)	13%	(238)	65%	(1204)	1841
RD/WT: Right Direction	9%	(82)	10%	(90)	7%	(66)	12%	(106)	61%	(549)	893
RD/WT: Wrong Track	5%	(69)	8%	(103)	6%	(73)	13%	(173)	68%	(890)	1307
Trump Job Approve	8%	(77)	10%	(91)	7%	(67)	12%	(113)	63%	(591)	939
Trump Job Disapprove	6%	(67)	8%	(93)	6%	(69)	14%	(156)	66%	(762)	1147
Trump Job Strongly Approve	8%	(44)	9%	(47)	7%	(38)	10%	(56)	66%	(360)	546
Trump Job Somewhat Approve	8%	(33)	11%	(44)	7%	(29)	14%	(57)	59%	(231)	393
Trump Job Somewhat Disapprove	6%	(18)	9%	(25)	6%	(15)	24%	(66)	55%	(154)	277
Trump Job Strongly Disapprove	6%	(50)	8%	(68)	6%	(54)	10%	(90)	70%	(608)	870

Continued on next page

Table RAD4_4: How often do you do each of the following?*Listen to sports talk shows on AM or FM radio, not including via a website or cellphone app*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	7% (150)	9% (193)	6% (139)	13% (279)	65% (1439)	2200
Favorable of Trump	8% (78)	10% (96)	7% (62)	11% (106)	63% (583)	925
Unfavorable of Trump	6% (69)	8% (93)	6% (69)	14% (154)	66% (749)	1135
Very Favorable of Trump	9% (47)	8% (46)	8% (43)	9% (50)	66% (360)	546
Somewhat Favorable of Trump	8% (31)	13% (50)	5% (18)	15% (56)	59% (223)	379
Somewhat Unfavorable of Trump	7% (14)	12% (25)	6% (12)	18% (38)	57% (119)	208
Very Unfavorable of Trump	6% (55)	7% (68)	6% (57)	13% (116)	68% (630)	927
#1 Issue: Economy	9% (55)	10% (60)	8% (44)	15% (87)	58% (336)	583
#1 Issue: Security	8% (34)	8% (33)	9% (35)	13% (53)	61% (248)	404
#1 Issue: Health Care	6% (24)	10% (43)	7% (27)	13% (52)	64% (261)	408
#1 Issue: Medicare / Social Security	3% (10)	7% (23)	3% (9)	14% (47)	74% (259)	349
#1 Issue: Women's Issues	4% (3)	5% (4)	4% (3)	12% (11)	76% (70)	91
#1 Issue: Education	7% (10)	7% (9)	8% (10)	8% (10)	70% (93)	131
#1 Issue: Energy	8% (10)	8% (9)	6% (7)	10% (12)	68% (80)	119
#1 Issue: Other	3% (4)	10% (11)	2% (2)	6% (7)	79% (91)	115
2018 House Vote: Democrat	6% (45)	12% (84)	8% (56)	13% (95)	61% (441)	722
2018 House Vote: Republican	10% (67)	10% (68)	7% (47)	13% (85)	61% (411)	678
2018 House Vote: Someone else	13% (9)	4% (3)	6% (5)	7% (5)	69% (49)	71
2016 Vote: Hillary Clinton	6% (41)	12% (79)	8% (55)	13% (84)	61% (399)	657
2016 Vote: Donald Trump	9% (66)	11% (75)	7% (49)	12% (83)	61% (427)	700
2016 Vote: Other	10% (16)	6% (9)	4% (7)	14% (21)	66% (102)	154
2016 Vote: Didn't Vote	4% (27)	4% (30)	4% (28)	13% (91)	74% (511)	688
Voted in 2014: Yes	8% (108)	11% (144)	7% (93)	12% (156)	61% (789)	1291
Voted in 2014: No	5% (42)	5% (49)	5% (45)	14% (123)	71% (650)	909
2012 Vote: Barack Obama	8% (62)	12% (97)	7% (61)	13% (107)	60% (500)	826
2012 Vote: Mitt Romney	8% (40)	9% (46)	7% (36)	12% (60)	63% (311)	492
2012 Vote: Other	8% (8)	6% (6)	3% (4)	12% (12)	70% (71)	100
2012 Vote: Didn't Vote	5% (37)	6% (44)	5% (38)	13% (100)	72% (557)	777

Continued on next page

Table RAD4_4: How often do you do each of the following?
Listen to sports talk shows on AM or FM radio, not including via a website or cellphone app

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	7% (150)	9% (193)	6% (139)	13% (279)	65% (1439)	2200
4-Region: Northeast	10% (41)	14% (55)	5% (19)	10% (40)	61% (239)	394
4-Region: Midwest	5% (22)	9% (39)	6% (29)	16% (75)	64% (297)	462
4-Region: South	6% (49)	7% (60)	6% (52)	12% (98)	69% (565)	824
4-Region: West	7% (39)	7% (39)	7% (38)	13% (67)	65% (338)	520
Sports fans	9% (138)	12% (184)	9% (132)	16% (244)	54% (819)	1517
Avid Sports fans	20% (90)	24% (111)	10% (45)	13% (60)	32% (147)	453
NFL fans	10% (145)	12% (172)	8% (120)	16% (235)	53% (765)	1438
Avid NFL fans	14% (92)	16% (106)	10% (67)	19% (123)	41% (271)	660
MLB fans	11% (127)	14% (154)	9% (100)	16% (174)	50% (553)	1109
Avid MLB fans	19% (76)	20% (81)	10% (40)	16% (66)	34% (137)	399
NHL fans	11% (81)	15% (118)	10% (75)	17% (133)	47% (358)	764
Avid NHL fans	14% (30)	25% (54)	12% (25)	14% (30)	36% (78)	217
NBA fans	12% (126)	14% (149)	9% (98)	17% (183)	47% (493)	1048
Avid NBA fans	22% (69)	19% (59)	11% (35)	15% (47)	34% (108)	318
Soccer fans	11% (67)	17% (102)	8% (48)	18% (109)	45% (270)	597
Avid Soccer fans	19% (18)	14% (14)	9% (9)	8% (8)	49% (46)	95
College Basketball fans	13% (120)	14% (129)	10% (92)	18% (169)	44% (408)	918
Avid College Basketball fans	19% (51)	18% (49)	10% (25)	18% (49)	34% (92)	266
College Football fans	11% (121)	14% (149)	10% (105)	17% (185)	48% (513)	1073
Avid College Football fans	17% (64)	18% (70)	10% (40)	18% (68)	36% (139)	380
Baseball fans	11% (131)	14% (168)	9% (107)	16% (191)	51% (617)	1214
Avid Baseball fans	19% (72)	21% (81)	11% (41)	14% (54)	35% (132)	381
Age: 18-29 (Sports Fans)	8% (22)	7% (20)	11% (30)	15% (42)	59% (163)	277
Age: 30-44 (Sports Fans)	13% (51)	16% (64)	9% (38)	17% (69)	45% (179)	401
Age: 45-54 (Sports Fans)	10% (26)	14% (36)	7% (19)	16% (42)	52% (135)	258
Age: 55-64 (Sports Fans)	9% (24)	13% (35)	10% (27)	15% (41)	52% (138)	265
Age: 65+ (Sports Fans)	5% (15)	9% (30)	5% (17)	16% (50)	65% (205)	317

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

Table RAD4_5: How often do you do each of the following?*Listen to sports related podcasts*

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(70)	7%	(158)	5%	(110)	10%	(227)	74%	(1635)	2200
Gender: Male	6%	(65)	11%	(119)	6%	(66)	13%	(139)	63%	(673)	1062
Gender: Female	—	(5)	3%	(38)	4%	(44)	8%	(88)	85%	(963)	1138
Age: 18-29	2%	(7)	7%	(33)	8%	(37)	11%	(50)	72%	(329)	456
Age: 30-44	7%	(38)	13%	(73)	5%	(30)	12%	(64)	63%	(351)	557
Age: 45-54	2%	(7)	7%	(27)	5%	(19)	9%	(33)	77%	(281)	366
Age: 55-64	3%	(11)	5%	(19)	4%	(17)	12%	(45)	76%	(293)	385
Age: 65+	2%	(7)	1%	(6)	2%	(7)	8%	(34)	88%	(382)	436
Generation Z: 18-22	1%	(2)	6%	(13)	10%	(21)	8%	(17)	76%	(165)	218
Millennial: Age 23-38	5%	(31)	12%	(68)	6%	(38)	14%	(81)	63%	(367)	584
Generation X: Age 39-54	3%	(20)	9%	(52)	5%	(27)	9%	(50)	74%	(428)	577
Boomers: Age 55-73	3%	(18)	3%	(24)	3%	(23)	10%	(69)	81%	(579)	714
PID: Dem (no lean)	5%	(35)	10%	(75)	6%	(46)	11%	(83)	69%	(532)	770
PID: Ind (no lean)	2%	(14)	4%	(31)	4%	(32)	10%	(75)	79%	(583)	735
PID: Rep (no lean)	3%	(22)	7%	(52)	5%	(32)	10%	(68)	75%	(520)	695
PID/Gender: Dem Men	9%	(31)	14%	(52)	9%	(33)	13%	(46)	55%	(200)	361
PID/Gender: Dem Women	1%	(3)	6%	(23)	3%	(13)	9%	(38)	81%	(332)	409
PID/Gender: Ind Men	4%	(12)	7%	(25)	4%	(15)	15%	(51)	69%	(232)	335
PID/Gender: Ind Women	—	(1)	2%	(6)	4%	(17)	6%	(24)	88%	(351)	400
PID/Gender: Rep Men	6%	(21)	12%	(43)	5%	(18)	12%	(42)	66%	(240)	365
PID/Gender: Rep Women	—	(1)	3%	(9)	4%	(15)	8%	(26)	85%	(280)	329
Ideo: Liberal (1-3)	5%	(27)	9%	(51)	4%	(24)	11%	(59)	70%	(384)	545
Ideo: Moderate (4)	3%	(17)	6%	(33)	7%	(39)	12%	(70)	72%	(412)	571
Ideo: Conservative (5-7)	3%	(22)	8%	(62)	4%	(34)	11%	(84)	74%	(586)	788
Educ: < College	3%	(42)	6%	(90)	5%	(78)	10%	(147)	76%	(1156)	1512
Educ: Bachelors degree	3%	(14)	12%	(54)	5%	(24)	11%	(50)	68%	(302)	444
Educ: Post-grad	6%	(15)	6%	(14)	3%	(8)	12%	(29)	73%	(177)	244
Income: Under 50k	2%	(23)	5%	(64)	5%	(55)	10%	(119)	78%	(952)	1213
Income: 50k-100k	4%	(29)	9%	(63)	6%	(39)	11%	(73)	70%	(474)	678
Income: 100k+	6%	(19)	10%	(31)	5%	(15)	11%	(34)	68%	(209)	308
Ethnicity: White	3%	(51)	7%	(114)	4%	(72)	11%	(182)	76%	(1303)	1722

Continued on next page

Table RAD4_5: How often do you do each of the following?
Listen to sports related podcasts

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(70)	7%	(158)	5%	(110)	10%	(227)	74%	(1635)	2200
Ethnicity: Hispanic	4%	(15)	15%	(54)	8%	(28)	11%	(38)	62%	(215)	349
Ethnicity: Afr. Am.	2%	(7)	9%	(25)	7%	(19)	10%	(28)	72%	(197)	274
Ethnicity: Other	6%	(13)	9%	(19)	10%	(20)	8%	(17)	66%	(135)	204
All Christian	4%	(39)	9%	(86)	5%	(44)	11%	(110)	71%	(695)	974
All Non-Christian	5%	(5)	12%	(12)	2%	(2)	8%	(8)	73%	(71)	97
Atheist	3%	(4)	7%	(9)	5%	(7)	14%	(18)	72%	(95)	133
Agnostic/Nothing in particular	2%	(23)	5%	(51)	6%	(57)	9%	(90)	78%	(774)	996
Religious Non-Protestant/Catholic	5%	(6)	10%	(12)	3%	(4)	7%	(9)	75%	(92)	123
Evangelical	3%	(18)	8%	(49)	6%	(37)	11%	(70)	72%	(449)	623
Non-Evangelical	3%	(26)	8%	(63)	5%	(38)	10%	(75)	73%	(544)	746
Community: Urban	4%	(25)	8%	(49)	5%	(30)	12%	(70)	70%	(408)	582
Community: Suburban	3%	(34)	8%	(79)	5%	(54)	10%	(105)	74%	(783)	1056
Community: Rural	2%	(12)	5%	(29)	5%	(26)	9%	(51)	79%	(445)	562
Employ: Private Sector	6%	(40)	11%	(70)	6%	(36)	12%	(75)	65%	(414)	634
Employ: Government	5%	(6)	12%	(16)	4%	(5)	12%	(16)	68%	(94)	138
Employ: Self-Employed	1%	(1)	12%	(23)	5%	(10)	15%	(28)	67%	(126)	188
Employ: Homemaker	1%	(1)	6%	(10)	4%	(6)	9%	(14)	80%	(126)	156
Employ: Retired	2%	(8)	3%	(17)	3%	(15)	7%	(36)	85%	(437)	514
Employ: Unemployed	1%	(4)	3%	(9)	4%	(9)	11%	(30)	80%	(207)	258
Employ: Other	5%	(9)	3%	(6)	8%	(16)	10%	(19)	74%	(141)	191
Military HH: Yes	2%	(8)	6%	(22)	6%	(21)	9%	(33)	77%	(275)	359
Military HH: No	3%	(62)	7%	(136)	5%	(89)	11%	(194)	74%	(1360)	1841
RD/WT: Right Direction	4%	(40)	8%	(70)	5%	(49)	11%	(99)	71%	(637)	893
RD/WT: Wrong Track	2%	(30)	7%	(88)	5%	(62)	10%	(128)	76%	(998)	1307
Trump Job Approve	4%	(34)	8%	(75)	4%	(41)	11%	(99)	73%	(689)	939
Trump Job Disapprove	3%	(35)	7%	(76)	6%	(67)	10%	(111)	75%	(858)	1147
Trump Job Strongly Approve	4%	(20)	6%	(33)	4%	(20)	10%	(53)	77%	(420)	546
Trump Job Somewhat Approve	4%	(14)	11%	(42)	5%	(21)	12%	(46)	69%	(269)	393
Trump Job Somewhat Disapprove	3%	(9)	6%	(18)	8%	(21)	15%	(42)	68%	(188)	277
Trump Job Strongly Disapprove	3%	(27)	7%	(58)	5%	(46)	8%	(69)	77%	(670)	870

Continued on next page

Table RAD4_5: How often do you do each of the following?
Listen to sports related podcasts

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(70)	7%	(158)	5%	(110)	10%	(227)	74%	(1635)	2200
Favorable of Trump	4%	(35)	8%	(72)	4%	(38)	10%	(96)	74%	(684)	925
Unfavorable of Trump	3%	(34)	7%	(78)	6%	(69)	10%	(119)	74%	(835)	1135
Very Favorable of Trump	3%	(19)	5%	(30)	4%	(23)	10%	(53)	77%	(422)	546
Somewhat Favorable of Trump	4%	(16)	11%	(42)	4%	(15)	11%	(43)	69%	(263)	379
Somewhat Unfavorable of Trump	4%	(8)	7%	(14)	9%	(19)	16%	(34)	64%	(132)	208
Very Unfavorable of Trump	3%	(25)	7%	(64)	5%	(50)	9%	(85)	76%	(703)	927
#1 Issue: Economy	4%	(22)	10%	(57)	6%	(33)	11%	(61)	70%	(409)	583
#1 Issue: Security	3%	(13)	8%	(32)	4%	(15)	11%	(44)	74%	(301)	404
#1 Issue: Health Care	5%	(21)	8%	(33)	6%	(23)	12%	(50)	69%	(282)	408
#1 Issue: Medicare / Social Security	1%	(2)	3%	(9)	2%	(6)	9%	(30)	87%	(302)	349
#1 Issue: Women's Issues	2%	(1)	5%	(5)	8%	(7)	7%	(6)	79%	(72)	91
#1 Issue: Education	4%	(5)	6%	(8)	7%	(9)	10%	(13)	74%	(97)	131
#1 Issue: Energy	4%	(5)	7%	(8)	9%	(11)	14%	(16)	66%	(78)	119
#1 Issue: Other	—	(0)	5%	(5)	6%	(7)	5%	(6)	83%	(96)	115
2018 House Vote: Democrat	5%	(39)	8%	(61)	5%	(37)	11%	(80)	70%	(505)	722
2018 House Vote: Republican	4%	(24)	8%	(56)	5%	(31)	10%	(70)	73%	(496)	678
2018 House Vote: Someone else	4%	(3)	2%	(1)	2%	(2)	14%	(10)	78%	(55)	71
2016 Vote: Hillary Clinton	5%	(34)	9%	(61)	4%	(27)	12%	(78)	70%	(457)	657
2016 Vote: Donald Trump	4%	(27)	9%	(61)	5%	(32)	11%	(78)	72%	(502)	700
2016 Vote: Other	3%	(5)	5%	(7)	11%	(18)	8%	(13)	72%	(111)	154
2016 Vote: Didn't Vote	1%	(4)	4%	(28)	5%	(32)	8%	(58)	82%	(565)	688
Voted in 2014: Yes	5%	(59)	8%	(107)	5%	(62)	11%	(136)	72%	(927)	1291
Voted in 2014: No	1%	(11)	6%	(50)	5%	(48)	10%	(91)	78%	(709)	909
2012 Vote: Barack Obama	5%	(44)	10%	(83)	5%	(42)	11%	(92)	68%	(565)	826
2012 Vote: Mitt Romney	3%	(15)	6%	(31)	4%	(19)	10%	(50)	77%	(378)	492
2012 Vote: Other	—	(0)	2%	(2)	5%	(5)	8%	(9)	85%	(85)	100
2012 Vote: Didn't Vote	1%	(12)	5%	(39)	6%	(44)	10%	(76)	78%	(605)	777

Continued on next page

Table RAD4_5: How often do you do each of the following?
Listen to sports related podcasts

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	3%	(70)	7%	(158)	5%	(110)	10%	(227)	74%	(1635)	2200
4-Region: Northeast	5%	(18)	9%	(34)	5%	(21)	11%	(44)	70%	(277)	394
4-Region: Midwest	3%	(12)	7%	(31)	5%	(22)	12%	(54)	74%	(344)	462
4-Region: South	3%	(22)	7%	(55)	4%	(33)	10%	(85)	76%	(629)	824
4-Region: West	4%	(19)	7%	(38)	6%	(34)	8%	(43)	74%	(386)	520
Sports fans	4%	(67)	10%	(144)	7%	(100)	13%	(204)	66%	(1001)	1517
Avid Sports fans	13%	(58)	18%	(80)	9%	(40)	14%	(65)	46%	(210)	453
NFL fans	5%	(66)	9%	(134)	6%	(93)	13%	(190)	66%	(955)	1438
Avid NFL fans	8%	(55)	11%	(73)	9%	(63)	15%	(100)	56%	(369)	660
MLB fans	5%	(60)	11%	(118)	7%	(81)	15%	(162)	62%	(687)	1109
Avid MLB fans	11%	(45)	16%	(63)	7%	(28)	16%	(63)	50%	(201)	399
NHL fans	6%	(47)	12%	(92)	6%	(44)	16%	(122)	60%	(460)	764
Avid NHL fans	11%	(23)	17%	(37)	6%	(14)	14%	(29)	53%	(114)	217
NBA fans	6%	(59)	13%	(132)	8%	(82)	16%	(168)	58%	(608)	1048
Avid NBA fans	13%	(43)	22%	(71)	9%	(29)	13%	(41)	42%	(134)	318
Soccer fans	7%	(40)	15%	(89)	9%	(53)	15%	(88)	55%	(327)	597
Avid Soccer fans	15%	(15)	25%	(24)	6%	(6)	8%	(8)	45%	(43)	95
College Basketball fans	6%	(58)	12%	(108)	9%	(78)	16%	(149)	57%	(524)	918
Avid College Basketball fans	11%	(28)	16%	(44)	9%	(25)	13%	(34)	51%	(135)	266
College Football fans	6%	(64)	10%	(107)	7%	(73)	15%	(164)	62%	(664)	1073
Avid College Football fans	11%	(43)	11%	(43)	7%	(25)	13%	(50)	57%	(218)	380
Baseball fans	5%	(64)	11%	(129)	6%	(77)	14%	(172)	64%	(772)	1214
Avid Baseball fans	11%	(43)	17%	(65)	8%	(31)	16%	(62)	47%	(180)	381
Age: 18-29 (Sports Fans)	2%	(6)	10%	(27)	11%	(31)	14%	(39)	63%	(174)	277
Age: 30-44 (Sports Fans)	9%	(36)	17%	(69)	7%	(29)	15%	(60)	51%	(206)	401
Age: 45-54 (Sports Fans)	3%	(7)	9%	(24)	6%	(16)	12%	(32)	70%	(180)	258
Age: 55-64 (Sports Fans)	4%	(11)	7%	(19)	6%	(17)	16%	(42)	67%	(176)	265
Age: 65+ (Sports Fans)	2%	(7)	2%	(6)	2%	(7)	10%	(32)	84%	(265)	317

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

Table RAD4_6: How often do you do each of the following?*Watch live sports on television*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (257)	27% (596)	17% (383)	18% (388)	26% (577)	2200
Gender: Male	19% (205)	36% (383)	16% (172)	12% (127)	17% (175)	1062
Gender: Female	5% (52)	19% (213)	18% (211)	23% (261)	35% (401)	1138
Age: 18-29	8% (38)	16% (75)	23% (104)	19% (87)	33% (152)	456
Age: 30-44	12% (65)	31% (173)	14% (80)	17% (95)	26% (143)	557
Age: 45-54	14% (53)	27% (99)	17% (63)	16% (60)	25% (91)	366
Age: 55-64	13% (48)	29% (113)	15% (58)	17% (66)	26% (99)	385
Age: 65+	12% (52)	31% (136)	18% (77)	18% (80)	21% (91)	436
Generation Z: 18-22	5% (12)	14% (31)	25% (56)	22% (48)	33% (72)	218
Millennial: Age 23-38	12% (71)	24% (142)	17% (99)	16% (95)	30% (177)	584
Generation X: Age 39-54	13% (73)	30% (175)	16% (93)	17% (98)	24% (137)	577
Boomers: Age 55-73	11% (78)	30% (216)	17% (119)	18% (129)	24% (172)	714
PID: Dem (no lean)	16% (125)	27% (206)	16% (122)	18% (135)	24% (183)	770
PID: Ind (no lean)	8% (57)	25% (183)	18% (135)	17% (126)	32% (234)	735
PID: Rep (no lean)	11% (75)	30% (207)	18% (126)	18% (127)	23% (160)	695
PID/Gender: Dem Men	26% (93)	33% (120)	13% (47)	12% (43)	16% (58)	361
PID/Gender: Dem Women	8% (32)	21% (86)	18% (76)	22% (92)	30% (124)	409
PID/Gender: Ind Men	14% (48)	36% (121)	19% (63)	12% (41)	18% (61)	335
PID/Gender: Ind Women	2% (9)	15% (62)	18% (72)	21% (84)	43% (173)	400
PID/Gender: Rep Men	17% (63)	39% (141)	17% (63)	11% (42)	15% (56)	365
PID/Gender: Rep Women	3% (11)	20% (66)	19% (63)	26% (85)	32% (104)	329
Ideo: Liberal (1-3)	16% (87)	26% (144)	16% (86)	17% (93)	25% (134)	545
Ideo: Moderate (4)	13% (72)	30% (170)	18% (102)	17% (94)	23% (133)	571
Ideo: Conservative (5-7)	10% (81)	30% (235)	19% (149)	18% (144)	23% (178)	788
Educ: < College	11% (171)	24% (362)	18% (271)	18% (276)	29% (432)	1512
Educ: Bachelors degree	14% (62)	33% (144)	16% (71)	16% (69)	22% (97)	444
Educ: Post-grad	10% (23)	37% (89)	17% (41)	17% (42)	20% (48)	244
Income: Under 50k	9% (114)	22% (268)	18% (218)	19% (235)	31% (379)	1213
Income: 50k-100k	14% (95)	32% (219)	17% (113)	16% (110)	21% (142)	678
Income: 100k+	15% (48)	35% (109)	17% (52)	14% (43)	18% (56)	308
Ethnicity: White	11% (185)	27% (461)	18% (318)	18% (305)	26% (454)	1722

Continued on next page

Table RAD4_6: How often do you do each of the following?
Watch live sports on television

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	12%	(257)	27%	(596)	17%	(383)	18%	(388)	26%	(577)	2200
Ethnicity: Hispanic	11%	(38)	29%	(102)	17%	(61)	15%	(53)	27%	(96)	349
Ethnicity: Afr. Am.	21%	(58)	30%	(83)	10%	(28)	13%	(36)	25%	(69)	274
Ethnicity: Other	7%	(14)	25%	(52)	18%	(37)	23%	(47)	26%	(54)	204
All Christian	13%	(125)	32%	(307)	18%	(173)	17%	(169)	21%	(201)	974
All Non-Christian	23%	(23)	22%	(21)	11%	(11)	19%	(18)	25%	(24)	97
Atheist	10%	(13)	33%	(44)	11%	(15)	21%	(28)	24%	(32)	133
Agnostic/Nothing in particular	10%	(96)	22%	(223)	19%	(184)	17%	(172)	32%	(320)	996
Religious Non-Protestant/Catholic	20%	(25)	21%	(26)	15%	(19)	20%	(24)	24%	(30)	123
Evangelical	12%	(73)	28%	(173)	17%	(104)	20%	(126)	24%	(148)	623
Non-Evangelical	12%	(88)	30%	(220)	18%	(137)	17%	(124)	24%	(176)	746
Community: Urban	13%	(76)	27%	(160)	16%	(91)	15%	(89)	29%	(166)	582
Community: Suburban	13%	(140)	28%	(297)	19%	(199)	17%	(177)	23%	(242)	1056
Community: Rural	7%	(40)	25%	(139)	16%	(93)	22%	(121)	30%	(169)	562
Employ: Private Sector	13%	(85)	34%	(217)	17%	(107)	15%	(93)	21%	(133)	634
Employ: Government	13%	(19)	29%	(40)	26%	(36)	14%	(19)	18%	(24)	138
Employ: Self-Employed	18%	(34)	24%	(44)	19%	(35)	15%	(28)	25%	(47)	188
Employ: Homemaker	6%	(10)	17%	(26)	16%	(25)	30%	(46)	31%	(48)	156
Employ: Retired	11%	(58)	30%	(155)	17%	(85)	19%	(96)	23%	(120)	514
Employ: Unemployed	7%	(19)	19%	(50)	16%	(43)	17%	(44)	40%	(103)	258
Employ: Other	14%	(26)	22%	(42)	13%	(24)	17%	(32)	35%	(66)	191
Military HH: Yes	13%	(46)	38%	(136)	19%	(68)	13%	(48)	17%	(62)	359
Military HH: No	11%	(211)	25%	(460)	17%	(315)	18%	(340)	28%	(515)	1841
RD/WT: Right Direction	12%	(110)	29%	(264)	18%	(163)	17%	(151)	23%	(205)	893
RD/WT: Wrong Track	11%	(147)	25%	(332)	17%	(220)	18%	(236)	28%	(372)	1307
Trump Job Approve	11%	(100)	29%	(271)	18%	(168)	20%	(187)	23%	(212)	939
Trump Job Disapprove	13%	(151)	26%	(300)	17%	(199)	16%	(184)	27%	(313)	1147
Trump Job Strongly Approve	11%	(61)	24%	(128)	17%	(94)	22%	(121)	26%	(142)	546
Trump Job Somewhat Approve	10%	(39)	36%	(143)	19%	(75)	17%	(66)	18%	(70)	393
Trump Job Somewhat Disapprove	17%	(48)	30%	(84)	18%	(50)	18%	(49)	17%	(46)	277
Trump Job Strongly Disapprove	12%	(103)	25%	(216)	17%	(149)	15%	(134)	31%	(267)	870

Continued on next page

Table RAD4_6: How often do you do each of the following?*Watch live sports on television*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (257)	27% (596)	17% (383)	18% (388)	26% (577)	2200
Favorable of Trump	12% (108)	30% (275)	18% (164)	19% (173)	22% (205)	925
Unfavorable of Trump	12% (139)	26% (297)	17% (195)	18% (200)	27% (304)	1135
Very Favorable of Trump	12% (63)	24% (133)	18% (98)	21% (113)	26% (140)	546
Somewhat Favorable of Trump	12% (45)	37% (142)	18% (67)	16% (60)	17% (65)	379
Somewhat Unfavorable of Trump	15% (31)	24% (49)	19% (40)	23% (49)	19% (39)	208
Very Unfavorable of Trump	12% (108)	27% (248)	17% (155)	16% (151)	29% (265)	927
#1 Issue: Economy	14% (79)	30% (173)	20% (116)	16% (92)	21% (123)	583
#1 Issue: Security	14% (55)	23% (93)	16% (63)	22% (88)	26% (105)	404
#1 Issue: Health Care	11% (43)	30% (122)	14% (58)	19% (76)	27% (109)	408
#1 Issue: Medicare / Social Security	12% (41)	28% (99)	17% (59)	19% (67)	24% (84)	349
#1 Issue: Women's Issues	6% (6)	17% (15)	26% (24)	20% (18)	31% (28)	91
#1 Issue: Education	7% (10)	21% (28)	19% (25)	13% (17)	39% (52)	131
#1 Issue: Energy	9% (11)	27% (32)	22% (26)	17% (20)	25% (29)	119
#1 Issue: Other	10% (12)	29% (34)	11% (12)	8% (9)	41% (48)	115
2018 House Vote: Democrat	17% (122)	32% (230)	15% (109)	14% (104)	22% (157)	722
2018 House Vote: Republican	12% (83)	32% (217)	16% (109)	19% (127)	21% (142)	678
2018 House Vote: Someone else	11% (8)	24% (17)	11% (8)	25% (18)	29% (21)	71
2016 Vote: Hillary Clinton	16% (107)	31% (204)	14% (93)	15% (100)	23% (153)	657
2016 Vote: Donald Trump	13% (90)	34% (236)	16% (115)	16% (112)	21% (147)	700
2016 Vote: Other	10% (15)	30% (46)	19% (29)	18% (28)	23% (35)	154
2016 Vote: Didn't Vote	6% (44)	16% (108)	21% (146)	21% (147)	35% (241)	688
Voted in 2014: Yes	14% (185)	32% (415)	16% (211)	16% (209)	21% (271)	1291
Voted in 2014: No	8% (72)	20% (181)	19% (171)	20% (179)	34% (305)	909
2012 Vote: Barack Obama	16% (134)	32% (262)	15% (127)	15% (127)	21% (176)	826
2012 Vote: Mitt Romney	11% (55)	32% (159)	18% (89)	18% (86)	21% (103)	492
2012 Vote: Other	3% (3)	29% (30)	21% (21)	18% (18)	28% (28)	100
2012 Vote: Didn't Vote	8% (61)	19% (145)	19% (147)	20% (156)	34% (268)	777

Continued on next page

Table RAD4_6: How often do you do each of the following?
Watch live sports on television

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (257)	27% (596)	17% (383)	18% (388)	26% (577)	2200
4-Region: Northeast	19% (76)	26% (102)	14% (56)	14% (54)	27% (106)	394
4-Region: Midwest	10% (45)	32% (148)	14% (65)	20% (92)	24% (112)	462
4-Region: South	11% (87)	26% (212)	19% (154)	18% (151)	27% (220)	824
4-Region: West	9% (49)	26% (133)	21% (107)	17% (91)	27% (140)	520
Sports fans	16% (247)	38% (581)	23% (352)	16% (249)	6% (87)	1517
Avid Sports fans	39% (179)	49% (221)	9% (39)	1% (4)	2% (11)	453
NFL fans	16% (228)	37% (526)	23% (331)	17% (239)	8% (113)	1438
Avid NFL fans	26% (171)	49% (325)	17% (113)	4% (26)	4% (25)	660
MLB fans	19% (212)	39% (434)	21% (234)	15% (164)	6% (65)	1109
Avid MLB fans	37% (148)	46% (183)	9% (37)	5% (20)	3% (11)	399
NHL fans	21% (164)	37% (283)	20% (154)	15% (118)	6% (46)	764
Avid NHL fans	35% (76)	39% (85)	15% (34)	6% (13)	4% (9)	217
NBA fans	20% (215)	35% (367)	21% (219)	16% (165)	8% (83)	1048
Avid NBA fans	41% (130)	38% (122)	13% (42)	4% (13)	3% (11)	318
Soccer fans	21% (124)	36% (215)	18% (109)	19% (111)	7% (39)	597
Avid Soccer fans	33% (31)	34% (32)	20% (19)	5% (5)	9% (9)	95
College Basketball fans	22% (199)	42% (382)	18% (165)	13% (118)	6% (54)	918
Avid College Basketball fans	37% (98)	46% (122)	9% (23)	6% (15)	3% (9)	266
College Football fans	19% (204)	42% (452)	21% (229)	12% (131)	5% (57)	1073
Avid College Football fans	32% (120)	47% (180)	13% (51)	5% (18)	3% (11)	380
Baseball fans	18% (220)	37% (450)	20% (241)	17% (207)	8% (96)	1214
Avid Baseball fans	36% (138)	44% (169)	12% (45)	3% (12)	5% (17)	381
Age: 18-29 (Sports Fans)	12% (34)	26% (72)	34% (94)	18% (50)	10% (27)	277
Age: 30-44 (Sports Fans)	15% (60)	42% (170)	18% (73)	17% (69)	7% (29)	401
Age: 45-54 (Sports Fans)	21% (53)	37% (95)	22% (56)	16% (41)	5% (13)	258
Age: 55-64 (Sports Fans)	18% (48)	42% (111)	21% (56)	15% (39)	4% (9)	265
Age: 65+ (Sports Fans)	17% (52)	42% (133)	23% (73)	16% (49)	3% (9)	317

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

Table RAD5_1: And specifically, where do you most often listen to the following?

Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic			On public					While	Somewhere	Total N
	At home	In the car	transporta- tion	At work	At the game	shopping	else			
Adults	26% (225)	57% (493)	2% (20)	4% (35)	2% (17)	2% (19)	6% (50)	860		
Gender: Male	29% (159)	55% (303)	3% (19)	4% (23)	2% (12)	2% (13)	5% (26)	556		
Gender: Female	22% (66)	63% (190)	1% (2)	4% (12)	1% (5)	2% (6)	8% (24)	304		
Age: 18-29	25% (38)	52% (79)	8% (13)	1% (2)	3% (5)	5% (7)	6% (9)	153		
Age: 30-44	21% (55)	54% (143)	2% (6)	7% (20)	3% (7)	4% (11)	9% (23)	266		
Age: 45-54	28% (38)	58% (79)	— (0)	8% (10)	1% (2)	— (0)	5% (7)	136		
Age: 55-64	30% (50)	65% (109)	1% (1)	1% (1)	— (1)	1% (1)	3% (6)	168		
Age: 65+	32% (44)	61% (83)	1% (1)	1% (2)	2% (2)	— (0)	3% (5)	137		
Generation Z: 18-22	32% (24)	47% (35)	15% (11)	1% (0)	— (0)	5% (4)	1% (1)	75		
Millennial: Age 23-38	20% (51)	53% (132)	3% (7)	5% (13)	4% (11)	5% (11)	10% (26)	251		
Generation X: Age 39-54	25% (56)	59% (135)	— (0)	8% (19)	1% (3)	1% (3)	6% (13)	229		
Boomers: Age 55-73	29% (78)	65% (174)	1% (2)	1% (3)	1% (3)	— (1)	3% (7)	268		
PID: Dem (no lean)	30% (90)	51% (157)	2% (5)	4% (13)	3% (8)	4% (14)	6% (18)	305		
PID: Ind (no lean)	26% (68)	58% (154)	3% (7)	4% (12)	1% (3)	2% (4)	6% (16)	263		
PID: Rep (no lean)	23% (67)	63% (183)	3% (9)	4% (10)	2% (6)	— (1)	5% (16)	292		
PID/Gender: Dem Men	31% (59)	48% (91)	2% (4)	6% (11)	3% (6)	5% (10)	5% (9)	191		
PID/Gender: Dem Women	27% (31)	57% (65)	1% (1)	2% (2)	2% (2)	3% (3)	8% (9)	114		
PID/Gender: Ind Men	33% (55)	53% (87)	4% (7)	3% (6)	2% (3)	1% (2)	4% (7)	166		
PID/Gender: Ind Women	14% (13)	68% (66)	— (0)	6% (6)	1% (1)	2% (2)	9% (8)	97		
PID/Gender: Rep Men	23% (45)	63% (124)	4% (8)	4% (7)	2% (4)	1% (1)	5% (9)	199		
PID/Gender: Rep Women	23% (22)	63% (59)	1% (1)	3% (3)	2% (2)	— (0)	7% (7)	93		
Ideo: Liberal (1-3)	28% (58)	52% (109)	5% (10)	5% (11)	2% (5)	2% (5)	6% (12)	211		
Ideo: Moderate (4)	31% (78)	53% (134)	— (0)	4% (11)	2% (5)	4% (11)	6% (16)	254		
Ideo: Conservative (5-7)	23% (78)	63% (208)	3% (9)	3% (10)	1% (5)	1% (3)	5% (18)	330		
Educ: < College	28% (154)	57% (317)	3% (17)	4% (22)	2% (10)	2% (9)	5% (30)	560		
Educ: Bachelors degree	24% (45)	56% (105)	1% (3)	3% (6)	2% (3)	5% (9)	8% (15)	185		
Educ: Post-grad	23% (26)	63% (71)	1% (1)	6% (7)	3% (4)	1% (1)	4% (5)	114		
Income: Under 50k	34% (134)	46% (180)	5% (18)	5% (18)	3% (14)	1% (6)	5% (20)	389		
Income: 50k-100k	20% (63)	64% (199)	1% (3)	4% (13)	1% (3)	4% (11)	6% (20)	310		
Income: 100k+	18% (28)	71% (115)	— (0)	3% (4)	— (1)	1% (2)	6% (10)	160		

Continued on next page

Table RAD5_1: And specifically, where do you most often listen to the following?
Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic	On public transportation			At work	At the game	While shopping	Somewhere else	Total N
	At home	In the car						
Adults	26% (225)	57% (493)	2% (20)	4% (35)	2% (17)	2% (19)	6% (50)	860
Ethnicity: White	24% (160)	60% (397)	1% (7)	5% (30)	2% (11)	3% (17)	6% (38)	660
Ethnicity: Hispanic	30% (47)	47% (74)	6% (9)	6% (9)	1% (2)	5% (7)	6% (9)	156
Ethnicity: Afr. Am.	33% (37)	44% (50)	11% (12)	1% (1)	4% (4)	1% (1)	7% (8)	113
Ethnicity: Other	32% (28)	54% (47)	1% (1)	4% (4)	3% (2)	1% (1)	4% (4)	86
All Christian	28% (118)	59% (251)	1% (2)	4% (19)	1% (6)	2% (10)	5% (20)	426
Atheist	19% (12)	60% (36)	18% (11)	1% (1)	— (0)	— (0)	2% (1)	61
Agnostic/Nothing in particular	26% (87)	56% (188)	2% (7)	3% (11)	2% (7)	2% (8)	8% (25)	333
Evangelical	28% (68)	59% (145)	1% (2)	4% (10)	2% (4)	2% (6)	4% (10)	245
Non-Evangelical	25% (78)	60% (188)	1% (4)	4% (11)	3% (8)	2% (7)	6% (18)	314
Community: Urban	34% (78)	42% (95)	3% (7)	6% (14)	4% (9)	3% (8)	8% (19)	229
Community: Suburban	23% (97)	65% (273)	1% (4)	3% (14)	2% (6)	2% (9)	4% (15)	418
Community: Rural	24% (51)	59% (125)	5% (10)	3% (7)	1% (2)	1% (2)	7% (16)	212
Employ: Private Sector	19% (60)	61% (194)	2% (6)	5% (17)	2% (6)	4% (12)	7% (22)	317
Employ: Government	19% (12)	61% (38)	3% (2)	1% (0)	1% (1)	6% (4)	8% (5)	62
Employ: Self-Employed	27% (25)	58% (53)	— (0)	7% (7)	7% (6)	— (0)	2% (2)	93
Employ: Homemaker	27% (16)	57% (34)	— (0)	2% (1)	3% (2)	2% (1)	9% (5)	60
Employ: Retired	35% (57)	60% (98)	— (0)	2% (3)	— (1)	— (0)	3% (5)	164
Employ: Unemployed	42% (30)	39% (28)	2% (2)	9% (7)	— (0)	— (0)	8% (6)	72
Employ: Other	35% (20)	53% (31)	5% (3)	— (0)	— (0)	— (0)	7% (4)	58
Military HH: Yes	24% (34)	61% (89)	— (0)	3% (4)	1% (2)	4% (5)	8% (11)	145
Military HH: No	27% (191)	57% (404)	3% (20)	4% (31)	2% (15)	2% (14)	5% (39)	715
RD/WT: Right Direction	25% (96)	60% (234)	2% (9)	4% (16)	2% (7)	2% (9)	5% (20)	391
RD/WT: Wrong Track	28% (129)	55% (259)	2% (12)	4% (19)	2% (10)	2% (10)	6% (30)	469
Trump Job Approve	24% (98)	59% (238)	2% (10)	4% (17)	2% (8)	3% (12)	6% (24)	406
Trump Job Disapprove	29% (122)	56% (237)	3% (11)	4% (18)	1% (5)	2% (7)	6% (26)	426
Trump Job Strongly Approve	26% (54)	54% (115)	4% (9)	4% (9)	2% (5)	4% (9)	5% (12)	212
Trump Job Somewhat Approve	23% (44)	63% (123)	— (1)	4% (8)	2% (3)	2% (3)	6% (12)	195
Trump Job Somewhat Disapprove	31% (41)	54% (71)	4% (6)	5% (7)	— (0)	2% (2)	3% (4)	130
Trump Job Strongly Disapprove	28% (82)	56% (166)	2% (5)	4% (11)	2% (5)	1% (4)	8% (23)	296

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Table RAD5_1: And specifically, where do you most often listen to the following?
Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic	On public transportation			At work		At the game		While shopping	Somewhere else	Total N
	At home	In the car								
Adults	26% (225)	57% (493)	2% (20)	4% (35)	2% (17)	2% (19)	6% (50)	860		
Favorable of Trump	24% (96)	61% (241)	— (2)	4% (18)	2% (8)	3% (12)	5% (20)	397		
Unfavorable of Trump	28% (119)	56% (241)	4% (19)	2% (9)	2% (8)	2% (7)	7% (28)	431		
Very Favorable of Trump	27% (58)	58% (124)	1% (2)	5% (11)	2% (5)	1% (3)	6% (12)	216		
Somewhat Favorable of Trump	21% (38)	65% (117)	— (0)	4% (7)	2% (3)	5% (9)	4% (8)	181		
Somewhat Unfavorable of Trump	19% (19)	60% (62)	11% (11)	2% (2)	— (0)	4% (4)	4% (4)	103		
Very Unfavorable of Trump	30% (100)	55% (179)	2% (7)	2% (7)	2% (8)	1% (3)	7% (24)	329		
#1 Issue: Economy	20% (55)	61% (165)	4% (12)	4% (10)	4% (10)	2% (5)	5% (14)	270		
#1 Issue: Security	34% (57)	52% (86)	3% (4)	2% (4)	1% (2)	1% (1)	7% (11)	165		
#1 Issue: Health Care	32% (54)	55% (92)	2% (4)	2% (4)	— (1)	1% (2)	6% (10)	168		
#1 Issue: Medicare / Social Security	31% (35)	61% (69)	— (0)	4% (4)	— (0)	1% (1)	3% (3)	113		
2018 House Vote: Democrat	28% (86)	56% (170)	2% (5)	5% (14)	1% (4)	3% (10)	6% (17)	305		
2018 House Vote: Republican	26% (78)	62% (190)	— (1)	3% (10)	2% (7)	1% (3)	5% (16)	306		
2016 Vote: Hillary Clinton	30% (84)	54% (152)	2% (5)	4% (12)	1% (4)	4% (10)	6% (16)	283		
2016 Vote: Donald Trump	27% (85)	61% (195)	— (1)	4% (14)	2% (6)	— (1)	5% (17)	320		
2016 Vote: Other	20% (11)	72% (39)	2% (1)	1% (1)	— (0)	— (0)	5% (3)	54		
2016 Vote: Didn't Vote	22% (44)	53% (106)	7% (13)	4% (8)	4% (7)	4% (7)	7% (14)	201		
Voted in 2014: Yes	27% (156)	58% (332)	1% (7)	4% (25)	2% (11)	2% (12)	5% (30)	574		
Voted in 2014: No	24% (69)	56% (161)	5% (13)	3% (10)	2% (5)	2% (7)	7% (20)	285		
2012 Vote: Barack Obama	29% (105)	56% (205)	1% (3)	5% (17)	2% (7)	3% (12)	5% (18)	366		
2012 Vote: Mitt Romney	25% (54)	65% (140)	1% (1)	4% (9)	— (1)	— (0)	4% (9)	214		
2012 Vote: Didn't Vote	24% (56)	54% (126)	7% (16)	3% (6)	2% (5)	3% (7)	8% (18)	235		
4-Region: Northeast	26% (43)	61% (100)	1% (2)	4% (7)	1% (1)	2% (3)	5% (8)	163		
4-Region: Midwest	25% (49)	63% (120)	1% (3)	3% (6)	3% (5)	1% (2)	4% (8)	193		
4-Region: South	24% (76)	54% (169)	4% (13)	5% (16)	2% (6)	2% (7)	8% (26)	312		
4-Region: West	30% (57)	54% (105)	2% (3)	4% (7)	2% (4)	4% (7)	5% (9)	192		
Sports fans	26% (207)	58% (456)	3% (20)	4% (33)	2% (12)	2% (18)	5% (41)	787		
Avid Sports fans	25% (78)	61% (187)	1% (2)	6% (18)	— (2)	3% (10)	3% (10)	308		
NFL fans	26% (190)	57% (424)	3% (20)	4% (32)	2% (15)	2% (18)	5% (40)	740		
Avid NFL fans	28% (114)	55% (224)	3% (14)	5% (21)	1% (4)	3% (12)	4% (17)	404		

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Table RAD5_1: And specifically, where do you most often listen to the following?
Listen to live sports via AM or FM radio, not including via a website or cellphone app

Demographic			On public			While		Somewhere		Total N
	At home	In the car	transporta- tion	At work	At the game	shopping	else			
Adults	26% (225)	57% (493)	2% (20)	4% (35)	2% (17)	2% (19)	6% (50)	860		
MLB fans	26% (163)	59% (372)	2% (12)	4% (27)	1% (9)	3% (16)	5% (30)	630		
Avid MLB fans	28% (76)	58% (161)	4% (10)	4% (11)	1% (1)	4% (10)	2% (7)	277		
NHL fans	23% (104)	59% (265)	3% (14)	5% (23)	1% (6)	3% (12)	5% (22)	446		
Avid NHL fans	21% (31)	62% (92)	— (1)	5% (7)	1% (2)	7% (10)	3% (5)	146		
NBA fans	29% (170)	55% (324)	2% (13)	5% (27)	3% (15)	3% (15)	5% (30)	594		
Avid NBA fans	27% (58)	51% (110)	2% (4)	7% (15)	4% (9)	5% (11)	4% (8)	214		
Soccer fans	30% (102)	53% (183)	3% (11)	4% (15)	2% (5)	5% (16)	4% (13)	346		
Avid Soccer fans	28% (14)	46% (23)	2% (1)	6% (3)	5% (2)	12% (6)	2% (1)	51		
College Basketball fans	28% (158)	56% (315)	3% (16)	5% (26)	2% (12)	2% (13)	5% (26)	567		
Avid College Basketball fans	24% (44)	50% (90)	6% (10)	8% (14)	5% (9)	2% (4)	6% (10)	182		
College Football fans	26% (161)	58% (366)	2% (13)	5% (30)	2% (11)	2% (15)	5% (30)	626		
Avid College Football fans	28% (70)	52% (132)	2% (6)	6% (16)	2% (5)	3% (6)	6% (16)	251		
Baseball fans	27% (180)	58% (394)	2% (14)	4% (26)	2% (13)	2% (15)	5% (32)	675		
Avid Baseball fans	28% (75)	59% (158)	1% (4)	5% (12)	1% (3)	3% (8)	2% (6)	266		
Age: 18-29 (Sports Fans)	24% (29)	55% (68)	10% (13)	1% (1)	— (1)	5% (6)	4% (5)	123		
Age: 30-44 (Sports Fans)	21% (52)	54% (131)	2% (6)	8% (19)	3% (7)	4% (11)	8% (19)	244		
Age: 45-54 (Sports Fans)	27% (34)	59% (74)	— (0)	8% (10)	1% (2)	— (0)	5% (6)	126		
Age: 55-64 (Sports Fans)	31% (49)	64% (103)	1% (1)	1% (1)	— (1)	1% (1)	4% (6)	162		
Age: 65+ (Sports Fans)	32% (42)	61% (79)	1% (1)	1% (2)	2% (2)	— (0)	4% (5)	131		

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

Table RAD5_2: And specifically, where do you most often listen to the following?
Listen to live sports via satellite radio, not including via a website or cellphone app

Demographic	On public transportation			At work		At the game		While shopping	Somewhere else	Total N
	At home	In the car								
Adults	28% (156)	45% (252)	2% (14)	6% (34)	3% (18)	5% (29)	10% (57)	560		
Gender: Male	24% (86)	44% (156)	4% (13)	7% (26)	4% (14)	6% (23)	10% (37)	354		
Gender: Female	34% (70)	46% (95)	1% (1)	4% (8)	2% (4)	3% (6)	10% (21)	206		
Age: 18-29	18% (22)	53% (63)	2% (2)	10% (12)	4% (5)	8% (9)	4% (5)	118		
Age: 30-44	23% (47)	40% (83)	5% (10)	6% (12)	5% (9)	7% (15)	14% (29)	205		
Age: 45-54	35% (31)	45% (39)	— (0)	6% (6)	4% (4)	3% (3)	7% (6)	88		
Age: 55-64	37% (30)	45% (37)	2% (1)	1% (1)	— (0)	1% (1)	14% (12)	81		
Age: 65+	40% (27)	45% (30)	— (0)	5% (3)	— (0)	2% (1)	9% (6)	67		
Generation Z: 18-22	19% (10)	54% (30)	— (0)	14% (8)	2% (1)	6% (3)	6% (3)	55		
Millennial: Age 23-38	22% (45)	43% (88)	5% (10)	5% (11)	6% (12)	8% (16)	10% (20)	203		
Generation X: Age 39-54	29% (44)	44% (68)	1% (2)	7% (12)	3% (5)	5% (7)	11% (17)	154		
Boomers: Age 55-73	36% (47)	46% (59)	1% (1)	3% (4)	— (0)	2% (2)	13% (17)	130		
PID: Dem (no lean)	30% (62)	40% (83)	3% (6)	3% (7)	5% (9)	6% (13)	12% (25)	205		
PID: Ind (no lean)	28% (46)	49% (81)	1% (2)	5% (8)	3% (5)	8% (13)	7% (12)	166		
PID: Rep (no lean)	25% (48)	46% (88)	3% (6)	10% (20)	2% (4)	2% (3)	11% (20)	189		
PID/Gender: Dem Men	25% (30)	40% (49)	4% (4)	3% (3)	8% (9)	9% (11)	11% (14)	121		
PID/Gender: Dem Women	37% (32)	41% (34)	2% (1)	4% (3)	— (0)	3% (2)	14% (11)	84		
PID/Gender: Ind Men	28% (28)	49% (50)	2% (2)	4% (4)	2% (2)	9% (9)	6% (6)	101		
PID/Gender: Ind Women	28% (18)	49% (31)	— (0)	5% (3)	4% (3)	6% (4)	8% (5)	64		
PID/Gender: Rep Men	21% (27)	44% (58)	5% (6)	14% (18)	2% (3)	2% (3)	12% (16)	132		
PID/Gender: Rep Women	36% (21)	52% (30)	— (0)	2% (1)	3% (1)	— (0)	7% (4)	57		
Ideo: Liberal (1-3)	31% (47)	37% (57)	3% (4)	5% (8)	7% (10)	9% (13)	9% (14)	154		
Ideo: Moderate (4)	25% (39)	50% (79)	3% (5)	3% (5)	— (1)	6% (10)	13% (20)	158		
Ideo: Conservative (5-7)	29% (57)	47% (94)	2% (5)	9% (19)	2% (5)	3% (6)	8% (15)	201		
Educ: < College	29% (104)	43% (157)	1% (5)	7% (25)	4% (13)	5% (19)	10% (37)	361		
Educ: Bachelors degree	27% (37)	46% (64)	4% (5)	5% (6)	2% (3)	6% (8)	11% (15)	138		
Educ: Post-grad	24% (15)	51% (31)	6% (4)	4% (3)	4% (2)	3% (2)	9% (6)	62		
Income: Under 50k	30% (76)	42% (106)	2% (5)	4% (11)	5% (14)	5% (13)	11% (29)	253		
Income: 50k-100k	27% (54)	47% (95)	4% (7)	6% (12)	2% (5)	6% (12)	9% (19)	205		
Income: 100k+	25% (26)	50% (51)	1% (2)	10% (10)	— (0)	4% (4)	9% (10)	102		

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Table RAD5_2: *And specifically, where do you most often listen to the following?
Listen to live sports via satellite radio, not including via a website or cellphone app*

Demographic	On public transportation			At work		At the game		While shopping	Somewhere else	Total N
	At home	In the car								
Adults	28% (156)	45% (252)	2% (14)	6% (34)	3% (18)	5% (29)	10% (57)	560		
Ethnicity: White	26% (110)	46% (190)	3% (12)	6% (25)	3% (11)	6% (25)	10% (42)	414		
Ethnicity: Hispanic	24% (27)	37% (41)	4% (4)	11% (12)	8% (9)	6% (7)	11% (12)	112		
Ethnicity: Afr. Am.	31% (26)	45% (39)	— (0)	8% (7)	4% (3)	4% (3)	9% (8)	86		
Ethnicity: Other	33% (20)	39% (23)	3% (2)	4% (3)	6% (4)	2% (1)	13% (8)	60		
All Christian	31% (85)	45% (124)	3% (8)	5% (13)	4% (10)	3% (9)	9% (25)	275		
Agnostic/Nothing in particular	29% (63)	41% (89)	3% (6)	5% (11)	3% (7)	6% (13)	13% (29)	217		
Evangelical	31% (53)	41% (71)	3% (4)	6% (9)	4% (7)	6% (10)	11% (18)	172		
Non-Evangelical	29% (56)	49% (96)	3% (5)	3% (7)	3% (6)	3% (6)	10% (19)	194		
Community: Urban	36% (57)	29% (47)	4% (6)	8% (12)	5% (8)	11% (17)	8% (13)	159		
Community: Suburban	26% (66)	50% (129)	2% (4)	6% (14)	3% (8)	3% (9)	11% (27)	257		
Community: Rural	23% (33)	53% (77)	3% (4)	5% (7)	2% (3)	2% (3)	12% (17)	144		
Employ: Private Sector	23% (49)	45% (97)	2% (5)	9% (20)	4% (9)	8% (16)	10% (21)	216		
Employ: Self-Employed	27% (19)	45% (31)	— (0)	8% (6)	8% (6)	5% (3)	6% (4)	69		
Employ: Retired	44% (37)	37% (31)	2% (1)	1% (1)	— (0)	2% (2)	13% (11)	84		
Employ: Unemployed	30% (16)	48% (25)	2% (1)	5% (2)	— (0)	6% (3)	10% (5)	53		
Military HH: Yes	28% (28)	41% (40)	7% (7)	5% (5)	— (0)	7% (6)	12% (11)	98		
Military HH: No	28% (128)	46% (211)	2% (7)	6% (29)	4% (18)	5% (23)	10% (46)	462		
RD/WT: Right Direction	29% (75)	42% (107)	3% (8)	10% (25)	2% (4)	4% (11)	10% (25)	255		
RD/WT: Wrong Track	27% (81)	47% (145)	2% (6)	3% (9)	5% (14)	6% (18)	10% (32)	305		
Trump Job Approve	28% (75)	41% (111)	3% (8)	10% (26)	3% (7)	5% (13)	11% (28)	268		
Trump Job Disapprove	27% (72)	47% (126)	2% (5)	3% (8)	4% (11)	6% (15)	11% (29)	266		
Trump Job Strongly Approve	26% (36)	41% (56)	4% (6)	11% (15)	3% (4)	7% (9)	8% (11)	137		
Trump Job Somewhat Approve	30% (39)	42% (54)	2% (2)	9% (11)	2% (3)	3% (3)	13% (17)	130		
Trump Job Somewhat Disapprove	23% (17)	51% (37)	2% (2)	2% (2)	1% (1)	17% (13)	3% (2)	73		
Trump Job Strongly Disapprove	28% (55)	46% (89)	2% (3)	3% (7)	5% (10)	1% (3)	14% (27)	193		
Favorable of Trump	27% (69)	41% (104)	3% (8)	10% (25)	3% (7)	5% (13)	11% (28)	254		
Unfavorable of Trump	27% (75)	52% (143)	2% (6)	2% (6)	2% (5)	5% (15)	9% (25)	274		

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Table RAD5_2: And specifically, where do you most often listen to the following?
Listen to live sports via satellite radio, not including via a website or cellphone app

Demographic	At home		In the car		On public transporta- tion	At work		At the game		While shopping	Somewhere else	Total N			
Adults	28%	(156)	45%	(252)	2%	(14)	6%	(34)	3%	(18)	5%	(29)	10%	(57)	560
Very Favorable of Trump	31%	(41)	38%	(50)	5%	(6)	11%	(14)	4%	(5)	2%	(2)	11%	(15)	132
Somewhat Favorable of Trump	23%	(28)	44%	(54)	1%	(1)	9%	(11)	2%	(3)	9%	(11)	11%	(13)	122
Somewhat Unfavorable of Trump	16%	(10)	69%	(46)	7%	(4)	2%	(1)	—	(0)	6%	(4)	1%	(1)	66
Very Unfavorable of Trump	31%	(64)	47%	(97)	1%	(2)	2%	(5)	2%	(5)	5%	(11)	12%	(24)	208
#1 Issue: Economy	20%	(34)	55%	(95)	4%	(6)	3%	(5)	2%	(4)	6%	(10)	9%	(16)	171
#1 Issue: Security	40%	(40)	34%	(34)	5%	(5)	11%	(11)	4%	(4)	3%	(3)	3%	(3)	100
#1 Issue: Health Care	35%	(39)	40%	(44)	1%	(2)	5%	(6)	3%	(3)	3%	(4)	12%	(14)	111
#1 Issue: Medicare / Social Security	34%	(24)	50%	(35)	—	(0)	—	(0)	—	(0)	7%	(5)	9%	(7)	71
2018 House Vote: Democrat	33%	(69)	43%	(91)	2%	(4)	4%	(8)	5%	(11)	4%	(9)	8%	(17)	209
2018 House Vote: Republican	24%	(46)	47%	(90)	3%	(6)	10%	(18)	2%	(4)	3%	(6)	10%	(20)	190
2016 Vote: Hillary Clinton	31%	(58)	45%	(85)	2%	(3)	2%	(3)	6%	(10)	5%	(10)	10%	(18)	187
2016 Vote: Donald Trump	29%	(60)	44%	(91)	4%	(8)	10%	(21)	1%	(3)	3%	(5)	10%	(20)	208
2016 Vote: Didn't Vote	25%	(32)	45%	(58)	1%	(1)	7%	(9)	2%	(3)	8%	(10)	11%	(15)	129
Voted in 2014: Yes	29%	(110)	45%	(167)	2%	(8)	4%	(16)	4%	(16)	5%	(17)	10%	(39)	373
Voted in 2014: No	25%	(46)	45%	(85)	3%	(6)	10%	(18)	1%	(2)	6%	(12)	10%	(19)	187
2012 Vote: Barack Obama	30%	(77)	42%	(108)	3%	(8)	4%	(11)	5%	(13)	5%	(13)	11%	(29)	258
2012 Vote: Mitt Romney	25%	(29)	55%	(65)	2%	(2)	4%	(5)	2%	(3)	2%	(3)	9%	(11)	118
2012 Vote: Didn't Vote	28%	(46)	42%	(68)	2%	(4)	9%	(15)	1%	(2)	8%	(13)	8%	(12)	162
4-Region: Northeast	25%	(29)	49%	(55)	3%	(3)	5%	(6)	4%	(5)	6%	(7)	8%	(9)	114
4-Region: Midwest	32%	(37)	46%	(53)	—	(0)	3%	(4)	1%	(1)	5%	(6)	13%	(15)	116
4-Region: South	26%	(53)	47%	(96)	3%	(5)	6%	(13)	4%	(8)	4%	(8)	11%	(22)	204
4-Region: West	29%	(37)	37%	(47)	4%	(5)	10%	(12)	3%	(4)	7%	(9)	9%	(12)	127
Sports fans	29%	(147)	45%	(231)	2%	(12)	7%	(34)	3%	(15)	6%	(28)	9%	(48)	515
Avid Sports fans	29%	(66)	48%	(108)	3%	(7)	4%	(9)	3%	(7)	4%	(8)	9%	(19)	225
NFL fans	26%	(128)	47%	(227)	3%	(12)	7%	(34)	3%	(17)	5%	(24)	9%	(44)	485
Avid NFL fans	29%	(84)	46%	(135)	3%	(9)	5%	(15)	4%	(10)	6%	(16)	7%	(20)	290
MLB fans	28%	(114)	45%	(184)	2%	(7)	6%	(25)	4%	(16)	5%	(18)	10%	(41)	405
Avid MLB fans	29%	(56)	49%	(95)	1%	(2)	8%	(16)	2%	(5)	6%	(11)	5%	(9)	194
NHL fans	26%	(83)	44%	(142)	2%	(7)	8%	(25)	3%	(10)	5%	(16)	12%	(37)	321

Continued on next page

Table RAD5_2: And specifically, where do you most often listen to the following?
Listen to live sports via satellite radio, not including via a website or cellphone app

Demographic	At home		On public transportation		At work		At the game		While shopping		Somewhere else		Total N		
Adults	28%	(156)	45%	(252)	2%	(14)	6%	(34)	3%	(18)	5%	(29)	10%	(57)	560
Avid NHL fans	21%	(23)	43%	(49)	2%	(2)	4%	(4)	9%	(10)	8%	(9)	13%	(14)	113
NBA fans	29%	(115)	42%	(170)	2%	(9)	7%	(28)	4%	(17)	6%	(24)	9%	(38)	400
Avid NBA fans	22%	(37)	45%	(76)	3%	(5)	8%	(13)	7%	(11)	7%	(11)	9%	(15)	169
Soccer fans	28%	(76)	44%	(118)	2%	(5)	6%	(15)	3%	(9)	6%	(15)	11%	(29)	268
Avid Soccer fans	29%	(15)	36%	(18)	6%	(3)	4%	(2)	8%	(4)	11%	(5)	6%	(3)	50
College Basketball fans	28%	(106)	46%	(175)	2%	(6)	7%	(28)	4%	(14)	5%	(18)	8%	(32)	379
Avid College Basketball fans	23%	(34)	48%	(70)	2%	(3)	8%	(11)	5%	(7)	5%	(8)	9%	(13)	146
College Football fans	28%	(113)	45%	(186)	3%	(12)	5%	(22)	4%	(17)	5%	(22)	9%	(38)	410
Avid College Football fans	28%	(50)	45%	(80)	4%	(6)	5%	(8)	5%	(9)	5%	(8)	8%	(15)	177
Baseball fans	30%	(132)	44%	(193)	2%	(9)	6%	(26)	3%	(14)	4%	(18)	10%	(44)	436
Avid Baseball fans	28%	(55)	44%	(87)	2%	(3)	9%	(17)	5%	(9)	6%	(11)	7%	(15)	198
Age: 18-29 (Sports Fans)	20%	(20)	50%	(49)	2%	(2)	12%	(12)	3%	(3)	9%	(9)	5%	(4)	99
Age: 30-44 (Sports Fans)	23%	(44)	42%	(81)	5%	(9)	6%	(12)	4%	(8)	8%	(15)	12%	(23)	191
Age: 45-54 (Sports Fans)	36%	(29)	43%	(35)	—	(0)	7%	(6)	5%	(4)	4%	(3)	7%	(6)	81
Age: 55-64 (Sports Fans)	36%	(28)	46%	(36)	2%	(1)	1%	(1)	—	(0)	1%	(1)	13%	(11)	78
Age: 65+ (Sports Fans)	41%	(27)	46%	(30)	—	(0)	5%	(3)	—	(0)	2%	(1)	7%	(4)	66

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

Table RAD5_3: And specifically, where do you most often listen to the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	At home		In the car		On public transportation		At work		At the game		While shopping		Somewhere else		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(214)	27%	(140)	3%	(17)	10%	(53)	1%	(8)	6%	(31)	12%	(61)	524
Gender: Male	41%	(138)	23%	(78)	3%	(9)	13%	(44)	1%	(4)	7%	(25)	12%	(39)	337
Gender: Female	41%	(76)	33%	(62)	5%	(9)	5%	(9)	2%	(3)	3%	(6)	12%	(22)	188
Age: 18-29	36%	(39)	28%	(30)	7%	(8)	11%	(12)	3%	(3)	7%	(8)	8%	(8)	108
Age: 30-44	30%	(60)	32%	(64)	3%	(6)	11%	(23)	2%	(4)	9%	(18)	12%	(24)	199
Age: 45-54	52%	(49)	21%	(20)	2%	(2)	13%	(12)	—	(0)	2%	(2)	10%	(10)	94
Age: 55-64	52%	(37)	22%	(16)	2%	(1)	8%	(6)	1%	(1)	3%	(2)	13%	(9)	71
Age: 65+	56%	(29)	21%	(11)	—	(0)	3%	(1)	—	(0)	2%	(1)	19%	(10)	53
Millennial: Age 23-38	30%	(62)	31%	(65)	5%	(11)	12%	(24)	3%	(6)	9%	(19)	9%	(19)	206
Generation X: Age 39-54	45%	(69)	25%	(39)	1%	(2)	12%	(18)	—	(0)	4%	(6)	14%	(21)	155
Boomers: Age 55-73	55%	(59)	22%	(24)	1%	(1)	6%	(7)	1%	(1)	2%	(3)	12%	(13)	108
PID: Dem (no lean)	47%	(99)	26%	(54)	2%	(4)	10%	(21)	—	(0)	5%	(10)	10%	(22)	210
PID: Ind (no lean)	38%	(59)	26%	(41)	6%	(10)	11%	(17)	1%	(2)	6%	(9)	11%	(16)	155
PID: Rep (no lean)	35%	(56)	28%	(45)	2%	(3)	9%	(15)	3%	(5)	7%	(11)	14%	(23)	159
PID/Gender: Dem Men	47%	(64)	24%	(33)	1%	(2)	11%	(15)	—	(0)	6%	(9)	10%	(14)	135
PID/Gender: Dem Women	47%	(35)	29%	(21)	3%	(2)	8%	(6)	—	(0)	2%	(2)	10%	(8)	75
PID/Gender: Ind Men	41%	(42)	20%	(20)	4%	(4)	16%	(16)	2%	(2)	8%	(8)	9%	(10)	102
PID/Gender: Ind Women	32%	(17)	38%	(20)	11%	(6)	3%	(1)	1%	(1)	3%	(1)	13%	(7)	54
PID/Gender: Rep Men	32%	(32)	25%	(25)	3%	(3)	13%	(13)	3%	(3)	8%	(8)	16%	(16)	100
PID/Gender: Rep Women	40%	(24)	34%	(20)	1%	(1)	3%	(2)	5%	(3)	5%	(3)	12%	(7)	59
Ideo: Liberal (1-3)	41%	(58)	27%	(37)	5%	(8)	9%	(12)	—	(0)	11%	(15)	8%	(11)	141
Ideo: Moderate (4)	40%	(67)	25%	(42)	3%	(5)	13%	(23)	2%	(3)	3%	(5)	15%	(26)	170
Ideo: Conservative (5-7)	42%	(72)	30%	(50)	3%	(5)	8%	(13)	1%	(2)	6%	(11)	10%	(17)	170
Educ: < College	44%	(148)	25%	(84)	3%	(9)	8%	(27)	2%	(6)	7%	(23)	12%	(42)	339
Educ: Bachelors degree	35%	(45)	28%	(36)	5%	(6)	15%	(20)	1%	(1)	5%	(6)	11%	(14)	129
Educ: Post-grad	37%	(21)	35%	(20)	3%	(2)	11%	(6)	—	(0)	5%	(3)	9%	(5)	56
Income: Under 50k	50%	(128)	19%	(49)	3%	(9)	8%	(20)	1%	(3)	6%	(17)	13%	(32)	259
Income: 50k-100k	33%	(60)	33%	(60)	4%	(7)	14%	(25)	1%	(2)	6%	(11)	10%	(19)	185
Income: 100k+	31%	(25)	38%	(30)	2%	(2)	10%	(8)	2%	(2)	4%	(3)	11%	(9)	80
Ethnicity: White	39%	(149)	29%	(111)	3%	(11)	10%	(40)	2%	(7)	6%	(24)	12%	(45)	387

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Table RAD5_3: And specifically, where do you most often listen to the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	At home		On public transportation		At work		At the game		While shopping		Somewhere else		Total N		
Adults	41%	(214)	27%	(140)	3%	(17)	10%	(53)	1%	(8)	6%	(31)	12%	(61)	524
Ethnicity: Hispanic	51%	(57)	24%	(27)	2%	(3)	3%	(4)	1%	(1)	7%	(7)	12%	(13)	112
Ethnicity: Afr. Am.	50%	(38)	23%	(18)	3%	(2)	12%	(9)	—	(0)	7%	(5)	6%	(5)	77
Ethnicity: Other	45%	(27)	18%	(11)	8%	(5)	7%	(4)	2%	(1)	3%	(2)	18%	(11)	60
All Christian	43%	(107)	30%	(74)	2%	(4)	8%	(19)	1%	(3)	5%	(12)	11%	(28)	246
Agnostic/Nothing in particular	40%	(93)	24%	(56)	5%	(10)	11%	(25)	2%	(4)	7%	(16)	12%	(27)	230
Evangelical	50%	(81)	26%	(43)	2%	(3)	10%	(16)	—	(0)	5%	(8)	8%	(13)	163
Non-Evangelical	39%	(69)	29%	(52)	2%	(3)	9%	(16)	2%	(3)	6%	(10)	12%	(22)	175
Community: Urban	45%	(71)	19%	(29)	6%	(10)	11%	(17)	1%	(2)	11%	(17)	8%	(12)	159
Community: Suburban	37%	(89)	33%	(79)	2%	(5)	10%	(23)	2%	(5)	4%	(11)	13%	(32)	244
Community: Rural	44%	(54)	26%	(31)	2%	(2)	10%	(13)	1%	(1)	3%	(4)	14%	(17)	121
Employ: Private Sector	27%	(56)	33%	(68)	3%	(7)	15%	(31)	1%	(3)	9%	(20)	12%	(24)	208
Employ: Self-Employed	52%	(32)	25%	(16)	—	(0)	11%	(7)	—	(0)	7%	(4)	5%	(3)	62
Employ: Retired	64%	(45)	17%	(12)	—	(0)	—	(0)	—	(0)	1%	(1)	18%	(12)	70
Employ: Unemployed	58%	(34)	9%	(5)	6%	(3)	6%	(4)	—	(0)	6%	(4)	15%	(9)	59
Military HH: Yes	40%	(36)	27%	(24)	2%	(1)	7%	(6)	—	(0)	6%	(5)	18%	(16)	89
Military HH: No	41%	(178)	27%	(116)	4%	(16)	11%	(47)	2%	(8)	6%	(26)	10%	(45)	436
RD/WT: Right Direction	35%	(80)	28%	(63)	3%	(8)	12%	(27)	2%	(5)	7%	(17)	12%	(27)	226
RD/WT: Wrong Track	45%	(134)	26%	(77)	3%	(10)	9%	(27)	1%	(3)	5%	(14)	11%	(34)	299
Trump Job Approve	34%	(78)	27%	(63)	4%	(9)	11%	(25)	3%	(6)	10%	(23)	12%	(27)	230
Trump Job Disapprove	46%	(126)	27%	(74)	3%	(8)	9%	(24)	1%	(2)	3%	(9)	11%	(29)	272
Trump Job Strongly Approve	36%	(43)	25%	(30)	3%	(4)	13%	(15)	3%	(4)	10%	(12)	9%	(11)	119
Trump Job Somewhat Approve	32%	(36)	30%	(33)	4%	(5)	9%	(10)	2%	(2)	9%	(10)	14%	(15)	111
Trump Job Somewhat Disapprove	28%	(22)	31%	(24)	3%	(2)	11%	(9)	2%	(2)	10%	(8)	15%	(11)	79
Trump Job Strongly Disapprove	54%	(104)	26%	(50)	3%	(6)	8%	(16)	—	(0)	—	(1)	9%	(17)	193
Favorable of Trump	33%	(77)	29%	(66)	3%	(6)	11%	(25)	3%	(7)	10%	(23)	11%	(26)	229
Unfavorable of Trump	46%	(125)	25%	(66)	4%	(11)	10%	(26)	—	(1)	3%	(9)	12%	(31)	269

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Table RAD5_3: And specifically, where do you most often listen to the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	At home		In the car		On public transportation		At work		At the game		While shopping		Somewhere else		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(214)	27%	(140)	3%	(17)	10%	(53)	1%	(8)	6%	(31)	12%	(61)	524
Very Favorable of Trump	38%	(46)	23%	(28)	4%	(5)	13%	(16)	3%	(3)	6%	(7)	14%	(17)	122
Somewhat Favorable of Trump	28%	(30)	35%	(38)	1%	(2)	9%	(9)	3%	(3)	15%	(16)	9%	(9)	108
Somewhat Unfavorable of Trump	21%	(12)	28%	(16)	4%	(2)	22%	(12)	2%	(1)	2%	(1)	21%	(11)	55
Very Unfavorable of Trump	53%	(113)	24%	(51)	4%	(9)	7%	(14)	—	(0)	3%	(7)	9%	(20)	214
#1 Issue: Economy	34%	(56)	32%	(54)	4%	(7)	14%	(23)	2%	(3)	6%	(9)	9%	(14)	167
#1 Issue: Security	53%	(52)	22%	(22)	2%	(2)	6%	(6)	3%	(3)	9%	(9)	4%	(3)	98
#1 Issue: Health Care	45%	(53)	24%	(29)	1%	(1)	10%	(12)	1%	(1)	4%	(5)	15%	(17)	117
2018 House Vote: Democrat	46%	(95)	27%	(56)	3%	(7)	10%	(21)	—	(0)	4%	(8)	10%	(20)	208
2018 House Vote: Republican	36%	(62)	29%	(51)	2%	(4)	10%	(18)	3%	(5)	6%	(11)	13%	(22)	172
2016 Vote: Hillary Clinton	48%	(94)	25%	(48)	2%	(3)	10%	(20)	—	(0)	5%	(10)	10%	(19)	195
2016 Vote: Donald Trump	35%	(62)	35%	(62)	2%	(4)	10%	(17)	2%	(3)	5%	(9)	12%	(22)	180
2016 Vote: Didn't Vote	39%	(48)	18%	(22)	6%	(7)	12%	(15)	4%	(5)	8%	(10)	12%	(15)	122
Voted in 2014: Yes	41%	(143)	30%	(104)	2%	(7)	9%	(30)	1%	(3)	6%	(21)	11%	(40)	349
Voted in 2014: No	41%	(71)	20%	(36)	6%	(10)	13%	(23)	3%	(5)	6%	(10)	12%	(21)	175
2012 Vote: Barack Obama	44%	(108)	29%	(70)	3%	(7)	9%	(21)	1%	(2)	5%	(12)	10%	(26)	245
2012 Vote: Mitt Romney	36%	(37)	31%	(32)	2%	(2)	12%	(12)	2%	(2)	6%	(6)	12%	(12)	104
2012 Vote: Didn't Vote	39%	(59)	21%	(32)	6%	(9)	11%	(16)	3%	(4)	9%	(14)	12%	(18)	152
4-Region: Northeast	33%	(35)	38%	(40)	5%	(5)	12%	(13)	2%	(2)	3%	(3)	8%	(8)	106
4-Region: Midwest	42%	(48)	27%	(30)	2%	(2)	9%	(10)	1%	(1)	5%	(5)	14%	(16)	114
4-Region: South	39%	(78)	27%	(54)	3%	(7)	10%	(19)	2%	(3)	5%	(11)	14%	(28)	200
4-Region: West	50%	(53)	14%	(15)	3%	(3)	11%	(11)	1%	(1)	11%	(12)	9%	(9)	105
Sports fans	40%	(182)	28%	(127)	3%	(14)	10%	(47)	1%	(6)	7%	(31)	12%	(53)	460
Avid Sports fans	39%	(80)	29%	(59)	3%	(7)	14%	(28)	1%	(2)	5%	(11)	9%	(18)	205
NFL fans	37%	(163)	30%	(129)	3%	(15)	11%	(48)	1%	(6)	6%	(25)	11%	(48)	434
Avid NFL fans	38%	(97)	28%	(71)	2%	(5)	12%	(30)	1%	(4)	8%	(20)	11%	(27)	254
MLB fans	38%	(137)	30%	(110)	2%	(9)	11%	(40)	1%	(4)	5%	(18)	12%	(43)	360
Avid MLB fans	34%	(59)	32%	(55)	2%	(4)	11%	(18)	1%	(3)	7%	(12)	13%	(23)	174
NHL fans	39%	(113)	28%	(81)	4%	(11)	12%	(35)	1%	(3)	5%	(16)	11%	(31)	290
Avid NHL fans	30%	(30)	35%	(35)	3%	(3)	10%	(10)	3%	(3)	9%	(9)	11%	(11)	102

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Table RAD5_3: And specifically, where do you most often listen to the following?
Listen to live sports via an internet-based radio, such as iHeart Radio or TuneIn Radio

Demographic	At home		On public transportation		At work		At the game		While shopping		Somewhere else		Total N		
Adults	41%	(214)	27%	(140)	3%	(17)	10%	(53)	1%	(8)	6%	(31)	12%	(61)	524
NBA fans	43%	(168)	28%	(108)	3%	(13)	10%	(40)	2%	(7)	6%	(22)	8%	(32)	390
Avid NBA fans	39%	(60)	28%	(42)	3%	(5)	13%	(20)	3%	(5)	8%	(12)	5%	(8)	153
Soccer fans	43%	(107)	26%	(65)	4%	(9)	9%	(23)	1%	(4)	6%	(15)	10%	(25)	249
Avid Soccer fans	33%	(18)	28%	(15)	8%	(4)	10%	(5)	3%	(1)	6%	(3)	12%	(6)	53
College Basketball fans	40%	(137)	29%	(98)	3%	(9)	12%	(42)	2%	(6)	5%	(18)	9%	(31)	341
Avid College Basketball fans	38%	(47)	29%	(36)	2%	(2)	15%	(19)	2%	(3)	5%	(6)	8%	(10)	123
College Football fans	36%	(137)	30%	(113)	4%	(14)	12%	(44)	2%	(6)	7%	(25)	11%	(40)	380
Avid College Football fans	35%	(59)	31%	(53)	2%	(4)	13%	(23)	2%	(3)	4%	(7)	11%	(19)	168
Baseball fans	40%	(162)	30%	(119)	3%	(11)	11%	(43)	1%	(4)	4%	(16)	12%	(47)	401
Avid Baseball fans	33%	(58)	34%	(59)	2%	(4)	10%	(17)	1%	(2)	6%	(10)	14%	(25)	175
Age: 18-29 (Sports Fans)	28%	(23)	31%	(25)	7%	(6)	14%	(12)	2%	(2)	9%	(7)	9%	(7)	82
Age: 30-44 (Sports Fans)	28%	(49)	33%	(58)	4%	(6)	11%	(19)	2%	(4)	10%	(18)	12%	(20)	176
Age: 45-54 (Sports Fans)	55%	(48)	22%	(19)	1%	(1)	11%	(9)	—	(0)	2%	(2)	10%	(8)	86
Age: 55-64 (Sports Fans)	51%	(34)	21%	(14)	2%	(1)	9%	(6)	1%	(1)	3%	(2)	14%	(9)	66
Age: 65+ (Sports Fans)	57%	(28)	22%	(11)	—	(0)	3%	(1)	—	(0)	2%	(1)	17%	(8)	50

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

Table RAD5_4: And specifically, where do you most often listen to the following?
Listen to sports talk shows on AM or FM radio

Demographic			On public					While	Somewhere	Total N
	At home	In the car	transporta- tion	At work	At the game	shopping	else			
Adults	25% (191)	59% (448)	3% (23)	5% (38)	1% (10)	2% (16)	5% (35)	761		
Gender: Male	25% (133)	58% (305)	4% (20)	6% (30)	1% (6)	2% (11)	4% (23)	528		
Gender: Female	25% (58)	61% (143)	1% (3)	4% (8)	1% (3)	2% (5)	5% (12)	233		
Age: 18-29	23% (33)	57% (82)	3% (5)	5% (7)	2% (3)	6% (9)	3% (5)	143		
Age: 30-44	20% (49)	56% (136)	6% (15)	7% (16)	2% (5)	2% (6)	7% (16)	243		
Age: 45-54	24% (31)	61% (81)	1% (2)	8% (11)	1% (2)	— (0)	4% (5)	132		
Age: 55-64	32% (41)	61% (78)	1% (1)	3% (4)	— (0)	1% (1)	3% (4)	129		
Age: 65+	33% (38)	62% (70)	— (1)	— (0)	— (0)	— (0)	5% (5)	114		
Generation Z: 18-22	31% (22)	55% (39)	2% (2)	5% (3)	— (0)	5% (3)	3% (2)	71		
Millennial: Age 23-38	19% (42)	54% (123)	7% (17)	6% (14)	3% (6)	4% (10)	7% (15)	228		
Generation X: Age 39-54	22% (49)	63% (137)	2% (3)	8% (17)	2% (4)	1% (1)	4% (9)	220		
Boomers: Age 55-73	31% (67)	62% (133)	1% (2)	2% (4)	— (0)	1% (1)	3% (7)	213		
PID: Dem (no lean)	28% (77)	51% (140)	5% (13)	6% (17)	1% (4)	2% (7)	6% (17)	274		
PID: Ind (no lean)	23% (55)	61% (144)	3% (8)	4% (10)	— (1)	2% (6)	5% (12)	234		
PID: Rep (no lean)	24% (60)	65% (164)	1% (2)	5% (11)	2% (5)	1% (3)	2% (6)	252		
PID/Gender: Dem Men	23% (42)	50% (92)	6% (12)	8% (15)	2% (3)	3% (6)	8% (14)	183		
PID/Gender: Dem Women	39% (35)	52% (48)	1% (1)	3% (3)	1% (1)	1% (1)	3% (3)	91		
PID/Gender: Ind Men	28% (44)	60% (94)	4% (6)	4% (6)	— (0)	1% (2)	3% (5)	156		
PID/Gender: Ind Women	14% (11)	63% (50)	2% (1)	5% (4)	1% (1)	5% (4)	9% (7)	79		
PID/Gender: Rep Men	25% (48)	63% (119)	1% (2)	5% (10)	2% (3)	2% (3)	2% (4)	189		
PID/Gender: Rep Women	19% (12)	72% (46)	1% (1)	3% (2)	2% (1)	— (0)	3% (2)	63		
Ideo: Liberal (1-3)	28% (52)	52% (97)	5% (9)	6% (12)	1% (1)	6% (11)	3% (6)	189		
Ideo: Moderate (4)	30% (68)	52% (118)	3% (6)	4% (10)	1% (3)	1% (3)	8% (18)	226		
Ideo: Conservative (5-7)	23% (67)	65% (190)	3% (7)	5% (15)	2% (6)	— (0)	3% (7)	293		
Educ: < College	24% (120)	58% (286)	3% (14)	5% (27)	1% (6)	3% (14)	6% (27)	494		
Educ: Bachelors degree	29% (50)	58% (101)	2% (4)	6% (10)	1% (2)	1% (2)	3% (5)	174		
Educ: Post-grad	23% (21)	65% (61)	6% (5)	2% (2)	2% (2)	— (0)	3% (3)	93		
Income: Under 50k	31% (113)	49% (179)	3% (12)	6% (22)	2% (7)	3% (11)	6% (22)	367		
Income: 50k-100k	23% (61)	64% (168)	3% (8)	6% (15)	— (1)	1% (2)	3% (9)	264		
Income: 100k+	13% (16)	78% (101)	3% (3)	1% (1)	1% (2)	2% (3)	3% (4)	130		

Continued on next page

Table RAD5_4: And specifically, where do you most often listen to the following?
Listen to sports talk shows on AM or FM radio

Demographic	On public transportation			At work	At the game	While shopping	Somewhere else	Total N
	At home	In the car						
Adults	25% (191)	59% (448)	3% (23)	5% (38)	1% (10)	2% (16)	5% (35)	761
Ethnicity: White	24% (134)	60% (340)	3% (16)	5% (26)	1% (6)	2% (11)	5% (29)	564
Ethnicity: Hispanic	29% (43)	52% (78)	6% (8)	8% (12)	2% (3)	— (0)	4% (6)	149
Ethnicity: Afr. Am.	32% (37)	51% (59)	3% (4)	5% (6)	3% (3)	3% (3)	2% (3)	114
Ethnicity: Other	25% (20)	59% (49)	4% (3)	7% (6)	— (0)	2% (1)	4% (3)	83
All Christian	26% (98)	62% (238)	3% (10)	5% (21)	1% (2)	1% (3)	3% (11)	383
Atheist	32% (18)	60% (33)	7% (4)	1% (1)	— (0)	— (0)	1% (1)	56
Agnostic/Nothing in particular	23% (66)	56% (160)	3% (8)	5% (15)	1% (4)	4% (10)	8% (22)	287
Evangelical	24% (53)	63% (139)	1% (3)	5% (11)	— (0)	3% (6)	3% (7)	220
Non-Evangelical	24% (66)	60% (168)	3% (9)	6% (17)	1% (2)	1% (3)	5% (14)	279
Community: Urban	28% (63)	46% (103)	6% (14)	8% (19)	— (0)	5% (10)	6% (13)	221
Community: Suburban	23% (84)	66% (244)	2% (8)	3% (10)	2% (7)	1% (4)	4% (14)	370
Community: Rural	26% (45)	60% (101)	1% (2)	6% (10)	2% (3)	1% (2)	5% (8)	170
Employ: Private Sector	20% (55)	60% (166)	6% (16)	8% (21)	1% (2)	2% (6)	4% (12)	279
Employ: Government	22% (14)	58% (36)	4% (2)	11% (6)	1% (1)	4% (2)	1% (1)	62
Employ: Self-Employed	25% (21)	60% (53)	— (0)	7% (6)	5% (4)	— (0)	3% (2)	87
Employ: Retired	35% (45)	56% (71)	1% (1)	— (1)	— (0)	2% (3)	6% (7)	128
Employ: Unemployed	27% (21)	56% (44)	— (0)	2% (2)	3% (3)	4% (3)	7% (6)	78
Employ: Other	24% (13)	64% (37)	1% (1)	3% (2)	— (0)	— (0)	8% (4)	57
Military HH: Yes	23% (28)	65% (81)	2% (3)	2% (2)	— (0)	— (0)	8% (9)	124
Military HH: No	26% (163)	58% (367)	3% (21)	6% (36)	2% (10)	2% (15)	4% (26)	637
RD/WT: Right Direction	25% (86)	61% (209)	3% (11)	5% (16)	1% (3)	3% (9)	3% (10)	344
RD/WT: Wrong Track	25% (105)	57% (239)	3% (12)	5% (23)	2% (6)	2% (6)	6% (25)	417
Trump Job Approve	25% (86)	61% (213)	3% (11)	4% (15)	1% (4)	3% (9)	3% (9)	348
Trump Job Disapprove	25% (96)	58% (222)	3% (12)	6% (22)	1% (3)	2% (7)	6% (24)	385
Trump Job Strongly Approve	31% (57)	57% (106)	3% (6)	3% (6)	1% (3)	2% (3)	2% (4)	186
Trump Job Somewhat Approve	18% (29)	66% (107)	3% (5)	6% (9)	1% (1)	3% (5)	3% (5)	162
Trump Job Somewhat Disapprove	22% (27)	55% (68)	3% (3)	6% (7)	2% (3)	4% (5)	8% (10)	124
Trump Job Strongly Disapprove	26% (69)	59% (154)	3% (9)	6% (15)	— (0)	1% (2)	5% (14)	262

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Table RAD5_4: And specifically, where do you most often listen to the following?
Listen to sports talk shows on AM or FM radio

Demographic	At home		In the car		On public transportation		At work		At the game		While shopping		Somewhere else		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(191)	59%	(448)	3%	(23)	5%	(38)	1%	(10)	2%	(16)	5%	(35)	761
Favorable of Trump	23%	(78)	62%	(212)	3%	(12)	5%	(18)	1%	(3)	3%	(10)	3%	(9)	342
Unfavorable of Trump	28%	(107)	58%	(222)	3%	(12)	4%	(16)	1%	(5)	1%	(5)	5%	(20)	386
Very Favorable of Trump	26%	(49)	60%	(112)	3%	(5)	3%	(6)	1%	(2)	3%	(6)	3%	(6)	186
Somewhat Favorable of Trump	19%	(29)	64%	(100)	5%	(7)	8%	(12)	1%	(1)	2%	(4)	2%	(3)	156
Somewhat Unfavorable of Trump	29%	(25)	58%	(51)	2%	(1)	4%	(4)	1%	(1)	—	(0)	7%	(7)	89
Very Unfavorable of Trump	27%	(81)	58%	(171)	3%	(10)	4%	(12)	1%	(4)	2%	(5)	5%	(14)	297
#1 Issue: Economy	23%	(58)	63%	(155)	3%	(6)	5%	(11)	2%	(4)	2%	(6)	3%	(6)	247
#1 Issue: Security	36%	(56)	55%	(86)	1%	(2)	3%	(4)	1%	(1)	2%	(3)	3%	(4)	156
#1 Issue: Health Care	17%	(24)	63%	(93)	4%	(6)	5%	(8)	—	(1)	1%	(1)	9%	(13)	146
#1 Issue: Medicare / Social Security	31%	(28)	58%	(52)	1%	(1)	1%	(1)	3%	(2)	4%	(3)	2%	(2)	90
2018 House Vote: Democrat	27%	(76)	56%	(158)	3%	(9)	7%	(18)	—	(1)	2%	(7)	4%	(12)	280
2018 House Vote: Republican	23%	(63)	66%	(177)	1%	(3)	4%	(10)	1%	(3)	2%	(5)	3%	(7)	267
2016 Vote: Hillary Clinton	30%	(79)	53%	(138)	3%	(8)	7%	(17)	—	(1)	2%	(4)	5%	(12)	258
2016 Vote: Donald Trump	22%	(60)	66%	(180)	3%	(8)	5%	(13)	1%	(3)	1%	(3)	2%	(4)	273
2016 Vote: Other	15%	(8)	73%	(38)	3%	(2)	—	(0)	—	(0)	—	(0)	9%	(4)	52
2016 Vote: Didn't Vote	25%	(45)	51%	(90)	3%	(5)	4%	(8)	3%	(6)	5%	(8)	8%	(15)	176
Voted in 2014: Yes	26%	(129)	61%	(306)	3%	(13)	5%	(25)	1%	(7)	1%	(7)	3%	(15)	502
Voted in 2014: No	24%	(62)	55%	(141)	4%	(10)	5%	(13)	1%	(3)	3%	(9)	8%	(20)	259
2012 Vote: Barack Obama	28%	(91)	56%	(183)	4%	(12)	6%	(19)	1%	(3)	—	(0)	6%	(18)	327
2012 Vote: Mitt Romney	22%	(40)	68%	(123)	2%	(4)	4%	(7)	—	(1)	1%	(3)	2%	(4)	181
2012 Vote: Didn't Vote	24%	(52)	56%	(122)	3%	(7)	5%	(10)	1%	(2)	6%	(13)	6%	(12)	220
4-Region: Northeast	24%	(36)	56%	(87)	5%	(8)	8%	(12)	2%	(4)	1%	(2)	4%	(6)	154
4-Region: Midwest	19%	(31)	64%	(106)	1%	(1)	4%	(6)	2%	(3)	3%	(5)	9%	(14)	165
4-Region: South	27%	(69)	58%	(150)	3%	(7)	6%	(16)	1%	(1)	2%	(4)	4%	(11)	259
4-Region: West	30%	(55)	58%	(106)	4%	(7)	2%	(4)	1%	(1)	2%	(4)	2%	(4)	182
Sports fans	26%	(181)	60%	(417)	3%	(21)	5%	(38)	1%	(5)	2%	(14)	3%	(21)	698
Avid Sports fans	21%	(65)	64%	(196)	4%	(12)	8%	(23)	—	(1)	1%	(4)	2%	(5)	306
NFL fans	25%	(168)	60%	(406)	3%	(22)	5%	(37)	1%	(7)	2%	(11)	3%	(21)	673
Avid NFL fans	26%	(101)	59%	(229)	5%	(18)	5%	(21)	1%	(3)	2%	(8)	2%	(9)	389

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Table RAD5_4: And specifically, where do you most often listen to the following?
Listen to sports talk shows on AM or FM radio

Demographic			On public			While	Somewhere	Total N
	At home	In the car	transporta- tion	At work	At the game	shopping	else	
Adults	25% (191)	59% (448)	3% (23)	5% (38)	1% (10)	2% (16)	5% (35)	761
MLB fans	26% (143)	59% (331)	3% (17)	5% (29)	1% (7)	2% (10)	3% (19)	556
Avid MLB fans	25% (65)	62% (162)	4% (11)	5% (14)	1% (3)	2% (6)	1% (2)	263
NHL fans	24% (98)	61% (248)	4% (17)	5% (20)	1% (6)	1% (3)	4% (15)	406
Avid NHL fans	17% (23)	62% (86)	6% (9)	7% (10)	1% (2)	2% (2)	6% (8)	139
NBA fans	24% (135)	59% (329)	4% (22)	6% (32)	1% (6)	2% (11)	4% (21)	555
Avid NBA fans	24% (50)	56% (117)	4% (8)	9% (18)	2% (5)	2% (4)	4% (8)	210
Soccer fans	23% (76)	60% (195)	4% (14)	5% (16)	1% (3)	2% (7)	5% (16)	327
College Basketball fans	24% (125)	61% (311)	3% (17)	6% (29)	1% (5)	1% (7)	3% (16)	510
Avid College Basketball fans	27% (48)	56% (98)	3% (6)	6% (10)	3% (5)	1% (1)	4% (7)	175
College Football fans	23% (131)	61% (343)	3% (19)	6% (33)	1% (7)	2% (10)	3% (17)	560
Avid College Football fans	23% (56)	61% (147)	4% (10)	7% (17)	1% (1)	2% (5)	2% (5)	242
Baseball fans	26% (157)	58% (347)	3% (17)	6% (33)	1% (7)	1% (8)	5% (27)	597
Avid Baseball fans	24% (61)	59% (147)	4% (9)	6% (16)	1% (3)	3% (7)	2% (6)	249
Age: 18-29 (Sports Fans)	26% (29)	56% (63)	4% (5)	6% (7)	— (0)	6% (7)	2% (2)	114
Age: 30-44 (Sports Fans)	20% (45)	59% (131)	6% (13)	7% (16)	2% (5)	3% (6)	3% (7)	222
Age: 45-54 (Sports Fans)	24% (30)	62% (76)	2% (2)	9% (11)	— (1)	— (0)	3% (3)	122
Age: 55-64 (Sports Fans)	32% (41)	60% (76)	1% (1)	3% (4)	— (0)	1% (1)	3% (4)	127
Age: 65+ (Sports Fans)	33% (37)	62% (69)	— (1)	— (0)	— (0)	— (0)	5% (5)	112

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

Table RAD5_5: And specifically, where do you most often listen to the following?
Listen to sports related podcasts

Demographic	At home	In the car	On public transportation		At work	At the game	While shopping	Somewhere else	Total N
Adults	44% (246)	29% (166)	2% (13)	10% (55)	2% (9)	4% (20)	10% (55)	565	
Gender: Male	44% (172)	28% (110)	3% (10)	12% (45)	2% (6)	3% (12)	9% (34)	389	
Gender: Female	42% (74)	32% (56)	2% (3)	6% (10)	1% (3)	5% (8)	12% (21)	175	
Age: 18-29	36% (46)	35% (44)	4% (5)	10% (13)	3% (4)	3% (3)	10% (13)	127	
Age: 30-44	35% (73)	32% (66)	4% (7)	13% (27)	2% (3)	7% (14)	8% (16)	206	
Age: 45-54	50% (42)	25% (21)	1% (1)	10% (9)	2% (2)	2% (2)	10% (9)	85	
Age: 55-64	53% (49)	30% (28)	1% (1)	7% (6)	— (0)	1% (1)	8% (7)	91	
Age: 65+	67% (36)	14% (7)	— (0)	— (0)	— (0)	— (0)	20% (11)	54	
Generation Z: 18-22	38% (20)	29% (15)	3% (2)	19% (10)	3% (1)	3% (2)	5% (3)	53	
Millennial: Age 23-38	34% (74)	35% (76)	4% (9)	9% (20)	3% (6)	7% (14)	9% (19)	217	
Generation X: Age 39-54	45% (67)	27% (40)	2% (2)	12% (18)	1% (2)	2% (3)	11% (16)	149	
Boomers: Age 55-73	58% (78)	24% (33)	1% (1)	5% (6)	— (0)	— (1)	12% (17)	135	
PID: Dem (no lean)	46% (110)	28% (67)	1% (3)	9% (22)	2% (5)	5% (11)	9% (21)	239	
PID: Ind (no lean)	44% (66)	26% (39)	3% (4)	10% (15)	1% (1)	3% (5)	14% (21)	151	
PID: Rep (no lean)	40% (71)	34% (60)	4% (6)	10% (17)	1% (3)	2% (4)	8% (14)	175	
PID/Gender: Dem Men	46% (74)	29% (47)	1% (2)	11% (17)	3% (5)	2% (3)	8% (14)	161	
PID/Gender: Dem Women	46% (36)	26% (20)	2% (2)	7% (5)	— (0)	10% (8)	9% (7)	77	
PID/Gender: Ind Men	46% (47)	26% (26)	3% (3)	10% (11)	1% (1)	5% (5)	9% (9)	103	
PID/Gender: Rep Men	41% (51)	29% (36)	4% (6)	14% (17)	— (0)	3% (4)	9% (11)	125	
PID/Gender: Rep Women	39% (20)	48% (24)	1% (1)	— (0)	5% (3)	— (0)	6% (3)	50	
Ideo: Liberal (1-3)	43% (70)	24% (39)	3% (4)	11% (18)	2% (3)	9% (15)	8% (13)	161	
Ideo: Moderate (4)	48% (77)	28% (44)	3% (5)	9% (15)	2% (3)	1% (2)	9% (14)	159	
Ideo: Conservative (5-7)	46% (93)	31% (62)	2% (4)	8% (16)	1% (1)	2% (4)	11% (22)	201	
Educ: < College	43% (154)	29% (105)	1% (5)	9% (32)	2% (5)	4% (16)	11% (38)	356	
Educ: Bachelors degree	46% (66)	29% (41)	5% (7)	10% (15)	2% (2)	3% (4)	5% (8)	142	
Educ: Post-grad	39% (26)	31% (20)	2% (1)	12% (8)	2% (1)	1% (1)	14% (9)	67	
Income: Under 50k	47% (123)	27% (70)	3% (8)	6% (16)	2% (4)	4% (10)	11% (29)	261	
Income: 50k-100k	41% (84)	32% (65)	1% (3)	12% (24)	2% (4)	5% (9)	8% (17)	204	
Income: 100k+	40% (39)	31% (31)	3% (3)	15% (15)	1% (1)	1% (1)	10% (10)	99	
Ethnicity: White	43% (181)	30% (124)	3% (12)	10% (41)	2% (9)	4% (17)	8% (35)	418	

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**Table RAD5_5: And specifically, where do you most often listen to the following?
Listen to sports related podcasts**

Demographic	At home	In the car	On public transportation		At work	At the game	While shopping		Somewhere else		Total N		
Adults	44% (246)	29% (166)	2%	(13)	10%	(55)	2%	(9)	4%	(20)	10%	(55)	565
Ethnicity: Hispanic	46% (61)	23% (31)	—	(0)	15%	(21)	1%	(1)	6%	(8)	9%	(12)	134
Ethnicity: Afr. Am.	44% (34)	28% (22)	—	(0)	14%	(11)	—	(0)	3%	(2)	12%	(10)	78
Ethnicity: Other	46% (31)	30% (20)	3%	(2)	4%	(3)	—	(0)	2%	(1)	16%	(11)	69
All Christian	47% (131)	27% (76)	2%	(4)	9%	(24)	1%	(3)	4%	(10)	11%	(31)	279
Agnostic/Nothing in particular	44% (97)	31% (69)	3%	(7)	9%	(20)	3%	(6)	3%	(6)	7%	(16)	222
Evangelical	45% (78)	29% (50)	3%	(4)	9%	(15)	1%	(1)	4%	(7)	11%	(18)	174
Non-Evangelical	47% (96)	28% (57)	2%	(4)	9%	(17)	2%	(5)	1%	(1)	11%	(22)	202
Community: Urban	46% (80)	23% (40)	5%	(9)	10%	(18)	2%	(3)	7%	(13)	7%	(12)	174
Community: Suburban	45% (123)	29% (79)	1%	(2)	10%	(28)	2%	(4)	2%	(4)	12%	(31)	273
Community: Rural	37% (44)	40% (47)	2%	(2)	7%	(8)	1%	(1)	3%	(3)	10%	(12)	117
Employ: Private Sector	37% (81)	33% (74)	4%	(9)	14%	(31)	1%	(1)	3%	(7)	8%	(17)	220
Employ: Self-Employed	45% (28)	30% (19)	—	(0)	9%	(6)	2%	(1)	7%	(4)	7%	(5)	62
Employ: Retired	66% (50)	25% (19)	—	(0)	2%	(1)	—	(0)	—	(0)	8%	(6)	76
Employ: Unemployed	43% (22)	24% (12)	2%	(1)	2%	(1)	3%	(1)	—	(0)	27%	(14)	52
Employ: Other	48% (24)	22% (11)	1%	(1)	8%	(4)	—	(0)	—	(0)	20%	(10)	50
Military HH: Yes	45% (38)	28% (24)	1%	(1)	7%	(6)	2%	(2)	3%	(3)	13%	(11)	83
Military HH: No	43% (209)	30% (143)	3%	(13)	10%	(49)	1%	(7)	4%	(17)	9%	(44)	481
RD/WT: Right Direction	46% (117)	28% (72)	3%	(8)	10%	(27)	1%	(3)	2%	(4)	10%	(26)	257
RD/WT: Wrong Track	42% (129)	31% (94)	2%	(5)	9%	(28)	2%	(6)	5%	(16)	10%	(29)	308
Trump Job Approve	44% (110)	29% (72)	4%	(10)	10%	(24)	1%	(3)	2%	(6)	9%	(24)	250
Trump Job Disapprove	43% (125)	29% (84)	1%	(3)	10%	(29)	2%	(6)	5%	(14)	10%	(29)	290
Trump Job Strongly Approve	45% (56)	35% (44)	5%	(7)	6%	(7)	—	(0)	3%	(3)	6%	(8)	126
Trump Job Somewhat Approve	44% (54)	23% (28)	3%	(4)	13%	(17)	2%	(3)	2%	(3)	13%	(16)	124
Trump Job Somewhat Disapprove	48% (43)	28% (25)	—	(0)	9%	(8)	4%	(4)	4%	(4)	7%	(6)	90
Trump Job Strongly Disapprove	41% (82)	30% (60)	1%	(3)	10%	(21)	1%	(2)	5%	(10)	11%	(23)	200
Favorable of Trump	45% (108)	28% (66)	4%	(10)	10%	(25)	1%	(3)	3%	(7)	10%	(23)	241
Unfavorable of Trump	43% (129)	30% (90)	1%	(4)	9%	(26)	2%	(5)	5%	(13)	11%	(32)	299

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Table RAD5_5: And specifically, where do you most often listen to the following?
 Listen to sports related podcasts

Demographic	At home	In the car	On public transportation		At work	At the game	While shopping		Somewhere else		Total N
Adults	44% (246)	29% (166)	2% (13)	10% (55)	2% (9)	4% (20)	10% (55)	565			
Very Favorable of Trump	46% (57)	29% (36)	6% (7)	6% (7)	2% (3)	— (1)	11% (13)	124			
Somewhat Favorable of Trump	44% (51)	26% (30)	2% (2)	15% (18)	— (0)	5% (6)	8% (10)	117			
Somewhat Unfavorable of Trump	49% (37)	31% (23)	1% (1)	9% (7)	3% (2)	1% (1)	6% (4)	76			
Very Unfavorable of Trump	41% (92)	30% (67)	1% (3)	9% (19)	1% (3)	6% (13)	12% (28)	224			
#1 Issue: Economy	43% (74)	31% (54)	2% (4)	12% (21)	1% (1)	1% (1)	10% (18)	174			
#1 Issue: Security	53% (55)	25% (25)	4% (4)	4% (4)	— (0)	10% (10)	4% (5)	104			
#1 Issue: Health Care	43% (54)	32% (40)	1% (1)	8% (10)	1% (2)	4% (5)	11% (14)	126			
2018 House Vote: Democrat	47% (102)	24% (52)	1% (3)	10% (21)	2% (5)	5% (11)	11% (23)	217			
2018 House Vote: Republican	43% (79)	33% (61)	4% (7)	11% (21)	— (0)	1% (1)	7% (13)	182			
2016 Vote: Hillary Clinton	50% (100)	26% (52)	1% (2)	9% (17)	2% (5)	4% (7)	8% (17)	200			
2016 Vote: Donald Trump	45% (90)	28% (55)	3% (6)	11% (22)	1% (3)	2% (3)	10% (19)	198			
2016 Vote: Didn't Vote	33% (40)	39% (48)	4% (5)	9% (11)	1% (1)	5% (6)	10% (12)	122			
Voted in 2014: Yes	44% (160)	31% (113)	2% (6)	8% (30)	1% (4)	4% (14)	10% (37)	365			
Voted in 2014: No	43% (86)	27% (53)	4% (7)	12% (24)	3% (5)	3% (6)	9% (18)	200			
2012 Vote: Barack Obama	43% (112)	30% (77)	1% (3)	8% (21)	2% (5)	5% (13)	12% (31)	262			
2012 Vote: Mitt Romney	48% (54)	28% (32)	4% (5)	11% (13)	— (0)	1% (1)	7% (8)	113			
2012 Vote: Didn't Vote	43% (73)	28% (48)	3% (6)	12% (20)	2% (4)	3% (6)	9% (15)	171			
4-Region: Northeast	44% (51)	28% (32)	2% (2)	11% (13)	3% (3)	1% (1)	11% (13)	116			
4-Region: Midwest	40% (47)	39% (46)	1% (1)	11% (13)	— (0)	— (0)	10% (11)	119			
4-Region: South	42% (82)	29% (56)	3% (6)	9% (18)	1% (3)	3% (5)	13% (25)	195			
4-Region: West	49% (66)	23% (31)	3% (4)	8% (10)	2% (3)	10% (14)	5% (7)	134			
Sports fans	46% (236)	27% (138)	3% (13)	10% (52)	2% (8)	4% (19)	10% (49)	516			
Avid Sports fans	46% (112)	30% (74)	1% (3)	13% (31)	2% (5)	— (1)	7% (18)	244			
NFL fans	43% (207)	30% (146)	3% (12)	11% (51)	2% (8)	2% (11)	10% (48)	483			
Avid NFL fans	44% (127)	28% (81)	2% (6)	12% (34)	2% (5)	3% (8)	10% (29)	291			
MLB fans	47% (196)	30% (124)	3% (11)	11% (45)	1% (5)	1% (6)	8% (34)	422			
Avid MLB fans	48% (95)	30% (59)	2% (4)	11% (23)	2% (3)	1% (2)	6% (13)	199			
NHL fans	45% (137)	30% (92)	2% (5)	9% (28)	2% (5)	3% (9)	9% (28)	304			
Avid NHL fans	38% (39)	39% (40)	— (0)	6% (6)	3% (3)	2% (2)	12% (12)	103			

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**Table RAD5_5: And specifically, where do you most often listen to the following?
Listen to sports related podcasts**

Demographic	At home	In the car	On public transportation		At work	At the game	While shopping		Somewhere else		Total N	
Adults	44% (246)	29% (166)	2%	(13)	10% (55)	2%	(9)	4%	(20)	10%	(55)	565
NBA fans	44% (194)	30% (134)	3%	(12)	11% (47)	1%	(5)	4%	(18)	7%	(32)	441
Avid NBA fans	42% (78)	33% (61)	2%	(3)	15% (28)	1%	(2)	2%	(3)	5%	(10)	184
Soccer fans	41% (111)	32% (87)	3%	(8)	7% (18)	1%	(4)	5%	(12)	11%	(29)	270
Avid Soccer fans	45% (24)	30% (16)	5%	(2)	5% (2)	4%	(2)	2%	(1)	8%	(4)	52
College Basketball fans	47% (184)	31% (121)	2%	(10)	9% (37)	1%	(5)	2%	(8)	7%	(28)	394
Avid College Basketball fans	45% (59)	33% (44)	3%	(4)	10% (13)	—	(0)	2%	(2)	7%	(9)	131
College Football fans	45% (184)	31% (127)	2%	(10)	9% (38)	1%	(6)	3%	(10)	8%	(33)	408
Avid College Football fans	42% (69)	34% (55)	2%	(4)	11% (18)	2%	(3)	1%	(2)	8%	(12)	162
Baseball fans	44% (195)	30% (134)	2%	(11)	10% (44)	2%	(7)	3%	(14)	9%	(38)	442
Avid Baseball fans	47% (95)	31% (61)	2%	(4)	10% (21)	1%	(2)	2%	(4)	7%	(14)	201
Age: 18-29 (Sports Fans)	40% (41)	27% (27)	4%	(4)	12% (12)	4%	(4)	3%	(3)	11%	(12)	103
Age: 30-44 (Sports Fans)	37% (72)	30% (58)	4%	(7)	13% (26)	2%	(3)	7%	(14)	7%	(14)	194
Age: 45-54 (Sports Fans)	53% (41)	24% (18)	1%	(1)	10% (8)	2%	(1)	3%	(2)	9%	(7)	78
Age: 55-64 (Sports Fans)	53% (47)	32% (28)	1%	(1)	7% (6)	—	(0)	1%	(1)	7%	(6)	88
Age: 65+ (Sports Fans)	67% (35)	13% (7)	—	(0)	—	(0)	—	(0)	—	19%	(10)	52

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

Table RAD6: Which of the following best describes why you would choose to listen to a live sporting event rather than watching it?

Demographic	I always prefer listening a game over watching it		I sometimes choose to listen to a game instead of watching it		I only listen to a game when I am in a location or situation where I am unable to watch the game		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(39)	19%	(193)	63%	(626)	14%	(143)	1001
Gender: Male	4%	(24)	23%	(138)	62%	(379)	11%	(66)	607
Gender: Female	4%	(15)	14%	(55)	63%	(247)	20%	(77)	394
Age: 18-29	6%	(12)	19%	(36)	54%	(103)	21%	(40)	191
Age: 30-44	4%	(11)	23%	(70)	60%	(180)	13%	(39)	300
Age: 45-54	4%	(7)	20%	(32)	67%	(107)	9%	(14)	160
Age: 55-64	3%	(5)	17%	(31)	63%	(117)	17%	(32)	185
Age: 65+	3%	(5)	14%	(23)	72%	(118)	11%	(19)	165
Generation Z: 18-22	2%	(1)	24%	(21)	50%	(45)	25%	(22)	90
Millennial: Age 23-38	5%	(16)	21%	(62)	59%	(179)	15%	(44)	301
Generation X: Age 39-54	5%	(12)	21%	(55)	64%	(166)	10%	(26)	260
Boomers: Age 55-73	3%	(8)	15%	(47)	67%	(206)	15%	(45)	306
PID: Dem (no lean)	3%	(10)	22%	(80)	61%	(224)	15%	(54)	368
PID: Ind (no lean)	4%	(12)	15%	(46)	65%	(197)	16%	(48)	303
PID: Rep (no lean)	5%	(17)	21%	(68)	62%	(204)	12%	(41)	330
PID/Gender: Dem Men	3%	(6)	24%	(52)	60%	(128)	13%	(28)	214
PID/Gender: Dem Women	3%	(4)	18%	(28)	62%	(96)	17%	(26)	155
PID/Gender: Ind Men	2%	(4)	18%	(32)	67%	(119)	13%	(22)	178
PID/Gender: Ind Women	7%	(8)	11%	(13)	62%	(78)	21%	(26)	125
PID/Gender: Rep Men	7%	(14)	25%	(54)	61%	(131)	7%	(15)	215
PID/Gender: Rep Women	3%	(3)	12%	(14)	64%	(73)	22%	(25)	115
Ideo: Liberal (1-3)	3%	(7)	23%	(58)	64%	(164)	11%	(28)	257
Ideo: Moderate (4)	4%	(11)	17%	(50)	68%	(196)	11%	(31)	287
Ideo: Conservative (5-7)	5%	(20)	20%	(73)	61%	(225)	14%	(53)	371
Educ: < College	4%	(23)	19%	(124)	62%	(403)	16%	(104)	654
Educ: Bachelors degree	4%	(10)	19%	(43)	64%	(145)	12%	(27)	225
Educ: Post-grad	5%	(6)	21%	(26)	64%	(78)	10%	(12)	122

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Table RAD6: Which of the following best describes why you would choose to listen to a live sporting event rather than watching it?

Demographic	I always prefer listening a game over watching it		I sometimes choose to listen to a game instead of watching it		I only listen to a game when I am in a location or situation where I am unable to watch the game		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(39)	19%	(193)	63%	(626)	14%	(143)	1001
Income: Under 50k	6%	(26)	18%	(83)	58%	(275)	19%	(88)	471
Income: 50k-100k	3%	(9)	22%	(79)	63%	(223)	11%	(40)	352
Income: 100k+	2%	(4)	18%	(31)	72%	(128)	8%	(15)	178
Ethnicity: White	4%	(31)	18%	(137)	64%	(484)	14%	(105)	758
Ethnicity: Hispanic	3%	(5)	32%	(58)	47%	(85)	17%	(31)	180
Ethnicity: Afr. Am.	3%	(4)	22%	(31)	62%	(87)	13%	(18)	141
Ethnicity: Other	3%	(4)	25%	(25)	53%	(54)	19%	(19)	103
All Christian	3%	(16)	19%	(94)	66%	(328)	12%	(57)	495
Atheist	5%	(3)	39%	(25)	52%	(33)	3%	(2)	64
Agnostic/Nothing in particular	4%	(17)	17%	(68)	61%	(242)	18%	(73)	400
Religious Non-Protestant/Catholic	5%	(3)	17%	(9)	57%	(31)	21%	(12)	54
Evangelical	5%	(16)	20%	(58)	64%	(187)	10%	(30)	291
Non-Evangelical	2%	(8)	17%	(63)	64%	(233)	16%	(60)	364
Community: Urban	6%	(16)	24%	(64)	58%	(158)	12%	(33)	271
Community: Suburban	2%	(8)	19%	(90)	66%	(318)	14%	(67)	484
Community: Rural	6%	(15)	16%	(39)	61%	(150)	17%	(43)	247
Employ: Private Sector	4%	(13)	25%	(89)	62%	(219)	9%	(31)	352
Employ: Government	7%	(5)	9%	(6)	68%	(50)	16%	(12)	74
Employ: Self-Employed	3%	(3)	20%	(21)	65%	(70)	13%	(14)	107
Employ: Homemaker	7%	(5)	19%	(13)	50%	(34)	24%	(16)	68
Employ: Retired	1%	(2)	15%	(28)	70%	(136)	14%	(27)	194
Employ: Unemployed	8%	(8)	12%	(12)	58%	(57)	21%	(20)	97
Employ: Other	3%	(2)	19%	(13)	57%	(39)	21%	(15)	69
Military HH: Yes	6%	(10)	11%	(18)	67%	(114)	16%	(28)	171
Military HH: No	3%	(29)	21%	(175)	62%	(511)	14%	(115)	830
RD/WT: Right Direction	5%	(22)	20%	(90)	62%	(276)	13%	(57)	446
RD/WT: Wrong Track	3%	(17)	19%	(103)	63%	(350)	15%	(86)	555

Continued on next page

Table RAD6: Which of the following best describes why you would choose to listen to a live sporting event rather than watching it?

Demographic	I always prefer listening a game over watching it		I sometimes choose to listen to a game instead of watching it		I only listen to a game when I am in a location or situation where I am unable to watch the game		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(39)	19%	(193)	63%	(626)	14%	(143)	1001
Trump Job Approve	5%	(23)	20%	(93)	61%	(279)	13%	(61)	456
Trump Job Disapprove	3%	(15)	18%	(94)	64%	(325)	15%	(74)	508
Trump Job Strongly Approve	7%	(18)	19%	(47)	62%	(153)	11%	(27)	244
Trump Job Somewhat Approve	2%	(5)	22%	(46)	60%	(126)	16%	(34)	212
Trump Job Somewhat Disapprove	7%	(10)	13%	(20)	69%	(102)	11%	(16)	148
Trump Job Strongly Disapprove	2%	(5)	21%	(74)	62%	(223)	16%	(57)	359
Favorable of Trump	5%	(21)	19%	(83)	64%	(286)	13%	(58)	448
Unfavorable of Trump	3%	(17)	18%	(94)	63%	(322)	16%	(81)	514
Very Favorable of Trump	7%	(17)	18%	(45)	63%	(156)	12%	(31)	248
Somewhat Favorable of Trump	2%	(5)	19%	(38)	65%	(130)	14%	(27)	199
Somewhat Unfavorable of Trump	4%	(4)	20%	(24)	64%	(75)	12%	(14)	117
Very Unfavorable of Trump	3%	(13)	18%	(70)	62%	(247)	17%	(67)	397
#1 Issue: Economy	5%	(16)	21%	(66)	58%	(182)	16%	(51)	315
#1 Issue: Security	4%	(8)	21%	(40)	63%	(118)	12%	(22)	188
#1 Issue: Health Care	5%	(10)	18%	(33)	65%	(119)	13%	(23)	185
#1 Issue: Medicare / Social Security	1%	(1)	11%	(16)	71%	(100)	17%	(24)	141
#1 Issue: Education	2%	(1)	16%	(9)	63%	(35)	19%	(11)	55
#1 Issue: Energy	3%	(2)	27%	(13)	63%	(31)	7%	(4)	50
2018 House Vote: Democrat	3%	(10)	22%	(82)	64%	(237)	11%	(42)	372
2018 House Vote: Republican	5%	(15)	20%	(68)	64%	(217)	11%	(37)	337
2016 Vote: Hillary Clinton	3%	(9)	20%	(68)	66%	(221)	11%	(37)	334
2016 Vote: Donald Trump	5%	(18)	18%	(65)	65%	(232)	11%	(39)	355
2016 Vote: Other	3%	(2)	27%	(18)	56%	(37)	14%	(9)	66
2016 Vote: Didn't Vote	4%	(11)	17%	(41)	55%	(135)	23%	(57)	245
Voted in 2014: Yes	4%	(26)	20%	(131)	64%	(420)	13%	(83)	659
Voted in 2014: No	4%	(14)	18%	(62)	60%	(206)	18%	(60)	342

Continued on next page

Table RAD6: Which of the following best describes why you would choose to listen to a live sporting event rather than watching it?

Demographic	I always prefer listening a game over watching it		I sometimes choose to listen to a game instead of watching it		I only listen to a game when I am in a location or situation where I am unable to watch the game		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(39)	19%	(193)	63%	(626)	14%	(143)	1001
2012 Vote: Barack Obama	3%	(12)	20%	(86)	66%	(279)	11%	(47)	425
2012 Vote: Mitt Romney	4%	(9)	18%	(43)	66%	(155)	12%	(29)	236
2012 Vote: Didn't Vote	6%	(17)	19%	(55)	55%	(160)	20%	(59)	290
4-Region: Northeast	5%	(9)	19%	(37)	63%	(121)	13%	(25)	191
4-Region: Midwest	3%	(8)	16%	(36)	68%	(155)	13%	(30)	228
4-Region: South	4%	(15)	18%	(65)	62%	(224)	16%	(57)	361
4-Region: West	4%	(8)	25%	(56)	57%	(127)	14%	(30)	221
Sports fans	3%	(30)	20%	(184)	66%	(596)	11%	(95)	905
Avid Sports fans	2%	(8)	20%	(70)	72%	(248)	6%	(20)	347
NFL fans	3%	(28)	20%	(170)	66%	(558)	11%	(91)	849
Avid NFL fans	2%	(9)	20%	(92)	72%	(329)	5%	(25)	455
MLB fans	3%	(22)	21%	(148)	65%	(458)	10%	(73)	701
Avid MLB fans	3%	(9)	27%	(82)	65%	(200)	5%	(16)	307
NHL fans	4%	(20)	22%	(114)	65%	(331)	8%	(42)	506
Avid NHL fans	6%	(10)	24%	(39)	65%	(108)	5%	(8)	166
NBA fans	4%	(28)	22%	(145)	64%	(426)	10%	(69)	667
Avid NBA fans	3%	(8)	25%	(58)	63%	(148)	9%	(21)	235
Soccer fans	4%	(15)	26%	(100)	62%	(241)	9%	(33)	389
Avid Soccer fans	8%	(5)	33%	(20)	57%	(34)	2%	(1)	60
College Basketball fans	3%	(21)	23%	(146)	65%	(405)	8%	(50)	622
Avid College Basketball fans	1%	(3)	22%	(45)	70%	(141)	6%	(12)	200
College Football fans	3%	(22)	20%	(142)	69%	(483)	8%	(53)	700
Avid College Football fans	2%	(5)	19%	(52)	76%	(213)	3%	(9)	280
Baseball fans	3%	(24)	21%	(161)	64%	(492)	11%	(88)	765
Avid Baseball fans	3%	(10)	24%	(70)	66%	(192)	7%	(21)	293

Continued on next page

Table RAD6: Which of the following best describes why you would choose to listen to a live sporting event rather than watching it?

Demographic	I always prefer listening a game over watching it		I sometimes choose to listen to a game instead of watching it		I only listen to a game when I am in a location or situation where I am unable to watch the game		Don't know / No opinion		Total N
Adults	4%	(39)	19%	(193)	63%	(626)	14%	(143)	1001
Age: 18-29 (Sports Fans)	5%	(8)	22%	(35)	60%	(93)	13%	(20)	155
Age: 30-44 (Sports Fans)	3%	(9)	25%	(67)	63%	(170)	9%	(25)	272
Age: 45-54 (Sports Fans)	3%	(5)	21%	(30)	70%	(103)	6%	(8)	147
Age: 55-64 (Sports Fans)	2%	(4)	17%	(31)	65%	(114)	16%	(28)	176
Age: 65+ (Sports Fans)	3%	(4)	14%	(21)	75%	(116)	9%	(14)	155

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

Table RAD7: Do you listen to sports on AM or FM radio more often than in the past, less often than in the past or about the same?

Demographic	Much more often than before	Somewhat more often than before	About the same as before	Somewhat less often than before	Much less often than before	I've never listened to sports on AM or FM radio	Total N
Adults	4% (84)	6% (124)	34% (737)	7% (160)	15% (326)	35% (769)	2200
Gender: Male	5% (53)	8% (83)	39% (412)	9% (96)	15% (157)	25% (260)	1062
Gender: Female	3% (31)	4% (41)	29% (325)	6% (64)	15% (169)	45% (508)	1138
Age: 18-29	6% (28)	8% (38)	24% (110)	5% (22)	15% (67)	42% (190)	456
Age: 30-44	6% (35)	7% (40)	38% (213)	6% (32)	14% (75)	29% (162)	557
Age: 45-54	4% (14)	5% (19)	33% (122)	8% (30)	15% (56)	34% (125)	366
Age: 55-64	1% (6)	4% (16)	35% (136)	7% (28)	15% (57)	37% (141)	385
Age: 65+	— (1)	2% (11)	36% (156)	11% (47)	16% (70)	35% (151)	436
Generation Z: 18-22	7% (15)	9% (19)	21% (46)	6% (13)	15% (33)	42% (91)	218
Millennial: Age 23-38	6% (37)	8% (49)	33% (193)	5% (30)	14% (80)	34% (196)	584
Generation X: Age 39-54	4% (25)	5% (30)	36% (206)	7% (42)	15% (85)	33% (189)	577
Boomers: Age 55-73	1% (6)	3% (24)	36% (257)	9% (64)	15% (110)	35% (252)	714
PID: Dem (no lean)	5% (35)	8% (60)	28% (217)	8% (62)	16% (123)	35% (272)	770
PID: Ind (no lean)	2% (16)	3% (21)	35% (258)	7% (49)	13% (96)	40% (294)	735
PID: Rep (no lean)	5% (32)	6% (43)	38% (263)	7% (49)	15% (107)	29% (202)	695
PID/Gender: Dem Men	6% (23)	10% (35)	28% (102)	9% (33)	17% (63)	29% (105)	361
PID/Gender: Dem Women	3% (12)	6% (25)	28% (116)	7% (29)	15% (60)	41% (168)	409
PID/Gender: Ind Men	3% (9)	4% (14)	45% (149)	10% (34)	11% (36)	28% (93)	335
PID/Gender: Ind Women	2% (8)	2% (7)	27% (108)	4% (16)	15% (59)	50% (201)	400
PID/Gender: Rep Men	6% (21)	9% (34)	44% (161)	8% (29)	16% (57)	17% (63)	365
PID/Gender: Rep Women	3% (11)	3% (9)	31% (102)	6% (19)	15% (50)	42% (139)	329
Ideo: Liberal (1-3)	3% (17)	6% (34)	31% (169)	10% (53)	14% (77)	36% (195)	545
Ideo: Moderate (4)	4% (24)	5% (26)	38% (217)	9% (49)	16% (94)	28% (162)	571
Ideo: Conservative (5-7)	4% (28)	7% (54)	37% (295)	7% (53)	16% (122)	30% (235)	788
Educ: < College	3% (46)	5% (72)	31% (470)	7% (103)	15% (226)	39% (594)	1512
Educ: Bachelors degree	4% (20)	9% (40)	37% (165)	9% (38)	15% (65)	26% (116)	444
Educ: Post-grad	7% (18)	5% (13)	42% (102)	8% (19)	14% (34)	24% (58)	244
Income: Under 50k	4% (46)	4% (51)	30% (367)	7% (87)	13% (162)	41% (501)	1213
Income: 50k-100k	4% (30)	6% (43)	36% (242)	7% (47)	18% (121)	29% (195)	678
Income: 100k+	3% (8)	10% (31)	42% (128)	9% (26)	14% (42)	23% (72)	308

Continued on next page

Table RAD7: Do you listen to sports on AM or FM radio more often than in the past, less often than in the past or about the same?

Demographic	Much more often than before	Somewhat more often than before	About the same as before	Somewhat less often than before	Much less often than before	I've never listened to sports on AM or FM radio	Total N
Adults	4% (84)	6% (124)	34% (737)	7% (160)	15% (326)	35% (769)	2200
Ethnicity: White	3% (58)	4% (77)	35% (609)	8% (136)	15% (255)	34% (588)	1722
Ethnicity: Hispanic	8% (27)	9% (33)	27% (93)	5% (18)	15% (52)	36% (126)	349
Ethnicity: Afr. Am.	3% (8)	11% (30)	25% (67)	5% (15)	15% (40)	42% (114)	274
Ethnicity: Other	9% (18)	9% (18)	30% (62)	5% (9)	15% (30)	33% (67)	204
All Christian	4% (40)	6% (61)	38% (369)	8% (77)	16% (152)	28% (273)	974
All Non-Christian	5% (5)	9% (9)	27% (26)	9% (9)	14% (14)	36% (35)	97
Atheist	3% (4)	9% (12)	35% (46)	15% (20)	6% (8)	33% (44)	133
Agnostic/Nothing in particular	4% (35)	4% (43)	30% (296)	5% (54)	15% (152)	42% (417)	996
Religious Non-Protestant/Catholic	4% (5)	10% (12)	30% (37)	9% (11)	12% (15)	35% (43)	123
Evangelical	4% (25)	5% (31)	33% (206)	7% (42)	17% (105)	34% (214)	623
Non-Evangelical	4% (28)	7% (49)	35% (264)	7% (55)	16% (121)	31% (229)	746
Community: Urban	4% (25)	5% (28)	33% (190)	8% (48)	15% (86)	35% (205)	582
Community: Suburban	3% (35)	6% (65)	33% (353)	6% (67)	16% (170)	35% (366)	1056
Community: Rural	4% (24)	6% (31)	35% (194)	8% (45)	12% (70)	35% (198)	562
Employ: Private Sector	6% (39)	10% (65)	37% (234)	6% (38)	16% (101)	25% (157)	634
Employ: Government	5% (8)	10% (14)	40% (56)	10% (13)	13% (18)	22% (30)	138
Employ: Self-Employed	5% (10)	8% (14)	34% (63)	9% (17)	16% (29)	29% (54)	188
Employ: Homemaker	3% (5)	4% (7)	37% (57)	5% (9)	16% (25)	34% (54)	156
Employ: Retired	1% (7)	1% (7)	33% (169)	10% (53)	15% (77)	39% (201)	514
Employ: Unemployed	3% (8)	2% (4)	31% (79)	4% (12)	12% (30)	48% (125)	258
Employ: Other	3% (6)	4% (8)	25% (48)	3% (6)	13% (25)	51% (97)	191
Military HH: Yes	5% (18)	5% (17)	33% (118)	7% (27)	17% (60)	33% (119)	359
Military HH: No	4% (65)	6% (108)	34% (620)	7% (134)	14% (266)	35% (649)	1841
RD/WT: Right Direction	5% (46)	7% (60)	36% (325)	8% (71)	16% (139)	28% (251)	893
RD/WT: Wrong Track	3% (37)	5% (64)	32% (412)	7% (90)	14% (186)	40% (518)	1307
Trump Job Approve	5% (46)	7% (63)	37% (350)	7% (70)	15% (138)	29% (271)	939
Trump Job Disapprove	3% (35)	5% (56)	31% (360)	8% (87)	15% (173)	38% (438)	1147

Continued on next page

Table RAD7: Do you listen to sports on AM or FM radio more often than in the past, less often than in the past or about the same?

Demographic	Much more often than before	Somewhat more often than before	About the same as before	Somewhat less often than before	Much less often than before	I've never listened to sports on AM or FM radio	Total N
Adults	4% (84)	6% (124)	34% (737)	7% (160)	15% (326)	35% (769)	2200
Trump Job Strongly Approve	6% (31)	6% (31)	35% (189)	8% (43)	16% (88)	30% (163)	546
Trump Job Somewhat Approve	4% (15)	8% (32)	41% (160)	7% (27)	13% (50)	27% (108)	393
Trump Job Somewhat Disapprove	2% (7)	4% (12)	37% (104)	9% (26)	15% (41)	32% (88)	277
Trump Job Strongly Disapprove	3% (28)	5% (44)	29% (256)	7% (61)	15% (132)	40% (350)	870
Favorable of Trump	5% (47)	6% (60)	36% (337)	8% (71)	15% (142)	29% (267)	925
Unfavorable of Trump	3% (33)	5% (61)	32% (368)	7% (83)	15% (174)	37% (416)	1135
Very Favorable of Trump	5% (29)	5% (30)	34% (185)	8% (42)	17% (93)	31% (168)	546
Somewhat Favorable of Trump	5% (19)	8% (30)	40% (152)	8% (29)	13% (50)	26% (99)	379
Somewhat Unfavorable of Trump	4% (8)	6% (12)	39% (81)	8% (17)	16% (34)	26% (55)	208
Very Unfavorable of Trump	3% (25)	5% (49)	31% (286)	7% (65)	15% (140)	39% (361)	927
#1 Issue: Economy	3% (19)	5% (30)	38% (222)	6% (35)	15% (88)	32% (189)	583
#1 Issue: Security	4% (15)	6% (22)	37% (149)	7% (28)	18% (73)	29% (117)	404
#1 Issue: Health Care	6% (22)	7% (30)	36% (147)	8% (33)	12% (47)	31% (128)	408
#1 Issue: Medicare / Social Security	2% (6)	3% (12)	32% (110)	9% (30)	13% (45)	42% (146)	349
#1 Issue: Women's Issues	6% (5)	3% (3)	34% (31)	3% (3)	18% (17)	35% (32)	91
#1 Issue: Education	3% (4)	6% (8)	19% (25)	9% (12)	14% (18)	49% (64)	131
#1 Issue: Energy	6% (7)	10% (12)	25% (30)	12% (14)	20% (24)	27% (32)	119
#1 Issue: Other	4% (5)	6% (7)	21% (25)	4% (4)	12% (13)	54% (62)	115
2018 House Vote: Democrat	3% (23)	7% (49)	35% (250)	9% (64)	14% (104)	32% (232)	722
2018 House Vote: Republican	5% (34)	6% (42)	40% (269)	7% (50)	16% (109)	26% (175)	678
2018 House Vote: Someone else	— (0)	3% (2)	36% (26)	7% (5)	21% (15)	33% (23)	71
2016 Vote: Hillary Clinton	4% (27)	7% (43)	31% (204)	9% (61)	15% (100)	34% (221)	657
2016 Vote: Donald Trump	4% (31)	7% (47)	41% (287)	7% (50)	14% (100)	26% (185)	700
2016 Vote: Other	2% (3)	3% (5)	41% (62)	10% (16)	15% (24)	29% (44)	154
2016 Vote: Didn't Vote	3% (23)	4% (29)	27% (183)	5% (33)	15% (101)	46% (319)	688
Voted in 2014: Yes	4% (48)	6% (81)	38% (485)	9% (110)	16% (201)	28% (367)	1291
Voted in 2014: No	4% (36)	5% (44)	28% (253)	6% (50)	14% (125)	44% (401)	909

Continued on next page

Table RAD7: Do you listen to sports on AM or FM radio more often than in the past, less often than in the past or about the same?

Demographic	Much more often than before	Somewhat more often than before	About the same as before	Somewhat less often than before	Much less often than before	I've never listened to sports on AM or FM radio	Total N
Adults	4% (84)	6% (124)	34% (737)	7% (160)	15% (326)	35% (769)	2200
2012 Vote: Barack Obama	4% (35)	7% (58)	33% (275)	9% (78)	14% (112)	32% (268)	826
2012 Vote: Mitt Romney	3% (16)	3% (15)	44% (215)	9% (42)	18% (86)	24% (117)	492
2012 Vote: Other	— (0)	4% (4)	46% (46)	9% (9)	9% (9)	33% (33)	100
2012 Vote: Didn't Vote	4% (34)	6% (45)	26% (200)	4% (31)	15% (117)	45% (350)	777
4-Region: Northeast	5% (20)	6% (24)	39% (153)	7% (29)	12% (48)	31% (120)	394
4-Region: Midwest	3% (12)	6% (30)	36% (168)	8% (36)	14% (65)	33% (152)	462
4-Region: South	4% (31)	4% (32)	31% (256)	7% (58)	15% (127)	39% (319)	824
4-Region: West	4% (22)	7% (38)	31% (160)	7% (38)	16% (85)	34% (177)	520
Sports fans	5% (72)	7% (112)	42% (629)	9% (139)	16% (249)	21% (315)	1517
Avid Sports fans	9% (40)	11% (49)	41% (186)	10% (47)	15% (70)	14% (62)	453
NFL fans	4% (64)	8% (112)	39% (563)	9% (132)	17% (238)	23% (328)	1438
Avid NFL fans	6% (39)	9% (57)	44% (289)	9% (60)	15% (98)	18% (116)	660
MLB fans	5% (57)	8% (94)	42% (468)	9% (104)	17% (183)	18% (203)	1109
Avid MLB fans	7% (27)	11% (46)	46% (182)	9% (37)	16% (65)	11% (43)	399
NHL fans	7% (53)	9% (71)	41% (312)	9% (72)	15% (116)	18% (140)	764
Avid NHL fans	10% (21)	9% (20)	41% (90)	10% (21)	11% (24)	19% (41)	217
NBA fans	7% (69)	9% (93)	37% (391)	9% (94)	16% (166)	22% (234)	1048
Avid NBA fans	10% (32)	12% (38)	36% (114)	10% (31)	13% (41)	20% (63)	318
Soccer fans	8% (50)	9% (55)	40% (237)	7% (40)	15% (89)	21% (126)	597
Avid Soccer fans	17% (16)	11% (11)	23% (22)	7% (7)	18% (17)	23% (22)	95
College Basketball fans	6% (58)	10% (88)	41% (375)	11% (97)	16% (143)	17% (157)	918
Avid College Basketball fans	9% (24)	7% (18)	43% (116)	11% (30)	16% (42)	14% (37)	266
College Football fans	5% (59)	9% (92)	42% (451)	10% (109)	17% (180)	17% (181)	1073
Avid College Football fans	7% (28)	9% (34)	42% (161)	10% (39)	17% (66)	14% (52)	380
Baseball fans	5% (65)	8% (97)	41% (502)	9% (109)	16% (192)	21% (250)	1214
Avid Baseball fans	8% (32)	12% (47)	43% (163)	9% (34)	16% (61)	12% (44)	381

Continued on next page

Table RAD7: Do you listen to sports on AM or FM radio more often than in the past, less often than in the past or about the same?

Demographic	Much more often than before	Somewhat more often than before	About the same as before	Somewhat less often than before	Much less often than before	I've never listened to sports on AM or FM radio	Total N
Adults	4% (84)	6% (124)	34% (737)	7% (160)	15% (326)	35% (769)	2200
Age: 18-29 (Sports Fans)	7% (19)	11% (30)	32% (90)	7% (19)	17% (47)	26% (72)	277
Age: 30-44 (Sports Fans)	8% (33)	10% (38)	44% (177)	7% (28)	14% (58)	17% (67)	401
Age: 45-54 (Sports Fans)	5% (13)	7% (17)	40% (102)	10% (27)	16% (42)	21% (55)	258
Age: 55-64 (Sports Fans)	2% (6)	6% (16)	44% (116)	8% (21)	20% (52)	20% (53)	265
Age: 65+ (Sports Fans)	— (1)	3% (11)	46% (145)	14% (44)	16% (49)	21% (67)	317

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

Table RAD8: How much have you seen, read or heard about the Oakland Athletics becoming the first MLB team not to offer live game broadcasts on AM or FM radio?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	2%	(45)	7%	(161)	13%	(278)	78%	(1716)	2200
Gender: Male	3%	(37)	10%	(103)	15%	(161)	72%	(760)	1062
Gender: Female	1%	(8)	5%	(58)	10%	(117)	84%	(955)	1138
Age: 18-29	3%	(12)	11%	(49)	16%	(71)	71%	(324)	456
Age: 30-44	4%	(22)	11%	(61)	17%	(93)	68%	(381)	557
Age: 45-54	2%	(7)	6%	(24)	13%	(49)	78%	(286)	366
Age: 55-64	1%	(4)	4%	(14)	9%	(36)	86%	(331)	385
Age: 65+	—	(0)	3%	(13)	7%	(30)	90%	(394)	436
Generation Z: 18-22	1%	(2)	12%	(27)	16%	(34)	71%	(154)	218
Millennial: Age 23-38	5%	(28)	10%	(59)	18%	(104)	67%	(393)	584
Generation X: Age 39-54	2%	(11)	8%	(48)	13%	(75)	77%	(444)	577
Boomers: Age 55-73	1%	(4)	4%	(26)	8%	(57)	88%	(627)	714
PID: Dem (no lean)	3%	(21)	9%	(72)	14%	(110)	74%	(568)	770
PID: Ind (no lean)	1%	(9)	5%	(33)	12%	(89)	82%	(604)	735
PID: Rep (no lean)	2%	(16)	8%	(55)	12%	(80)	78%	(544)	695
PID/Gender: Dem Men	5%	(18)	12%	(44)	16%	(56)	67%	(243)	361
PID/Gender: Dem Women	1%	(3)	7%	(28)	13%	(53)	79%	(325)	409
PID/Gender: Ind Men	1%	(4)	5%	(18)	17%	(58)	76%	(255)	335
PID/Gender: Ind Women	1%	(5)	4%	(16)	8%	(30)	87%	(349)	400
PID/Gender: Rep Men	4%	(15)	11%	(41)	13%	(47)	72%	(263)	365
PID/Gender: Rep Women	—	(1)	4%	(14)	10%	(33)	85%	(281)	329
Ideo: Liberal (1-3)	3%	(19)	9%	(50)	14%	(75)	74%	(401)	545
Ideo: Moderate (4)	1%	(7)	6%	(36)	18%	(101)	75%	(427)	571
Ideo: Conservative (5-7)	2%	(17)	8%	(63)	11%	(85)	79%	(622)	788
Educ: < College	1%	(17)	7%	(112)	13%	(197)	78%	(1186)	1512
Educ: Bachelors degree	4%	(19)	7%	(29)	13%	(58)	76%	(338)	444
Educ: Post-grad	4%	(9)	8%	(19)	10%	(24)	79%	(192)	244
Income: Under 50k	1%	(17)	7%	(84)	14%	(165)	78%	(949)	1213
Income: 50k-100k	4%	(24)	7%	(47)	11%	(72)	79%	(535)	678
Income: 100k+	1%	(5)	10%	(30)	13%	(41)	75%	(232)	308
Ethnicity: White	2%	(35)	6%	(109)	11%	(184)	81%	(1395)	1722
Ethnicity: Hispanic	4%	(14)	15%	(51)	14%	(49)	67%	(235)	349

Continued on next page

Table RAD8: How much have you seen, read or heard about the Oakland Athletics becoming the first MLB team not to offer live game broadcasts on AM or FM radio?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	2%	(45)	7%	(161)	13%	(278)	78%	(1716)	2200
Ethnicity: Afr. Am.	2%	(5)	12%	(33)	23%	(64)	63%	(173)	274
Ethnicity: Other	3%	(5)	10%	(19)	15%	(31)	73%	(148)	204
All Christian	2%	(23)	7%	(71)	12%	(117)	78%	(763)	974
All Non-Christian	5%	(5)	11%	(10)	7%	(7)	77%	(75)	97
Atheist	—	(0)	15%	(19)	13%	(18)	72%	(96)	133
Agnostic/Nothing in particular	2%	(17)	6%	(60)	14%	(137)	78%	(781)	996
Religious Non-Protestant/Catholic	4%	(5)	11%	(14)	8%	(9)	77%	(95)	123
Evangelical	3%	(19)	5%	(34)	13%	(83)	78%	(486)	623
Non-Evangelical	2%	(14)	7%	(53)	11%	(83)	80%	(596)	746
Community: Urban	3%	(15)	8%	(47)	14%	(83)	75%	(436)	582
Community: Suburban	2%	(21)	7%	(75)	13%	(137)	78%	(824)	1056
Community: Rural	2%	(9)	7%	(39)	10%	(58)	81%	(455)	562
Employ: Private Sector	5%	(31)	9%	(56)	14%	(87)	73%	(461)	634
Employ: Government	4%	(5)	10%	(13)	23%	(32)	64%	(88)	138
Employ: Self-Employed	2%	(4)	5%	(10)	18%	(35)	74%	(139)	188
Employ: Homemaker	2%	(3)	11%	(18)	10%	(15)	77%	(120)	156
Employ: Retired	—	(0)	3%	(18)	7%	(37)	89%	(458)	514
Employ: Unemployed	1%	(2)	5%	(12)	15%	(38)	80%	(206)	258
Employ: Other	—	(1)	9%	(17)	10%	(18)	81%	(155)	191
Military HH: Yes	3%	(13)	4%	(14)	11%	(40)	82%	(293)	359
Military HH: No	2%	(33)	8%	(147)	13%	(239)	77%	(1423)	1841
RD/WT: Right Direction	3%	(23)	9%	(77)	13%	(113)	76%	(680)	893
RD/WT: Wrong Track	2%	(22)	6%	(84)	13%	(166)	79%	(1035)	1307
Trump Job Approve	3%	(26)	8%	(72)	12%	(112)	78%	(729)	939
Trump Job Disapprove	2%	(19)	7%	(83)	13%	(153)	78%	(892)	1147
Trump Job Strongly Approve	4%	(23)	6%	(32)	9%	(49)	81%	(442)	546
Trump Job Somewhat Approve	1%	(3)	10%	(40)	16%	(63)	73%	(287)	393
Trump Job Somewhat Disapprove	1%	(4)	6%	(17)	19%	(52)	74%	(204)	277
Trump Job Strongly Disapprove	2%	(16)	8%	(66)	12%	(101)	79%	(688)	870
Favorable of Trump	3%	(23)	7%	(61)	12%	(115)	78%	(726)	925
Unfavorable of Trump	2%	(22)	8%	(93)	13%	(151)	77%	(870)	1135

Continued on next page

Table RAD8: How much have you seen, read or heard about the Oakland Athletics becoming the first MLB team not to offer live game broadcasts on AM or FM radio?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	2%	(45)	7%	(161)	13%	(278)	78%	(1716)	2200
Very Favorable of Trump	2%	(12)	6%	(31)	10%	(53)	83%	(451)	546
Somewhat Favorable of Trump	3%	(12)	8%	(31)	16%	(62)	73%	(275)	379
Somewhat Unfavorable of Trump	1%	(2)	13%	(27)	15%	(30)	71%	(148)	208
Very Unfavorable of Trump	2%	(19)	7%	(65)	13%	(120)	78%	(722)	927
#1 Issue: Economy	3%	(16)	8%	(49)	13%	(77)	76%	(442)	583
#1 Issue: Security	1%	(5)	7%	(30)	14%	(56)	78%	(313)	404
#1 Issue: Health Care	3%	(11)	8%	(32)	15%	(60)	75%	(305)	408
#1 Issue: Medicare / Social Security	—	(0)	4%	(14)	10%	(34)	86%	(301)	349
#1 Issue: Women's Issues	1%	(1)	7%	(6)	12%	(11)	80%	(73)	91
#1 Issue: Education	4%	(6)	7%	(9)	17%	(23)	71%	(93)	131
#1 Issue: Energy	6%	(7)	10%	(12)	7%	(8)	77%	(91)	119
#1 Issue: Other	—	(0)	8%	(9)	8%	(10)	84%	(96)	115
2018 House Vote: Democrat	3%	(19)	9%	(68)	16%	(114)	72%	(521)	722
2018 House Vote: Republican	2%	(15)	7%	(46)	13%	(87)	78%	(530)	678
2018 House Vote: Someone else	7%	(5)	12%	(8)	9%	(6)	73%	(52)	71
2016 Vote: Hillary Clinton	3%	(19)	10%	(64)	16%	(104)	71%	(470)	657
2016 Vote: Donald Trump	3%	(17)	7%	(47)	13%	(91)	78%	(544)	700
2016 Vote: Other	1%	(2)	8%	(13)	13%	(21)	77%	(119)	154
2016 Vote: Didn't Vote	1%	(6)	5%	(37)	9%	(62)	85%	(582)	688
Voted in 2014: Yes	3%	(38)	8%	(101)	13%	(171)	76%	(982)	1291
Voted in 2014: No	1%	(7)	7%	(60)	12%	(108)	81%	(734)	909
2012 Vote: Barack Obama	3%	(27)	9%	(71)	15%	(125)	73%	(603)	826
2012 Vote: Mitt Romney	2%	(12)	4%	(20)	10%	(49)	84%	(411)	492
2012 Vote: Other	—	(0)	4%	(4)	6%	(6)	90%	(90)	100
2012 Vote: Didn't Vote	1%	(6)	8%	(63)	13%	(97)	79%	(610)	777
4-Region: Northeast	3%	(11)	7%	(28)	15%	(57)	76%	(298)	394
4-Region: Midwest	1%	(3)	7%	(33)	12%	(58)	80%	(368)	462
4-Region: South	2%	(15)	8%	(64)	13%	(105)	78%	(640)	824
4-Region: West	3%	(16)	7%	(35)	11%	(59)	79%	(410)	520
Sports fans	3%	(42)	9%	(138)	16%	(248)	72%	(1089)	1517
Avid Sports fans	6%	(29)	11%	(51)	16%	(72)	67%	(302)	453

Continued on next page

Table RAD8: How much have you seen, read or heard about the Oakland Athletics becoming the first MLB team not to offer live game broadcasts on AM or FM radio?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	2%	(45)	7%	(161)	13%	(278)	78%	(1716)	2200
NFL fans	3%	(44)	9%	(128)	16%	(228)	72%	(1038)	1438
Avid NFL fans	4%	(27)	10%	(68)	16%	(107)	69%	(458)	660
MLB fans	3%	(37)	10%	(116)	15%	(171)	71%	(785)	1109
Avid MLB fans	6%	(24)	15%	(58)	17%	(66)	63%	(251)	399
NHL fans	5%	(35)	12%	(90)	14%	(108)	70%	(532)	764
Avid NHL fans	10%	(22)	11%	(23)	15%	(33)	64%	(138)	217
NBA fans	4%	(42)	11%	(113)	18%	(193)	67%	(700)	1048
Avid NBA fans	7%	(22)	14%	(44)	19%	(62)	60%	(190)	318
Soccer fans	6%	(36)	14%	(82)	18%	(106)	62%	(373)	597
Avid Soccer fans	13%	(12)	18%	(17)	23%	(22)	46%	(44)	95
College Basketball fans	4%	(36)	11%	(99)	17%	(157)	68%	(627)	918
Avid College Basketball fans	8%	(20)	14%	(37)	17%	(46)	61%	(163)	266
College Football fans	3%	(37)	9%	(97)	17%	(183)	70%	(756)	1073
Avid College Football fans	5%	(20)	11%	(43)	18%	(67)	66%	(250)	380
Baseball fans	3%	(42)	11%	(128)	16%	(191)	70%	(853)	1214
Avid Baseball fans	6%	(22)	14%	(53)	17%	(64)	63%	(242)	381
Age: 18-29 (Sports Fans)	3%	(9)	14%	(39)	21%	(58)	61%	(170)	277
Age: 30-44 (Sports Fans)	5%	(22)	13%	(53)	21%	(83)	61%	(243)	401
Age: 45-54 (Sports Fans)	3%	(7)	8%	(20)	18%	(47)	71%	(183)	258
Age: 55-64 (Sports Fans)	2%	(4)	5%	(14)	12%	(33)	81%	(214)	265
Age: 65+ (Sports Fans)	—	(0)	4%	(11)	8%	(26)	88%	(280)	317

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

Table RAD9: Live broadcasts of Oakland Athletics games will not be available on AM or FM radio for the 2020 season, but will be available to stream for free online or via a mobile app, as well as on satellite radio for those with a paid subscription. Do you support or oppose your favorite sports teams discontinuing AM or FM radio broadcasts and making live games available exclusively via online streaming and paid satellite radio subscription?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	5%	(104)	10%	(212)	21%	(461)	50%	(1106)	14%	(317)	2200
Gender: Male	6%	(68)	11%	(120)	25%	(270)	40%	(427)	17%	(177)	1062
Gender: Female	3%	(36)	8%	(92)	17%	(191)	60%	(679)	12%	(140)	1138
Age: 18-29	6%	(26)	14%	(65)	8%	(37)	54%	(246)	18%	(82)	456
Age: 30-44	9%	(49)	13%	(72)	19%	(104)	44%	(244)	16%	(88)	557
Age: 45-54	4%	(13)	7%	(26)	23%	(85)	51%	(188)	15%	(54)	366
Age: 55-64	2%	(8)	8%	(30)	28%	(107)	51%	(194)	12%	(46)	385
Age: 65+	2%	(8)	4%	(19)	30%	(129)	54%	(234)	11%	(47)	436
Generation Z: 18-22	5%	(10)	14%	(30)	3%	(6)	58%	(125)	21%	(46)	218
Millennial: Age 23-38	8%	(44)	14%	(84)	16%	(93)	46%	(271)	16%	(92)	584
Generation X: Age 39-54	6%	(34)	8%	(49)	22%	(127)	49%	(282)	15%	(85)	577
Boomers: Age 55-73	2%	(11)	6%	(42)	29%	(204)	53%	(376)	11%	(81)	714
PID: Dem (no lean)	7%	(57)	12%	(90)	21%	(165)	48%	(368)	12%	(91)	770
PID: Ind (no lean)	2%	(18)	8%	(58)	17%	(126)	57%	(417)	16%	(116)	735
PID: Rep (no lean)	4%	(29)	9%	(64)	25%	(170)	46%	(321)	16%	(111)	695
PID/Gender: Dem Men	12%	(44)	11%	(40)	24%	(88)	41%	(148)	12%	(42)	361
PID/Gender: Dem Women	3%	(13)	12%	(50)	19%	(77)	54%	(220)	12%	(49)	409
PID/Gender: Ind Men	2%	(8)	11%	(36)	23%	(77)	44%	(148)	20%	(67)	335
PID/Gender: Ind Women	3%	(10)	6%	(22)	12%	(49)	67%	(269)	12%	(49)	400
PID/Gender: Rep Men	5%	(17)	12%	(44)	29%	(105)	36%	(131)	19%	(69)	365
PID/Gender: Rep Women	4%	(12)	6%	(20)	20%	(65)	58%	(190)	13%	(42)	329
Ideo: Liberal (1-3)	8%	(43)	11%	(61)	21%	(116)	45%	(246)	15%	(80)	545
Ideo: Moderate (4)	5%	(28)	11%	(66)	21%	(119)	47%	(267)	16%	(93)	571
Ideo: Conservative (5-7)	3%	(20)	9%	(72)	26%	(207)	46%	(362)	16%	(127)	788
Educ: < College	4%	(67)	10%	(151)	19%	(284)	53%	(803)	14%	(207)	1512
Educ: Bachelors degree	6%	(26)	9%	(40)	24%	(108)	46%	(204)	15%	(67)	444
Educ: Post-grad	5%	(11)	9%	(21)	28%	(69)	41%	(100)	18%	(44)	244
Income: Under 50k	5%	(57)	11%	(128)	18%	(213)	54%	(658)	13%	(157)	1213
Income: 50k-100k	5%	(35)	9%	(60)	23%	(158)	48%	(328)	14%	(97)	678
Income: 100k+	4%	(11)	8%	(24)	29%	(90)	39%	(120)	20%	(63)	308

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Table RAD9: Live broadcasts of Oakland Athletics games will not be available on AM or FM radio for the 2020 season, but will be available to stream for free online or via a mobile app, as well as on satellite radio for those with a paid subscription. Do you support or oppose your favorite sports teams discontinuing AM or FM radio broadcasts and making live games available exclusively via online streaming and paid satellite radio subscription?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	5%	(104)	10%	(212)	21%	(461)	50%	(1106)	14%	(317)	2200
Ethnicity: White	4%	(76)	9%	(150)	23%	(392)	50%	(859)	14%	(244)	1722
Ethnicity: Hispanic	5%	(18)	12%	(42)	18%	(63)	51%	(178)	14%	(48)	349
Ethnicity: Afr. Am.	6%	(16)	14%	(39)	15%	(41)	49%	(136)	16%	(43)	274
Ethnicity: Other	5%	(11)	11%	(23)	14%	(28)	55%	(112)	14%	(29)	204
All Christian	5%	(45)	10%	(95)	27%	(259)	45%	(435)	14%	(140)	974
All Non-Christian	8%	(7)	13%	(13)	26%	(26)	39%	(38)	14%	(14)	97
Atheist	6%	(8)	7%	(9)	20%	(27)	47%	(62)	20%	(27)	133
Agnostic/Nothing in particular	4%	(44)	10%	(95)	15%	(149)	57%	(571)	14%	(137)	996
Religious Non-Protestant/Catholic	7%	(9)	12%	(15)	26%	(32)	41%	(51)	14%	(17)	123
Evangelical	6%	(38)	10%	(60)	20%	(126)	50%	(313)	14%	(85)	623
Non-Evangelical	4%	(27)	9%	(64)	25%	(187)	49%	(368)	14%	(101)	746
Community: Urban	8%	(45)	12%	(72)	16%	(95)	49%	(286)	15%	(84)	582
Community: Suburban	4%	(40)	9%	(91)	24%	(257)	49%	(522)	14%	(145)	1056
Community: Rural	3%	(18)	9%	(48)	20%	(110)	53%	(299)	16%	(87)	562
Employ: Private Sector	8%	(51)	11%	(70)	24%	(150)	41%	(259)	17%	(105)	634
Employ: Government	5%	(7)	16%	(23)	18%	(24)	43%	(60)	18%	(24)	138
Employ: Self-Employed	3%	(5)	12%	(23)	23%	(44)	45%	(84)	17%	(32)	188
Employ: Homemaker	3%	(5)	16%	(25)	17%	(27)	52%	(81)	12%	(19)	156
Employ: Retired	2%	(11)	4%	(22)	27%	(137)	57%	(293)	10%	(51)	514
Employ: Unemployed	6%	(16)	6%	(16)	14%	(36)	58%	(149)	16%	(41)	258
Employ: Other	2%	(4)	13%	(24)	18%	(35)	59%	(113)	8%	(15)	191
Military HH: Yes	5%	(19)	5%	(18)	29%	(106)	49%	(176)	11%	(40)	359
Military HH: No	5%	(84)	11%	(194)	19%	(355)	51%	(930)	15%	(277)	1841
RD/WT: Right Direction	5%	(43)	11%	(98)	23%	(207)	45%	(398)	16%	(147)	893
RD/WT: Wrong Track	5%	(61)	9%	(114)	19%	(254)	54%	(708)	13%	(170)	1307
Trump Job Approve	5%	(44)	10%	(97)	23%	(216)	45%	(421)	17%	(160)	939
Trump Job Disapprove	5%	(59)	9%	(108)	20%	(231)	53%	(605)	13%	(145)	1147

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Table RAD9: Live broadcasts of Oakland Athletics games will not be available on AM or FM radio for the 2020 season, but will be available to stream for free online or via a mobile app, as well as on satellite radio for those with a paid subscription. Do you support or oppose your favorite sports teams discontinuing AM or FM radio broadcasts and making live games available exclusively via online streaming and paid satellite radio subscription?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	5%	(104)	10%	(212)	21%	(461)	50%	(1106)	14%	(317)	2200
Trump Job Strongly Approve	6%	(33)	9%	(52)	24%	(129)	47%	(256)	14%	(76)	546
Trump Job Somewhat Approve	3%	(12)	11%	(45)	22%	(87)	42%	(165)	21%	(84)	393
Trump Job Somewhat Disapprove	7%	(19)	11%	(30)	21%	(58)	44%	(122)	17%	(48)	277
Trump Job Strongly Disapprove	5%	(40)	9%	(78)	20%	(173)	55%	(482)	11%	(97)	870
Favorable of Trump	5%	(46)	10%	(93)	24%	(225)	45%	(415)	16%	(146)	925
Unfavorable of Trump	5%	(55)	10%	(111)	20%	(226)	52%	(585)	14%	(158)	1135
Very Favorable of Trump	4%	(24)	10%	(52)	25%	(135)	47%	(259)	14%	(75)	546
Somewhat Favorable of Trump	6%	(21)	11%	(40)	24%	(90)	41%	(157)	19%	(71)	379
Somewhat Unfavorable of Trump	6%	(12)	12%	(24)	21%	(43)	44%	(91)	18%	(38)	208
Very Unfavorable of Trump	5%	(43)	9%	(87)	20%	(183)	53%	(494)	13%	(120)	927
#1 Issue: Economy	5%	(30)	10%	(58)	22%	(128)	45%	(264)	18%	(103)	583
#1 Issue: Security	4%	(14)	11%	(45)	22%	(89)	48%	(195)	15%	(61)	404
#1 Issue: Health Care	4%	(15)	14%	(57)	18%	(75)	51%	(208)	13%	(53)	408
#1 Issue: Medicare / Social Security	4%	(14)	6%	(21)	24%	(85)	57%	(198)	9%	(31)	349
#1 Issue: Women's Issues	10%	(9)	13%	(12)	16%	(14)	49%	(44)	13%	(12)	91
#1 Issue: Education	8%	(11)	6%	(8)	16%	(21)	53%	(69)	17%	(22)	131
#1 Issue: Energy	7%	(8)	8%	(9)	18%	(22)	48%	(57)	19%	(22)	119
#1 Issue: Other	2%	(3)	2%	(2)	23%	(26)	62%	(71)	12%	(13)	115
2018 House Vote: Democrat	6%	(42)	10%	(72)	25%	(181)	46%	(329)	14%	(98)	722
2018 House Vote: Republican	4%	(29)	10%	(66)	26%	(177)	45%	(303)	15%	(102)	678
2018 House Vote: Someone else	8%	(6)	12%	(8)	17%	(12)	57%	(40)	6%	(4)	71
2016 Vote: Hillary Clinton	7%	(44)	10%	(67)	26%	(168)	45%	(299)	12%	(79)	657
2016 Vote: Donald Trump	5%	(34)	10%	(70)	27%	(188)	43%	(303)	15%	(104)	700
2016 Vote: Other	2%	(3)	10%	(15)	15%	(22)	54%	(83)	20%	(30)	154
2016 Vote: Didn't Vote	3%	(23)	9%	(60)	12%	(82)	61%	(421)	15%	(102)	688
Voted in 2014: Yes	6%	(71)	10%	(124)	27%	(344)	44%	(573)	14%	(179)	1291
Voted in 2014: No	4%	(32)	10%	(88)	13%	(117)	59%	(533)	15%	(138)	909

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Table RAD9: Live broadcasts of Oakland Athletics games will not be available on AM or FM radio for the 2020 season, but will be available to stream for free online or via a mobile app, as well as on satellite radio for those with a paid subscription. Do you support or oppose your favorite sports teams discontinuing AM or FM radio broadcasts and making live games available exclusively via online streaming and paid satellite radio subscription?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	5%	(104)	10%	(212)	21%	(461)	50%	(1106)	14%	(317)	2200
2012 Vote: Barack Obama	7%	(54)	10%	(85)	23%	(193)	46%	(383)	13%	(111)	826
2012 Vote: Mitt Romney	3%	(14)	8%	(38)	28%	(138)	45%	(219)	17%	(82)	492
2012 Vote: Other	1%	(1)	3%	(3)	33%	(33)	55%	(56)	7%	(7)	100
2012 Vote: Didn't Vote	4%	(34)	11%	(82)	12%	(96)	58%	(447)	15%	(117)	777
4-Region: Northeast	4%	(17)	10%	(39)	28%	(112)	43%	(169)	14%	(57)	394
4-Region: Midwest	4%	(18)	9%	(43)	22%	(103)	48%	(223)	16%	(75)	462
4-Region: South	6%	(48)	11%	(89)	19%	(154)	53%	(433)	12%	(101)	824
4-Region: West	4%	(21)	8%	(40)	18%	(92)	54%	(282)	16%	(84)	520
Sports fans	6%	(91)	11%	(172)	27%	(410)	37%	(554)	19%	(290)	1517
Avid Sports fans	11%	(49)	11%	(51)	38%	(174)	21%	(97)	18%	(82)	453
NFL fans	6%	(89)	12%	(168)	26%	(373)	37%	(533)	19%	(275)	1438
Avid NFL fans	8%	(52)	12%	(76)	32%	(209)	27%	(181)	22%	(142)	660
MLB fans	6%	(69)	11%	(122)	32%	(350)	32%	(360)	19%	(208)	1109
Avid MLB fans	8%	(32)	11%	(46)	43%	(170)	18%	(71)	20%	(80)	399
NHL fans	7%	(57)	13%	(98)	30%	(229)	30%	(228)	20%	(152)	764
Avid NHL fans	11%	(23)	13%	(29)	33%	(72)	30%	(66)	13%	(27)	217
NBA fans	7%	(78)	15%	(153)	26%	(272)	34%	(359)	18%	(187)	1048
Avid NBA fans	13%	(42)	16%	(51)	25%	(78)	29%	(91)	18%	(56)	318
Soccer fans	8%	(48)	14%	(86)	25%	(150)	34%	(202)	19%	(111)	597
Avid Soccer fans	15%	(14)	22%	(21)	23%	(22)	34%	(33)	6%	(5)	95
College Basketball fans	7%	(67)	13%	(119)	29%	(268)	31%	(287)	19%	(177)	918
Avid College Basketball fans	12%	(33)	14%	(39)	34%	(90)	23%	(62)	16%	(43)	266
College Football fans	7%	(71)	13%	(141)	29%	(310)	32%	(343)	19%	(208)	1073
Avid College Football fans	10%	(37)	14%	(53)	36%	(136)	23%	(87)	18%	(68)	380
Baseball fans	6%	(72)	11%	(139)	29%	(353)	35%	(426)	18%	(224)	1214
Avid Baseball fans	8%	(31)	14%	(55)	41%	(157)	18%	(69)	18%	(69)	381

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Table RAD9: Live broadcasts of Oakland Athletics games will not be available on AM or FM radio for the 2020 season, but will be available to stream for free online or via a mobile app, as well as on satellite radio for those with a paid subscription. Do you support or oppose your favorite sports teams discontinuing AM or FM radio broadcasts and making live games available exclusively via online streaming and paid satellite radio subscription?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	5%	(104)	10%	(212)	21%	(461)	50%	(1106)	14%	(317)	2200
Age: 18-29 (Sports Fans)	7%	(20)	18%	(49)	11%	(31)	37%	(103)	27%	(74)	277
Age: 30-44 (Sports Fans)	12%	(46)	14%	(54)	23%	(90)	32%	(127)	20%	(82)	401
Age: 45-54 (Sports Fans)	4%	(10)	9%	(23)	30%	(78)	38%	(98)	18%	(48)	258
Age: 55-64 (Sports Fans)	3%	(8)	11%	(28)	36%	(95)	34%	(91)	16%	(43)	265
Age: 65+ (Sports Fans)	2%	(6)	6%	(18)	36%	(116)	43%	(135)	14%	(43)	317

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

Table RAD10: *And are you more or less likely to listen to live broadcasts of sporting events if they are only streamed online or via paid satellite radio subscription?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (80)	6% (143)	19% (418)	8% (173)	27% (587)	36% (800)	2200
Gender: Male	5% (56)	9% (94)	20% (213)	10% (107)	29% (310)	27% (282)	1062
Gender: Female	2% (24)	4% (49)	18% (205)	6% (66)	24% (277)	46% (518)	1138
Age: 18-29	5% (24)	8% (37)	20% (91)	7% (31)	16% (74)	44% (199)	456
Age: 30-44	6% (34)	9% (50)	18% (99)	8% (43)	24% (133)	36% (198)	557
Age: 45-54	3% (12)	7% (26)	21% (76)	11% (39)	26% (94)	33% (119)	366
Age: 55-64	2% (6)	4% (15)	21% (81)	7% (28)	31% (118)	35% (136)	385
Age: 65+	1% (4)	3% (15)	16% (71)	7% (31)	39% (168)	34% (147)	436
Generation Z: 18-22	5% (11)	6% (14)	22% (48)	6% (12)	13% (29)	47% (103)	218
Millennial: Age 23-38	6% (35)	8% (49)	17% (101)	8% (49)	22% (131)	38% (219)	584
Generation X: Age 39-54	4% (24)	9% (50)	20% (116)	9% (53)	24% (141)	34% (194)	577
Boomers: Age 55-73	1% (8)	4% (26)	19% (134)	7% (53)	34% (245)	35% (248)	714
PID: Dem (no lean)	6% (46)	10% (80)	19% (144)	7% (55)	24% (186)	34% (259)	770
PID: Ind (no lean)	2% (11)	4% (29)	19% (140)	8% (61)	26% (190)	41% (303)	735
PID: Rep (no lean)	3% (23)	5% (34)	19% (133)	8% (57)	30% (211)	34% (237)	695
PID/Gender: Dem Men	9% (33)	15% (55)	17% (60)	7% (27)	24% (87)	28% (100)	361
PID/Gender: Dem Women	3% (13)	6% (25)	21% (84)	7% (29)	24% (98)	39% (160)	409
PID/Gender: Ind Men	1% (5)	5% (17)	21% (71)	12% (41)	33% (110)	27% (91)	335
PID/Gender: Ind Women	2% (7)	3% (12)	17% (69)	5% (20)	20% (80)	53% (213)	400
PID/Gender: Rep Men	5% (18)	6% (22)	22% (82)	11% (39)	31% (113)	25% (91)	365
PID/Gender: Rep Women	1% (5)	4% (12)	16% (52)	5% (17)	30% (98)	44% (146)	329
Ideo: Liberal (1-3)	7% (35)	9% (48)	20% (111)	9% (50)	23% (127)	32% (174)	545
Ideo: Moderate (4)	4% (22)	7% (39)	22% (126)	10% (56)	26% (147)	32% (182)	571
Ideo: Conservative (5-7)	2% (17)	6% (45)	20% (155)	8% (64)	33% (256)	32% (252)	788
Educ: < College	3% (45)	6% (94)	19% (283)	7% (103)	26% (388)	40% (599)	1512
Educ: Bachelors degree	5% (22)	8% (34)	19% (86)	10% (45)	28% (123)	30% (135)	444
Educ: Post-grad	6% (14)	6% (15)	20% (48)	10% (25)	31% (76)	27% (65)	244
Income: Under 50k	3% (42)	7% (80)	19% (231)	6% (73)	24% (295)	41% (493)	1213
Income: 50k-100k	4% (24)	7% (50)	16% (111)	9% (58)	30% (206)	34% (228)	678
Income: 100k+	5% (14)	4% (12)	25% (76)	13% (42)	28% (86)	26% (79)	308
Ethnicity: White	3% (55)	6% (96)	19% (326)	8% (136)	28% (478)	37% (631)	1722

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Table RAD10: *And are you more or less likely to listen to live broadcasts of sporting events if they are only streamed online or via paid satellite radio subscription?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (80)	6% (143)	19% (418)	8% (173)	27% (587)	36% (800)	2200
Ethnicity: Hispanic	6% (19)	12% (41)	21% (72)	4% (16)	23% (79)	35% (122)	349
Ethnicity: Afr. Am.	8% (21)	9% (25)	24% (67)	10% (26)	18% (50)	31% (86)	274
Ethnicity: Other	2% (3)	11% (23)	13% (26)	5% (11)	29% (60)	40% (82)	204
All Christian	4% (40)	6% (62)	20% (199)	8% (80)	30% (291)	31% (302)	974
All Non-Christian	7% (7)	14% (14)	17% (17)	7% (7)	23% (22)	31% (31)	97
Atheist	3% (4)	4% (5)	29% (39)	9% (11)	26% (35)	29% (39)	133
Agnostic/Nothing in particular	3% (30)	6% (61)	16% (163)	7% (75)	24% (239)	43% (428)	996
Religious Non-Protestant/Catholic	7% (8)	12% (15)	18% (23)	6% (7)	26% (31)	32% (40)	123
Evangelical	5% (30)	7% (42)	18% (111)	8% (49)	26% (164)	37% (228)	623
Non-Evangelical	3% (25)	6% (42)	18% (133)	9% (67)	29% (219)	35% (261)	746
Community: Urban	5% (32)	8% (45)	20% (115)	9% (53)	26% (151)	32% (186)	582
Community: Suburban	3% (34)	7% (71)	18% (191)	8% (85)	28% (295)	36% (379)	1056
Community: Rural	3% (14)	5% (26)	20% (112)	6% (35)	25% (141)	42% (234)	562
Employ: Private Sector	6% (39)	9% (59)	20% (127)	9% (60)	26% (163)	29% (186)	634
Employ: Government	4% (6)	9% (12)	23% (32)	9% (13)	27% (37)	28% (39)	138
Employ: Self-Employed	2% (3)	8% (14)	14% (26)	11% (21)	32% (60)	34% (63)	188
Employ: Homemaker	2% (4)	4% (6)	23% (36)	6% (9)	24% (38)	41% (64)	156
Employ: Retired	1% (7)	3% (16)	18% (94)	6% (33)	35% (181)	36% (184)	514
Employ: Unemployed	4% (9)	6% (16)	18% (46)	8% (20)	18% (47)	47% (121)	258
Employ: Other	3% (6)	6% (12)	14% (27)	4% (8)	26% (49)	46% (88)	191
Military HH: Yes	4% (14)	4% (16)	16% (56)	8% (30)	30% (108)	38% (135)	359
Military HH: No	4% (66)	7% (127)	20% (362)	8% (143)	26% (479)	36% (665)	1841
RD/WT: Right Direction	3% (31)	8% (67)	18% (162)	8% (73)	30% (264)	33% (297)	893
RD/WT: Wrong Track	4% (49)	6% (76)	20% (255)	8% (100)	25% (323)	39% (503)	1307
Trump Job Approve	3% (32)	6% (57)	19% (178)	8% (77)	31% (288)	33% (307)	939
Trump Job Disapprove	4% (47)	7% (79)	20% (227)	8% (90)	24% (276)	37% (428)	1147
Trump Job Strongly Approve	4% (23)	4% (24)	19% (101)	7% (37)	32% (175)	34% (186)	546
Trump Job Somewhat Approve	2% (9)	8% (33)	20% (77)	10% (39)	29% (113)	31% (122)	393
Trump Job Somewhat Disapprove	4% (10)	9% (25)	24% (66)	10% (28)	25% (70)	28% (78)	277
Trump Job Strongly Disapprove	4% (37)	6% (53)	19% (162)	7% (62)	24% (206)	40% (350)	870

Continued on next page

Table RAD10: *And are you more or less likely to listen to live broadcasts of sporting events if they are only streamed online or via paid satellite radio subscription?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (80)	6% (143)	19% (418)	8% (173)	27% (587)	36% (800)	2200
Favorable of Trump	4% (36)	6% (60)	18% (169)	8% (75)	31% (283)	33% (302)	925
Unfavorable of Trump	4% (43)	7% (79)	20% (229)	8% (89)	25% (282)	36% (413)	1135
Very Favorable of Trump	3% (16)	5% (25)	16% (89)	9% (48)	32% (174)	35% (192)	546
Somewhat Favorable of Trump	5% (20)	9% (35)	21% (80)	7% (26)	29% (109)	29% (110)	379
Somewhat Unfavorable of Trump	4% (7)	11% (23)	25% (52)	8% (16)	25% (53)	27% (57)	208
Very Unfavorable of Trump	4% (35)	6% (56)	19% (177)	8% (73)	25% (230)	38% (356)	927
#1 Issue: Economy	4% (21)	8% (45)	20% (114)	9% (51)	28% (162)	32% (189)	583
#1 Issue: Security	4% (18)	4% (16)	19% (76)	9% (35)	29% (119)	35% (141)	404
#1 Issue: Health Care	4% (15)	10% (40)	18% (72)	7% (29)	27% (109)	35% (142)	408
#1 Issue: Medicare / Social Security	2% (8)	5% (16)	19% (65)	6% (20)	31% (107)	38% (133)	349
#1 Issue: Women's Issues	1% (1)	7% (6)	19% (17)	10% (10)	17% (15)	46% (42)	91
#1 Issue: Education	6% (8)	7% (9)	19% (24)	13% (17)	14% (19)	42% (55)	131
#1 Issue: Energy	5% (6)	7% (8)	21% (25)	7% (9)	28% (33)	31% (37)	119
#1 Issue: Other	3% (3)	2% (2)	21% (24)	2% (2)	21% (24)	53% (60)	115
2018 House Vote: Democrat	5% (35)	9% (65)	20% (145)	9% (63)	25% (182)	32% (232)	722
2018 House Vote: Republican	3% (22)	6% (38)	19% (130)	9% (61)	31% (210)	32% (217)	678
2018 House Vote: Someone else	3% (2)	4% (3)	19% (13)	8% (6)	26% (18)	41% (29)	71
2016 Vote: Hillary Clinton	6% (38)	9% (60)	19% (127)	10% (65)	24% (161)	31% (206)	657
2016 Vote: Donald Trump	3% (23)	6% (45)	18% (126)	10% (71)	32% (223)	30% (211)	700
2016 Vote: Other	2% (3)	5% (7)	22% (34)	4% (7)	27% (41)	40% (62)	154
2016 Vote: Didn't Vote	2% (16)	4% (31)	19% (130)	4% (30)	24% (162)	46% (319)	688
Voted in 2014: Yes	4% (54)	7% (94)	18% (237)	9% (118)	29% (380)	32% (409)	1291
Voted in 2014: No	3% (26)	5% (49)	20% (181)	6% (55)	23% (207)	43% (391)	909
2012 Vote: Barack Obama	5% (42)	9% (74)	18% (148)	9% (76)	26% (216)	33% (271)	826
2012 Vote: Mitt Romney	2% (9)	5% (26)	20% (96)	9% (42)	34% (168)	31% (151)	492
2012 Vote: Other	— (0)	1% (1)	12% (12)	7% (7)	44% (44)	36% (36)	100
2012 Vote: Didn't Vote	4% (29)	5% (39)	21% (161)	6% (48)	20% (159)	44% (340)	777

Continued on next page

Table RAD10: And are you more or less likely to listen to live broadcasts of sporting events if they are only streamed online or via paid satellite radio subscription?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (80)	6% (143)	19% (418)	8% (173)	27% (587)	36% (800)	2200
4-Region: Northeast	5% (19)	6% (24)	20% (79)	9% (36)	29% (114)	31% (121)	394
4-Region: Midwest	2% (11)	7% (30)	17% (79)	9% (42)	32% (146)	33% (154)	462
4-Region: South	4% (33)	8% (69)	19% (156)	7% (56)	23% (191)	39% (321)	824
4-Region: West	3% (18)	4% (19)	20% (104)	7% (39)	26% (137)	39% (203)	520
Sports fans	5% (74)	9% (130)	21% (324)	10% (158)	31% (475)	23% (356)	1517
Avid Sports fans	9% (40)	10% (46)	22% (101)	14% (66)	31% (141)	13% (60)	453
NFL fans	5% (73)	8% (121)	20% (294)	10% (148)	30% (426)	26% (377)	1438
Avid NFL fans	6% (42)	8% (50)	20% (133)	14% (93)	31% (205)	21% (137)	660
MLB fans	5% (57)	9% (101)	21% (233)	11% (121)	32% (358)	22% (239)	1109
Avid MLB fans	7% (28)	10% (41)	24% (98)	12% (50)	34% (136)	12% (47)	399
NHL fans	6% (45)	11% (83)	21% (161)	12% (90)	31% (235)	20% (151)	764
Avid NHL fans	10% (21)	11% (24)	20% (42)	15% (33)	27% (57)	18% (39)	217
NBA fans	7% (72)	10% (107)	21% (217)	11% (114)	28% (296)	23% (242)	1048
Avid NBA fans	11% (36)	13% (42)	19% (59)	10% (32)	27% (87)	19% (62)	318
Soccer fans	7% (44)	12% (72)	19% (114)	11% (68)	26% (155)	24% (143)	597
Avid Soccer fans	17% (16)	25% (24)	17% (16)	4% (4)	17% (16)	20% (19)	95
College Basketball fans	6% (56)	10% (93)	20% (180)	13% (120)	30% (272)	21% (196)	918
Avid College Basketball fans	12% (31)	10% (27)	22% (59)	13% (36)	25% (67)	18% (47)	266
College Football fans	6% (64)	9% (101)	20% (213)	12% (134)	30% (326)	22% (236)	1073
Avid College Football fans	10% (39)	9% (33)	20% (74)	15% (57)	29% (109)	18% (68)	380
Baseball fans	5% (63)	9% (109)	21% (254)	10% (126)	32% (386)	23% (276)	1214
Avid Baseball fans	8% (31)	12% (45)	22% (84)	12% (45)	36% (136)	10% (40)	381
Age: 18-29 (Sports Fans)	8% (21)	10% (29)	26% (73)	9% (25)	21% (57)	26% (72)	277
Age: 30-44 (Sports Fans)	8% (32)	12% (47)	18% (72)	10% (40)	26% (105)	26% (104)	401
Age: 45-54 (Sports Fans)	5% (12)	10% (25)	24% (62)	14% (36)	29% (74)	19% (48)	258
Age: 55-64 (Sports Fans)	2% (6)	6% (15)	23% (60)	10% (26)	36% (96)	23% (61)	265
Age: 65+ (Sports Fans)	1% (3)	5% (15)	18% (56)	10% (30)	45% (142)	22% (71)	317

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	456	21%
	Age: 30-44	557	25%
	Age: 45-54	366	17%
	Age: 55-64	385	17%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	218	10%
	Millennial: Age 23-38	584	27%
	Generation X: Age 39-54	577	26%
	Boomers: Age 55-73	714	32%
	N	2093	
xpid3	PID: Dem (no lean)	770	35%
	PID: Ind (no lean)	735	33%
	PID: Rep (no lean)	695	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	361	16%
	PID/Gender: Dem Women	409	19%
	PID/Gender: Ind Men	335	15%
	PID/Gender: Ind Women	400	18%
	PID/Gender: Rep Men	365	17%
	PID/Gender: Rep Women	329	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	545	25%
	Ideo: Moderate (4)	571	26%
	Ideo: Conservative (5-7)	788	36%
	N	1904	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1213	55%
	Income: 50k-100k	678	31%
	Income: 100k+	308	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	974	44%
	All Non-Christian	97	4%
	Atheist	133	6%
	Agnostic/Nothing in particular	996	45%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	123	6%
xdemEvang	Evangelical	623	28%
	Non-Evangelical	746	34%
	N	1369	
xdemUsr	Community: Urban	582	26%
	Community: Suburban	1056	48%
	Community: Rural	562	26%
	N	2200	
xdemEmploy	Employ: Private Sector	634	29%
	Employ: Government	138	6%
	Employ: Self-Employed	188	9%
	Employ: Homemaker	156	7%
	Employ: Retired	514	23%
	Employ: Unemployed	258	12%
	Employ: Other	191	9%
	N	2079	
xdemMilHH1	Military HH: Yes	359	16%
	Military HH: No	1841	84%
	N	2200	
xnrl	RD/WT: Right Direction	893	41%
	RD/WT: Wrong Track	1307	59%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	939	43%
	Trump Job Disapprove	1147	52%
	N	2086	
Trump_Approve2	Trump Job Strongly Approve	546	25%
	Trump Job Somewhat Approve	393	18%
	Trump Job Somewhat Disapprove	277	13%
	Trump Job Strongly Disapprove	870	40%
	N	2086	
Trump_Fav	Favorable of Trump	925	42%
	Unfavorable of Trump	1135	52%
	N	2060	
Trump_Fav_FULL	Very Favorable of Trump	546	25%
	Somewhat Favorable of Trump	379	17%
	Somewhat Unfavorable of Trump	208	9%
	Very Unfavorable of Trump	927	42%
	N	2060	
xnr3	#1 Issue: Economy	583	26%
	#1 Issue: Security	404	18%
	#1 Issue: Health Care	408	19%
	#1 Issue: Medicare / Social Security	349	16%
	#1 Issue: Women's Issues	91	4%
	#1 Issue: Education	131	6%
	#1 Issue: Energy	119	5%
	#1 Issue: Other	115	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	722	33%
	2018 House Vote: Republican	678	31%
	2018 House Vote: Someone else	71	3%
	N	1471	
xsubVote16O	2016 Vote: Hillary Clinton	657	30%
	2016 Vote: Donald Trump	700	32%
	2016 Vote: Other	154	7%
	2016 Vote: Didn't Vote	688	31%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1291	59%
	Voted in 2014: No	909	41%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	826	38%
	2012 Vote: Mitt Romney	492	22%
	2012 Vote: Other	100	5%
	2012 Vote: Didn't Vote	777	35%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
RADdem1	Sports fans	1517	69%
RADdem2	Avid Sports fans	453	21%
RADdem3	NFL fans	1438	65%
RADdem4	Avid NFL fans	660	30%
RADdem5	MLB fans	1109	50%
RADdem6	Avid MLB fans	399	18%
RADdem7	NHL fans	764	35%
RADdem8	Avid NHL fans	217	10%
RADdem9	NBA fans	1048	48%
RADdem10	Avid NBA fans	318	14%
RADdem11	Soccer fans	597	27%
RADdem12	Avid Soccer fans	95	4%
RADdem13	College Basketball fans	918	42%
RADdem14	Avid College Basketball fans	266	12%
RADdem15	College Football fans	1073	49%
RADdem16	Avid College Football fans	380	17%
RADdem17	Baseball fans	1214	55%
RADdem18	Avid Baseball fans	381	17%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
RADdem19	Age: 18-29 (Sports Fans)	277	13%
	Age: 30-44 (Sports Fans)	401	18%
	Age: 45-54 (Sports Fans)	258	12%
	Age: 55-64 (Sports Fans)	265	12%
	Age: 65+ (Sports Fans)	317	14%
	N	1517	

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



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