

VCE1c Which of the following applies to you regarding the COVID-19 vaccine?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
I am vaccinated (i.e., I have received an initial and/or booster vaccines since they've become available)	1643	796	847	216	456	400	571	673	970	1093	642	231	133	255	1022	620	251	287	485	443	510	638	588	951	656
	77%	77%	77%	68%	74%	76%	84%	72%	81%	79%	77%	76%	92%	77%	78%	75%	80%	85%	67%	80%	80%	84%	77%	78%	76%
I am not vaccinated (i.e., I have never received any vaccine for COVID since becoming available)	491	236	255	100	157	130	105	257	234	283	190	72	12	78	287	204	62	52	173	218	129	126	173	262	203
	23%	23%	23%	32%	26%	24%	16%	28%	19%	21%	23%	24%	8%	23%	22%	25%	20%	15%	33%	33%	20%	16%	23%	22%	24%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

RTW01B As of today, where are you working from?

Base: Employed

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1315	673	642	259	537	332	187	796	519	891	507	248	92	170	1315	-	285	354	676	336	477	476	645	812	477
Weighted Base	1310	687	623	227	515	381	187	741	568	788	608	230	103*	254	1310	**	313	339	658	305	425	557	652	838	440
I work fully remote	313 24%	164 24%	149 24%	48 21%	124 24%	90 24%	50 27%	172 23%	140 25%	169 21%	168 28% J	61 26%	29 28%	76 30% J	313 24%	-	313 100% RS	-	-	75 25%	84 20%	147 26% U	131 20%	188 22% W	113 26% w
I work hybrid (i.e., between home and office)	339 26%	160 23%	179 29% b	53 23%	164 32% dFG	81 21%	41 22%	217 29% I	122 21%	212 27%	152 25%	52 23%	32 31%	75 30%	339 26%	-	-	339 100% QS	-	41 13%	106 25% T	186 33% TU	208 32% XY	244 29% Y	87 20%
I work fully in-person (e.g., office, worksite, etc.)	658 50%	363 53%	295 47%	126 55% E	227 44%	210 55% E	97 52%	352 48% I	306 54% h	407 47% mN	287 47% n	117 51% n	41 40%	103 40%	658 50%	-	-	-	658 100% QR	190 62% V	234 55% V	224 40%	314 48%	407 49%	240 55% wx
Sigma	1310 100%	687 100%	623 100%	227 100%	515 100%	381 100%	187 100%	741 100%	568 100%	788 100%	608 100%	230 100%	103 100%	254 100%	1310 100%	-	313 100%	339 100%	658 100%	305 100%	425 100%	557 100%	652 100%	838 100%	440 100%

Proportions/Mean: Columns I tested (5%, 10% ns/k level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 3

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	MALE (A)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	Black or Color (K)	Asian or Hispanic (L)	Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In- person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)	
																									Wave 214 (3/29- 3/31)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Community	1741	822	919	221	467	449	604	689	1053	1161	645	249	118	241	1055	686	249	274	532	532	542	619	599	992	714
Freedom	1692	830	862	211	464	433	583	675	1017	1137	631	234	109	246	1019	673	228	267	525	514	519	614	565	963	691
Values	1544	730	814	192	434	409	509	625	918	1015	592	220	103	237	949	595	214	251	484	476	474	549	540	888	624
Progress	1498	710	798	195	430	376	496	626	872	991	561	228	95	224	917	581	199	248	480	453	471	528	535	856	614
Authenticity	1496	721	775	183	411	410	491	594	901	987	569	213	108	215	929	567	207	249	473	442	460	559	530	860	612
Traditions	1492	712	780	186	396	386	524	582	910	999	553	222	94	215	895	597	202	237	456	468	454	525	501	858	602
Equality	1478	712	766	206	441	365	466	647	830	952	585	222	111	217	918	560	213	250	455	448	451	534	537	856	592
Sustainability	1382	668	714	176	352	353	445	583	798	880	565	213	87	221	862	520	187	245	423	408	439	489	502	802	546
Patriotic	1334	663	671	127	352	360	505	479	855	932	465	162	87	189	775	569	179	202	393	398	416	484	443	782	522
Equity	1276	618	658	160	385	332	398	546	730	806	514	211	90	191	803	472	176	216	411	365	402	473	495	776	482
Next generation	1167	562	606	162	335	295	375	498	670	735	480	200	87	182	724	443	166	209	349	335	367	437	431	692	446
Inclusion	1105	523	582	163	334	261	348	487	609	722	447	170	80	182	690	415	151	205	334	291	351	434	416	649	435
Faith-based	1100	532	568	147	293	279	380	440	660	690	454	187	79	172	681	419	133	178	370	345	339	381	393	644	428
Progressive	1087	505	582	169	338	262	318	407	580	654	489	201	81	182	692	395	158	199	336	318	340	400	417	637	421
Pride	1079	515	563	138	309	296	335	447	632	710	430	172	62	174	687	391	157	195	336	310	332	402	389	635	425
Hispanic	1056	548	508	185	294	268	309	479	577	647	481	170	78	232	666	390	161	183	321	293	351	380	368	599	425
Asian American Pacific Islander (AAPI)	965	480	484	131	271	248	315	403	562	607	399	148	90	155	599	366	129	181	289	264	307	373	355	568	369
DEI (Diversity, Equity, & Inclusion)	962	454	507	148	315	233	265	463	499	591	415	175	64	165	626	336	129	187	310	267	315	354	386	580	360
Gender	923	448	474	128	267	230	300	393	530	581	385	159	59	159	567	356	130	163	273	286	265	343	347	538	359
Conservative	871	437	434	109	252	223	288	360	511	550	348	137	56	130	529	342	134	128	267	264	272	318	326	526	324
IVF (in-vitro fertilization)	829	363	467	101	235	227	265	336	493	563	303	122	54	122	511	318	132	144	234	234	249	320	317	512	296
Parity	701	401	300	84	211	178	227	296	406	442	279	105	47	114	455	246	97	149	209	171	211	303	278	425	260
ESG (Environment, Societal, Government)	692	357	335	91	286	170	165	367	335	401	316	144	60	116	493	200	115	166	211	170	197	308	320	436	236

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Latinx	580	264	316	117	211	131	121	328	252	320	303	109	45	155	399	181	102	131	165	155	171	240	258	352	202
	27%	26%	29%	37%	34%	25%	18%	35%	21%	23%	36%	36%	31%	47%	30%	22%	33%	39%	25%	23%	27%	31%	34%	29%	24%
Woke	567	258	310	113	234	130	91	347	220	279	313	149	42	114	418	150	99	104	214	177	167	215	273	344	204
	27%	25%	28%	36%	38%	24%	13%	37%	18%	20%	38%	49%	29%	34%	32%	18%	32%	31%	33%	27%	26%	28%	36%	28%	24%
Intersectional	511	271	240	97	190	127	97	287	224	277	255	100	38	110	376	135	105	99	172	141	152	209	228	298	196
	24%	26%	22%	31%	31%	24%	14%	31%	19%	20%	31%	33%	26%	33%	29%	16%	34%	29%	26%	21%	24%	27%	30%	25%	23%
Underrepresented	510	270	239	93	161	124	132	254	255	299	229	90	46	98	337	172	91	101	145	151	145	205	203	291	206
	24%	26%	22%	29%	28%	23%	19%	27%	21%	22%	28%	30%	32%	29%	26%	21%	29%	30%	22%	23%	23%	27%	27%	24%	24%
Asylum seekers	505	272	233	88	177	118	122	265	240	290	235	115	31	103	332	173	89	87	156	144	145	204	228	304	182
	24%	26%	21%	28%	28%	22%	18%	29%	20%	21%	26%	38%	21%	31%	25%	21%	28%	26%	24%	22%	23%	27%	30%	25%	21%
Fetal personhood	362	201	161	73	142	82	65	215	147	202	184	85	27	77	265	97	75	71	118	91	104	158	183	233	113
	17%	19%	15%	23%	23%	16%	10%	23%	12%	15%	22%	28%	19%	23%	20%	12%	24%	21%	18%	14%	16%	21%	24%	19%	13%
BIPOC	354	177	177	84	152	83	35	236	118	185	187	90	30	79	272	82	78	73	121	93	114	140	178	214	122
	17%	17%	16%	27%	25%	16%	5%	25%	10%	13%	22%	30%	21%	24%	21%	10%	25%	22%	18%	14%	18%	18%	23%	18%	14%
Illegal immigration	348	189	159	73	138	72	65	211	137	181	192	70	30	92	260	88	78	80	103	84	118	139	166	220	110
	16%	18%	14%	23%	22%	14%	10%	23%	11%	13%	23%	23%	21%	28%	20%	11%	25%	24%	16%	13%	19%	18%	22%	18%	13%
Undocumented immigration	333	184	149	71	134	74	54	206	127	163	187	74	30	81	244	90	80	68	95	85	104	139	166	194	123
	16%	18%	14%	23%	22%	14%	8%	22%	11%	12%	22%	24%	21%	24%	19%	11%	26%	20%	14%	13%	16%	18%	22%	16%	14%
Illegals	327	175	153	65	129	79	55	194	134	180	173	71	21	77	232	96	74	60	98	83	93	143	156	199	112
	15%	17%	14%	20%	21%	15%	8%	21%	11%	13%	21%	23%	15%	23%	18%	12%	24%	18%	15%	13%	15%	19%	21%	16%	13%
Cancel culture	303	151	152	73	119	73	39	211	112	145	171	66	29	72	219	84	57	66	82	85	96	133	138	179	118
	14%	15%	14%	23%	19%	14%	6%	21%	11%	11%	22%	20%	22%	22%	17%	10%	18%	19%	15%	12%	13%	17%	18%	15%	14%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Illegal immigration	1582	765	817	202	403	406	571	605	977	1081	540	194	93	202	934	648	197	237	499	485	482	567	513	882	675
Illegals	1573	754	819	179	411	400	583	590	983	1080	525	184	92	197	930	643	191	249	490	484	492	552	514	894	655
Undocumented immigration	1522	731	791	180	380	394	568	560	962	1066	517	186	93	207	889	633	182	239	468	461	465	551	486	868	629
Cancel culture	1461	753	708	203	402	364	492	606	856	907	507	187	98	205	901	561	210	241	450	422	458	537	495	825	604
Asylum seekers	1234	600	634	129	305	329	471	434	800	882	402	117	77	164	739	495	154	198	388	363	391	449	398	708	507
Underrepresented	1217	579	638	154	326	305	432	481	737	843	414	150	71	163	739	478	159	190	390	346	393	440	430	712	482
Woke	1173	612	560	131	287	317	438	418	755	846	360	108	69	162	693	479	167	188	339	343	362	431	361	650	501
Conservative	1001	470	531	144	273	247	337	455	584	697	333	117	67	609	392	129	180	308	291	307	370	345	551	430	
Gender	1000	477	523	134	280	261	335	414	585	687	341	103	58	131	618	382	135	153	330	287	336	348	341	571	413
ESG (Environment, Societal, Government)	899	435	465	130	206	222	342	336	564	633	291	101	47	130	512	387	122	121	269	284	282	311	281	505	374
Fetal personhood	867	422	445	122	236	216	292	359	508	593	295	91	64	126	541	326	133	153	255	254	259	330	279	463	385
Pride	863	429	434	127	242	196	288	368	495	595	302	107	60	120	512	351	123	116	273	275	271	283	300	483	361
Faith-based	829	396	433	114	263	199	253	377	452	578	281	89	46	118	513	317	130	142	241	236	245	326	302	480	334
DEI (Diversity, Equity, & Inclusion)	827	424	403	90	205	217	314	296	531	584	257	82	46	112	494	333	125	109	260	256	242	306	262	459	352
Hispanic	824	363	461	74	247	204	298	322	502	579	250	94	42	66	498	326	117	123	258	281	223	293	313	489	322
Progressive	819	424	395	101	190	220	308	290	528	598	236	71	41	113	488	330	109	112	267	248	248	297	261	456	348
IVF (in-vitro fertilization)	817	420	398	97	220	187	314	317	501	556	281	99	47	115	490	327	99	125	266	258	248	288	278	470	328
Latinx	753	402	351	87	204	188	275	291	462	525	243	85	49	92	465	288	119	116	230	211	226	294	256	433	309
Intersectional	752	376	376	98	231	194	229	329	422	513	261	103	45	111	488	265	110	133	245	212	219	294	296	441	299
Asian American Pacific Islander (AAPI)	718	328	390	98	216	169	234	314	403	478	243	93	36	88	445	272	114	108	224	217	217	263	260	414	291
Inclusion	707	348	359	84	188	189	246	272	435	492	219	76	34	88	437	270	101	101	234	222	213	250	232	395	296
Next generation	693	344	349	102	202	168	221	304	390	466	247	75	37	103	437	256	98	104	235	214	209	246	253	392	289
Parity	607	330	277	90	158	160	199	249	352	397	299	87	47	99	382	225	93	104	186	179	172	241	215	350	246

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 4

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Equity	602	308	294	70	143	156	233	213	389	435	184	57	30	73	355	247	89	93	173	188	179	221	180	323	264
Patriotic	567	261	306	117	181	132	137	298	269	341	231	85	27	93	387	180	80	104	203	172	181	201	221	312	241
Sustainability	509	262	247	81	129	122	176	211	298	357	162	58	27	65	311	198	82	68	161	149	154	189	178	292	206
Equality	495	248	248	68	128	127	173	195	300	349	162	56	18	77	309	186	75	80	155	147	148	187	177	286	199
BIPOC	489	259	230	84	163	107	135	247	242	307	191	69	33	76	337	152	88	99	151	133	135	206	200	277	198
Progress	446	226	220	74	121	117	134	195	251	286	171	48	30	68	283	163	85	68	131	128	127	179	158	263	172
Traditions	439	223	216	76	144	101	118	220	219	274	172	58	25	69	289	150	67	78	143	122	135	170	181	251	177
Values	419	230	189	74	124	89	132	199	221	275	146	59	19	56	266	153	67	70	114	133	160	164	244	161	
Authenticity	397	207	190	67	123	75	133	189	207	255	147	56	15	56	240	157	60	62	119	129	124	120	147	231	153
Freedom	321	150	172	69	107	76	71	175	146	175	136	54	18	52	220	101	55	64	102	91	96	120	146	189	123
Community	242	139	103	62	88	48	44	150	92	136	114	37	12	62	165	77	33	51	81	62	70	101	122	150	86

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
Table 5

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
Summary Of N/A - I'm Not Familiar With That Word

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	<\$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
BIPOC	1291	596	695	148	299	339	505	447	844	884	453	144	81	178	701	589	147	167	387	434	390	418	384	723	538
Fetal personhood	905	409	496	120	235	231	318	356	549	582	353	127	54	130	503	401	104	114	285	316	277	276	300	517	360
Intersectional	870	384	486	121	192	208	349	314	557	587	316	100	61	112	446	424	97	107	241	307	267	261	237	474	363
Parity	825	301	525	147	244	191	249	385	440	538	315	111	51	120	472	353	122	86	264	310	256	220	268	438	353
Latinx	801	366	435	112	199	211	280	311	490	531	286	108	51	86	447	355	91	92	263	294	243	231	247	428	347
ESG (Environment, Societal, Government)	542	240	302	95	142	137	169	237	305	342	224	68	37	87	305	238	75	51	178	206	160	145	161	273	248
IVF (in-vitro fertilization)	487	250	238	118	158	114	96	277	211	257	247	82	43	97	308	179	81	69	158	168	142	146	166	231	234
Asian American Pacific Islander (AAPI)	451	224	228	87	126	113	126	213	238	292	189	82	19	89	265	186	70	50	185	190	115	123	147	230	198
Underrepresented	407	182	225	69	126	100	112	195	212	235	188	63	27	72	233	174	63	48	123	163	100	120	129	210	170
Asylum seekers	394	160	235	99	132	82	82	230	164	204	195	72	36	65	238	156	70	54	115	153	103	111	136	200	170
Woke	394	162	232	72	93	83	146	165	229	252	159	46	33	57	199	195	47	47	106	140	109	118	128	219	154
Cancel culture	370	128	242	40	92	93	144	133	237	234	153	50	17	56	191	179	46	32	113	156	96	84	128	210	136
DEI (Diversity, Equity, & Inclusion)	346	154	192	78	93	79	96	171	175	202	160	46	34	56	191	155	58	44	89	137	82	104	113	174	147
Inclusion	322	161	161	69	92	79	82	161	161	163	165	56	31	63	183	138	60	33	90	147	74	80	114	169	128
Undocumented immigration	279	116	162	65	99	61	54	164	115	148	128	43	21	45	177	102	50	32	95	114	69	74	110	151	107
Next generation	273	126	147	52	76	66	79	128	145	125	104	26	20	48	149	125	48	25	75	111	63	80	78	129	124
Conservative	262	125	137	63	89	59	50	152	109	129	151	49	21	70	171	91	56	31	84	105	60	76	90	135	105
Equity	256	106	150	86	85	41	44	171	85	136	134	34	25	69	152	105	47	30	74	107	58	70	86	115	113
Hispanic	254	121	133	57	72	57	68	129	125	151	101	38	24	34	146	108	34	33	79	86	65	91	81	125	111
Sustainability	244	102	141	59	76	54	55	135	108	139	114	31	20	47	137	106	44	26	68	104	46	77	102	119	106
Authenticity	242	104	138	66	80	44	51	146	96	134	116	34	21	62	141	101	46	28	67	89	54	85	84	122	93
Illegals	234	103	130	73	73	50	37	146	88	116	133	48	31	59	148	85	48	30	71	94	54	70	92	120	91
Patriotic	233	108	125	73	80	48	33	152	81	103	135	56	30	54	148	85	54	32	63	91	42	79	98	120	95

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 5

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of N/A - I'm Not Familiar With That Word

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Progressive	228	103	125	47	86	47	49	133	96	124	106	31	23	38	130	99	46	29	56	94	51	67	84	119	90
Gender	212	107	104	56	66	48	40	123	89	108	106	29	28	44	125	86	48	22	55	87	38	73	74	104	86
Faith-based	205	104	100	56	57	51	41	113	92	108	97	27	20	43	116	88	50	18	48	79	55	57	66	89	96
Illegal immigration	204	78	126	42	73	51	39	115	90	115	99	40	21	39	116	89	37	22	56	91	38	59	82	111	74
Traditions	203	97	106	55	73	42	33	128	75	104	106	23	26	50	126	78	43	23	59	70	49	70	80	104	80
Pride	192	88	105	52	62	36	42	114	78	102	99	24	22	39	110	82	33	28	49	75	36	69	73	95	73
Progress	190	96	94	47	62	36	46	109	81	99	100	26	20	41	109	81	38	23	48	80	41	57	69	95	73
Values	171	72	98	50	55	31	34	106	65	86	93	24	23	40	95	76	31	18	46	70	31	55	57	81	74
Equality	161	72	89	43	44	37	37	87	74	76	85	25	15	39	83	78	24	9	49	65	39	43	48	72	68
Community	150	71	80	33	58	32	27	91	59	79	73	17	15	30	89	61	30	13	46	66	27	44	50	71	59
Freedom	121	52	68	36	43	20	21	79	42	65	65	16	17	35	71	50	30	9	32	56	24	30	51	62	44

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_1 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Woke

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	567 27%	258 25%	310 28%	113 36% FG	234 38% FG	130 24% G	91 13%	347 37% I	220 18%	279 20%	313 38% JM	149 49% JKMN	42 23% J	114 34% J	418 32% P	150 18%	99 32%	104 31%	214 33%	177 27%	167 26%	215 28%	273 36% XY	344 28% Y	204 24%	
Divide people	1173 55%	612 59% C	560 51%	131 41%	287 47%	317 50% DE	438 65% DE	418 45%	755 63% H	846 61% KLMN	360 43% L	108 36% L	69 48% L	162 49% L	693 53% O	479 58% O	167 53%	188 55%	339 51%	343 52%	362 57%	431 56%	361 47% W	650 54% WX	501 58%	
N/A - I'm not familiar with that word	394 18%	162 16%	232 21% B	72 23% EF	93 15%	83 16% EF	146 22% EF	165 18%	229 19%	252 18% L	159 19% L	46 15% I	33 23% I	57 17% O	199 15% O	195 24% O	47 15%	47 14% UV	106 16% UV	140 21% UV	109 17%	118 15% UV	128 17% UV	219 18% UV	154 18%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_2 In your opinion, are the following words more likely to bring people together or divide people?  
 Freedom

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1692 79%	830 80%	862 78%	211 67%	464 76% D	433 82% DE	583 86% DEF	675 73%	1017 84% H	1137 83% KLmN	631 76%	234 77%	109 76%	246 74%	1019 78%	673 82% o	228 73%	267 79%	525 80% q	514 78%	519 81%	614 80%	565 74% W	963 76% W	691 81% W
Divide people	321 15%	150 14%	172 16%	69 22% FG	107 17% G	76 14% g	71 10%	175 19%	146 12%	175 13% J	136 16% J	54 18% J	18 12% J	52 16% P	220 17% P	101 12% P	55 18% P	64 19% RS	102 15% RS	91 14% UV	96 15% UV	120 16% X	146 19% XY	189 16% XY	123 14% XY
N/A - I'm not familiar with that word	121 6%	52 5%	68 6%	36 11% eFG	43 7% IG	20 4%	21 3%	79 9% I	42 3%	65 5% JL	65 8% JL	16 5% JL	17 12% JL	35 10% Jl	71 5% RS	50 6% RS	30 10% RS	9 3% UV	32 5% UV	56 8% UV	24 4% X	30 4% X	51 7% X	62 5% X	44 5% X
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_3 In your opinion, are the following words more likely to bring people together or divide people?  
 Sustainability

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1382 65%	668 65%	714 65%	176 56%	408 66% D	353 67% D	445 66% D	583 63%	798 66%	880 64%	555 67%	213 70% Jk	97 67%	221 68%	862 66%	520 63%	187 60%	245 72% Qs	429 65%	408 62%	439 69% T	499 65%	502 66%	802 66%	546 64%
Divide people	509 24%	262 25%	247 22%	81 26%	129 21%	122 23%	176 26% e	211 23%	298 25%	357 26% KLn	162 19%	58 19%	27 18%	65 20%	311 24%	198 24%	82 26%	68 20%	161 24%	149 23%	154 24%	189 25%	178 23%	292 24%	206 24%
N/A - I'm not familiar with that word	244 11%	102 10%	141 13% b	59 19% EFG	76 12% G	54 10%	55 8%	135 15% I	108 9%	139 10% JL	114 14% JL	31 10%	20 14%	47 14%	137 10%	106 13%	44 14% R	26 8%	68 10% UV	104 16% UV	46 7%	77 10%	82 11%	119 10%	106 12%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_4 In your opinion, are the following words more likely to bring people together or divide people?  
 DEI (Diversity, Equity, & Inclusion)

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	962 45%	454 44%	507 46%	148 47% g	315 51% FG	233 44%	265 39%	463 50% I	499 41%	591 43%	415 50% J	175 58% JKMn	64 44%	165 50% j	626 48% P	336 41%	129 41%	187 55% QS	310 47%	267 41%	315 49% T	354 46% t	386 51% XY	580 48% Y	360 42%
Divide people	827 39% c	424 41%	403 37%	90 29% c	205 33% DE	217 41% DE	314 47% DE	296 32% I	531 44% H	584 42% KLMN	257 31% L	82 27% L	46 32% L	112 34% L	494 38% M	333 40% N	125 40% O	109 32% P	260 40% Q	256 39% R	242 38% R	306 40% S	262 34% T	459 38% U	352 41% V
N/A - I'm not familiar with that word	346 16%	154 15%	192 17%	78 25% EFG	93 15% EFG	79 15%	96 14%	171 18% I	175 15%	202 15%	160 19% JL	46 15% JL	34 24% JL	56 17% O	191 15% O	155 19% O	58 19% O	44 13% P	89 13% Q	137 21% UV	82 13% UV	104 14% W	113 15% W	174 14% X	147 17%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_5 In your opinion, are the following words more likely to bring people together or divide people?  
 ESG (Environment, Societal, Government)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	692 32%	357 35%	335 30%	91 29%	266 43% DFG	170 32% G	165 24%	357 38% I	335 28%	401 29%	316 38% J	134 44% JKN	60 42% J	116 35%	493 38% P	200 24%	115 37%	166 49% QS	211 32%	170 26%	197 31% t	308 40% TU	320 42% XY	435 38% Y	236 28%
Divide people	899 42%	435 42%	465 42%	130 41%	206 34% E	222 42% E	342 51% DEF	336 36% H	564 47% KLMN	633 46% KL	291 35% L	101 33% L	47 23% L	130 39%	512 39% O	387 47% O	122 39%	121 36% R	269 41%	284 43% R	282 44% UV	311 41% V	281 37% W	505 42% W	374 44% W
N/A - I'm not familiar with that word	542 25%	240 23%	302 27%	95 30% e	142 23%	137 26%	169 25%	237 26%	305 25%	342 25% L	224 27% L	68 23% L	37 25% L	87 26%	305 23% O	238 29% O	75 15% R	51 15% R	178 27% R	206 31% UV	160 25% V	145 19% W	161 21% W	273 22% WX	248 29% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_6 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1079	515	563	138	309	296	335	447	632	710	430	172	62	174	687	391	157	195	336	310	332	402	389	635	425
	51%	50%	51%	43%	50%	56%	50%	48%	52%	52%	52%	57%	43%	52%	52%	47%	50%	58%	51%	47%	52%	53%	51%	52%	49%
Divide people	863	429	434	127	242	196	298	368	495	565	302	107	60	120	512	351	123	116	273	275	271	293	300	483	361
	40%	42%	39%	40%	39%	37%	44%	40%	41%	41%	36%	35%	42%	36%	39%	43%	39%	34%	42%	42%	42%	38%	39%	40%	42%
N/A - I'm not familiar with that word	192	88	105	52	62	36	42	114	78	102	99	24	22	39	110	82	33	28	49	75	36	69	73	95	73
	9%	8%	9%	17%	10%	7%	6%	12%	6%	7%	12%	8%	15%	12%	8%	10%	10%	8%	7%	11%	6%	9%	10%	8%	9%
				EF	G			I		K	JL	JL	JL	J					U			X	X		
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_7 In your opinion, are the following words more likely to bring people together or divide people?  
 Cancel culture

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	303 14%	151 15%	152 14%	73 23% FG	119 19% FG	73 14% G	39 6% G	191 21% I	112 9% I	145 11% I	171 21% J	66 22% J	29 20% J	72 22% J	219 17% P	84 10% P	57 18% P	66 19% S	96 15% S	82 12% T	85 13% T	133 17% T	138 18% XY	178 15% XY	118 14% XY
Divide people	1461 68% C	753 73% C	708 64% C	203 64% C	402 66% C	364 69% C	492 73% DE	606 65% H	856 71% H	997 72% KLN	507 61% m	187 62% m	98 68% m	205 62% m	901 69% O	561 68% O	210 67% O	241 71% R	450 68% R	422 64% UV	458 72% UV	537 70% W	495 65% W	825 68% W	604 70% W
N/A - I'm not familiar with that word	370 17%	128 12% B	242 22% B	40 13% B	92 15% B	93 18% B	144 21% DE	133 14% H	237 20% H	234 17% m	153 18% m	50 17% m	17 12% m	56 17% O	191 15% O	179 22% O	46 15% O	32 9% R	113 17% R	156 24% UV	96 15% UV	94 12% W	128 17% W	210 17% W	136 16% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_8 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Traditions

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1492 70%	712 69%	780 71%	186 59%	396 65%	386 73%	524 78%	582 63%	910 78%	999 73%	553 67%	222 73%	94 65%	215 65%	895 68%	597 72%	202 65%	237 70%	456 69%	468 71%	454 71%	525 69%	501 66%	858 71%	602 70%
Divide people	439 21%	223 22%	216 20%	76 24%	144 23%	101 19%	118 17%	220 24%	219 18%	274 20%	172 21%	58 19%	25 17%	69 21%	289 22%	150 18%	67 22%	78 23%	143 22%	122 19%	135 21%	170 22%	181 24%	251 21%	177 21%
N/A - I'm not familiar with that word	203 10%	97 9%	106 10%	55 17%	73 12%	42 8%	33 5%	128 14%	75 6%	104 8%	106 13%	23 8%	26 18%	50 15%	126 10%	78 9%	43 14%	23 7%	59 9%	70 11%	49 8%	70 9%	80 11%	104 9%	80 9%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_9 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Patriotic

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1334	663	671	127	352	350	505	479	855	932	465	162	87	189	775	559	179	202	393	398	416	484	443	782	522
	63%	64%	61%	40%	57%	56%	75%	52%	71%	68%	56%	53%	60%	57%	59%	68%	57%	60%	60%	60%	65%	63%	58%	64%	61%
Divide people	567	261	306	117	181	132	137	298	269	341	231	85	27	93	387	180	80	104	203	172	181	201	221	312	241
	27%	25%	28%	37%	30%	25%	20%	32%	22%	25%	28%	28%	19%	28%	30%	22%	25%	31%	31%	26%	28%	26%	29%	26%	28%
N/A - I'm not familiar with that word	233	108	125	73	80	48	33	152	81	103	135	56	30	52	148	85	54	32	63	91	42	79	98	120	95
	11%	10%	11%	23%	13%	9%	5%	16%	7%	7%	16%	19%	21%	16%	11%	10%	17%	9%	10%	14%	7%	10%	13%	10%	11%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_10 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

	Intersectional																								
	Gender			Generation					Race					Employment Status			Work Location			Income			Parents		
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	511 24%	271 26%	240 22%	97 31%	190 31%	127 24%	97 14%	287 31%	224 19%	277 20%	255 31%	100 33%	38 26%	110 33%	376 29%	135 16%	105 34%	99 29%	172 26%	141 21%	152 24%	209 27%	228 30%	298 25%	196 23%
Divide people	752 35%	376 36%	376 34%	98 31%	231 38%	194 37%	229 34%	329 35%	423 35%	513 37%	261 31%	103 34%	45 31%	111 33%	488 37%	265 32%	110 35%	133 39%	245 37%	212 32%	219 34%	294 39%	296 39%	441 36%	299 35%
N/A - I'm not familiar with that word	870 41%	384 37%	486 44%	121 38%	192 31%	208 39%	349 52%	314 34%	557 46%	587 43%	316 38%	100 33%	61 42%	112 34%	446 34%	424 52%	97 31%	107 32%	241 37%	307 46%	267 42%	261 34%	237 31%	474 39%	363 42%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_11 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Next generation

	Gender			Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	1167 55%	562 54%	606 55%	162 51%	335 55%	295 56%	375 56%	498 54%	670 56%	735 53%	480 58% j	200 66% JKN	87 60%	182 55%	724 55%	443 54%	166 53%	209 62% qS	349 53%	335 51%	367 57% T	437 57% T	431 57%	692 57% y	446 52%	
Divide people	693 32%	344 33%	349 32%	102 32%	202 33%	168 32%	221 33%	304 33%	390 32%	466 34% RL	247 30% L	76 25% L	37 26%	103 31%	437 33%	256 31%	98 31%	104 31%	235 36%	214 32%	209 33%	246 32%	253 33%	392 32%	289 34%	
N/A - I'm not familiar with that word	273 13%	126 12%	147 13%	52 17% g	76 12%	66 12%	79 12%	128 14%	145 12%	176 13% L	104 13% L	26 9% L	20 14%	48 14% I	149 11%	125 15% O	48 15% R	25 8%	75 11% UV	111 17% UV	63 10%	80 11%	78 10%	129 11% WX	124 14% WX	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_12 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Faith-based

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1100 52%	532 52%	568 52%	147 46%	293 48%	279 53%	380 56% DE	440 47%	660 55% H	690 50%	454 55% J	187 52% JKN	79 55%	172 52%	681 52%	419 51%	133 42%	178 53% Q	370 56% Q	345 52%	339 53%	381 50%	393 52%	644 53%	428 50%
Divide people	829 39%	396 38%	433 39%	114 36%	263 43% d	199 38%	253 38%	377 41%	452 38% KLMN	578 42% L	281 34%	89 29%	45 31%	118 35%	513 39%	317 38%	130 42%	142 42% T	241 37%	236 36%	245 38%	326 43% T	302 40%	480 40%	334 39%
N/A - I'm not familiar with that word	205 10%	104 10%	100 9%	56 18% EFG	57 9% g	51 10% g	41 6%	113 12% I	92 8%	108 8% KLMN	97 12% J	27 9% J	20 14% j	43 13% J	116 9%	88 11% RS	50 16% RS	18 5% UV	48 7% uv	79 12% uv	55 9%	57 7% x	66 9% x	89 7% X	96 11% X
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_13 In your opinion, are the following words more likely to bring people together or divide people?

Progressive

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	1087	505	582	169	338	262	318	507	580	654	489	201	81	182	692	395	158	199	336	318	340	400	417	637	421	
	51%	49%	53%	53%	58%	50%	47%	54%	48%	48%	59%	66%	56%	55%	53%	48%	50%	59%	51%	48%	53%	52%	55%	53%	49%	
Divide people	819	424	395	101	190	220	308	290	528	598	236	71	41	113	488	330	109	112	267	248	248	297	261	456	348	
	38%	41%	36%	32%	31%	42%	46%	31%	44%	43%	28%	23%	28%	34%	37%	40%	35%	33%	41%	38%	39%	39%	34%	38%	41%	
N/A - I'm not familiar with that word	228	103	125	47	86	47	49	133	96	124	106	31	23	38	130	99	46	29	56	94	51	67	84	119	90	
	11%	10%	11%	15%	14%	9%	7%	14%	8%	9%	13%	10%	16%	11%	10%	12%	8%	8%	14%	14%	8%	9%	11%	10%	10%	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_14 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Conservative

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	Count	%																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	871	437	434	109	252	223	288	360	511	550	348	137	56	130	529	342	134	128	267	264	272	318	326	526	324	
	41%	42%	39%	34%	41%	42%	43%	39%	42%	40%	42%	45%	39%	38%	40%	41%	43%	38%	41%	40%	43%	42%	43%	43%	38%	
Divide people	1001	470	531	144	273	247	337	417	584	697	333	117	67	133	609	392	122	180	308	291	307	370	345	551	430	
	47%	46%	48%	46%	45%	47%	50%	45%	48%	51%	40%	39%	47%	40%	47%	48%	39%	53%	47%	44%	48%	48%	45%	45%	50%	
N/A - I'm not familiar with that word	262	125	137	63	89	59	50	152	109	129	151	49	21	70	171	91	56	31	84	105	60	76	90	135	105	
	12%	12%	12%	20%	14%	11%	7%	16%	9%	9%	18%	16%	14%	21%	13%	11%	18%	13%	16%	9%	9%	10%	12%	11%	12%	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_15 In your opinion, are the following words more likely to bring people together or divide people?  
 Equity

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1276 60%	618 60%	658 60%	160 51%	385 63% D	332 53% D	398 59% D	546 59%	730 61%	806 59%	514 62%	211 70% JKN	90 62%	191 57%	803 61%	472 57%	176 56%	216 64%	411 62%	365 55%	402 63% T	473 62% T	495 65% Y	776 64% Y	482 56%
Divide people	602 28%	308 30%	294 27%	70 22%	143 23%	156 29% DE	233 35% DE	213 23%	389 32% H	435 32% KLMN	184 22%	57 19%	30 20%	73 22%	355 27%	247 30%	89 28%	93 27%	173 26%	188 28%	179 28%	221 29%	180 24%	323 27% W	264 31% WX
N/A - I'm not familiar with that word	256 12%	106 10%	150 14%	86 27% EFG	85 14%	41 8%	44 7%	171 18% I	85 7%	136 10%	134 16% JL	34 11%	25 17% J	69 21% JRL	152 12%	105 13%	47 15% R	30 9%	74 11%	107 16% UV	58 9%	70 9% X	86 11% X	115 9% X	113 13% X
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_16 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Values

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	MALE (B)	214 (3/29-3/31) (A)																							
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1544	730	814	192	434	409	509	625	918	1015	592	220	103	237	949	595	214	251	484	476	474	549	540	888	624
	72%	71%	74%	61%	71% D	77% DE	73% D	67% D	76% H	74% I	71% JK	73% L	71% M	71% N	72% O	72% P	69% Q	74% R	73% S	72% T	74% U	72% V	71% W	73% X	73% Y
Divide people	419	230	189	74	124	89	132	199	221	275	146	59	19	56	266	153	67	70	129	114	133	160	164	244	161
	20%	22% C	17% C	23% I	20% E	17% F	19% G	21% H	18% I	20% J	18% K	20% L	13% M	17% N	20% O	19% P	21% Q	21% R	20% S	17% T	21% U	21% V	22% W	20% X	19% Y
N/A - I'm not familiar with that word	171	72	98	50	55	31	34	106	65	86	93	24	23	40	95	76	31	18	46	70	31	55	57	81	74
	8%	7% C	9% C	16% EFG	8% E	6% F	5% G	11% H	5% I	6% J	11% K	8% L	16% M	12% N	7% O	9% P	10% Q	5% R	7% S	11% Uv	5% U	7% V	8% W	7% X	9% Y
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_17 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

BIPOC

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	354 17%	177 17%	177 16%	84 27% FG	152 25% FG	83 16% G	35 5%	236 25% I	118 10%	185 13%	187 22% J	90 30% JKm	30 21% J	79 24%	272 21% P	82 10%	78 25% s	73 22%	121 18%	93 14%	114 18%	140 18% t	178 23% XY	214 18% y	122 14%
Divide people	489 23%	259 25% c	230 21% g	84 27% fg	163 27% FG	107 20%	135 20%	247 27% l	242 20%	307 22%	191 23%	69 23%	33 23%	76 23%	337 26% P	152 18%	88 28%	99 29% s	151 23%	133 20%	135 21%	206 27% tu	200 26% X	277 23%	198 23%
N/A - I'm not familiar with that word	1291 60%	596 58%	695 63% B	148 47% fg	299 49%	339 64% DE	505 75% DEF	447 48%	844 70% H	884 64% KLN	453 55% L	144 47%	81 56%	178 54%	701 54% O	589 47%	147 72% Q	167 49% s	387 59% QR	434 66% v	390 61% v	418 55%	384 50% W	723 60% W	538 63% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_18 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Latinx

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	580 27%	264 26%	316 29%	117 37% FG	211 34% FG	131 29% G	121 18%	328 36% I	252 21%	320 23%	303 36% J	109 36% j	45 31% JKLM	155 47% P	399 30% P	181 22% s	102 33% S	131 39% S	165 25% T	155 23% T	171 27% T	240 31% T	258 34% XY	352 29% Y	202 24% Y
Divide people	753 35% C	402 39% C	351 32% C	87 27% C	204 33% D	188 36% DE	275 41% DE	291 31% H	462 38% H	525 38% KLN	243 29% N	85 28% N	49 34% N	92 27% N	465 35% O	288 35% O	119 38% O	116 34% QR	230 35% QR	211 32% UV	226 35% V	294 38% V	256 34% W	433 36% WX	309 36% WX
N/A - I'm not familiar with that word	801 38%	366 35%	435 39%	112 36% E	199 32% E	211 40% E	280 41% E	311 33% H	490 41% H	531 39% KN	286 34% N	108 36% N	51 35% N	86 26% N	447 34% O	355 43% O	91 29% O	92 27% QR	263 40% QR	294 45% UV	243 38% V	231 30% W	247 32% W	428 35% WX	347 40% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LM/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_19 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Hispanic

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1056 49%	548 53%	508 46%	185 58% EFG	294 48%	268 51%	309 46%	479 51%	577 48%	647 47%	481 58% J	170 56% J	78 54%	232 70% JKLM	666 51%	390 47%	161 52%	183 54%	321 49%	293 44%	351 55% T	380 50% t	368 48%	599 48%	425 50%
Divide people	824 39%	363 35%	461 42% B	74 23% D	247 40% D	204 38% D	298 44% DF	322 35%	502 42% H	579 42% KLMN	250 30% N	94 31% N	42 29% n	66 20%	498 38%	326 40%	117 37%	123 36%	258 39%	281 43% U	223 35%	293 38%	313 41%	489 40%	322 38%
N/A - I'm not familiar with that word	254 12%	121 12%	133 12%	57 18% EFG	72 12%	57 11%	68 10%	129 14% I	125 10%	151 11%	101 12% N	38 13% N	24 17% n	34 10%	146 11%	108 13%	34 11%	33 10%	79 12%	86 13% U	65 10%	91 12%	81 11%	125 10%	111 13%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_20 In your opinion, are the following words more likely to bring people together or divide people?  
 Asian American Pacific Islander (AAPI)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	965 45%	480 47%	484 44%	131 41%	271 44%	248 47%	315 47%	403 43%	562 47%	607 44%	399 48%	148 49%	90 62%	155 46%	599 46%	366 44%	129 41%	181 53%	289 44%	264 40%	307 48%	373 49%	355 47%	568 47%	369 43%
Divide people	718 34%	328 32%	390 35%	98 31%	216 35%	169 32%	234 35%	314 34%	403 33%	478 35%	243 29%	93 31%	36 25%	88 26%	445 34%	272 33%	114 36%	108 32%	224 34%	217 33%	217 34%	263 34%	260 34%	414 34%	291 34%
N/A - I'm not familiar with that word	451 21%	224 22%	228 21%	87 27%	126 21%	113 21%	126 19%	213 23%	239 20%	292 21%	189 23%	62 20%	19 13%	90 27%	265 20%	186 23%	70 22%	50 15%	145 22%	180 27%	115 18%	129 17%	147 19%	230 19%	198 23%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_21 In your opinion, are the following words more likely to bring people together or divide people?

Authenticity

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1496 70%	721 70%	775 70%	183 58%	411 67% D	410 78% DE	491 73% De	594 64%	901 75% H	987 72% n	569 68%	213 70%	108 75% n	215 65%	929 71%	567 69%	207 66%	249 73%	473 72%	442 67%	460 72% t	559 73% T	530 70%	860 71%	612 71%
Divide people	397 19%	207 20%	190 17%	67 21% F	123 20% F	75 14%	133 20% F	189 20%	207 17%	255 19% m	147 18% M	56 19% m	15 11%	56 17%	240 18%	157 19%	60 19%	62 18%	119 18%	129 20%	124 19%	120 16%	147 19%	231 19%	153 18%
N/A - I'm not familiar with that word	242 11%	104 10%	138 13%	66 21% EFG	80 13% FG	44 8%	51 8%	146 16% I	96 8%	134 10% J	116 14% J	34 11%	21 14%	62 19% JKL	141 11%	101 12% R	46 15% R	28 8%	67 10%	89 13% U	54 8%	85 11%	84 11%	122 10%	93 11%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_22 In your opinion, are the following words more likely to bring people together or divide people?  
 Progress

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1498 70%	710 69%	788 71%	195 62%	430 70% D	376 71% D	496 73% D	626 67%	872 72% H	991 72% k	561 67%	228 75% Kmn	95 68%	224 67%	917 70%	581 70%	189 61%	248 73% Q	480 73% Q	453 69%	471 74% t	528 69%	535 70%	855 71%	614 71%
Divide people	446 21%	226 22%	220 20%	74 23%	121 20%	117 22%	134 20%	195 21%	251 21%	286 21%	171 21% l	48 16%	30 21%	68 20%	283 22%	163 20%	85 27% RS	68 20%	131 20%	128 19%	127 20%	179 23%	158 21%	263 22%	172 20%
N/A - I'm not familiar with that word	190 9%	96 9%	94 9%	47 15% eFG	62 10% f9	36 7%	46 7%	109 12% I	81 7%	99 7%	100 12% JL	26 9%	20 14% J	41 12% J	109 8%	81 10%	38 12% FS	23 7%	48 7%	80 12% UV	41 6%	57 7%	69 9% x	95 8%	73 8%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_23 In your opinion, are the following words more likely to bring people together or divide people?  
 Underrepresented

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	510 24%	270 26% C	239 22%	93 29% G	161 26% G	124 23%	132 19%	254 27% I	255 21%	299 22%	229 28% J	90 30% J	46 32% J	98 29% J	337 26% P	172 21%	91 29% s	101 30% S	145 22%	151 23%	145 23%	205 27%	203 27% X	291 24%	206 24%	
Divide people	1217 57%	579 56%	638 58%	154 49%	326 53%	305 58% D	432 64% DEI	481 52% H	737 61% KL	843 61% LMN	414 50%	150 50%	71 49%	163 48%	739 56%	478 58%	159 51%	190 56%	390 59% q	346 52% T	393 62% T	440 58%	430 56% w	712 59%	482 56%	
N/A - I'm not familiar with that word	407 19%	182 18%	225 20%	69 22% g	126 20%	100 19%	112 17%	195 21%	212 18%	235 17% J	188 23% J	63 21%	27 19%	72 22%	233 18%	174 21%	63 20%	48 14%	123 19% UV	163 25% UV	100 16%	120 16%	129 17%	210 17%	170 20%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_24 In your opinion, are the following words more likely to bring people together or divide people?

Gender

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	923 43%	448 43%	474 43%	126 40%	267 44%	230 43%	300 44%	393 42%	530 44%	581 42%	385 46%	171 JKMn	59 41%	159 48%	567 43%	356 43%	130 42%	163 48% s	273 41%	286 43%	265 42%	343 45%	347 46%	538 44%	359 42%
Divide people	1000 47%	477 46%	523 47%	134 42%	280 46%	251 47%	335 50% d	414 45%	585 49%	687 50%	341 41%	103 34%	58 40%	131 39%	618 47%	382 46%	135 43%	153 45%	330 50%	287 43%	336 53% TV	348 46%	341 45%	571 47%	413 48%
N/A - I'm not familiar with that word	212 10%	107 10%	104 9%	56 18% EFG	66 11% G	48 9%	40 6%	123 13% I	89 7%	108 8%	106 13% JL	29 9%	28 19% JKL	44 13% J	125 10%	86 10%	48 15% RS	22 7% Uv	55 8% Uv	87 13% Uv	38 6% U	73 9% U	74 10% U	104 9% U	86 10% U
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_25 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	701	401	300	84	211	178	227	296	406	442	279	105	47	114	455	246	97	149	209	171	211	303	278	425	260
	33%	39%	27%	27%	34%	34%	34%	32%	34%	32%	34%	35%	33%	34%	35%	30%	31%	44%	32%	26%	33%	40%	37%	38%	30%
Divide people	607	330	277	90	158	160	199	249	359	397	238	87	47	99	382	225	93	104	186	179	172	241	215	350	246
	28%	32%	25%	29%	26%	30%	29%	27%	30%	29%	29%	29%	32%	30%	29%	27%	30%	31%	28%	27%	32%	28%	29%	29%	29%
N/A - I'm not familiar with that word	825	301	525	141	244	191	249	385	440	538	315	111	51	120	472	353	122	86	264	310	256	220	268	438	353
	39%	29%	48%	45%	40%	36%	37%	41%	37%	39%	38%	37%	35%	36%	36%	39%	25%	40%	47%	40%	29%	35%	36%	41%	41%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_26 In your opinion, are the following words more likely to bring people together or divide people?  
 Community

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1741	822	919	221	467	449	604	689	1053	1161	645	249	118	241	1055	686	249	274	532	532	542	619	589	992	714
Divide people	242	139	103	62	88	48	44	150	92	136	114	37	12	62	165	77	33	51	81	62	70	101	122	150	86
N/A - I'm not familiar with that word	150	71	80	33	58	32	27	91	59	79	73	17	15	30	89	61	30	13	46	66	27	44	50	71	59
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_27 In your opinion, are the following words more likely to bring people together or divide people?

Inclusion

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1105 52%	523 51%	582 53%	163 51%	334 54%	261 49%	348 51%	497 53%	609 51%	722 52%	447 54%	170 56%	80 59%	182 55%	690 53%	415 50%	151 48%	205 60% QS	334 51%	291 44%	351 55% T	434 57% T	416 55%	649 53%	435 51%
Divide people	707 33%	348 34%	359 33%	84 27%	188 31%	189 36% D	246 36% De	272 29% H	435 36% H	492 36% KLMN	219 26%	76 25%	34 23%	88 26%	437 33%	270 33%	101 32%	101 30%	234 36%	222 34%	213 33%	250 33%	232 30%	395 33%	296 34%
N/A - I'm not familiar with that word	322 15%	161 16%	161 15%	69 22% EFG	92 15%	79 15%	82 12%	161 17% I	161 13% H	163 12% KLMN	165 20% J	56 19% J	31 21% J	63 19% J	183 14% J	138 17% Rs	60 10% Rs	33 10% UV	90 14% UV	147 22% UV	74 12% UV	80 10% UV	114 15% UV	169 14% UV	128 15% UV
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_28 In your opinion, are the following words more likely to bring people together or divide people?  
 Equality

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	1478 69%	712 69%	766 69%	206 65%	441 72% d	365 69%	466 69%	647 70%	830 68%	952 68%	585 70% n	222 73% n	111 77% kN	217 65%	918 70%	560 68%	213 68%	250 74%	455 69%	448 68%	451 71%	534 70%	537 70%	856 71%	592 68%
Divide people	495 23%	248 24%	248 22%	68 21%	128 21%	127 24%	173 26% e	195 21%	300 25% h	349 25% KLM	162 19% M	56 19%	18 12%	77 23% M	309 24%	186 23%	75 24%	80 24%	155 23%	147 22%	148 23%	187 25%	177 23%	286 24%	199 23%
N/A - I'm not familiar with that word	161 8%	72 7%	89 8%	43 14% EFG	44 7%	37 7%	37 5%	87 9% i	74 6%	76 6%	85 10% J	25 8% J	15 10% J	39 12% J	83 6% O	78 9% R	24 3% R	9 3%	49 7% R	65 10% UV	39 6% UV	43 6%	48 6%	72 6%	68 8%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_29 In your opinion, are the following words more likely to bring people together or divide people?  
 Fetal personhood

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	362 17%	201 19%	161 15%	73 23% FG	142 23% FG	82 16% G	65 10%	215 23% I	147 12%	202 15%	184 22% J	85 26% JKm	27 19%	77 23% J	265 20% P	97 12% s	75 24% s	71 21%	118 18%	91 14%	104 16%	158 21% Tu	183 24% XY	233 19% V	113 13%
Divide people	867 41%	422 41%	445 40%	122 39%	236 39%	216 41%	292 43%	359 39%	508 42%	593 43% KL	295 35% L	91 30% kl	64 44% kl	126 38% l	541 41%	326 40%	133 43%	153 45% s	255 39%	254 38%	259 40%	330 43%	279 37%	463 38% WX	385 45% WX
N/A - I'm not familiar with that word	905 42%	409 40%	496 45% B	120 38%	235 38%	231 44%	318 47% DE	356 38% DE	549 46% H	582 42% H	353 42% KL	127 42% kl	54 37% kl	130 39% l	503 38% O	401 49% O	104 33%	114 34% QR	285 43% QR	316 48% V	277 43% V	276 36%	300 39%	517 43% W	360 42% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_30 In your opinion, are the following words more likely to bring people together or divide people?  
 IVF (in-vitro fertilization)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	829 39%	363 35%	467 42% B	101 32%	235 38%	227 43% D	265 39% d	336 36%	493 41% h	563 41% k	303 36%	122 40% k	54 37%	122 37%	511 39%	318 39%	132 42%	144 43% s	234 36%	234 35%	249 39%	330 43% t	317 42% y	512 42% y	296 34%
Divide people	817 38%	420 41% c	398 36%	97 31%	220 36%	187 35%	314 46% DEF	317 34%	501 42% H	556 40% KL	281 34%	99 33%	47 33%	115 34%	490 37%	327 40%	99 32%	125 37% Q	266 40%	258 39%	248 39%	288 38%	278 37%	470 39%	328 38%
N/A - I'm not familiar with that word	487 23%	250 24%	238 22%	118 37% EFG	158 26% G	114 22% G	96 14%	277 30% I	211 17%	257 19%	247 30% J	82 30% J	43 30% J	97 29% J	308 24%	179 22%	81 26%	69 20%	158 24% V	168 25%	142 22%	146 19%	166 22% X	231 19% X	234 27% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_31 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegals

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	327 15%	175 17%	153 14%	65 20% IG	129 21% FG	79 15% G	55 8%	194 21% I	134 11% 13%	180 13%	173 21% Jm	71 23% Jm	21 15%	77 23% Jm	232 18% P	96 12% S	74 24% S	60 18%	98 15%	83 13%	93 15%	143 19% Tu	156 21% XY	199 18% y	112 13%	
Divide people	1573 74%	754 73%	819 74%	179 57% D	411 67% DE	400 76% DEF	583 86% DEF	590 63% H	983 82% H	1080 79% KLMN	525 63% Q	184 61% Q	92 64% Q	197 59% Q	930 71% Q	643 78% Q	191 61% Q	249 73% Q	490 74% Q	484 73% v	492 77% v	552 72% UV	514 67% X	894 74% W	655 76% W	
N/A - I'm not familiar with that word	234 11%	103 10%	130 12%	73 23% EFG	73 12% G	50 10% G	37 6% G	146 16% I	88 7% J	116 8% J	133 16% J	48 16% J	31 22% J	59 18% J	148 11% J	85 10% R	48 15% R	30 9% R	71 11% R	94 14% UV	54 8% UV	70 9% X	92 12% X	120 10% X	91 11%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_32 In your opinion, are the following words more likely to bring people together or divide people?

Base: All Respondents

Asylum seekers

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	505 24%	272 26%	233 21%	88 28%	177 29%	118 22%	122 18%	265 29%	240 20%	290 21%	235 28%	115 38%	31 21%	103 31%	332 25%	173 21%	89 28%	87 26%	156 24%	144 22%	145 23%	204 27%	228 30%	304 25%	182 21%	
Divide people	1234 58%	600 58%	634 58%	129 41%	305 50%	329 62%	471 70%	434 47%	800 66%	882 64%	402 48%	117 39%	77 53%	164 49%	739 56%	495 60%	154 49%	198 58%	388 59%	363 55%	391 61%	449 59%	398 52%	708 58%	507 59%	
N/A - I'm not familiar with that word	394 18%	160 15%	235 21%	99 31%	132 21%	82 15%	82 12%	230 25%	164 14%	204 15%	195 23%	72 24%	36 25%	65 20%	238 18%	156 19%	70 22%	54 16%	115 17%	153 23%	103 16%	111 14%	136 18%	200 17%	170 20%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_33 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegal immigration

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Bring people together	348 16%	189 18%	159 14%	73 23%	138 22%	72 14%	65 10%	211 23%	137 11%	181 13%	192 23%	70 23%	30 21%	92 28%	260 20%	88 11%	78 25%	80 24%	103 16%	84 13%	118 19%	139 18%	166 22%	220 18%	110 13%
Divide people	1582 74%	765 74%	817 74%	202 64%	403 66%	406 77%	571 85%	605 65%	977 81%	1081 79%	540 65%	194 64%	93 65%	202 61%	934 71%	648 78%	197 63%	237 70%	499 76%	485 73%	482 75%	567 74%	513 67%	882 73%	675 79%
N/A - I'm not familiar with that word	204 10%	78 8%	126 11%	42 13%	73 12%	51 10%	39 6%	115 12%	90 7%	115 8%	99 12%	40 13%	21 15%	39 12%	116 9%	89 11%	37 12%	22 6%	56 9%	91 14%	38 6%	59 8%	82 11%	111 9%	74 9%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_34 In your opinion, are the following words more likely to bring people together or divide people?  
 Undocumented immigration

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Bring people together	333	184	149	71	134	74	54	206	127	163	187	74	30	81	244	90	80	68	95	85	104	139	166	194	123	
	16%	18%	14%	23%	22%	14%	8%	22%	11%	12%	22%	24%	21%	24%	19%	26%	20%	14%	13%	16%	18%	22%	22%	16%	14%	
Divide people	1522	731	791	180	380	394	568	560	962	1066	517	186	93	207	889	633	182	239	468	461	465	551	486	868	629	
	71%	71%	72%	57%	62%	75%	84%	60%	80%	77%	62%	61%	64%	62%	68%	77%	58%	71%	71%	70%	73%	72%	64%	72%	73%	
N/A - I'm not familiar with that word	279	116	162	65	99	61	54	164	115	148	128	43	21	45	177	102	50	32	95	114	69	74	110	151	107	
	13%	11%	15%	20%	16%	12%	8%	18%	10%	11%	15%	14%	15%	13%	14%	12%	16%	9%	14%	17%	11%	10%	14%	12%	12%	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: Excluding Those N/A Respondents (Variable Bases)

	Gender			Generation					Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99K	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
ESG (Environment, Societal, Government)	692 43%	357 45%	335 42%	91 41% DFG	266 56% G	170 43% G	165 33%	357 52% I	335 37%	401 39%	316 52% JKn	134 57% J	60 56% J	116 47% j	493 49% P	200 34%	115 49%	166 58% qS	211 44%	170 37%	197 41%	308 50% TU	320 53% XY	435 46% Y	236 39%
BIPOC	354 42%	177 41%	177 43%	84 50% G	152 48% G	83 44% G	35 20%	236 49% I	118 33%	185 38%	187 49% J	90 56% JK	30 48% J	79 51% j	272 45% P	82 35%	78 47%	73 42%	121 41%	93 41%	114 46%	140 41% TU	178 47% XY	214 44% Y	122 38%
Intersectional	511 40%	271 42%	240 39%	97 50% IG	190 45% G	127 40% G	97 30%	287 47% I	224 35%	277 35%	255 49% J	100 48% JK	38 46% J	110 41% j	376 44% P	135 34%	105 49%	99 43%	172 41%	141 40%	152 41%	209 42% XY	228 44% XY	298 35% Y	196 40%
Woke	567 33%	258 30%	310 36%	113 46% FG	234 45% G	130 29% G	91 17%	220 45% I	279 23%	313 25% Jm	149 47% JKMN	42 58% J	114 37% J	418 38% J	150 24% P	99 37%	104 36%	214 39%	177 34%	167 32%	215 42% XY	273 43% XY	344 35% Y	204 29%	
Underrepresented	510 30%	270 32% c	239 27%	93 38% IG	161 33% G	124 29% G	132 23%	254 35% I	255 26%	299 26%	229 36% J	90 37% JKMN	46 40% J	98 38% j	337 31% p	172 26%	101 36% S	145 27%	151 30%	145 27%	205 32% X	203 32% X	291 29% X	206 30%	
Fetal personhood	362 29%	201 32% c	161 27%	73 37% IG	142 38% FG	82 28% G	65 18%	215 37% I	147 22%	202 25%	184 38% JKMn	85 48% J	27 30% JKMN	77 38% j	265 33% P	97 29%	75 36%	71 32%	118 32%	91 26%	104 29%	158 32% XY	183 40% XY	233 33% Y	113 23%
Asylum seekers	505 29%	272 31% c	233 27%	88 41% FG	177 37% FG	118 26% g	122 21%	265 38% I	240 23%	290 25%	235 37% Jm	115 50% JKMN	31 29%	103 38% J	332 31% P	173 26%	89 31%	87 29%	156 28%	144 28%	145 27%	204 31% XY	228 36% XY	304 30% Y	182 26%
Illegal immigration	348 18%	189 20% c	159 16%	73 26% FG	138 26% FG	72 15% G	65 10%	211 26% I	137 12%	181 14%	192 26% J	70 24% J	30 24% J	92 31% j	260 22% P	88 12%	78 28% S	80 17%	103 17%	84 15%	118 20% T	139 18% t	166 25% XY	220 20% Y	110 14%
Undocumented immigration	333 18%	184 20% C	149 16%	71 29% FG	134 26% FG	74 16% G	54 9%	206 27% I	127 12%	163 13%	187 27% J	74 24% JK	30 19%	81 28% j	244 22% P	90 12%	80 28% rS	68 17%	85 17%	104 18%	138 20% t	168 25% XY	194 18% Y	123 16%	
Illegals	327 17%	175 19% c	153 16%	65 28% FG	129 24% FG	79 16% G	55 9%	194 25% I	134 12%	180 14%	173 25% J	71 24% JK	21 19%	77 28% j	232 20% P	96 13%	74 28% rS	60 19%	98 17%	83 15%	93 16%	143 21% Tu	156 23% XY	198 15% Y	112 15%
Cancel culture	303 17%	151 17% c	152 18%	73 26% FG	119 23% IG	73 17% G	39 7%	191 24% I	112 12%	145 13%	171 25% J	66 26% JK	29 23% J	72 26% j	219 20% P	84 13%	57 21%	66 22%	96 18%	82 16%	85 16%	133 20% XY	138 22% XY	178 18% Y	118 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 41

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: Excluding Those N/A Respondents (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Next generation	693 37%	344 38%	349 37%	102 30%	202 38%	168 36%	221 37%	304 38%	390 37%	466 39%	247 34%	76 28%	37 30%	103 36%	437 38%	256 37%	98 37%	104 33%	235 40%	214 39%	209 36%	246 36%	253 37%	392 36%	289 39%
Equity	602 32%	308 35%	294 31%	70 30%	143 27%	156 32%	233 37%	213 28%	389 38%	435 35%	184 26%	57 21%	30 29%	73 28%	355 31%	247 34%	89 33%	93 30%	173 30%	188 34%	179 31%	221 32%	180 27%	323 29%	264 35%
Patriotic	567 30%	261 28%	306 31%	117 48%	181 34%	132 27%	137 21%	298 38%	269 24%	341 27%	231 33%	85 34%	27 24%	93 33%	387 24%	180 31%	80 31%	104 34%	203 34%	172 30%	181 30%	201 29%	221 33%	312 29%	241 32%
Sustainability	509 27%	262 28%	247 26%	81 32%	129 24%	122 26%	176 28%	211 27%	298 27%	357 29%	162 23%	58 21%	27 21%	65 23%	311 27%	198 28%	82 30%	68 22%	161 27%	149 27%	154 26%	189 27%	178 26%	292 27%	206 27%
Equality	495 25%	248 26%	248 24%	68 25%	128 22%	127 26%	173 27%	195 23%	300 27%	349 22%	162 22%	56 20%	18 14%	77 26%	309 25%	186 25%	75 26%	80 24%	155 25%	147 25%	148 25%	187 26%	177 25%	286 25%	199 25%
Progress	446 23%	226 24%	220 22%	74 27%	121 22%	117 24%	134 21%	195 24%	251 22%	286 22%	171 23%	48 17%	30 24%	68 23%	283 24%	163 22%	85 31%	68 21%	131 21%	128 22%	127 21%	179 25%	158 23%	263 24%	172 22%
Traditions	439 23%	223 24%	216 22%	76 29%	144 27%	101 21%	118 18%	220 27%	219 19%	274 22%	172 24%	58 21%	25 21%	69 24%	289 24%	150 20%	67 25%	78 25%	143 24%	122 21%	135 23%	170 24%	181 27%	251 23%	177 23%
Values	419 21%	230 24%	189 19%	74 28%	124 22%	89 18%	132 21%	199 24%	221 19%	275 21%	146 20%	59 21%	19 15%	56 19%	266 22%	153 21%	67 24%	70 22%	129 21%	114 19%	133 22%	160 23%	164 23%	244 22%	161 21%
Authenticity	397 21%	207 22%	190 20%	67 27%	123 23%	75 15%	133 21%	189 24%	207 19%	255 21%	147 21%	56 21%	15 13%	56 21%	240 21%	157 22%	60 20%	62 20%	119 20%	129 23%	124 21%	120 18%	147 22%	231 21%	153 20%
Freedom	321 16%	150 15%	172 17%	69 24%	107 19%	76 15%	71 11%	175 21%	146 13%	175 13%	136 18%	54 19%	18 14%	52 18%	220 18%	101 13%	55 19%	64 19%	102 16%	91 15%	96 16%	120 16%	146 21%	189 16%	123 15%
Community	242 12%	139 14%	103 10%	62 22%	88 16%	48 10%	44 7%	150 18%	92 8%	136 10%	114 15%	37 13%	12 9%	62 21%	165 14%	77 10%	33 12%	51 16%	81 13%	62 10%	70 11%	101 14%	122 17%	150 13%	86 11%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_1 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Woke

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	1763	853	910	279	530	400	554	809	954	1265	570	282	102	186	1118	645	249	304	565	587	597	531	620	980	750	
Weighted Base	1740	870	870	244	521	446	529	765	975	1125	673	257	111*	276	1111	629	266	292	553	520	530	646	634	994	705	
Bring people together	567 33%	258 30%	310 36%	113 46%	234 45%	130 29%	91 17%	347 45%	220 23%	279 25%	313 47%	149 58%	42 37%	114 41%	418 38%	150 24%	99 37%	104 36%	214 39%	177 34%	167 32%	215 33%	273 43%	344 55%	204 29%	
Divide people	1173 67%	612 70%	560 64%	131 54%	287 55%	317 71%	438 83%	418 55%	755 77%	846 75%	360 53%	108 53%	69 42%	162 59%	693 62%	479 76%	167 63%	188 64%	339 61%	343 66%	362 68%	431 67%	361 57%	650 95%	501 71%	
Sigma	1740 100%	870 100%	870 100%	244 100%	521 100%	446 100%	529 100%	765 100%	975 100%	1125 100%	673 100%	257 100%	111 100%	276 100%	1111 100%	629 100%	266 100%	292 100%	553 100%	520 100%	530 100%	646 100%	634 100%	994 100%	705 100%	

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_2 In your opinion, are the following words more likely to bring people together or divide people?  
 Freedom

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Em- plo- yed	Not Em- plo- yed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2020	939	1081	314	581	456	669	895	1125	1456	638	313	117	198	1241	779	258	341	642	682	679	597	695	1129	852
Weighted Base	2013	980	1034	280	571	509	654	851	1163	1312	766	287	127*	298	1239	774	282	330	627	605	615	734	711	1151	814
Bring people together	1692	830	862	211	464	433	583	675	1017	1137	631	234	109	246	1019	673	228	267	525	514	519	614	565	963	691
	84%	85%	83%	76%	81%	85%	89%	79%	87%	87%	82%	81%	86%	82%	82%	87%	81%	81%	84%	85%	84%	84%	79%	84%	85%
Divide people	321	150	172	69	107	76	71	175	146	175	136	54	18	52	220	101	55	64	102	91	96	120	146	189	123
	16%	15%	17%	24%	19%	15%	11%	21%	13%	13%	18%	19%	14%	18%	18%	13%	19%	19%	16%	15%	16%	16%	21%	16%	15%
Sigma	2013	980	1034	280	571	509	654	851	1163	1312	766	287	127	298	1239	774	282	330	627	605	615	734	711	1151	814
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_3 In your opinion, are the following words more likely to bring people together or divide people?  
 Sustainability

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1915	901	1014	293	557	426	639	850	1065	1382	606	299	114	188	1189	726	251	325	613	638	650	569	665	1078	801
Weighted Base	1890	930	961	257	537	475	621	794	1096	1237	718	272	124*	286	1172	718	269	313	591	557	593	687	680	1094	753
Bring people together	1382 73%	668 72%	714 74%	176 68%	408 76% d	353 74%	445 72%	583 73%	798 73%	890 71%	555 77% j	213 79%	97 79%	221 77%	862 73%	520 72%	187 70%	245 78% q	429 73%	408 73%	439 74%	499 73%	502 74%	802 73%	548 73%
Divide people	509 27%	262 28%	247 26%	81 32% e	129 24%	122 26%	176 28%	211 27%	298 27%	357 29% kl	162 23%	58 21%	27 21%	65 23%	311 27%	198 28%	82 30%	68 22%	161 27%	149 27%	154 26%	189 27%	178 26%	292 27%	206 27%
Sigma	1890 100%	930 100%	961 100%	257 100%	537 100%	475 100%	621 100%	794 100%	1096 100%	1237 100%	718 100%	272 100%	124 100%	286 100%	1172 100%	718 100%	269 100%	313 100%	591 100%	557 100%	593 100%	687 100%	680 100%	1094 100%	753 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_4 In your opinion, are the following words more likely to bring people together or divide people?  
 DEI (Diversity, Equity, & Inclusion)

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1814	867	947	270	540	405	599	810	1004	1314	567	280	103	179	1138	676	237	308	593	588	623	552	637	1017	763
Weighted Base	1788	878	910	239	520	450	579	759	1029	1175	672	257	110*	277	1119	669	254	295	570	523	557	660	648	1039	712
Bring people together	962 54%	454 52%	507 56%	148 62% FG	315 61% FG	233 52%	265 46%	463 61% I	499 48%	591 50%	415 62% J	175 68% JKn	64 58%	165 60% J	626 56% P	336 50%	129 51%	187 63% QS	310 54%	267 51%	315 56%	354 54%	386 60% XY	580 58% y	360 51%
Divide people	827 46%	424 48%	403 44%	90 38%	205 39%	217 48%	314 54% DE	296 39%	531 52% H	584 50% KLN	257 38% L	82 32%	46 42%	112 40% I	494 44%	333 50% O	125 49% R	109 37%	260 46% R	256 49%	242 44%	306 46%	262 40% W	459 44% Wx	352 49%
Sigma	1788 100%	878 100%	910 100%	239 100%	520 100%	450 100%	579 100%	759 100%	1029 100%	1175 100%	672 100%	257 100%	110 100%	277 100%	1119 100%	669 100%	254 100%	295 100%	570 100%	523 100%	557 100%	660 100%	648 100%	1039 100%	712 100%

Proportions/Mean: Columns tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_5 In your opinion, are the following words more likely to bring people together or divide people?  
 ESG (Environment, Societal, Government)

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1621	796	825	250	494	350	527	744	877	1166	514	253	97	164	1025	596	220	303	502	520	545	517	590	928	658
Weighted Base	1592	792	800	221	472	392	507	693	899	1034	607	234	108*	246	1005	587	237	287	480	454	479	619	600	940	611
Bring people together	692 43%	357 45%	335 42%	91 41% g	266 56% DFG	170 43% G	165 33%	357 52% I	335 37%	401 39%	316 52% J	134 57% JKn	60 58% J	116 47% j	493 49% P	200 34%	115 49%	166 58% qS	211 44%	170 37%	197 41%	308 50% TU	320 53% XY	435 48% Y	236 39%
Divide people	899 57%	435 55%	465 58%	130 59% E	206 44% E	222 57% E	342 67% def	336 48% H	564 63% H	633 61% KLMn	291 48% L	101 43% L	47 44%	130 53% I	512 51% O	387 66% O	122 51% r	121 42% R	269 56% R	284 63% V	282 59% V	311 50% W	281 47% W	505 54% W	374 61% WX
Sigma	1592 100%	792 100%	800 100%	221 100%	472 100%	392 100%	507 100%	693 100%	899 100%	1034 100%	607 100%	234 100%	108 100%	246 100%	1005 100%	587 100%	237 100%	287 100%	480 100%	454 100%	479 100%	619 100%	600 100%	940 100%	611 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_6 In your opinion, are the following words more likely to bring people together or divide people?

Pride

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1965	922	1043	307	563	444	651	870	1095	1424	617	306	109	196	1216	749	260	321	635	662	668	573	678	1103	830
Weighted Base	1942	944	997	264	551	493	634	815	1126	1275	732	279	122*	294	1200	742	280	311	609	585	603	695	689	1118	785
Bring people together	1079 56%	515 55%	563 56%	138 52%	309 58%	296 60% dG	335 53%	447 55%	632 58%	710 56%	430 59%	172 62% m	62 51%	174 59%	687 57% p	391 53%	157 56%	195 63% s	336 55%	310 53%	332 55%	402 58%	389 56%	635 57%	425 54%
Divide people	863 44%	429 45%	434 44%	127 48% f	242 44%	196 40% F	298 47%	368 45%	495 44%	565 44%	302 41%	107 38% l	60 49%	120 41%	512 43%	351 47% o	123 44%	116 37% r	273 45%	275 47%	271 45%	293 42%	300 44%	483 43%	361 46%
Sigma	1942 100%	944 100%	997 100%	264 100%	551 100%	493 100%	634 100%	815 100%	1126 100%	1275 100%	732 100%	279 100%	122 100%	294 100%	1200 100%	742 100%	280 100%	311 100%	609 100%	585 100%	603 100%	695 100%	689 100%	1118 100%	785 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_7 In your opinion, are the following words more likely to bring people together or divide people?  
 Cancel culture

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Em- plo- yed	Not Em- plo- yed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1795	883	912	308	542	393	552	850	945	1289	575	278	113	185	1139	656	248	315	576	577	609	559	633	998	766
Weighted Base	1764	904	860	276	521	436	531	797	967	1142	678	252	127*	277	1119	645	267	307	545	505	542	670	633	1003	723
Bring people together	303 17%	151 17%	152 18%	73 26% FG	119 23% FG	73 17% G	39 7%	191 24% I	112 12%	145 13%	171 25% J	66 26% J	29 23% J	72 26% J	219 20% P	84 13% P	57 21%	66 22%	96 18%	82 16% XY	85 16%	133 20%	138 22% XY	178 18%	118 16%
Divide people	1461 83%	753 83%	708 82%	203 74%	402 77%	364 83% DE	492 93% DEF	606 76% H	856 88% H	997 87% KLMN	507 75%	187 74%	98 77%	205 74%	901 80% Q	561 87% Q	210 79%	241 78%	450 82%	422 84%	458 84%	537 80%	495 78%	825 82% W	604 84% W
Sigma	1764 100%	904 100%	860 100%	276 100%	521 100%	436 100%	531 100%	797 100%	967 100%	1142 100%	678 100%	252 100%	127 100%	277 100%	1119 100%	645 100%	267 100%	307 100%	545 100%	505 100%	542 100%	670 100%	633 100%	1003 100%	723 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_8 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Traditions

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1972	914	1058	310	565	440	657	875	1097	1424	624	309	112	192	1215	757	252	330	633	670	661	581	680	1106	830
Weighted Base	1931	935	996	261	540	487	642	802	1129	1273	725	279	119*	283	1184	747	269	315	600	591	590	694	682	1109	779
Bring people together	1492 77%	712 76%	780 78%	186 71%	396 73%	386 79% De	524 82% DE	582 73%	910 81% H	999 78%	553 76%	222 79%	94 79%	215 76%	895 76%	597 80% o	202 75%	237 75%	456 76%	468 79%	454 77%	525 76%	501 73%	858 77% W	602 77%
Divide people	439 23%	223 24%	216 22%	76 29% FG	144 27% IG	101 21%	118 18%	220 27% I	219 19%	274 22%	172 24%	58 21%	25 21%	69 24%	289 24%	150 20%	67 25%	78 25%	143 24%	122 21%	135 23%	170 24%	181 27% X	251 23%	177 23%
Sigma	1931 100%	935 100%	996 100%	261 100%	540 100%	487 100%	642 100%	802 100%	1129 100%	1273 100%	725 100%	279 100%	119 100%	283 100%	1184 100%	747 100%	269 100%	315 100%	600 100%	591 100%	590 100%	694 100%	682 100%	1109 100%	779 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_9 In your opinion, are the following words more likely to bring people together or divide people?  
 Patriotic

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1920	904	1016	285	547	431	657	832	1088	1417	580	274	108	186	1178	742	242	322	614	645	656	566	653	1077	808
Weighted Base	1901	924	977	244	534	481	642	777	1123	1274	696	247	114*	281	1162	739	259	307	596	569	597	685	664	1093	764
Bring people together	1334 70%	663 72%	671 69%	127 52%	352 68% D	350 73% De	505 79% DEF	479 62%	855 78% H	932 73% KL	465 67%	162 66%	87 75% KI	189 67%	775 67%	559 76% O	179 69%	202 66%	393 66%	398 70%	416 70%	484 71%	443 67%	782 71% W	522 68%
Divide people	567 30%	261 28%	306 31%	117 48% EFG	181 34% IG	132 27% g	137 21%	298 38% I	269 24%	341 27%	231 33% JM	85 34% Jm	27 24%	93 33%	387 33% P	180 24%	80 31%	104 34%	203 34%	172 30%	181 30%	201 29%	221 33% X	312 29%	241 32%
Sigma	1901 100%	924 100%	977 100%	244 100%	534 100%	481 100%	642 100%	777 100%	1123 100%	1274 100%	696 100%	247 100%	114 100%	281 100%	1162 100%	739 100%	259 100%	307 100%	596 100%	569 100%	597 100%	685 100%	664 100%	1093 100%	764 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

STGW01\_10 In your opinion, are the following words more likely to bring people together or divide people?  
 Intersectional

Base: Excluding Those N/A Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1294	646	648	222	445	289	338	667	627	909	443	219	76	150	889	405	201	252	436	401	427	429	522	742	528
Weighted Base	1264	648	616	195	421	321	326	616	648	790	516	203	83*	221	864	400	215	232	417	354	371	503	524	739	495
Bring people together	511 40%	271 42%	240 39%	97 50% IG	190 45% G	127 40% G	97 30%	287 47% I	224 35%	277 35%	255 49% J	100 49% J	38 48% J	110 50% J	376 44% P	135 34%	105 49%	99 43%	172 41% S	141 40%	152 41%	209 42%	228 44% X	298 40%	196 40%
Divide people	752 60%	376 58%	376 61%	98 50%	231 55%	194 60% d	229 70% DEF	329 53% H	423 65% H	513 65% KLN	261 51%	103 51%	45 54%	111 50%	488 56% O	265 66%	110 51%	133 57%	245 59%	212 60%	219 59%	294 58%	296 56% W	441 60% W	299 60%
Sigma	1264 100%	648 100%	616 100%	195 100%	421 100%	321 100%	326 100%	616 100%	648 100%	790 100%	516 100%	203 100%	83 100%	221 100%	864 100%	400 100%	215 100%	232 100%	417 100%	354 100%	371 100%	503 100%	524 100%	739 100%	495 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_11 In your opinion, are the following words more likely to bring people together or divide people?  
 Next generation

Base: Excluding Those N/A Respondents

	Gender		Generation							Race					Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1875	883	992	302	551	410	612	853	1022	1341	608	303	111	187	1166	709	246	321	599	627	634	558	664	1061	779
Weighted Base	1861	906	955	264	537	463	596	801	1059	1201	727	277	124*	285	1161	699	264	313	584	549	575	684	684	1084	734
Bring people together	1167 63%	562 62%	606 63%	162 62%	335 62%	295 64%	375 63%	498 62%	670 63%	735 61%	480 66%	200 72%	87 70%	182 64%	724 62%	443 63%	166 63%	209 67%	349 60%	335 61%	367 64%	437 64%	431 63%	692 64%	446 61%
Divide people	693 37%	344 38%	349 37%	102 38%	202 38%	168 36%	221 37%	304 38%	390 37%	466 39%	247 34%	76 28%	37 30%	103 36%	437 38%	256 37%	98 37%	104 33%	235 40%	214 39%	209 36%	246 36%	253 37%	392 36%	289 39%
Sigma	1861 100%	906 100%	955 100%	264 100%	537 100%	463 100%	596 100%	801 100%	1059 100%	1201 100%	727 100%	277 100%	124 100%	285 100%	1161 100%	699 100%	264 100%	313 100%	584 100%	549 100%	575 100%	684 100%	684 100%	1084 100%	734 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_12 In your opinion, are the following words more likely to bring people together or divide people?  
 Faith-based

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1955	913	1042	299	567	438	651	866	1089	1414	622	303	113	196	1206	749	249	333	624	660	657	579	680	1103	817
Weighted Base	1929	928	1002	261	556	478	634	817	1112	1268	735	275	125*	290	1193	736	263	320	610	582	584	707	695	1124	762
Bring people together	1100 57%	532 57%	568 57%	147 56%	293 53%	279 58%	380 60%	440 54%	660 59%	690 54%	454 62%	187 68%	79 64%	172 58%	681 57%	419 57%	133 51%	178 56%	370 61%	345 59%	339 58%	381 54%	393 57%	644 57%	428 56%
Divide people	829 43%	396 43%	433 43%	114 44%	263 47%	199 42%	253 40%	377 46%	452 41%	578 46%	281 38%	89 32%	45 36%	118 41%	513 43%	317 43%	130 48%	142 44%	241 39%	236 41%	245 42%	326 46%	302 43%	480 43%	334 44%
Sigma	1929 100%	928 100%	1002 100%	261 100%	556 100%	478 100%	634 100%	817 100%	1112 100%	1268 100%	735 100%	275 100%	125 100%	290 100%	1193 100%	736 100%	263 100%	320 100%	610 100%	582 100%	584 100%	707 100%	695 100%	1124 100%	762 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_13 In your opinion, are the following words more likely to bring people together or divide people?  
 Progressive

Base: Excluding Those N/A Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1926	903	1023	299	553	431	643	852	1074	1395	609	297	110	196	1191	735	252	325	614	646	651	573	667	1080	808
Weighted Base	1906	929	977	269	528	482	626	797	1109	1252	726	272	122*	295	1180	726	267	310	603	566	588	697	678	1094	769
Bring people together	1087 57%	505 54%	582 60%	169 63%	338 64%	262 54%	318 51%	507 64%	580 52%	654 52%	489 67%	201 74%	81 66%	182 62%	692 59%	395 54%	158 59%	199 64%	336 56%	318 56%	340 58%	400 57%	417 61%	637 58%	421 55%
Divide people	819 43%	424 46%	395 40%	101 37%	190 36%	220 46%	308 49%	290 36%	528 48%	598 48%	236 33%	71 26%	41 34%	113 38%	488 41%	330 46%	109 41%	112 36%	267 44%	248 44%	248 42%	297 43%	261 39%	456 42%	348 45%
Sigma	1906 100%	929 100%	977 100%	269 100%	528 100%	482 100%	626 100%	797 100%	1109 100%	1252 100%	726 100%	272 100%	122 100%	295 100%	1180 100%	726 100%	267 100%	310 100%	603 100%	566 100%	588 100%	697 100%	678 100%	1094 100%	769 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_14 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Conservative

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1903	892	1011	284	545	429	645	829	1074	1395	577	278	110	180	1164	739	236	326	602	636	642	571	658	1070	797
Weighted Base	1872	907	965	253	525	470	625	778	1095	1247	681	254	124*	263	1139	733	257	308	574	555	579	688	671	1078	754
Bring people together	871 47%	437 48%	434 45%	109 43%	252 48%	223 47%	288 46%	360 46%	511 47%	550 44%	348 51%	137 54%	56 46%	130 48%	529 46%	342 47%	134 52% R	128 42%	267 46%	264 48%	272 47%	318 46%	326 49% y	526 48% y	324 43%
Divide people	1001 53%	470 52%	531 55%	144 57%	273 52%	247 53%	337 54%	417 54%	584 53%	697 56% KL	333 49%	117 46%	67 54%	133 51%	609 54%	392 53%	122 48%	180 58% Q	308 54%	291 52%	307 53%	370 54%	345 51%	551 51%	430 57% WX
Sigma	1872 100%	907 100%	965 100%	253 100%	525 100%	470 100%	625 100%	778 100%	1095 100%	1247 100%	681 100%	254 100%	124 100%	263 100%	1139 100%	733 100%	257 100%	308 100%	574 100%	555 100%	579 100%	688 100%	671 100%	1078 100%	754 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_15 In your opinion, are the following words more likely to bring people together or divide people?

Equity

Base: Excluding Those N/A Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Em- plo- yed	Not Em- plo- yed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1890	895	995	270	549	429	642	819	1071	1373	588	295	109	174	1166	724	243	323	600	629	639	571	659	1075	786
Weighted Base	1878	926	952	230	529	488	631	759	1119	1241	698	269	119*	264	1158	719	265	309	584	553	581	695	675	1098	746
Bring people together	1276 68%	618 67%	658 69%	160 70%	385 73% G	332 68%	398 63%	546 72% I	730 65%	806 65%	514 74% J	211 79% JK	90 75% j	191 72% j	803 69%	472 66%	176 67%	216 70%	411 70%	365 66%	402 69%	473 68%	495 73% XY	776 71% Y	482 65%
Divide people	602 32%	308 33%	294 31%	70 30%	143 27%	156 32%	233 37% E	213 28%	389 35% H	435 35% KLmn	184 26% L	57 21%	30 25%	73 28%	355 31%	247 34%	89 33%	93 30%	173 30%	188 34%	179 31%	221 32%	180 27%	323 29% W	264 35% WX
Sigma	1878 100%	926 100%	952 100%	230 100%	529 100%	488 100%	631 100%	759 100%	1119 100%	1241 100%	698 100%	269 100%	119 100%	264 100%	1158 100%	719 100%	265 100%	309 100%	584 100%	553 100%	581 100%	695 100%	675 100%	1098 100%	746 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_16 In your opinion, are the following words more likely to bring people together or divide people?

Values

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1985	934	1051	305	575	446	659	880	1105	1435	625	308	112	197	1226	759	258	334	634	670	669	586	692	1117	830
Weighted Base	1963	960	1004	266	558	498	641	824	1139	1290	739	279	121*	293	1215	749	281	321	613	590	607	709	704	1132	785
Bring people together	1544 79%	730 76%	814 81% B	192 72%	434 78%	409 82% D	509 79% D	625 76%	918 81% H	1015 79%	592 80%	220 79%	103 83%	237 81%	949 78%	595 79%	214 76%	251 78%	484 79%	476 81%	474 78%	549 77%	540 77%	888 78%	624 79%
Divide people	419 21%	230 24% C	189 19%	74 28% FG	124 22%	89 18%	132 21%	199 24%	221 19%	275 21%	146 20%	59 21%	19 15%	56 19%	266 22%	153 21%	67 24%	70 22%	129 21%	114 19%	133 22%	160 23%	164 23%	244 22%	161 21%
Sigma	1963 100%	960 100%	1004 100%	266 100%	558 100%	498 100%	641 100%	824 100%	1139 100%	1290 100%	739 100%	279 100%	121 100%	293 100%	1215 100%	749 100%	281 100%	321 100%	613 100%	590 100%	607 100%	709 100%	704 100%	1132 100%	785 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_17 In your opinion, are the following words more likely to bring people together or divide people?

BIPOC

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	881	434	447	196	348	164	173	544	337	586	338	169	61	115	652	229	162	190	300	247	298	314	385	494	361
Weighted Base	843	436	407	168	315	190	170	483	360	493	378	159	63*	155*	608	235	165	171	272	226	249	346	378	490	320
Bring people together	354 42%	177 41%	177 43%	84 50% G	152 48% G	83 44% G	35 20%	236 49% I	118 33%	185 38%	187 49% J	90 56% JK	30 48%	79 51% J	272 45% P	82 35%	78 47%	73 42%	121 45%	93 41%	114 46%	140 41%	178 47% XY	214 44%	122 38%
Divide people	489 58%	259 59%	230 57%	84 50%	163 52%	107 56%	135 80% DEF	247 51%	242 67% H	307 62% KLN	191 51% L	69 44%	33 52%	76 49%	337 55% O	152 65% O	88 53%	99 58%	151 55%	133 59%	135 54%	206 59%	200 53%	277 56% W	198 62% W
Sigma	843 100%	436 100%	407 100%	168 100%	315 100%	190 100%	170 100%	483 100%	360 100%	493 100%	378 100%	159 100%	63 100%	155 100%	608 100%	235 100%	165 100%	171 100%	272 100%	226 100%	249 100%	346 100%	378 100%	490 100%	320 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_18 In your opinion, are the following words more likely to bring people together or divide people?

Latinx

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1350	654	696	231	434	280	405	665	685	957	462	209	88	169	883	467	205	260	418	408	449	453	502	766	557
Weighted Base	1333	666	667	204	415	318	395	619	714	845	546	194	94*	247	863	469	221	247	396	366	396	533	514	785	511
Bring people together	580 44%	264 40%	316 47%	117 58%	211 51%	131 41%	121 31%	328 53%	252 35%	320 38%	303 56%	109 36%	45 14%	155 48%	399 63%	181 46%	102 39%	131 53%	165 42%	155 42%	171 43%	240 45%	258 50%	352 45%	202 40%
Divide people	753 56%	402 60%	351 53%	87 42%	204 49%	188 59%	275 69%	291 47%	462 65%	525 62%	243 44%	85 27%	49 15%	92 28%	465 61%	288 61%	119 54%	116 47%	230 58%	211 58%	226 57%	294 55%	256 50%	433 55%	309 60%
Sigma	1333 100%	666 100%	667 100%	204 100%	415 100%	318 100%	395 100%	619 100%	714 100%	845 100%	546 100%	194 100%	94 100%	247 100%	863 100%	469 100%	221 100%	247 100%	396 100%	366 100%	396 100%	533 100%	514 100%	785 100%	511 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_19 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Hispanic

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1891	877	1014	298	542	424	627	840	1051	1365	609	289	110	199	1169	722	254	316	599	644	633	554	660	1065	792
Weighted Base	1880	911	969	259	541	472	607	801	1079	1225	731	264	120*	299	1164	716	278	306	580	574	574	673	681	1088	747
Bring people together	1056 56%	548 60%	508 52%	185 71%	294 54%	268 57%	309 51%	479 60%	577 53%	647 53%	481 66%	170 64%	78 65%	232 78%	390 57%	161 58%	183 60%	321 55%	293 51%	351 61%	380 56%	368 54%	599 58%	425 57%	
Divide people	824 44%	363 40%	461 48%	74 29%	247 46%	204 43%	298 49%	322 40%	502 47%	579 47%	250 34%	94 36%	42 35%	66 22%	498 43%	326 45%	117 42%	123 40%	258 45%	281 49%	223 39%	293 44%	313 46%	489 45%	322 43%
Sigma	1880 100%	911 100%	969 100%	259 100%	541 100%	472 100%	607 100%	801 100%	1079 100%	1225 100%	731 100%	264 100%	120 100%	299 100%	1164 100%	716 100%	278 100%	306 100%	580 100%	574 100%	574 100%	673 100%	681 100%	1088 100%	747 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_20 In your opinion, are the following words more likely to bring people together or divide people?  
 Asian American Pacific Islander (AAPI)

Base: Excluding Those N/A Respondents

	Gender		Generation						Race					Employment Status			Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1709	801	908	264	501	380	564	765	944	1222	548	266	112	165	1066	643	230	303	533	551	585	527	605	965	713
Weighted Base	1683	808	874	230	487	417	549	717	966	1085	642	241	126*	243	1045	638	243	289	513	480	524	635	615	983	660
Bring people together	965 57%	480 59%	484 55%	131 57%	271 56%	248 59%	315 57%	403 56%	562 58%	607 56%	399 62% J	148 61%	90 71% JK	155 64% j	599 57%	366 57%	129 53%	181 63% q	289 56%	264 55%	307 59%	373 59%	355 58%	568 58%	369 56%
Divide people	718 43%	328 41%	390 45%	98 43%	216 44%	169 41%	234 43%	314 44%	403 42%	478 44% KM	243 38% M	93 39%	36 29%	88 36%	445 43%	272 43%	114 47%	108 37%	224 44%	217 45%	217 41%	263 41%	260 42%	414 42%	291 44%
Sigma	1683 100%	808 100%	874 100%	230 100%	487 100%	417 100%	549 100%	717 100%	966 100%	1085 100%	642 100%	241 100%	126 100%	243 100%	1045 100%	638 100%	243 100%	289 100%	513 100%	480 100%	524 100%	635 100%	615 100%	983 100%	660 100%

Proportions/Mean: Columns tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_21 In your opinion, are the following words more likely to bring people together or divide people?  
 Authenticity

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- per- son	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1918	905	1013	290	553	434	641	843	1075	1386	610	297	115	187	1183	735	249	326	608	644	649	566	666	1078	809
Weighted Base	1892	928	964	250	534	485	624	784	1109	1242	716	269	123*	271	1169	724	267	310	592	572	585	679	677	1091	765
Bring people together	1496 79%	721 78%	775 80%	183 73%	411 77%	410 85% DEG	491 79%	594 76%	901 81% H	987 79%	569 79%	213 79%	108 83% jkl	215 78%	929 79%	567 78%	207 78%	249 80%	473 80%	442 77%	460 79%	559 82% t	530 78%	860 78%	612 80%
Divide people	397 21%	207 22%	190 20%	67 27% F	123 23% F	75 15% F	133 21% F	189 24% I	207 19% M	255 21% M	147 21% M	56 21% m	15 13% m	56 21%	240 21%	157 22%	60 22%	62 20%	119 20%	129 23% y	124 21%	120 100%	147 18%	231 22%	153 20%
Sigma	1892 100%	928 100%	964 100%	250 100%	534 100%	485 100%	624 100%	784 100%	1109 100%	1242 100%	716 100%	269 100%	123 100%	271 100%	1169 100%	724 100%	267 100%	310 100%	592 100%	572 100%	585 100%	679 100%	677 100%	1091 100%	765 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_22 In your opinion, are the following words more likely to bring people together or divide people?

Progress

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1952	910	1042	301	563	442	646	864	1088	1415	609	299	113	190	1203	749	248	330	625	656	580	672	1090	826	
Weighted Base	1944	936	1008	269	551	493	630	821	1123	1278	732	277	124*	292	1200	743	274	315	611	580	598	707	693	1118	786
Bring people together	1498 77%	710 76%	788 78%	195 73%	430 78%	376 76%	496 79% d	626 76%	872 78%	991 78%	561 77%	228 83% K	95 76%	224 77%	917 76%	581 78%	189 69%	248 79% Q	480 79% Q	453 78%	471 79%	528 75%	535 77%	855 76%	614 78%
Divide people	446 23%	226 24%	220 22%	74 27% 9	121 22%	117 24%	134 21%	195 24%	251 22%	286 22%	171 23% L	48 17%	30 24%	68 23%	283 24%	163 22%	85 31% RS	68 21%	131 21%	128 22%	127 21%	179 25%	158 23%	263 24%	172 22%
Sigma	1944 100%	936 100%	1008 100%	269 100%	551 100%	493 100%	630 100%	821 100%	1123 100%	1278 100%	732 100%	277 100%	124 100%	292 100%	1200 100%	743 100%	274 100%	315 100%	611 100%	580 100%	598 100%	707 100%	693 100%	1118 100%	786 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_23 In your opinion, are the following words more likely to bring people together or divide people?  
 Underrepresented

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Islan- der	Hispa- nic	Em- plo- yed	Not Em- plo- yed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1765	842	923	280	511	391	583	791	974	1281	558	270	105	183	1104	661	235	307	562	575	601	541	617	987	745
Weighted Base	1727	850	877	247	488	429	564	735	992	1142	644	240	117*	261	1076	651	250	291	536	497	539	644	633	1003	688
Bring people together	510 30%	270 32% c	239 27%	93 38% IG	161 33% G	124 29% g	132 23%	254 35% I	255 26%	299 26%	229 36% J	90 37% J	46 40% J	98 38% J	337 31% p	172 26%	91 36% S	101 35% S	145 27%	151 30%	145 27%	205 32%	203 32% X	291 29%	206 30%
Divide people	1217 70%	579 68% b	638 73%	154 62% b	326 67% d	305 71% d	432 77% DEI	481 65% H	737 74% KLMN	843 74% KL	414 64%	150 63% M	71 60% N	163 62% O	739 69% o	478 74% o	159 64%	190 65% OR	390 73% OR	346 70%	393 73%	440 68%	430 68%	712 71% W	482 70%
Sigma	1727 100%	850 100%	877 100%	247 100%	488 100%	429 100%	564 100%	735 100%	992 100%	1142 100%	644 100%	240 100%	117 100%	261 100%	1076 100%	651 100%	250 100%	291 100%	536 100%	497 100%	539 100%	644 100%	633 100%	1003 100%	688 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_24 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1956	907	1049	306	562	436	652	868	1088	1420	619	302	110	199	1207	749	252	330	625	655	667	574	678	1096	826
Weighted Base	1922	925	997	260	547	481	635	807	1116	1269	726	274	117*	289	1184	738	265	316	603	573	601	692	688	1109	772
Bring people together	923 48%	448 48%	474 48%	126 48%	267 49%	230 48%	300 47%	393 49%	530 48%	581 46%	385 53%	171 52%	59 51%	159 55%	567 48%	356 48%	130 49%	163 52%	273 45%	286 50%	265 44%	343 50%	347 50%	538 48%	359 47%
Divide people	1000 52%	477 52%	523 52%	134 52%	280 51%	251 52%	335 53%	414 51%	585 52%	687 54%	341 47%	103 38%	58 49%	131 45%	618 52%	382 52%	135 51%	153 48%	330 55%	287 50%	336 56%	348 50%	341 50%	571 51%	413 53%
Sigma	1922 100%	925 100%	997 100%	260 100%	547 100%	481 100%	635 100%	807 100%	1116 100%	1269 100%	726 100%	274 100%	117 100%	289 100%	1184 100%	738 100%	265 100%	316 100%	603 100%	573 100%	601 100%	692 100%	688 100%	1109 100%	772 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_25 In your opinion, are the following words more likely to bring people together or divide people?  
 Parity

Base: Excluding Those N/A Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1315	724	591	191	401	289	434	592	723	939	433	206	84	144	853	462	182	267	404	394	432	457	496	763	524
Weighted Base	1309	732	577	175	370	338	426	544	764	839	517	192	94*	213*	838	471	190	253	394	350	383	544	494	775	506
Bring people together	701 54%	401 55%	300 52%	84 48%	211 57%	178 53%	227 53%	296 54%	406 53%	442 53%	279 54%	105 55%	47 50%	114 54%	455 54%	246 52%	97 51%	149 59%	209 53%	171 49%	211 55%	303 56%	278 56%	425 55%	260 51%
Divide people	607 46%	330 45%	277 48%	90 52%	158 43%	160 47%	199 47%	249 46%	359 47%	397 47%	238 46%	87 45%	47 50%	99 46%	382 46%	225 48%	93 49%	104 41%	186 47%	179 51%	172 45%	241 44%	215 44%	350 44%	246 49%
Sigma	1309 100%	732 100%	577 100%	175 100%	370 100%	338 100%	426 100%	544 100%	764 100%	839 100%	517 100%	192 100%	94 100%	213 100%	838 100%	471 100%	190 100%	253 100%	394 100%	350 100%	383 100%	544 100%	494 100%	775 100%	506 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_26 In your opinion, are the following words more likely to bring people together or divide people?  
 Community

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2008	938	1070	322	572	448	666	894	1114	1443	644	316	118	201	1236	772	262	337	637	677	679	590	697	1124	847
Weighted Base	1984	961	1022	283	555	497	648	839	1145	1297	759	286	130*	303	1221	763	282	325	613	594	612	720	711	1142	800
Bring people together	1741	822	919	221	467	449	604	689	1053	1161	645	249	118	241	1055	686	249	274	532	532	542	619	589	992	714
	88%	86%	90%	78%	84%	90%	93%	82%	82%	90%	85%	87%	91%	79%	86%	90%	88%	84%	87%	90%	89%	86%	83%	87%	89%
Divide people	242	139	103	62	88	48	44	150	92	136	114	37	12	62	165	77	33	51	81	62	70	101	122	150	86
	12%	14%	10%	22%	16%	10%	7%	18%	8%	10%	15%	13%	9%	21%	14%	10%	12%	16%	13%	10%	11%	14%	17%	13%	11%
Sigma	1984	961	1022	283	555	497	648	839	1145	1297	759	286	130	303	1221	763	282	325	613	594	612	720	711	1142	800
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



STGW01\_27 In your opinion, are the following words more likely to bring people together or divide people?  
 Inclusion

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1848	864	984	282	543	406	617	825	1023	1356	567	278	101	180	1152	696	241	319	592	601	629	564	636	1031	783
Weighted Base	1812	871	941	247	522	450	594	769	1044	1214	666	246	113*	269	1127	686	253	306	568	514	565	684	648	1044	731
Bring people together	1105 61%	523 60%	582 62%	163 66% fg	334 64%	261 58%	348 59%	497 65% i	609 58%	722 58%	447 67% j	170 69% k	80 70% l	182 67% m	690 61%	415 61%	151 60%	205 67% n	334 59%	291 57%	351 62% o	434 63% p	416 64%	649 62%	435 60%
Divide people	707 39%	348 40%	359 38%	84 34%	188 36%	189 42% d	246 41% d	272 35% e	435 42% f	492 41% g	219 33% h	76 31% i	34 30% j	88 33% k	437 39%	270 39%	101 40%	101 33% l	234 41% m	222 43% n	213 38% o	250 37% p	232 36% q	395 38% r	296 40% s
Sigma	1812 100%	871 100%	941 100%	247 100%	522 100%	450 100%	594 100%	769 100%	1044 100%	1214 100%	666 100%	246 100%	113 100%	269 100%	1127 100%	686 100%	253 100%	306 100%	568 100%	514 100%	565 100%	684 100%	648 100%	1044 100%	731 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_28 In your opinion, are the following words more likely to bring people together or divide people?  
 Equality

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1996	935	1061	314	582	442	658	896	1100	1444	634	306	120	197	1238	758	261	341	636	674	668	594	697	1123	839
Weighted Base	1973	960	1013	273	569	492	638	843	1130	1301	747	278	129*	294	1227	746	288	330	609	595	600	721	713	1141	791
Bring people together	1478 75%	712 74%	766 76%	206 73%	441 78%	365 74%	466 73%	647 77%	830 73%	952 73%	585 78% J	222 80% J	111 86% JKN	217 74%	918 75%	560 75%	213 74%	250 76%	455 75%	448 75%	451 75%	534 74%	537 75%	856 75%	592 75%
Divide people	495 25%	248 26%	248 24%	68 25%	128 22%	127 26%	173 27%	195 23%	300 27%	349 27% KLM	162 22% M	56 20%	18 14%	77 26% M	309 25%	186 25%	75 26%	80 24%	155 25%	147 25%	148 25%	187 26%	177 25%	286 25%	199 25%
Sigma	1973 100%	960 100%	1013 100%	273 100%	569 100%	492 100%	638 100%	843 100%	1130 100%	1301 100%	747 100%	278 100%	129 100%	294 100%	1227 100%	746 100%	288 100%	330 100%	609 100%	595 100%	600 100%	721 100%	713 100%	1141 100%	791 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_29 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Fetal personhood

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	29%	32%																								
Unweighted Base	1258	614	644	212	406	266	374	618	640	908	404	188	78	140	831	427	198	240	393	388	417	416	468	692	535	
Weighted Base	1229	623	606	196	378	298	357	574	655	795	479	176	91*	203*	806	423	209	224	373	345	362	488	461	696	498	
Bring people together	362 29%	201 32% c	161 27%	73 33% IG	142 38% FG	82 29% G	65 18%	215 37% I	147 22%	202 25%	184 38% J	85 48% JKMn	27 30%	77 38% J	265 33% P	97 23%	75 36%	71 32%	118 32%	91 26%	104 29%	158 32%	183 40% XY	233 33% Y	113 23%	
Divide people	867 71%	422 68% b	445 73%	122 53% b	236 62% b	216 72% b	292 82% DEF	359 63%	508 78% H	593 75% KLN	295 62% L	91 52% L	64 70% L	126 62% I	541 67% O	326 77% O	133 64%	153 68%	255 68%	254 74%	259 71%	330 68%	279 60% W	463 67% W	385 77% WX	
Sigma	1229 100%	623 100%	606 100%	196 100%	378 100%	298 100%	357 100%	574 100%	655 100%	795 100%	479 100%	176 100%	91 100%	203 100%	806 100%	423 100%	209 100%	224 100%	373 100%	345 100%	362 100%	488 100%	461 100%	696 100%	498 100%	

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_30 In your opinion, are the following words more likely to bring people together or divide people?  
 IVF (in-vitro fertilization)

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1702	784	918	235	488	380	599	723	979	1265	501	243	92	162	1039	663	226	289	524	567	570	519	592	974	693
Weighted Base	1647	782	864	198	455	415	579	653	994	1119	585	221	101*	236	1001	645	232	269	501	492	497	618	596	982	625
Bring people together	829 50%	363 46%	467 54% B	101 51%	235 52%	227 55% G	265 46%	336 52%	493 50%	563 50%	303 52%	122 55%	54 53%	122 51%	511 51%	318 49%	132 57% S	144 54%	234 47%	234 48%	249 50%	330 53% t	317 53% y	512 52%	296 47%
Divide people	817 50%	420 54% C	398 46%	97 49%	220 48%	187 45% F	314 54% F	317 48%	501 50%	556 50%	281 48%	99 45%	47 47%	115 49%	490 49%	327 51%	99 43%	125 46%	266 53% Q	258 52% v	248 50%	288 47%	278 47%	470 48%	328 53% w
Sigma	1647 100%	782 100%	864 100%	198 100%	455 100%	415 100%	579 100%	653 100%	994 100%	1119 100%	585 100%	221 100%	101 100%	236 100%	1001 100%	645 100%	232 100%	269 100%	501 100%	492 100%	497 100%	618 100%	596 100%	982 100%	625 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_31 In your opinion, are the following words more likely to bring people together or divide people?

Base: Excluding Those N/A Respondents

Illegals

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1911	897	1014	276	553	431	651	829	1082	1395	584	281	108	179	1167	744	243	322	602	643	645	568	652	1070	806
Weighted Base	1900	929	972	243	540	479	638	784	1117	1260	698	255	113*	274	1162	739	265	309	588	567	585	694	670	1093	767
Bring people together	327 17%	175 19%	153 16%	65 26% FG	129 24% FG	79 16% G	55 9%	194 25% I	134 12%	180 14%	173 25% J	71 28% J	21 19%	77 28% J	232 20% P	96 13% RS	74 28% RS	60 19%	98 17%	83 15%	93 16%	143 21% Tu	156 23% XY	199 18% y	112 15%
Divide people	1573 83%	754 81%	819 84%	179 74%	411 76%	400 84% DE	583 91% DEF	590 75% H	983 88% H	1080 86% KLN	525 75%	184 72%	92 81%	197 72%	930 80% Q	643 87% Q	191 72% q	249 34% Q	490 63% Q	484 85% Q	492 84% V	552 79% v	514 77% W	894 82% W	655 85% Wx
Sigma	1900 100%	929 100%	972 100%	243 100%	540 100%	479 100%	638 100%	784 100%	1117 100%	1260 100%	698 100%	255 100%	113 100%	274 100%	1162 100%	739 100%	265 100%	309 100%	588 100%	567 100%	585 100%	694 100%	670 100%	1093 100%	767 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_32 In your opinion, are the following words more likely to bring people together or divide people?  
 Asylum seekers

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1758	847	911	250	503	397	608	753	1005	1304	528	251	97	181	1083	675	231	296	556	573	597	542	610	989	736
Weighted Base	1740	872	867	218	482	447	593	699	1040	1172	637	231	108*	268	1071	668	243	285	544	507	536	653	625	1013	689
Bring people together	505 29%	272 31%	233 27%	88 41%	177 37%	118 26%	122 21%	265 38%	240 23%	290 25%	235 37%	115 50%	31 29%	103 38%	332 31%	173 26%	89 37%	87 31%	156 29%	144 28%	145 27%	204 31%	228 36%	304 30%	182 26%
Divide people	1234 71%	600 69%	634 73%	129 59%	305 63%	329 74%	471 79%	434 62%	800 77%	882 75%	402 63%	117 50%	77 71%	164 61%	739 69%	495 74%	154 63%	198 69%	388 71%	363 72%	391 73%	449 69%	398 64%	708 70%	507 74%
Sigma	1740 100%	872 100%	867 100%	218 100%	482 100%	447 100%	593 100%	699 100%	1040 100%	1172 100%	637 100%	231 100%	108 100%	268 100%	1071 100%	668 100%	243 100%	285 100%	544 100%	507 100%	536 100%	653 100%	625 100%	1013 100%	689 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_33 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegal immigration

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1939	919	1020	308	555	429	647	863	1076	1404	613	291	114	196	1200	739	255	330	615	643	662	576	665	1083	821
Weighted Base	1930	954	976	274	541	478	636	815	1114	1262	733	263	123*	294	1194	735	275	317	602	569	600	705	679	1102	785
Bring people together	348 18%	189 20%	159 16%	73 26%	138 26%	72 15%	65 10%	211 26%	137 12%	181 14%	192 26%	70 26%	30 24%	92 31%	260 22%	88 12%	78 28%	80 25%	103 17%	84 15%	118 20%	139 20%	166 25%	220 20%	110 14%
Divide people	1582 82%	765 80%	817 84%	202 74%	403 74%	406 85%	571 90%	605 74%	977 88%	1081 86%	540 74%	194 74%	93 76%	202 69%	934 78%	648 88%	197 72%	237 75%	499 83%	485 85%	482 80%	567 80%	513 75%	882 80%	675 86%
Sigma	1930 100%	954 100%	976 100%	274 100%	541 100%	478 100%	636 100%	815 100%	1114 100%	1262 100%	733 100%	263 100%	123 100%	294 100%	1194 100%	735 100%	275 100%	317 100%	602 100%	569 100%	600 100%	705 100%	679 100%	1102 100%	785 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

STGW01\_34 In your opinion, are the following words more likely to bring people together or divide people?  
 Undocumented immigration

Base: Excluding Those N/A Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1875	886	989	281	534	423	637	815	1060	1365	588	283	110	189	1149	726	242	321	586	627	634	562	641	1050	792
Weighted Base	1855	916	940	252	514	468	621	766	1089	1229	704	259	123*	288	1133	722	262	307	563	546	569	690	652	1062	752
Bring people together	333 18%	184 20%	149 16%	71 28% FG	134 26% FG	74 16% G	54 9%	206 27% I	127 12%	163 13%	187 27% J	74 28% J	30 24% J	81 28% J	244 22% P	90 12% RS	80 31% RS	68 22% q	95 17% Q	85 16% Q	104 18% Q	139 20% t	166 25% t	194 18% XY	123 16%
Divide people	1522 82%	731 80%	791 84%	180 72% B	380 74% B	394 84% DE	568 91% DEF	560 73% H	962 88% H	1066 87% KLMN	517 73% KL	186 72% L	93 76% L	207 72% L	889 78% O	633 88% O	182 69% q	239 69% q	468 83% Q	461 84% Q	465 82% Q	551 80% Q	486 75% W	868 82% W	629 84% W
Sigma	1855 100%	916 100%	940 100%	252 100%	514 100%	468 100%	621 100%	766 100%	1089 100%	1229 100%	704 100%	259 100%	123 100%	288 100%	1133 100%	722 100%	262 100%	307 100%	563 100%	546 100%	569 100%	690 100%	652 100%	1062 100%	752 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base



SP01 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Summary Of Familiar With Sport/League

Base: All Respondents

	Gender			Generation							Race					Employment Status		Work Location		Income			Parents		
	Wave 214 (3/29-3/31)		FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	MALE (B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
National Football League (NFL)	1789	935	854	250	534	443	561	785	1004	1169	701	267	119	282	1130	659	267	300	563	524	537	669	674	1044	698
National Basketball Association (NBA)	1717	900	817	258	530	416	513	789	929	1096	707	270	116	284	1113	604	262	304	548	500	520	644	664	1007	672
Men's NCAA Basketball	1546	844	702	213	486	376	471	699	847	998	626	239	99	239	1004	543	234	283	487	437	462	600	611	910	600
National Hockey League (NHL)	1498	825	673	190	471	382	455	661	838	1012	562	220	84	232	983	516	215	277	490	415	443	590	591	888	581
Women's National Basketball Association (WNBA)	1439	759	680	202	460	354	424	662	777	913	602	256	83	242	964	475	234	275	455	400	443	549	593	875	535
Women's NCAA Basketball	1414	753	661	193	449	347	425	641	773	901	576	229	92	217	928	486	212	273	388	426	554	583	863	518	
Major League Soccer (MLS)	1361	739	623	198	432	350	381	630	732	886	557	226	89	239	920	441	205	274	440	369	401	542	570	824	511
Women's NCAA Volleyball	1183	649	534	162	393	295	334	554	629	760	496	209	73	205	821	362	196	239	385	315	352	476	521	736	421
National Women's Soccer League (NWSL)	1116	581	535	164	362	277	313	526	590	736	457	183	73	202	763	353	178	231	354	278	336	465	491	685	406
Professional Women's Hockey League (PWHL)	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	204	219	339	401	508	258	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_1 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Women's Soccer League (NWSL)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1116 52%	581 56%	535 49%	164 52%	362 59%	277 52%	313 46%	526 57%	590 49%	736 53%	457 55%	183 61%	73 50%	202 61%	763 58%	353 43%	178 57%	231 68%	354 54%	278 42%	336 53%	465 61%	491 64%	685 57%	406 47%
Very familiar	293 14%	164 16%	128 12%	46 14%	130 21%	73 14%	44 7%	176 19%	117 10%	168 12%	149 18%	70 23%	22 15%	70 21%	246 19%	47 6%	55 18%	78 23%	113 17%	71 11%	75 12%	140 18%	157 21%	189 16%	102 12%
Somewhat familiar	348 16%	183 18%	165 15%	55 17%	123 20%	84 16%	86 13%	178 19%	170 14%	222 16%	147 18%	57 19%	30 21%	68 20%	254 19%	94 11%	62 20%	85 25%	107 16%	80 12%	96 15%	161 21%	184 24%	233 19%	102 12%
Slightly familiar	476 22%	234 23%	242 22%	63 20%	109 18%	121 23%	183 27%	172 19%	304 25%	345 25%	161 19%	56 19%	21 15%	64 19%	264 20%	212 26%	62 20%	68 20%	134 20%	128 19%	165 26%	164 21%	150 20%	263 22%	202 24%
Just know the name	705 33%	318 31%	387 35%	77 24%	165 27%	184 35%	411 61%	242 26%	463 38%	478 35%	232 28%	68 23%	45 31%	87 26%	363 28%	342 41%	90 29%	78 23%	195 30%	257 39%	219 34%	205 27%	187 25%	386 32%	306 36%
Never heard of	313 15%	133 13%	179 16%	75 23%	86 14%	68 13%	83 12%	161 17%	151 13%	162 12%	143 17%	51 17%	27 19%	44 13%	183 14%	129 16%	45 14%	30 9%	109 17%	125 19%	84 13%	94 12%	84 11%	142 12%	146 17%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_2 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Major League Soccer (MLS)

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Familiar With Sport/League (Net)	1361 64%	739 72%	623 57%	198 63%	432 70%	350 66%	381 56%	630 68%	732 61%	886 64%	557 67%	226 75%	89 62%	239 72%	920 70%	441 54%	205 66%	274 91%	440 67%	369 56%	401 63%	542 71%	570 75%	824 68%	511 60%	
Very familiar	429 20%	274 27%	155 14%	74 23%	187 30%	105 20%	63 9%	261 28%	168 14%	248 18%	214 26%	99 33%	24 17%	102 31%	359 27%	70 9%	67 21%	127 37%	165 25%	102 15%	118 19%	196 26%	234 31%	275 23%	142 16%	
Somewhat familiar	393 18%	204 20%	189 17%	63 20%	123 20%	93 18%	114 17%	186 20%	207 17%	252 18%	169 20%	64 21%	38 27%	68 20%	264 20%	129 16%	63 20%	83 24%	118 18%	98 15%	107 17%	174 23%	181 24%	250 21%	136 16%	
Slightly familiar	540 25%	260 25%	280 25%	61 19%	122 20%	153 29%	204 30%	183 20%	357 30%	387 28%	174 21%	63 21%	27 19%	69 21%	298 23%	242 29%	76 24%	64 19%	157 24%	168 25%	176 28%	172 23%	154 20%	298 25%	233 27%	
Just know the name	623 29%	235 23%	388 35%	76 24%	142 23%	151 29%	253 38%	218 23%	404 34%	423 31%	198 24%	56 19%	41 28%	69 21%	314 24%	309 37%	81 26%	55 16%	178 27%	237 36%	189 30%	179 23%	150 20%	321 26%	284 33%	
Never heard of	150 7%	59 6%	91 8%	42 13%	39 6%	28 5%	40 6%	82 9%	68 6%	67 5%	76 9%	20 7%	14 10%	25 8%	76 6%	26 9%	10 8%	41 3%	55 6%	49 8%	43 6%	62 5%	68 6%	64 6%	7%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_3 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Basketball Association (NBA)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1717 80%	900 87%	817 74%	258 82%	530 86%	416 79%	513 76%	789 85%	929 77%	1096 80%	707 85%	270 89%	116 81%	284 85%	1113 85%	604 73%	262 84%	304 90%	548 83%	500 76%	520 81%	644 84%	664 87%	1007 83%	672 78%
Very familiar	872 41%	521 51%	351 32%	139 44%	320 52%	215 41%	198 29%	459 49%	413 34%	489 36%	428 51%	189 62%	60 42%	159 48%	641 49%	231 28%	135 43%	186 55%	320 49%	229 35%	260 41%	359 47%	396 52%	531 44%	324 38%
Somewhat familiar	483 23%	220 21%	263 24%	66 21%	127 21%	104 20%	185 27%	193 21%	290 24%	341 25%	170 20%	48 16%	39 27%	78 23%	290 22%	193 23%	80 26%	78 23%	132 20%	135 20%	148 23%	179 23%	159 21%	277 23%	194 23%
Slightly familiar	362 17%	159 15%	204 18%	53 17%	83 14%	96 18%	130 19%	136 15%	226 19%	267 19%	110 13%	32 11%	17 12%	47 14%	183 14%	180 22%	47 15%	40 12%	96 15%	136 21%	112 18%	106 14%	110 14%	198 16%	155 18%
Just know the name	357 17%	112 11%	246 22%	44 14%	64 10%	102 19%	147 22%	108 12%	250 21%	252 18%	103 12%	26 9%	22 15%	38 11%	169 13%	189 23%	40 13%	27 8%	101 15%	137 21%	106 17%	99 13%	76 10%	177 15%	164 19%
Never heard of	60 3%	20 2%	39 4%	14 4%	20 3%	11 2%	15 2%	34 4%	26 2%	28 2%	22 3%	7 2%	6 4%	11 3%	28 2%	32 4%	11 3%	7 2%	10 2%	23 4%	14 2%	21 3%	22 3%	29 2%	22 3%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_4 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's National Basketball Association (WNBA)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1439 67%	759 74% C	680 62%	202 64%	460 75% DFG	354 67%	424 63%	662 71% I	777 65%	913 66% m	602 72% JM	256 84%	83 57%	242 73% jM	964 74% P	475 58%	234 75%	275 81% S	455 69%	400 61%	443 69% T	549 72% T	593 78% XY	875 72% Y	535 62%
Very familiar	431 20%	238 23% C	193 18%	58 18% G	182 30% DFG	113 21%	78 12%	240 26% I	191 16%	237 17% JM	225 27% JKMN	125 41%	22 15%	77 23% J	340 26% P	91 11%	86 28%	103 30% S	151 23%	120 18%	111 17%	189 25% TU	210 28% XY	269 22% y	158 18%
Somewhat familiar	481 23%	251 24%	230 21%	62 20%	152 25% G	112 21%	156 23%	214 23% I	267 22%	303 22% JM	188 23% JKMN	76 25%	37 26%	74 22% J	327 25% P	154 19%	68 22%	98 29% q	162 25%	122 18%	145 23% T	196 26% T	206 27% XY	295 24% Y	170 20%
Slightly familiar	527 25%	271 26%	256 23%	82 26%	127 24% G	129 24%	190 28% E	208 22% I	319 26% h	373 27% kLM	189 23% Lm	55 18%	23 16%	91 27% LM	297 23% O	230 28% O	80 26%	75 22% q	142 22%	158 24%	187 29% TV	165 22% T	177 23% W	311 26% W	207 24%
Just know the name	567 27%	221 21% B	346 31% EFG	75 24%	124 20% E	153 29% DE	215 32% DE	199 21% I	368 31% H	402 29% KLN	173 21% L	40 13%	42 29% KL	69 21% L	285 22% O	282 34% O	64 20%	55 16% R	167 25% R	218 33% UV	154 24% UV	173 23% W	138 18% W	286 24% WX	262 31% WX
Never heard of	128 6%	51 5% B	76 7% EFG	39 12% EFG	30 5% E	22 4% E	36 5% E	69 7% I	59 5% I	62 4% JL	57 7% JL	7 2% JLh	20 14% L	23 7% L	60 5% O	67 8% O	14 5%	9 3% r	37 6% r	42 6% r	42 5% r	31 4% r	52 4% r	61 7% WX	7%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_5 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Hockey League (NHL)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1498 70%	825 80%	673 61%	190 60%	471 77%	382 72%	455 67%	661 71%	838 70%	1012 74%	562 68%	220 73%	84 58%	232 70%	983 75%	516 63%	215 69%	277 92%	490 74%	415 63%	443 69%	590 77%	591 78%	888 73%	581 68%
Very familiar	567 27%	356 35%	210 19%	68 22%	200 33%	156 30%	142 21%	268 29%	298 25%	368 27%	224 34%	104 17%	25 17%	101 30%	416 32%	150 18%	83 26%	126 37%	208 32%	153 23%	164 26%	232 30%	251 33%	342 28%	218 25%
Somewhat familiar	464 22%	239 23%	224 20%	53 17%	146 24%	118 22%	146 22%	199 21%	264 22%	303 22%	184 22%	69 23%	32 22%	68 20%	308 24%	155 19%	67 21%	91 27%	150 23%	123 19%	128 20%	196 26%	176 23%	279 23%	176 20%
Slightly familiar	468 22%	229 22%	239 22%	68 22%	125 20%	108 20%	167 25%	193 21%	275 23%	340 25%	154 19%	48 16%	27 19%	63 19%	258 20%	210 25%	66 21%	60 18%	132 20%	138 21%	151 24%	162 21%	165 22%	268 22%	186 22%
Just know the name	528 25%	177 17%	352 32%	76 24%	113 18%	135 26%	205 30%	189 20%	340 28%	319 23%	212 26%	66 22%	48 33%	73 22%	273 21%	256 31%	84 27%	50 15%	139 21%	201 30%	168 26%	143 19%	135 18%	282 23%	229 27%
Never heard of	107 5%	30 3%	77 7%	51 16%	30 5%	11 2%	15 2%	81 9%	27 2%	46 3%	57 7%	17 5%	12 8%	27 8%	54 4%	53 6%	14 4%	11 3%	29 4%	45 7%	28 4%	30 4%	35 5%	43 4%	49 6%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_6 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Professional Women's Hockey League (PWHL)

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	791 37%	408 40%	383 35%	129 41%	311 51%	186 35%	166 25%	439 47%	352 29%	512 37%	336 40%	134 44%	59 41%	150 45%	583 44%	208 25%	147 47%	204 60%	231 35%	204 31%	219 34%	339 44%	401 53%	508 42%	258 30%
Very familiar	190 9%	101 10%	89 8%	19 6%	96 16%	50 9%	25 4%	115 12%	75 6%	115 8%	97 12%	50 17%	7 5%	47 14%	161 12%	29 4%	45 14%	60 18%	56 9%	46 7%	42 7%	97 13%	111 15%	127 10%	61 7%
Somewhat familiar	251 12%	129 13%	121 11%	44 14%	101 17%	54 10%	50 7%	146 16%	105 9%	158 12%	107 13%	42 14%	23 16%	47 14%	196 15%	54 7%	44 14%	73 22%	80 12%	51 8%	66 10%	124 16%	141 19%	168 14%	72 8%
Slightly familiar	350 16%	178 17%	173 16%	65 21%	113 18%	82 15%	91 13%	178 19%	172 14%	238 17%	133 16%	42 14%	29 20%	55 17%	225 17%	125 15%	59 19%	71 21%	95 14%	107 16%	111 17%	118 15%	149 20%	213 18%	125 15%
Just know the name	646 30%	285 28%	361 33%	68 21%	131 21%	172 32%	275 41%	199 21%	447 37%	443 32%	206 25%	74 24%	35 24%	75 22%	333 25%	313 28%	88 17%	58 17%	187 28%	230 35%	204 32%	197 26%	152 20%	327 27%	303 35%
Never heard of	697 33%	338 33%	359 33%	120 38%	171 28%	171 32%	234 35%	291 31%	406 34%	422 31%	290 35%	95 31%	50 35%	109 33%	394 30%	303 37%	78 25%	76 23%	240 36%	227 34%	217 34%	228 30%	208 27%	378 31%	298 35%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_7 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's NCAA Basketball

Base: All Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1414 66%	753 73%	661 60%	193 61%	449 73%	347 66%	425 63%	641 69%	773 64%	901 65%	576 69%	229 76%	92 64%	217 65%	928 71%	486 59%	212 68%	273 81%	443 67%	388 59%	426 67%	554 72%	583 77%	863 71%	518 60%
Very familiar	453 21%	272 26%	181 16%	52 17%	169 28%	129 24%	102 15%	222 24%	231 19%	255 19%	216 26%	114 38%	27 18%	78 23%	346 26%	107 13%	88 28%	94 28%	164 25%	126 19%	111 17%	205 27%	221 29%	278 23%	171 20%
Somewhat familiar	451 21%	242 23%	209 19%	68 22%	148 24%	99 19%	136 20%	217 23%	235 19%	304 22%	176 21%	71 23%	33 23%	68 20%	294 22%	158 19%	59 19%	96 28%	139 21%	103 16%	150 23%	177 23%	188 25%	268 22%	161 19%
Slightly familiar	510 24%	239 23%	271 25%	72 23%	131 21%	119 22%	188 28%	203 22%	307 25%	342 25%	183 22%	44 15%	32 24%	71 21%	288 22%	222 27%	66 21%	83 24%	140 21%	159 24%	166 26%	172 22%	174 23%	317 26%	186 22%
Just know the name	571 27%	219 21%	352 32%	71 23%	122 20%	158 30%	220 33%	193 21%	378 31%	409 30%	180 22%	60 20%	34 24%	73 22%	307 23%	264 32%	80 26%	52 15%	176 27%	209 32%	167 26%	172 23%	138 18%	286 24%	272 32%
Never heard of	149 7%	60 6%	88 8%	52 16%	43 7%	24 5%	30 4%	95 10%	54 4%	66 5%	76 9%	14 5%	19 13%	43 13%	75 6%	74 9%	20 7%	14 4%	40 6%	63 9%	45 7%	38 5%	40 5%	64 5%	68 8%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP01\_8 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's NCAA Volleyball

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Familiar With Sport/League (Net)	1183 55%	649 63% C	534 48% C	162 51% C	393 64% DFG	295 56% g	334 49% g	554 60% g	629 52% g	760 55% g	496 71% JM	209 69% JKM	73 50% JKM	205 62% m	821 63% P	362 44% P	196 63% qS	239 71% qS	385 58% s	315 48% s	352 55% T	476 62% TU	521 68% XY	736 61% Y	421 49% Y	
Very familiar	283 13%	166 16% C	117 11% C	44 14% G	113 18% IG	71 13% G	55 8% G	157 17% I	126 10% I	165 12% I	143 17% JKM	72 24% JKM	13 9% JKM	71 21% JM	221 17% P	63 8% P	51 16% s	70 21% s	100 15% s	76 12% s	65 10% s	130 17% TU	145 19% XY	173 14% XY	107 12% XY	
Somewhat familiar	369 17%	202 20% C	167 15% C	58 18% C	131 21% FG	73 14% FG	108 16% FG	189 20% I	181 15% I	242 18% I	145 17% I	59 20% I	27 19% I	52 16% P	263 20% P	106 13% P	53 17% P	80 24% s	130 20% s	90 14% s	125 20% T	144 19% T	171 22% XY	224 18% XY	135 16% XY	
Slightly familiar	530 25%	280 27% c	251 23% c	60 19% c	148 24% D	151 25% D	170 25% d	208 22% I	322 27% h	353 26% h	207 25% h	77 26% h	33 23% h	82 25% h	337 26% h	193 23% h	92 29% h	90 27% h	155 24% h	149 23% h	162 25% h	202 26% Y	205 27% Y	339 28% Y	179 21% Y	
Just know the name	708 33%	296 29% B	412 37% B	89 28% B	144 23% DE	194 37% DE	281 42% DE	233 25% I	475 39% H	499 36% KLN	221 27% L	66 22% L	43 30% L	81 24% L	365 28% O	343 42% O	83 27% O	73 21% R	209 32% R	257 39% UV	215 34% V	212 28% W	175 23% W	368 30% WX	326 38% WX	
Never heard of	243 11%	87 8% B	156 14% B	66 21% EFG	77 12% FG	40 8% FG	61 9% FG	143 15% I	101 8% I	117 8% I	114 14% JL	28 9% JL	29 20% JL	47 14% J	124 9% J	119 14% O	33 11% O	27 8% O	64 10% O	88 13% O	72 11% O	77 10% O	65 9% O	109 9% O	111 13% WX	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_9 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Men's NCAA Basketball

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1546 72%	844 82%	702 64%	213 67%	486 79% DFG	376 71%	471 70%	699 75% I	847 70%	998 73%	626 75% m	239 79% JKMn	99 69%	239 72%	1004 77% P	543 66%	234 75%	283 84% QS	487 74%	437 66%	462 72% T	600 79%	611 80% TU	910 75% XY	600 70%
Very familiar	671 31%	430 42% C	241 22%	98 31%	222 36% G	170 32% g	181 27%	320 34% I	351 29%	417 30%	288 35% j	138 46% JKMN	33 23%	107 32%	483 37% P	187 23%	111 36%	128 38% QS	245 37%	181 27%	177 28%	293 38% T	284 37% TU	390 32% XY	268 31%
Somewhat familiar	441 21%	222 21% C	219 20%	62 20%	129 21% g	103 19%	147 22%	191 21% I	250 21%	300 22% j	168 20% j	61 20% L	31 21%	64 19%	275 21% P	166 20%	56 18%	94 28% QS	125 19%	113 17%	148 23% T	165 22% T	195 26% TU	279 23% XY	148 17%
Slightly familiar	434 20%	192 19% B	243 22%	53 17%	135 22% E	103 19%	144 21%	188 20% I	247 20%	282 20% L	171 21% L	40 13% L	35 24% L	68 20% L	245 19% O	189 23% O	67 21% O	62 18% O	117 18%	142 21% R	138 22% R	143 19% UV	133 17% UV	242 20% W	184 21% w
Just know the name	474 22%	156 15% B	317 29% B	63 20%	94 15% E	133 25% DE	184 27% DE	157 17% H	317 26% H	327 24% KL	145 17% KL	45 15% L	29 20% L	61 18% O	243 19% O	231 28% O	66 21% R	41 12% R	136 21% R	181 27% UV	143 22% V	129 17% W	119 16% W	256 21% W	206 24% W
Never heard of	114 5%	32 3% B	82 7% B	41 13% EFG	34 5% g	20 4% g	20 3% g	74 8% I	40 3% I	52 4% J	61 7% J	19 6% J	16 11% J	33 10% J	64 5% J	51 6% J	13 4% J	15 4% J	35 5% J	43 7% J	34 5% J	4 4% X	32 4% X	47 4% X	53 6% X
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP01\_10 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Football League (NFL)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Familiar With Sport/League (Net)	1789 84%	935 91%	854 78%	250 79%	534 87%	443 84%	561 83%	785 84%	1004 83%	1169 85%	701 84%	267 88%	119 83%	282 85%	1130 86%	659 80%	267 85%	300 88%	563 86%	524 79%	537 84%	669 88%	674 88%	1044 88%	698 81%
Very familiar	1082 51%	630 61%	453 41%	142 45%	318 52%	282 53%	340 50%	460 50%	622 52%	692 50%	442 53%	193 64%	63 44%	170 51%	728 56%	355 43%	159 51%	193 57%	377 57%	315 48%	330 52%	410 54%	412 54%	637 53%	428 50%
Somewhat familiar	408 19%	193 19%	215 20%	64 20%	122 20%	86 16%	135 20%	186 20%	221 18%	269 20%	153 18%	52 17%	32 22%	59 18%	230 18%	178 22%	53 17%	55 16%	122 18%	101 15%	134 21%	155 20%	153 20%	238 20%	158 18%
Slightly familiar	299 14%	113 11%	186 17%	44 14%	94 15%	74 14%	86 13%	138 15%	161 13%	207 15%	105 13%	22 7%	24 17%	54 16%	172 13%	127 15%	55 18%	52 15%	65 10%	108 16%	74 12%	104 14%	109 14%	169 14%	112 13%
Just know the name	287 13%	80 8%	207 19%	48 15%	62 10%	76 14%	101 15%	110 12%	177 15%	180 13%	110 13%	27 9%	21 15%	45 13%	154 12%	133 16%	37 12%	33 10%	83 13%	113 17%	85 13%	79 10%	69 9%	145 12%	137 16%
Never heard of	58 3%	17 2%	41 4%	18 5%	17 3%	10 2%	13 2%	35 4%	23 2%	27 2%	21 3%	9 3%	4 3%	6 2%	26 2%	32 4%	9 3%	6 2%	12 2%	24 4%	17 3%	16 2%	19 2%	24 2%	24 3%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP02 How much of a fan would you say you are of the following leagues and/or sports?  
 Summary Of Fan

Base: All Respondents Familiar With At Least One Row (R1-10) In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/21-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
National Football League (NFL)	721 81%	391 87%	330 74%	99 76%	207 83%	177 81%	238 80%	306 81%	415 81%	442 78%	295 84%	105 87%	45 70%	110 79%	433 85%	288 75%	101 84%	114 90%	218 83%	223 78%	233 84%	248 82%	244 87%	417 85%	283 76%
National Basketball Association (NBA)	648 73%	337 77%	311 69%	123 84%	218 82%	151 71%	157 58%	341 83%	307 64%	351 64%	341 87%	127 91%	60 91%	130 87%	458 81%	191 61%	113 77%	121 88%	223 77%	172 66%	214 75%	247 77%	252 82%	371 75%	257 70%
Men's NCAA Basketball	630 72%	371 78%	259 65%	98 74%	194 78%	134 68%	203 67%	292 78%	337 68%	393 70%	261 75%	109 80%	38 77%	87 75%	424 78%	205 61%	105 77%	120 83%	200 74%	170 66%	187 70%	261 79%	248 81%	380 76%	233 65%
National Hockey League (NHL)	563 64%	321 68%	242 60%	72 62%	197 73%	136 62%	158 58%	269 70%	294 60%	404 67%	187 60%	62 56%	24 50%	92 70%	387 70%	176 54%	76 65%	107 78%	204 69%	156 59%	153 64%	239 69%	235 72%	338 68%	213 60%
Women's NCAA Basketball	526 60%	298 62%	228 57%	74 59%	195 73%	115 55%	143 51%	269 69%	257 52%	307 57%	234 66%	105 76%	38 64%	78 68%	376 68%	151 45%	96 74%	116 73%	164 63%	128 53%	165 59%	223 66%	240 72%	342 65%	172 51%
Women's NCAA Volleyball	522 58%	302 62%	220 56%	78 63%	205 71%	115 51%	123 51%	283 69%	239 51%	313 57%	248 64%	103 61%	33 65%	109 72%	393 65%	128 47%	84 63%	138 77%	171 58%	139 55%	157 58%	208 63%	262 68%	328 61%	176 55%
Professional Women's Hockey League (PWHL)	460 58%	257 63%	204 53%	79 62%	226 73%	90 49%	64 39%	306 70%	155 44%	289 56%	208 62%	83 62%	36 61%	106 71%	376 64%	85 41%	101 68%	147 72%	128 55%	100 49%	124 57%	222 65%	278 69%	317 62%	125 49%
Major League Soccer (MLS)	504 57%	301 64%	202 49%	104 69%	173 67%	120 56%	106 42%	277 68%	227 48%	311 54%	228 64%	75 58%	37 66%	118 72%	375 66%	129 41%	68 59%	118 74%	188 64%	120 47%	142 55%	224 69%	256 72%	331 63%	162 47%
National Women's Soccer League (NWSL)	470 54%	264 59%	205 49%	80 57%	193 72%	97 47%	99 40%	273 67%	197 43%	299 53%	298 59%	77 57%	37 60%	89 59%	360 62%	109 39%	80 61%	121 76%	159 55%	104 46%	144 56%	209 60%	256 67%	309 58%	155 49%
Women's National Basketball Association (WNBA)	472 54%	239 54%	232 55%	70 53%	176 68%	93 45%	133 51%	246 61%	226 48%	277 52%	223 60%	100 67%	31 60%	91 60%	332 58%	139 46%	91 62%	97 63%	144 55%	144 55%	135 51%	179 57%	210 64%	289 57%	169 50%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_1 How much of a fan would you say you are of the following leagues and/or sports?  
 National Women's Soccer League (NWSL)

Base: All Respondents Familiar With At Least National Women's Soccer League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335	
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317	
Fan (Net)	470 54%	264 59%	205 49%	80 57% G	193 72% DFG	97 47%	99 40%	273 67% I	197 43%	299 53%	208 59%	77 57%	37 60%	89 58%	360 62% P	109 39%	80 61%	121 76% QS	159 55%	104 46%	144 56% t	209 60% T	256 57% XY	309 58% Y	155 49%	
Diehard fan	110 13%	58 13%	53 13%	22 16% G	58 22% FG	19 9%	11 4%	81 20% I	30 7%	72 13%	48 14%	18 13%	9 14%	22 14%	99 17% P	11 4%	25 19%	39 28% S	35 12%	17 8%	39 15% T	52 21% T	82 21% XY	90 17% Y	19 6%	
Casual fan	359 42%	207 46%	152 37%	57 41% G	135 50% FG	79 38%	88 36%	192 47% I	167 37%	227 40%	160 46%	59 44%	28 46%	68 45%	261 45% P	98 35%	55 42%	82 51% R	124 43%	87 38%	105 41% uV	156 45% X	174 46% X	219 41% X	136 43%	
Not at all a fan	393 46%	182 41%	211 51% B	60 43% E	74 28% E	112 53% E	147 60% DE	134 33% I	258 57% H	264 47%	142 41%	59 43%	25 40%	62 41%	219 38% O	174 61% R	51 39% R	39 24% R	129 45% R	122 54% uV	114 44%	138 40% W	125 33% W	222 42% WX	162 51% WX	
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_2 How much of a fan would you say you are of the following leagues and/or sports?  
 Major League Soccer (MLS)

Base: All Respondents Familiar With At Least Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Fan (Net)	594 57%	301 64%	202 49%	104 69% FG	173 67% FG	120 56% G	106 42%	277 68% I	227 48%	311 54%	228 64% J	75 58%	37 66%	118 72% JKL	375 66% P	129 41%	68 59%	118 74% Qs	188 64%	120 47%	142 55%	224 69% TU	256 72% XY	331 63% Y	162 47%
Diehard fan	151 17%	101 22% C	50 12%	43 29% FG	66 26% IG	36 17% G	6 2%	109 27% I	42 9%	90 16%	78 22% JM	27 21% m	4 8%	45 27% JM	140 25% P	11 4%	27 23% s	50 31% s	64 22%	29 11%	46 18%	73 23% t	103 29% XY	109 21% Y	41 12%
Casual fan	353 40%	200 43%	152 37%	61 41% FG	107 42%	85 39%	100 39%	168 41% I	184 39%	221 39%	151 42% I	48 37% JKL	32 58%	73 45%	235 41% P	118 38%	42 36%	69 43% JKL	125 43%	91 36%	96 37%	150 46% Tu	153 43% y	222 43% y	121 35%
Not at all a fan	374 43%	166 36% B	208 51% B	46 31% DE	84 33% DE	96 44% DEF	148 58% DEF	130 32% I	244 52% H	261 46% KN	129 36% n	55 42% kN	19 34%	46 28% n	192 59% O	182 41% R	47 26% R	41 26% r	104 36% r	134 53% V	118 45% V	102 31% V	97 28% W	191 37% W	182 53% WX
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_3 How much of a fan would you say you are of the following leagues and/or sports?  
 National Basketball Association (NBA)

Base: All Respondents Familiar With At Least National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Fan (Net)	648	337	311	123	218	151	157	341	307	351	341	127	60	130	458	191	113	121	223	172	214	247	252	371	257
	73%	77%	69%	84%	82%	71%	58%	83%	64%	64%	87%	91%	91%	87%	81%	58%	81%	88%	77%	66%	76%	77%	82%	75%	70%
		C		FG	FG	G		I	J	J	J	J	J	J	P	S	S	T	T	T	T	T	XY	XY	
Diehard fan	239	148	91	48	110	42	39	158	81	107	145	69	25	44	188	51	47	52	90	54	87	96	99	133	97
	27%	34%	20%	33%	41%	20%	15%	39%	17%	20%	37%	49%	38%	29%	33%	16%	33%	38%	31%	21%	30%	30%	32%	27%	27%
		C		FG	FG			I	J	J	J	J	J	J	P	S	S	T	T	T	T	T	T	X	
Casual fan	409	189	220	75	108	109	117	183	226	245	196	58	35	86	270	140	66	69	134	118	127	152	153	238	160
	46%	43%	49%	51%	41%	52%	43%	45%	47%	45%	50%	53%	53%	58%	48%	43%	47%	50%	46%	45%	44%	47%	50%	48%	44%
				e	e	e		L	L	L	L	L	L	L	JL	JL	JL	JL	JL	JL	JL	JL	JL	JL	JL
Not at all a fan	244	103	140	23	47	61	114	70	174	195	50	12	6	19	109	135	27	16	65	89	73	75	54	125	108
	27%	23%	31%	16%	18%	29%	42%	17%	36%	36%	13%	9%	9%	13%	19%	42%	19%	12%	23%	34%	25%	23%	18%	28%	30%
		B		DE	DEF	DEF		H	KL	LMN	L	L	L	L	O	O	R	R	UV	UV	UV	UV	W	W	W
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_4 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's National Basketball Association (WNBA)

Base: All Respondents Familiar With At Least Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Em- ploy- ed	Not Em- ploy- ed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Fan (Net)	472 54%	239 54%	232 55%	70 53%	176 63% dFG	93 45%	133 51%	246 61% I	226 48%	277 52%	223 60% J	100 67% JK	31 60%	91 60%	332 59% P	139 46%	91 62%	97 63%	144 55%	144 55%	135 51%	179 57%	210 64% XY	288 57% y	169 50%
Diehard fan	109 13%	66 15%	42 10%	20 15% G	58 22% FG	18 9%	13 5%	78 19% I	30 6%	58 11%	64 17% J	31 21% J	6 11%	26 17% J	97 17% P	11 4%	27 18%	30 19%	41 15%	24 9%	27 10%	55 18% TU	68 21% XY	76 15% Y	27 8%
Casual fan	363 42%	173 39%	190 45%	50 38%	118 43%	75 36%	121 46% I	167 42%	196 42%	218 41%	159 43%	69 46%	25 49%	64 43%	235 42%	128 42%	64 44%	67 44%	104 39%	119 46%	108 41%	124 39%	142 44%	212 42%	142 42%
Not at all a fan	397 46%	205 46%	193 45%	62 47% e	95 35% E	113 49% E	128 49% E	157 39% H	241 52% H	255 48% KL	148 40% L	49 33%	20 40%	60 40%	231 41% O	166 54% O	56 38%	56 37%	119 45%	117 45%	128 49%	135 43%	116 36% W	216 43% Wx	171 50% Wx
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP02\_5 How much of a fan would you say you are of the following leagues and/or sports?  
 National Hockey League (NHL)

Base: All Respondents Familiar With At Least National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Fan (Net)	563 64%	321 68%	242 60%	72 62%	197 73% dFG	136 62%	158 58%	269 70% I	294 60%	404 67% kLM	187 60%	62 56%	24 50%	92 70% kIM	387 70% P	176 54%	76 65%	107 78% qs	204 69%	156 59%	153 64%	239 69% T	235 72% XY	338 68% V	213 60%
Diehard fan	157 18%	104 22% C	53 13%	18 15%	62 23% G	45 20% G	32 12%	80 21%	77 16%	110 18%	48 15%	23 11%	5 11%	18 13%	122 22% P	34 11%	18 15%	43 31% QS	61 21%	40 15%	50 21%	66 19%	84 26% XY	107 21% Y	49 14%
Casual fan	406 46%	217 46%	189 47%	54 47%	135 50%	91 42%	126 46%	189 49%	217 44%	294 49% L	139 45% L	39 35%	18 39%	75 57% KLm	265 48%	141 43%	59 50%	64 47%	142 44%	115 44%	103 43%	173 50%	151 46%	231 46%	164 46%
Not at all a fan	313 36%	150 32% B	164 40% e	45 38% e	72 27%	84 38% E	113 42% E	117 30%	196 40% H	198 33% j	123 40% jn	48 44% Jn	24 50% JN	39 30%	164 46% O	149 30%	41 22%	30 31% r	93 41% r	109 41% V	85 36%	106 31%	90 28% W	162 32% WX	144 40% WX
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_6 How much of a fan would you say you are of the following leagues and/or sports?  
 Professional Women's Hockey League (PWHL)

Base: All Respondents Familiar With At Least Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Fan (Net)	460 58%	257 63%	204 53%	79 62% IG	226 73% dFG	90 49%	64 39%	306 70% I	155 44%	289 56%	208 62%	83 62%	36 61%	106 71%	376 64% P	85 41%	101 69% S	147 72% S	128 55%	100 49%	124 57%	222 55% Tu	278 69% XY	317 62% Y	125 49%
Diehard fan	126 16%	73 18%	53 14%	31 24% FG	63 20% FG	19 10%	13 8%	94 21% I	32 9%	75 15%	66 20% J	26 20%	9 16%	34 23% J	113 19% P	13 6%	29 19%	37 18%	47 20%	22 11%	43 20% T	61 18% T	89 22% XY	98 19% Y	24 9%
Casual fan	334 42%	183 45%	151 39%	48 37% DFG	163 53% DFG	71 38%	52 31%	212 48% I	123 35%	214 42%	142 42%	57 43%	27 46%	72 48% P	263 45% P	71 34%	72 49% S	109 54% S	81 35%	79 39%	81 37%	161 47% IU	189 47% X	219 43% X	102 39%
Not at all a fan	331 42%	152 37%	179 47% B	49 38% e	84 27% dE	96 51% dE	101 61% DE	133 30% I	197 56% H	224 44% N	128 38% N	51 38%	23 39%	44 29%	207 36% O	124 59% O	46 31%	57 28% OR	104 45% V	104 51% V	94 43% v	117 35% IU	123 31% X	191 38% W	132 51% WX
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_7 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's NCAA Basketball

Base: All Respondents Familiar With At Least Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Fan (Net)	526	298	228	74	195	115	143	269	257	307	234	105	38	78	376	151	96	116	164	128	165	223	240	342	172
	60%	62%	57%	59%	73% DFG	55%	51%	69% I	52%	57%	66% J	76% JK	64%	68%	68% P	45%	74% s	73% s	63% T	53% XY	59% Y	66% Z	72% XY	65% Y	51%
Diehard fan	125	78	47	20	65	24	16	85	40	65	71	39	7	28	107	18	33	33	41	21	42	60	81	87	34
	14%	16%	12%	16%	25% DFG	11% G	6%	22% I	8% J	12% JKM	20% J	28% JKM	12%	24% J	19% P	6%	25% s	21% T	16% XY	9% t	15% t	18% T	24% XY	17% Y	10%
Casual fan	401	220	181	55	129	91	127	184	218	242	163	66	31	51	269	132	63	83	123	107	123	163	159	255	138
	45%	46%	45%	43%	49%	44%	45%	47%	44%	45%	46%	47%	52%	44%	49% P	40% s	49% s	52% T	47% XY	45% t	44% t	48% T	48% XY	49% Y	41%
Not at all a fan	356	180	176	52	70	94	140	122	233	235	123	34	22	37	174	182	33	44	97	112	114	114	92	182	165
	40%	38%	43%	41% E	27% E	45% E	49% E	31% H	48% H	43% KL	34% L	24% L	36% L	32% L	55% O	26% O	27% qr	27% V	47% V	47% V	41% V	34% W	28% W	35% WX	49% WX
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_8 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's NCAA Volleyball

Base: All Respondents Familiar With At Least Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Fan (Net)	522 59%	302 62%	220 56%	78 63% IG	205 71% FG	115 51%	123 51%	283 69% I	239 51%	313 57%	248 64% J	103 61%	33 63%	109 72% JKI	393 65% P	128 47%	84 63%	138 77% QS	171 58%	139 55%	157 58%	208 63% t	262 68% XY	328 61%	176 55%
Diehard fan	120 14%	73 15%	47 12%	19 16% G	66 23% FG	20 9%	15 6%	85 21% I	35 8%	64 12% J	69 18% J	30 18% J	5 11%	30 20% J	107 18% P	13 5%	22 17% S	38 21% S	46 16%	29 12% v	34 13% v	57 17% t	80 21% XY	86 16% Y	27 8%
Casual fan	401 46%	229 47%	173 44%	59 48%	140 48%	95 42%	108 44%	198 48%	203 43%	248 45% I	179 46% J	73 43% J	27 55% J	79 52% J	286 47% P	115 42% S	62 47% S	99 56% S	125 42% S	110 43% v	123 46% v	151 46% t	181 47% XY	242 45% Y	149 47%
Not at all a fan	360 41%	186 38%	174 44%	45 37% dE	83 29% dE	112 49% dE	120 49% DE	128 31% H	232 49% H	237 43% KN	139 36% n	67 39% n	17 35% n	42 28% n	214 35% O	146 53% O	49 37% R	41 42% R	123 45% R	114 45% v	111 42% v	121 37% t	123 32% t	213 39% W	143 45% W
Sigma	882 100%	488 100%	393 100%	123 100%	288 100%	227 100%	243 100%	411 100%	471 100%	549 100%	386 100%	171 100%	50 100%	151 100%	607 100%	275 100%	133 100%	179 100%	295 100%	253 100%	268 100%	329 100%	385 100%	540 100%	319 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_9 How much of a fan would you say you are of the following leagues and/or sports?  
 Men's NCAA Basketball

Base: All Respondents Familiar With At Least Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Fan (Net)	630	371	259	98	194	134	203	292	337	393	261	109	38	87	424	205	105	120	200	170	187	261	248	380	233
	72%	78%	65%	74%	79%	68%	67%	78%	68%	70%	75%	80%	77%	75%	78%	61%	77%	89%	74%	66%	70%	79%	81%	78%	65%
Diehard fan	226	155	71	30	77	49	71	107	119	133	103	49	15	34	172	53	38	44	91	51	64	107	111	151	69
	26%	33%	18%	23%	31%	25%	23%	28%	24%	24%	30%	36%	31%	29%	32%	16%	27%	32%	34%	20%	24%	32%	36%	30%	19%
Casual fan	404	215	188	68	118	85	133	186	218	260	158	61	23	53	252	152	67	76	109	119	123	154	137	229	163
	46%	45%	47%	52%	48%	44%	44%	49%	44%	47%	45%	44%	47%	46%	47%	45%	49%	56%	40%	46%	46%	46%	45%	46%	46%
Not at all a fan	245	105	141	34	51	62	98	85	161	165	87	27	11	29	116	129	32	15	69	89	78	70	57	119	123
	28%	22%	35%	26%	21%	32%	33%	22%	32%	30%	25%	20%	23%	28%	39%	23%	11%	26%	34%	30%	21%	19%	24%	35%	35%
Sigma	875	475	400	132	245	196	302	377	498	558	347	137	49	116	541	334	137	135	269	259	266	332	306	499	355
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP02\_10 How much of a fan would you say you are of the following leagues and/or sports?  
 National Football League (NFL)

Base: All Respondents Familiar With At Least National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Fan (Net)	721	391	330	99	207	177	238	306	415	442	295	105	45	110	433	288	101	114	218	223	233	248	244	417	283
	81%	57%	74%	76%	83%	81%	80%	81%	81%	78%	84%	87%	70%	79%	85%	75%	84%	90%	83%	78%	84%	82%	87%	85%	76%
Diehard fan	346	223	123	37	119	81	109	156	190	203	146	54	20	57	229	117	48	59	122	97	113	133	133	211	120
	39%	50%	28%	28%	48%	37%	37%	41%	37%	36%	42%	45%	32%	41%	45%	31%	40%	47%	46%	34%	41%	44%	47%	43%	33%
Casual fan	375	169	207	62	88	96	129	150	225	239	149	51	25	53	205	171	53	55	96	126	120	115	111	206	162
	42%	38%	46%	47%	35%	44%	44%	40%	44%	42%	42%	43%	38%	38%	40%	45%	44%	43%	36%	44%	43%	38%	40%	42%	44%
Not at all a fan	173	58	115	32	42	40	59	74	99	123	56	15	19	29	78	94	19	13	46	62	45	54	36	74	88
	19%	13%	26%	24%	17%	19%	20%	19%	19%	22%	16%	13%	10%	21%	15%	16%	10%	17%	22%	16%	16%	18%	13%	15%	24%
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP03\_1 How long have you been a fan of the following leagues and/or sports?  
 National Women's Soccer League (NWSL)

Base: Casual Or Diehard Fan Of National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	492	277	215	92	213	88	99	305	187	347	183	86	34	63	385	107	76	138	171	119	163	196	267	324	161
Weighted Base	470	264	205	80*	193	97*	99*	273	197	299	208	77*	37**	89*	360	109*	80*	121	159	104*	144	209	256	309	155
I recently became a fan (in the past 1-3 years)	172 37%	110 42%	62 30%	34 43%	59 31%	38 39%	41 41%	93 34%	79 40%	102 34%	78 38%	29 38%	14 39%	34 38%	118 33%	55 50%	28 34%	33 27%	57 36%	46 44%	58 40%	62 30%	79 31%	99 32%	70 45%
I have been a fan for a while (past 4-9 years)	189 40%	103 39%	86 42%	28 35%	95 49%	30 31%	36 36%	122 45%	66 34%	130 44%	82 39%	26 34%	13 34%	38 42%	150 42%	38 35%	35 43%	52 43%	64 40%	36 34%	56 39%	92 44%	114 45%	130 42%	56 36%
I am a long-term fan (for 10 years or more)	109 23%	51 19%	58 28%	18 23%	39 20%	29 30%	22 22%	57 21%	51 26%	67 22%	48 23%	22 28%	10 27%	17 19%	92 26%	17 15%	18 22%	36 30%	38 24%	23 22%	30 21%	54 26%	63 25%	80 26%	29 18%
Sigma	470 100%	264 100%	205 100%	80 100%	193 100%	97 100%	99 100%	273 100%	197 100%	299 100%	208 100%	77 100%	37 100%	89 100%	360 100%	109 100%	80 100%	121 100%	159 100%	104 100%	144 100%	209 100%	256 100%	309 100%	155 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_2 How long have you been a fan of the following leagues and/or sports?  
 Major League Soccer (MLS)

Base: Casual Or Diehard Fan Of Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	486	279	207	104	184	96	102	288	198	339	182	80	30	76	377	109	71	124	182	131	150	188	251	319	160
Weighted Base	504	301	202	104*	173	120*	106*	277	227	311	228	75*	37**	118*	375	129*	68*	118*	188	120*	142	224	256	331	162
I recently became a fan (in the past 1-3 years)	142 28%	89 29%	54 27%	24 23%	49 28%	33 28%	36 34%	73 26%	70 31%	85 27%	65 28%	27 36%	7 18%	36 31%	102 27%	40 31%	18 27%	28 23%	56 30%	44 36%	41 29%	55 25%	59 23%	80 24%	58 36%
I have been a fan for a while (past 4-9 years)	226 45%	130 43%	96 48%	56 54%	78 45%	49 41%	43 41%	134 48%	92 41%	131 42%	110 48%	26 35%	20 55%	57 49%	165 44%	61 47%	28 41%	55 47%	82 43%	53 44%	65 46%	97 43%	124 48%	159 48%	62 38%
I am a long-term fan (for 10 years or more)	135 27%	83 28%	52 26%	24 23%	46 27%	38 32%	27 25%	70 25%	65 29%	95 30%	53 23%	22 29%	10 27%	24 21%	108 29%	28 21%	22 32%	35 30%	51 27%	24 20%	36 25%	71 32%	73 29%	92 28%	42 26%
Sigma	504 100%	301 100%	202 100%	104 100%	173 100%	120 100%	106 100%	277 100%	227 100%	311 100%	228 100%	75 100%	37 100%	118 100%	375 100%	129 100%	68 100%	118 100%	188 100%	120 100%	142 100%	224 100%	256 100%	331 100%	162 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing



SP03\_3 How long have you been a fan of the following leagues and/or sports?  
 National Basketball Association (NBA)

Base: Casual Or Diehard Fan Of National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	625	316	309	125	228	121	151	353	272	393	266	139	44	80	438	187	92	118	228	188	232	189	240	353	256	
Weighted Base	648	337	311	123*	218	151*	157	341	307	351	341	127	60*	130*	458	191	113*	121*	223	172	214	247	252	371	257	
I recently became a fan (in the past 1-3 years)	113 17%	39 11%	75 24%	38 31%	51 23%	16 11%	9 6%	88 26%	25 8%	56 16%	62 18%	15 12%	15 25%	24 18%	90 20%	24 13%	19 17%	27 23%	43 19%	39 22%	37 17%	34 14%	55 22%	71 19%	38 15%	
I have been a fan for a while (past 4-9 years)	179 28%	84 25%	95 30%	53 43%	59 27%	23 15%	44 28%	112 33%	67 22%	107 30%	88 26%	27 21%	14 23%	44 34%	120 26%	58 31%	26 23%	38 31%	56 25%	47 27%	50 24%	78 31%	78 31%	100 27%	74 29%	
I am a long-term fan (for 10 years or more)	356 55%	214 64%	142 46%	32 26%	109 50%	112 74%	104 66%	141 41%	215 70%	189 54%	191 56%	85 67%	31 51%	62 48%	248 54%	108 57%	68 60%	56 46%	124 56%	86 50%	127 59%	136 55%	119 47%	200 54%	146 57%	
Sigma	648 100%	337 100%	311 100%	123 100%	218 100%	151 100%	157 100%	341 100%	307 100%	351 100%	341 100%	127 100%	60 100%	130 100%	458 100%	191 100%	113 100%	121 100%	223 100%	172 100%	214 100%	247 100%	252 100%	371 100%	257 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP03\_4 How long have you been a fan of the following leagues and/or sports?  
 Women's National Basketball Association (WNBA)

Base: Casual Or Diehard Fan Of Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	494	241	253	89	188	86	131	277	217	319	204	111	32	66	354	140	76	111	167	161	162	157	225	304	178	
Weighted Base	472	239	232	70*	176	93*	133	246	226	277	223	100*	31**	91*	332	139	91*	97*	144	144	135	179	210	288	169	
I recently became a fan (in the past 1-3 years)	162	78	84	28	54	25	56	81	80	98	64	27	14	28	99	63	23	28	49	58	49	46	54	83	76	
	34%	32%	36%	40%	30%	27%	42%	33%	38%	36%	29%	27%	45%	30%	30%	45%	25%	29%	34%	40%	36%	26%	26%	28%	45%	
I have been a fan for a while (past 4-9 years)	194	97	97	26	67	46	55	94	100	125	92	32	10	44	134	60	35	43	57	57	58	77	95	130	59	
	41%	40%	42%	38%	38%	49%	41%	38%	44%	45%	41%	33%	33%	49%	40%	43%	38%	44%	39%	39%	43%	43%	45%	45%	35%	
I am a long-term fan (for 10 years or more)	116	65	51	16	55	22	23	71	45	53	66	40	7	19	99	17	33	26	39	29	29	56	61	75	34	
	25%	27%	22%	23%	31%	24%	17%	29%	20%	19%	30%	40%	21%	21%	30%	27%	27%	27%	27%	20%	21%	31%	29%	26%	20%	
Sigma	472	239	232	70	176	93	133	246	226	277	223	100	31	91	332	139	91	97	144	144	135	179	210	288	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_5 How long have you been a fan of the following leagues and/or sports?  
 National Hockey League (NHL)

Base: Casual Or Diehard Fan Of National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	558	308	250	77	204	114	163	281	277	437	152	66	23	63	383	175	70	108	205	173	176	197	231	327	218
Weighted Base	563	321	242	72*	197	136*	158	269	294	404	187*	62*	24**	92*	387	176	76*	107*	204	156	153	239	235	338	213
I recently became a fan (in the past 1-3 years)	108 19%	62 19%	46 19%	29 40% EFG	47 24% FG	17 13%	15 9%	76 28% I	32 11%	57 14%	50 27% J	23 38% JKn	7 30%	22 24% j	75 19%	33 19%	9 12%	20 19%	45 22%	33 21%	29 19%	41 17%	48 20% x	58 17%	45 21%
I have been a fan for a while (past 4-9 years)	169 30%	83 26%	86 36% B	26 36% F	71 36% F	27 20%	45 28%	98 36% I	71 24%	117 29%	66 35%	18 30%	10 43%	37 40%	120 31%	49 28%	30 39%	37 35%	53 26%	59 38% U	36 24%	73 30%	81 34% X	101 30%	64 30%
I am a long-term fan (for 10 years or more)	286 51%	176 55% c	110 45%	17 24% D	79 40% D	92 67% DE	99 62% DE	96 36% I	190 65% H	230 57% KLN	71 38%	20 33%	7 27%	33 36%	192 50%	94 54%	37 46%	49 46%	105 52%	64 41%	88 58% T	126 53% t	107 45% W	179 53% W	104 49%
Sigma	563 100%	321 100%	242 100%	72 100%	197 100%	136 100%	158 100%	269 100%	294 100%	404 100%	187 100%	62 100%	24 100%	92 100%	387 100%	176 100%	76 100%	107 100%	204 100%	156 100%	153 100%	239 100%	235 100%	338 100%	213 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_6 How long have you been a fan of the following leagues and/or sports?  
 Professional Women's Hockey League (PWHL)

Base: Casual Or Diehard Fan Of Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	481	273	208	88	245	85	63	333	148	337	185	87	31	82	403	78	86	173	144	109	143	216	304	344	122	
Weighted Base	460	257	204	79*	226	90*	64*	306	155	289	208	83*	36**	106*	376	85*	101*	147	128	100*	124*	222	278	317	125*	
I recently became a fan (in the past 1-3 years)	172 37%	95 37%	77 38%	39 50% E	68 30%	35 39%	29 45% e	108 35%	64 41%	112 39%	67 32%	32 38%	15 42%	33 31%	127 34%	45 52% O	26 25%	52 36%	49 39% q	43 43%	45 36%	78 35%	88 32%	104 33%	61 48% WX	
I have been a fan for a while (past 4-9 years)	189 41%	106 41%	84 41%	20 26% DG	110 48% d	37 41%	21 33%	131 43%	58 38%	119 41%	85 41%	25 30%	15 40%	42 40%	157 42%	32 38%	49 48% s	65 45% s	43 34%	40 40%	51 41%	92 41%	123 44% y	136 43%	42 33%	
I am a long-term fan (for 10 years or more)	100 22%	56 22%	44 21%	20 25%	48 21%	18 20%	14 22%	67 22%	32 21%	57 20%	56 27% j	26 32% J	6 18%	31 29% j	91 24% P	8 10%	27 26%	29 20%	36 28%	17 17%	29 23%	53 24%	67 24%	76 24%	23 18%	
Sigma	460 100%	257 100%	204 100%	79 100%	226 100%	90 100%	64 100%	306 100%	155 100%	289 100%	208 100%	83 100%	36 100%	106 100%	376 100%	85 100%	101 100%	147 100%	128 100%	100 100%	124 100%	222 100%	278 100%	317 100%	125 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_7 How long have you been a fan of the following leagues and/or sports?  
 Women's NCAA Basketball

Base: Casual Or Diehard Fan Of Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	538	298	240	87	200	104	147	287	251	356	201	115	34	52	377	161	78	121	178	156	184	188	241	342	186
Weighted Base	526	298	228	74*	195	115*	143	269	257	307	234	105*	38**	78*	376	151	96*	116*	164	128	165	223	240	342	172
I recently became a fan (in the past 1-3 years)	165 31%	87 29%	78 34%	33 44% Efg	56 29%	34 29%	43 30%	89 33%	76 30%	99 32%	68 29% L	23 22%	14 38%	22 28%	115 31%	50 33%	16 16%	32 28%	68 41% QR	58 46% UV	52 31%	53 24%	65 27%	100 29%	64 37% w
I have been a fan for a while (past 4-9 years)	217 41%	128 43%	89 39%	29 39%	80 41%	47 41%	61 43%	109 41%	108 42%	134 44%	90 38%	43 41%	13 34%	36 46%	152 40%	65 43%	42 44%	49 42%	61 37%	45 35%	71 43%	96 43%	104 43%	145 42%	65 38%
I am a long-term fan (for 10 years or more)	144 27%	83 28%	61 27%	12 16%	58 30% d	34 30% d	39 27%	71 26%	73 28%	74 24%	77 33% J	39 37%	11 28%	20 26%	108 29%	36 24%	37 39% S	36 31%	35 21%	24 19%	42 26%	74 33% T	71 30%	97 28%	44 26%
Sigma	526 100%	298 100%	228 100%	74 100%	195 100%	115 100%	143 100%	269 100%	257 100%	307 100%	234 100%	105 100%	38 100%	78 100%	376 100%	151 100%	96 100%	116 100%	164 100%	128 100%	165 100%	223 100%	240 100%	342 100%	172 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_8 How long have you been a fan of the following leagues and/or sports?  
 Women's NCAA Volleyball

Base: Casual Or Diehard Fan Of Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	521	292	229	95	211	96	119	306	215	348	215	106	33	78	398	123	73	154	171	149	172	186	264	332	176
Weighted Base	522	302	220	78*	205	115*	123*	283	239	313	248	103*	33**	109*	393	128*	84*	138	171	139	157	208	262	328	176
I recently became a fan (in the past 1-3 years)	191 37%	107 35%	84 38%	36 46% e	67 33%	39 34%	49 40%	103 36%	88 37%	114 36%	88 35%	38 37%	12 37%	39 38%	143 36%	48 38%	16 18%	53 38% Q	75 44% Q	59 43% V	66 42% V	58 28%	78 30%	108 33% W	78 45% WX
I have been a fan for a while (past 4-9 years)	205 39%	112 37%	93 42%	25 33%	84 41%	48 42%	47 38%	110 39%	96 40%	134 43% L	96 39%	30 29%	12 38%	45 41%	151 38%	54 42%	42 50% S	55 40%	54 32%	48 34%	61 39%	88 42%	111 42%	136 42%	66 38%
I am a long-term fan (for 10 years or more)	125 24%	82 27% c	43 19%	17 21%	54 26%	28 24%	27 22%	70 25%	55 23%	65 21% L	64 26%	35 34% JK	8 25%	26 24%	99 25%	26 20%	26 31%	30 22%	42 25%	32 23%	31 20%	62 30% u	72 28% y	83 25%	32 18%
Sigma	522 100%	302 100%	220 100%	78 100%	205 100%	115 100%	123 100%	283 100%	239 100%	313 100%	248 100%	103 100%	33 100%	109 100%	393 100%	128 100%	84 100%	138 100%	171 100%	139 100%	157 100%	208 100%	262 100%	328 100%	176 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_9 How long have you been a fan of the following leagues and/or sports?  
 Men's NCAA Basketball

Base: Casual Or Diehard Fan Of Men's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	636	360	276	111	201	121	203	312	324	444	213	120	33	54	429	207	91	127	211	192	221	211	243	367	255	
Weighted Base	630	371	259	98*	194	134*	203	292	337	393	261	109*	38**	87*	424	205	105*	120*	200	170	187	261	248	380	233	
I recently became a fan (in the past 1-3 years)	104 17%	52 14%	52 20% b	39 40% EFG	30 15%	16 12%	19 9%	69 24%	36 11%	59 15%	47 18%	18 17%	9 22%	16 18%	72 17%	33 16%	17 16%	22 18%	33 17%	37 22% v	28 15%	35 13%	41 16%	54 14%	44 19%	
I have been a fan for a while (past 4-9 years)	187 30%	100 27%	87 34%	33 33% G	86 44% FG	37 27% G	32 16%	119 41%	69 20%	113 29%	87 33%	35 32%	9 24%	40 46% JK	142 22% P	45 22%	35 34%	46 39%	61 30%	51 30%	56 30%	79 30%	107 43% XY	130 34% Y	51 22%	
I am a long-term fan (for 10 years or more)	338 54%	218 59% C	120 46%	26 26% C	79 41% D	81 60% DE	152 75% DEF	105 36%	233 69% H	221 56% N	127 49% n	55 51%	20 54%	32 36%	210 50% O	128 62% O	53 50%	52 43%	106 53%	82 48%	103 55%	147 56%	101 40% W	196 52% W	138 59% W	
Sigma	630 100%	371 100%	259 100%	98 100%	194 100%	134 100%	203 100%	292 100%	337 100%	393 100%	261 100%	109 100%	38 100%	87 100%	424 100%	205 100%	105 100%	120 100%	200 100%	170 100%	187 100%	261 100%	248 100%	380 100%	233 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

SP03\_10 How long have you been a fan of the following leagues and/or sports?  
 National Football League (NFL)

Base: Casual Or Diehard Fan Of National Football League (NFL)

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	703	356	347	110	198	153	242	308	395	490	232	118	37	64	420	283	84	107	229	251	246	192	229	394	295	
Weighted Base	721	391	330	99*	207	177	238	306	415	442	295	105*	45**	110*	433	288	101*	114*	218	223	233	248	244	417	283	
I recently became a fan (in the past 1-3 years)	85 12%	34 9%	51 15% B	28 28% eFG	34 18% FG	13 7%	11 5%	61 20% I	24 6%	41 9%	47 16% J	16 15% J	3 7%	17 16%	57 13%	28 10%	8 8%	19 17%	30 14%	24 11%	37 16% v	23 9%	36 15% x	48 12%	33 12%	
I have been a fan for a while (past 4-9 years)	145 20%	78 20%	67 20% EFG	40 40% EFG	48 23% G	34 19% G	24 10%	87 29% I	57 14%	82 19%	65 22% J	23 21% J	16 36% J	25 23%	98 23% P	46 16%	24 24%	28 25%	46 21%	54 24% U	33 14%	47 19%	60 24% X	80 19%	59 21%	
I am a long-term fan (for 10 years or more)	491 68%	279 71%	212 64% c	32 32% D	125 61% D	131 74% DE	204 85% DEF	157 51% I	334 81% H	319 72% K	182 62% K	67 63% K	25 56% K	67 61%	278 64% O	213 74% O	69 68%	67 59%	142 65%	144 65%	162 70%	178 72%	148 61% W	288 69% W	191 67%	
Sigma	721 100%	391 100%	330 100%	99 100%	207 100%	177 100%	238 100%	306 100%	415 100%	442 100%	295 100%	105 100%	45 100%	110 100%	433 100%	288 100%	101 100%	114 100%	218 100%	223 100%	233 100%	248 100%	244 100%	417 100%	283 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing



SP04\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	363 44%	210 47%	173 42%	73 52% G	167 62% FG	91 43% G	52 21%	240 59% I	143 31%	237 42%	180 52% J	73 54% J	32 51%	77 51%	309 53% P	74 26%	57 43%	97 61% Q	155 54%	74 33%	121 47% T	181 52% T	240 63% XY	278 52% Y	101 32%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	346 40%	197 44% C	149 36%	68 43% IG	162 61% DFG	77 37% G	39 16%	230 57% I	116 25%	199 35%	174 50% J	79 58% JK	27 44%	71 47% J	289 50% P	57 20%	62 47%	88 55%	140 48%	77 34%	102 40%	161 46% T	218 57% XY	238 45% Y	105 33%
I watch as many games/matches/competitions as I can	302 35%	167 37%	135 33%	54 38% G	150 56% DFG	66 32% G	32 13%	204 50% I	98 22%	175 31%	156 45% J	62 46% J	26 42%	73 48% J	253 44% P	49 17%	55 42%	93 58% QS	104 36%	64 28%	84 32%	152 44% TU	203 53% XY	220 41% Y	75 24%
I talk about this sport/league with others or post about it on social media	300 35%	161 36%	140 34%	53 38% G	148 55% DFG	65 31% G	34 14%	201 49% I	99 22%	178 32%	148 42% J	64 47% J	22 35%	62 41% J	260 45% P	41 14%	52 40%	97 61% QS	110 38%	51 22%	95 37% T	150 43% T	206 54% XY	223 42% Y	71 22%
I identify with this sport/league - it is a part of my personal identity	283 33%	157 35%	126 30%	52 37% G	148 55% DFG	59 28% G	24 10%	199 49% I	83 18%	161 29%	156 45% J	60 44% J	22 36%	83 55% JKm	245 42% P	38 13%	53 41%	85 54% QS	107 37%	50 22%	89 35% T	140 40% T	197 52% XY	209 39% Y	71 22%
I purchase merchandise that supports this sport/league	267 31%	147 33%	120 29%	50 36% IG	143 53% DFG	53 25% G	22 9%	193 47% I	75 16%	164 29%	139 40% J	61 45% Jk	19 31%	67 44% J	241 42% P	27 9%	58 44%	79 49% S	104 36%	50 22%	85 33% T	128 37% T	183 48% XY	196 37% Y	68 21%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	368 43%	183 41%	185 44%	55 39% E	49 18%	105 50% E	159 85% DEF	104 26%	264 58% H	265 47% KLN	103 23%	34 25% kLn	27 43% n	38 28%	192 33% O	176 62% O	40 30%	43 27%	109 38% R	109 48% V	118 46% V	124 36%	106 28%	211 40% W	153 48% WX
I identify with this sport/league - it is a part of my personal identity	353 41%	173 39%	181 43%	48 34% E	56 21%	100 48% DE	150 81% DEF	104 26%	249 55% H	260 46% KLN	99 28%	36 26% n	24 38% n	33 22%	190 33% O	163 58% O	41 31%	37 23% R	112 39% R	105 47% V	113 44% V	118 34%	94 25%	196 37% W	154 49% WX
I watch as many games/matches/competitions as I can	323 37%	148 33%	175 42% B	42 30% E	43 16%	86 41% DE	153 82% DEF	84 21%	239 53% H	244 43% KLN	82 24%	31 23% n	20 32% n	33 22%	168 29% O	156 55% O	40 31%	35 22% R	93 32% R	96 42% V	113 44% V	96 28%	83 22%	182 34% W	138 44% WX
I talk about this sport/league with others or post about it on social media	302 35%	140 31%	162 39% b	34 25% E	37 14%	85 41% DE	146 59% DEF	71 18%	231 51% H	237 42% KLMN	75 21%	28 21% L	14 23% L	31 20%	151 26% O	152 54% O	34 26%	31 20% R	85 30% R	94 42% V	102 39% V	91 26%	67 18%	162 31% W	137 43% WX
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	291 34%	140 31%	150 36%	34 24% E	44 16%	85 41% DE	128 52% DEF	77 19%	214 47% H	216 38% KLN	83 24%	24 18% L	16 25% L	34 22%	156 27% O	135 48% O	36 27%	40 25% R	80 28% R	82 36% V	94 37% V	99 29%	81 21%	164 31% W	124 39% WX
It welcomes me as a fan	183 21%	95 21%	89 21%	18 13% E	33 12%	53 25% DE	79 32% DE	51 13%	132 29% H	135 24% KLN	49 14%	19 14% L	10 15% L	17 11%	96 17% O	87 31% O	19 14%	18 11% R	59 21% R	57 25% V	53 21% V	65 19%	43 11%	88 17% W	88 28% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	302 35%	167 37%	135 33%	54 38% G	150 56% DFG	66 32% G	32 13%	204 50% I	98 22%	175 45% J	156 45% J	62 46% J	26 42% J	73 48% J	253 44% P	49 17% P	55 42% P	93 58% QS	104 36% Q	64 28% R	84 32% R	152 44% TU	203 53% XY	220 41% Y	75 24%
Strongly agree	130 15%	62 14%	68 16%	18 13% g	70 26% DFG	25 12% G	17 7%	89 22% I	41 9%	80 14% J	64 18% J	31 23% Jk	8 13% J	32 21% j	115 20% P	16 6% P	20 15% P	50 31% QS	45 16% Q	24 11% R	36 14% R	70 20% Tu	91 24% XY	101 19% Y	30 9%
Somewhat agree	172 20%	105 23% C	67 16% C	35 25% G	79 30% FG	41 20% G	16 6%	115 28% I	57 13% I	96 17% J	92 26% J	31 23% j	18 29% j	42 28% P	138 24% P	36 12% P	36 27% P	43 27% P	59 21% P	39 17% R	48 19% R	82 24% XY	112 29% XY	119 22% Y	46 14%
Neutral	237 27%	131 29%	106 25%	44 32% G	75 28% G	57 27% G	60 24%	119 29% I	118 26% I	145 26% J	111 32% J	43 31% J	17 27% J	45 30% J	159 27% P	78 28% P	36 27% P	32 20% R	91 32% R	67 30% R	61 24% R	99 28% TU	95 25% TU	129 24% W	103 33% WX
Strongly/Somewhat Disagree (Net)	323 37%	148 33% B	175 42% B	42 30% E	43 16% E	86 41% DE	153 62% DEF	84 21% H	239 53% H	244 43% KLN	82 24% K	31 23% L	20 32% L	33 22% M	168 29% N	156 55% O	40 31% O	35 32% R	93 42% V	96 44% V	113 44% V	96 28% W	83 22% W	182 34% W	138 44% WX
Somewhat disagree	122 14%	53 12% b	69 17% b	22 16% E	21 8% E	22 11% EF	56 23% EF	43 11% H	79 17% H	79 14% H	40 12% I	13 10% I	12 19% I	14 9% M	66 11% O	56 20% O	17 13% O	15 9% R	34 12% R	31 14% R	49 19% V	36 10% W	36 9% W	73 14% W	49 15% W
Strongly disagree	202 23%	95 21% c	106 26% c	19 14% E	22 8% E	63 30% DE	97 39% DEF	41 10% H	160 35% H	165 29% KLMN	42 12% K	17 13% L	8 13% L	18 12% M	102 18% O	100 35% O	23 17% O	20 13% R	59 20% r	65 29% V	64 25% V	60 17% W	47 12% W	109 21% W	90 28% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP04\_1\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

National Women's Soccer League (NWSL)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	300 35%	161 36%	140 34%	53 38% G	148 55% DFG	65 31% G	34 14%	201 49% I	99 22% I	178 32% J	148 42% J	64 47% J	22 35% J	62 41% J	260 45% P	41 14% P	52 40% Q	97 61% QS	110 38% R	51 22% T	95 37% T	150 43% T	206 54% XY	223 42% Y	71 22% Y
Strongly agree	120 14%	57 13%	63 15%	16 11% g	72 27% DFG	18 8% G	14 6%	88 22% I	32 7% I	75 13% J	57 16% J	25 19% J	9 15% J	27 18% P	107 18% P	13 5% P	21 16% S	41 26% S	44 15% S	20 9% T	31 12% T	67 19% TU	81 21% XY	87 16% Y	30 9% Y
Somewhat agree	181 21%	104 23%	77 18%	37 26% g	76 28% G	48 23% G	20 8%	113 28% I	68 15% I	103 18% J	91 26% J	39 29% J	13 21% J	35 23% P	153 26% P	27 10% P	31 24% Q	56 35% QS	66 23% R	31 14% R	64 25% T	83 24% T	126 33% XY	137 26% Y	41 13% Y
Neutral	259 30%	145 33%	114 27%	53 38% g	82 31% G	59 26% G	66 27% G	135 33% I	125 27% I	148 26% J	127 36% J	43 32% J	26 41% J	58 39% P	168 29% P	91 32% R	45 34% R	31 19% R	93 32% R	82 36% U	61 24% U	105 30% U	108 28% V	145 27% X	110 35% X
Strongly/Somewhat Disagree (Net)	302 35%	140 31%	162 39% b	34 25% E	37 14% E	85 41% DE	146 59% DEF	71 18% H	231 51% H	237 42% KLMN	75 21% K	28 21% L	14 23% L	31 20% O	151 26% O	152 54% O	34 26% R	31 20% R	85 30% V	94 42% V	102 39% V	91 26% W	67 18% W	162 31% WX	137 43% WX
Somewhat disagree	80 9%	32 7%	49 12% b	14 10% E	15 6% E	14 7% EF	37 15% EF	29 7% h	51 11% h	61 11% KLN	21 6% L	6 5% L	5 9% L	6 4% O	44 8% O	36 13% O	10 8% R	9 6% R	24 8% R	20 9% V	32 12% V	27 8% W	18 5% W	44 8% W	36 11% W
Strongly disagree	222 26%	108 24%	114 27%	20 14% E	22 8% E	71 34% DE	109 44% DEF	42 10% H	180 40% H	176 31% KLMN	54 15% K	22 16% L	9 15% L	25 18% O	107 18% O	115 41% O	24 18% R	22 14% R	61 21% r	74 33% V	70 27% V	64 18% W	49 13% W	119 22% WX	100 32% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1.3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	267 31%	147 33%	120 29%	50 36% IG	143 53% DFG	53 25% G	22 9%	193 47% I	75 16%	164 29%	139 40% J	61 45% JK	19 31%	67 44% J	241 42% P	27 9%	58 44%	79 49% S	104 36%	50 22% T	85 33% T	128 37% T	183 48% XY	196 37% Y	68 21% Z
Strongly agree	133 15%	65 15%	68 16%	18 13% 9	76 28% DFG	23 11% G	16 6%	94 23% I	39 9%	84 15% J	67 19% J	29 22% J	12 19% J	33 20% J	118 20% P	14 5%	26 17% S	43 17% S	49 17% S	28 12% S	37 14% S	68 20% T	88 23% XY	97 18% Y	34 11% Z
Somewhat agree	135 16%	83 19% C	52 12% C	32 23% IG	67 25% FG	30 14% G	6 2%	98 24% I	36 8%	80 14% J	72 21% J	32 23% J	7 12% J	34 22% P	122 21% P	12 4%	32 24% S	36 22% S	55 19% S	22 10% T	48 19% T	60 17% T	94 25% XY	99 19% Y	34 11% Z
Neutral	227 26%	115 26%	112 27%	35 25% IG	76 28% FG	52 25% G	64 26%	110 27% I	116 26%	135 24% J	107 31% J	40 30% JK	16 28% JK	46 31% JK	146 25% P	81 28% P	33 25% S	37 23% S	76 26% S	67 29% T	55 21% T	95 27% T	92 24% XY	124 23% Y	96 30% Z
Strongly/Somewhat Disagree (Net)	368 43%	183 41%	185 44%	55 39% E	49 18% E	105 50% E	159 65% DEF	104 26% I	264 58% H	265 47% KLN	103 29% J	34 25% KLn	27 43% KLn	38 25% KLn	192 33% O	176 62% O	40 30% R	43 27% R	109 38% R	109 48% V	118 46% V	124 36% V	106 28% W	211 40% WX	153 48% WX
Somewhat disagree	104 12%	51 11%	52 13%	23 16% E	18 7% E	25 12% E	38 15% E	41 10% I	63 14% J	69 12% J	35 10% J	11 8% KLn	12 19% KLn	8 6% KLn	59 10% O	45 16% O	8 6% R	19 12% R	33 11% R	33 15% S	31 12% S	38 11% T	34 9% T	60 11% W	42 13% W
Strongly disagree	264 31%	132 30%	132 32%	32 23% E	31 12% E	80 38% DEF	122 50% DEF	63 15% I	201 44% H	196 35% KLN	68 19% J	15 17% KLn	23 24% KLn	29 19% KLn	133 23% O	132 47% O	32 24% R	25 15% R	76 26% R	76 33% V	87 34% V	86 25% V	72 19% W	151 28% WX	110 35% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

National Women's Soccer League (NWSL)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African Ameri- can	Asian or Pac- ific Island- er	Hispan- ic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	283 33%	157 35%	126 30%	52 37% G	148 55% DFG	59 28% G	24 10%	199 49% I	83 18%	161 29%	156 45% J	60 44% J	22 36% J	83 55% JKm	245 42% P	38 13%	53 41% qS	85 54% qS	107 37%	50 22% T	89 35% T	140 40% T	197 52% XY	209 39% Y	71 22%
Strongly agree	131 15%	65 15%	66 16%	19 14% G	71 27% DFG	26 12% G	14 6%	91 22% I	40 9%	81 14% J	65 19% J	26 19% J	6 10% J	37 25% Jm	114 20% P	17 6% P	24 18% qS	45 29% qS	44 15% R	25 11% R	36 14% R	69 20% T	89 23% XY	95 18% Y	35 11%
Somewhat agree	152 18%	92 21% C	60 14%	32 23% G	76 29% FG	33 16% G	10 4%	109 27% I	43 9%	80 14% J	90 26% J	34 25% J	16 26% j	46 30% j	132 23% P	20 7% P	29 22% P	40 25% P	63 22% P	25 11% P	53 21% T	71 21% T	108 28% XY	114 21% Y	36 11%
Neutral	226 26%	117 26%	109 26%	41 29% G	63 24% G	51 24% G	72 29%	104 25% I	122 27% I	142 25% J	94 27% J	40 30% J	16 26% J	36 24% J	143 25% P	83 29% P	37 28% P	37 23% P	70 24% P	71 31% U	55 21% U	89 26% U	90 24% U	126 24% U	92 29%
Strongly/Somewhat Disagree (Net)	353 41%	173 39%	181 43%	48 34% E	56 21% DE	100 48% DE	150 61% DEF	104 26% I	249 55% H	260 46% KLN	99 28% KLN	36 26% n	24 38% n	33 22% n	190 33% O	163 58% O	41 31% O	37 23% R	112 39% R	105 47% R	113 44% V	118 34% V	94 25% W	196 37% W	154 49% WX
Somewhat disagree	116 14%	55 12%	61 15%	19 14% E	27 10% E	31 15% E	40 16% e	46 11% I	71 16% KLN	81 14% KLN	35 10% N	11 8% N	10 16% N	6 4% n	74 13% O	43 15% O	15 11% O	19 12% R	40 14% R	30 13% R	36 14% V	49 11% W	42 11% W	70 13% w	47 15%
Strongly disagree	237 27%	117 26%	120 29%	29 21% E	30 11% E	69 33% DE	110 45% DEF	58 14% I	179 38% H	179 32% KLN	64 18% KLN	25 18% n	14 22% n	27 18% O	116 20% O	121 43% O	27 20% r	18 11% R	72 25% R	75 33% V	78 30% V	69 20% W	52 14% W	126 24% W	107 34% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	383 44%	210 47%	173 42%	73 52% G	167 52% FG	91 43% G	52 21%	240 59%	143 31%	237 42%	180 52% J	73 54%	32 51%	77 51%	309 53% P	74 26%	57 43%	97 61% Q	155 54%	74 33%	121 47%	181 52% T	240 53% XY	278 52% Y	101 32%
Strongly agree	175 20%	90 20%	84 20%	37 26% G	78 28% FG	42 20% G	7% 7%	115 28% I	59 13%	108 19%	82 24%	32 24%	13 20%	41 27% J	142 25% P	32 11%	26 20%	39 27%	77 14%	32 20%	50 20%	89 26% T	109 29% XY	121 23% Y	52 17%
Somewhat agree	208 24%	119 27%	89 21%	36 26% G	88 33% FG	49 24% G	34 14%	124 31% I	84 18%	129 23%	98 28%	41 30%	19 31%	36 24%	167 29% P	41 14%	31 23%	58 37% Qs	78 27%	42 19%	71 27%	92 27% t	131 34% XY	156 29% Y	49 16%
Neutral	296 34%	142 32%	154 37%	48 35% e	68 25%	65 31%	114 47% dEF	116 29%	180 40% H	191 34%	120 34%	43 32%	21 34%	57 38%	173 30% O	123 43% RS	55 42% UV	44 28%	74 26%	95 42% W	84 32%	101 29%	98 26% W	165 31% WX	127 40%
Strongly/Somewhat Disagree (Net)	183 21%	95 21%	89 21%	18 13%	33 12%	53 25% DE	79 32% DE	51 13%	132 29% H	135 24% KLN	49 14%	19 14%	10 15%	17 11%	96 17% O	87 31% O	19 14%	18 11%	59 21% R	57 25%	53 21%	65 19%	43 11%	88 17% W	88 28% WX
Somewhat disagree	71 8%	39 9%	32 8%	11 8%	15 6%	20 9%	26 10% e	26 6%	45 10% h	49 9%	19 5%	7 5%	3 4%	5 3%	43 10% P	28 10%	6 4%	9 5%	29 10%	18 8%	19 7%	31 9%	16 4% W	30 6% WX	37 12% WX
Strongly disagree	113 13%	56 13%	57 14%	7 5%	18 7%	33 16% DE	54 22% DE	26 6%	87 19% H	96 15% Kln	30 9%	12 9%	7 11%	13 8%	54 21% O	59 10% O	13 9%	9 6%	31 11%	39 17% V	34 13%	33 10%	27 7% W	58 11% WX	51 16% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_1\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335	
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317	
Strongly/Somewhat Agree (Net)	346 40%	197 44%	149 36%	68 48%	162 61%	77 37%	39 16%	230 57%	116 25%	199 35%	174 50%	79 58%	27 44%	71 47%	289 50%	57 20%	62 47%	88 55%	140 48%	77 34%	102 40%	161 46%	218 57%	238 45%	105 33%	
Strongly agree	153 18%	80 18%	73 18%	28 20%	85 32%	26 12%	15 6%	113 28%	41 9%	82 15%	77 22%	37 27%	12 20%	29 19%	134 23%	19 7%	28 21%	51 32%	56 19%	46 12%	18 18%	23 23%	80 25%	97 20%	105 15%	47 15%
Somewhat agree	193 22%	116 26%	76 18%	40 29%	78 29%	51 24%	24 10%	117 29%	75 17%	117 21%	97 28%	42 31%	15 24%	43 28%	155 27%	37 13%	34 26%	37 23%	84 29%	50 22%	56 22%	81 23%	120 32%	133 28%	57 18%	
Neutral	225 26%	109 24%	117 28%	38 28%	61 23%	47 23%	78 32%	100 25%	126 28%	148 26%	93 27%	33 24%	19 30%	46 30%	134 23%	92 32%	34 26%	32 20%	69 24%	68 30%	61 24%	86 25%	82 22%	128 24%	88 28%	
Strongly/Somewhat Disagree (Net)	291 34%	140 31%	150 36%	34 24%	44 16%	85 41%	128 52%	77 19%	214 47%	216 38%	83 24%	24 18%	16 25%	34 22%	156 27%	135 48%	36 27%	40 25%	80 28%	82 36%	94 37%	99 29%	81 21%	164 31%	124 39%	
Somewhat disagree	107 12%	55 12%	51 12%	19 14%	22 8%	28 13%	38 15%	41 10%	66 14%	66 12%	44 13%	9 6%	9 14%	16 11%	66 11%	40 10%	13 10%	26 16%	27 9%	22 10%	34 13%	47 14%	36 10%	60 11%	47 15%	
Strongly disagree	184 21%	85 19%	99 24%	14 10%	22 8%	58 28%	90 37%	36 9%	148 33%	150 27%	38 11%	15 11%	7 12%	17 12%	89 15%	95 33%	23 17%	14 9%	53 18%	59 26%	61 24%	52 15%	45 12%	104 20%	78 24%	
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	380 43%	219 47%	162 39%	81 54% G	146 57% FG	83 43% G	61 24%	227 56% I	154 33%	235 41%	181 51% J	71 55% J	27 49%	92 56% J	304 54% P	76 25%	56 48%	100 63% QS	149 51%	74 29%	125 48% T	167 51% T	214 61% XY	262 50% Y	117 34%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	318 36%	187 40% C	131 32%	70 46% FG	137 53% FG	69 32% G	43 17%	207 51% I	111 24%	198 35%	154 43% J	62 48% J	23 41%	81 48% J	268 47% P	50 16%	45 39%	91 57% QS	132 45%	71 28%	97 37% T	143 44% T	188 53% XY	212 41% Y	100 29%
I watch as many games/matches/competitions as I can	302 34%	173 37%	129 31%	75 50% FG	126 48% FG	68 31% G	33 13%	201 49% I	101 21%	180 31%	161 45% J	58 44% J	23 41%	87 53% JK	248 44% P	54 17%	42 37%	90 57% QS	115 39%	63 25%	88 34% T	145 45% TU	182 52% XY	203 39% Y	97 28%
I talk about this sport/league with others or post about it on social media	291 33%	166 35%	125 31%	59 39% G	126 48% FG	67 31% G	38 15%	186 46% I	105 22%	179 31%	154 43% JM	63 48% JM	14 25%	84 51% JKM	243 43% P	48 16%	45 39%	90 56% QS	108 37%	60 24%	84 32% t	141 43% TU	187 53% XY	204 39% Y	85 25%
I purchase merchandise that supports this sport/league	287 33%	166 36%	120 29%	61 41% FG	130 51% FG	60 28% G	35 14%	192 47% I	95 20%	162 28%	157 44% JM	59 45% JM	12 21%	89 54% JKM	241 43% P	45 15%	46 39%	86 54% QS	109 37%	67 26%	77 29% t	138 43% TU	190 54% XY	207 40% Y	76 22%
I identify with this sport/league - it is a part of my personal identity	278 32%	170 36% C	109 26%	57 38% G	128 50% dFG	65 30% G	28 11%	185 46% I	93 20%	172 30%	146 41% J	53 41% J	17 30%	83 50% JKM	243 43% P	36 11%	48 41%	88 55% QS	107 37%	60 24%	81 31% t	133 41% TU	185 52% XY	199 38% Y	77 22%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	393 45%	206 44%	187 46%	40 26%	62 24%	111 51%	181 71%	102 25%	292 62%	294 51%	98 27%	46 35%	21 38%	25 18%	194 34%	199 64%	46 40%	39 25%	109 37%	125 49%	124 48%	124 38%	85 24%	200 38%	191 56%
I identify with this sport/league - it is a part of my personal identity	380 43%	188 40%	192 47%	44 29%	57 22%	102 47%	177 70%	101 25%	279 59%	269 47%	112 31%	47 36%	19 33%	31 19%	183 32%	197 63%	43 37%	26 16%	114 39%	124 49%	124 48%	112 34%	70 20%	182 35%	197 57%
I talk about this sport/league with others or post about it on social media	376 43%	193 41%	182 44%	40 27%	66 26%	99 46%	170 67%	106 26%	269 57%	271 47%	105 29%	46 35%	23 40%	29 17%	190 33%	186 60%	50 43%	36 23%	103 35%	122 48%	123 47%	110 34%	76 21%	190 36%	179 52%
I watch as many games/matches/competitions as I can	357 41%	186 40%	171 42%	28 18%	57 22%	99 46%	172 68%	85 21%	272 58%	264 46%	93 26%	46 35%	16 29%	21 13%	174 31%	183 59%	45 39%	27 17%	102 35%	115 45%	115 44%	108 33%	75 21%	188 36%	168 49%
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	343 39%	177 38%	166 41%	41 27%	57 22%	94 43%	152 60%	98 24%	246 52%	243 43%	100 28%	42 32%	13 23%	33 20%	165 29%	178 57%	47 40%	23 15%	95 33%	105 42%	107 41%	111 34%	81 23%	183 35%	159 46%
It welcomes me as a fan	205 23%	109 23%	95 23%	27 18%	39 15%	50 23%	89 35%	66 16%	139 29%	144 25%	60 17%	28 21%	9 17%	16 10%	107 19%	97 31%	29 25%	20 12%	58 20%	74 29%	57 22%	62 19%	48 14%	99 19%	102 30%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_2.1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Hispanic	Asian or Pac- ific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	302 34%	173 37%	129 31%	75 50% FG	126 48% FG	68 31% G	33 13%	201 49% I	101 21%	180 31%	161 45% J	58 44% J	23 41%	87 53% JK	248 44% P	54 17%	42 37%	90 57% QS	115 39%	63 25%	88 34%	145 45% TU	182 52% XY	203 39% Y	97 28%
Strongly agree	136 15%	79 17%	57 14%	34 22% IG	59 23% FG	29 14% G	14 5%	92 23% I	43 9%	83 15% m	71 20% JM	20 14% JM	2 4%	43 26% JKM	118 21% P	18 6%	23 20%	37 23% R	57 20%	28 11%	40 15%	66 20% T	86 24% XY	90 17% XY	44 13%
Somewhat agree	166 19%	94 20%	72 18%	41 27% IG	67 26% FG	38 18% G	20 8%	108 27% I	58 12%	97 17% J	90 25% J	29 23% J	20 36% J	44 27% P	130 23% P	36 12%	19 16%	53 33% QS	58 20%	35 14%	49 19%	79 24% T	96 27% XY	112 22% y	53 15%
Neutral	219 25%	109 23%	110 27%	48 32% G	73 29% G	49 23%	49 19%	121 30% I	98 21%	127 22% JL	104 29% JL	27 21%	17 30%	57 35% JK	145 26% P	74 24%	28 24%	42 28% R	75 26%	75 30% uv	57 22%	73 22% T	96 27% XY	132 25% y	79 23%
Strongly/Somewhat Disagree (Net)	357 41%	186 40%	171 42%	28 18% G	57 22% G	99 46% DE	172 68% DEF	85 21% I	272 58% H	264 46% KLMN	93 26% N	46 35% KN	16 29% N	21 13% N	174 31% O	183 59% R	45 17%	27 35% R	102 35% R	115 45% V	115 44% V	108 33%	75 21% W	188 36% W	168 49% WX
Somewhat disagree	113 13%	68 15%	44 11%	9 6% G	24 9% G	29 13% d	51 20% DE	32 8% I	80 17% H	78 14% KN	33 9% N	16 12% N	11 19% KN	6 3% N	59 10% O	54 12% R	14 8%	13 11%	32 12% R	30 12% V	39 15%	42 13% W	31 9% W	65 13% w	47 14% w
Strongly disagree	244 28%	117 25%	127 31%	19 13% G	34 13% G	71 33% DE	121 48% DEF	52 13% I	192 41% H	187 33% KLMN	60 17% N	30 23% KN	6 10% N	15 9% N	115 20% O	129 41% R	31 9%	14 9%	71 24% R	86 34% V	75 29% V	66 20% W	44 13% W	122 23% W	120 35% WX
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_2\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Color	Asian or Pac- Islander	Hispan- ic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	291 33%	166 35%	125 31%	59 39% G	126 48% FG	67 31% G	38 15%	186 46% I	105 22%	179 31%	154 43% JM	63 48% JM	14 25%	84 51% JKM	243 43% P	48 16%	45 39%	90 58% QS	108 37%	60 24%	84 32%	141 43% TU	187 53% XY	204 39% Y	85 25%
Strongly agree	134 15%	73 16%	61 15%	31 20% G	60 23% FG	29 13% G	14 5%	91 22% I	43 9%	81 14%	69 19% JM	31 24% JM	4 7%	39 24% JM	115 20% P	18 6%	19 16%	47 30% QS	49 17%	24 9%	40 15% T	66 20% T	91 26% XY	95 18% Y	37 11%
Somewhat agree	157 18%	93 20%	64 16%	29 19% G	66 26% FG	38 17% G	24 10%	95 23% I	62 13%	98 17%	85 24% J	32 25% j	10 18%	45 27% J	127 22% P	30 10%	26 23%	43 27%	58 20%	36 14%	44 17%	75 23% T	96 27% XY	109 21% Y	48 14%
Neutral	211 24%	108 23%	103 25%	51 34% IG	64 25% IG	50 23%	46 18%	115 28% I	96 20%	123 21%	99 28% JL	22 17%	19 34% JL	52 32% JL	135 24% P	77 25%	21 18%	33 21%	81 28% q	72 28% u	53 21%	75 23%	91 26% w	128 25% w	80 23%
Strongly/Somewhat Disagree (Net)	376 43%	193 41%	182 44%	40 27% DE	66 26% DE	99 46% DEF	170 67% DEF	106 26% I	269 57% H	271 47% KLN	105 29% n	46 35% KN	23 40% N	29 17% N	190 33% O	186 43% O	50 60% R	36 23% R	103 35% R	122 48% V	123 47% V	110 34% w	76 21% W	190 36% W	179 52% WIX
Somewhat disagree	124 14%	71 15%	53 13%	18 12% F	35 14% F	24 11% F	47 18%	53 13% I	71 15%	81 14% n	42 12% n	14 11% JKLN	16 29% KN	13 8% N	81 14% O	43 14% O	23 14% s	22 12% s	36 13% s	33 13% s	46 18% s	41 13% s	32 9% W	68 13% W	50 15% w
Strongly disagree	251 29%	122 26%	129 31%	22 15% DE	31 12% DE	75 36% DEF	124 49% DEF	53 13% I	198 42% H	190 33% KIMN	62 17% N	32 24% KN	7 12% N	16 10% N	109 19% O	143 46% O	27 23% R	14 9% R	67 35% R	89 29% V	76 29% v	68 21% W	44 12% W	122 23% W	128 38% WIX
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_2\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Color	Asian or Pac- ific Island- er	Hispan- ic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	287 33%	166 36%	120 29%	61 41% FG	130 51% FG	60 28% G	35 14%	192 47% I	95 20%	162 28%	157 44% JM	59 45% JM	12 21%	89 54% JKM	241 43% P	45 15%	46 39%	86 54% QS	109 37%	67 26%	77 29%	138 43% TU	190 54% XY	207 40% Y	76 22%
Strongly agree	117 13%	65 14%	52 13%	27 18% G	53 20% IG	28 13% G	9 4%	79 19% I	38 8%	74 13% m	53 15% m	23 6% m	3 6%	28 17% P	107 19% P	20 3%	31 17%	56 19%	27 10%	35 14%	53 16% I	81 23% XY	87 17% Y	30 9%	
Somewhat agree	170 19%	102 22%	68 17%	35 23% G	78 30% FG	32 15%	25 10%	112 28% I	57 12%	88 15% JM	104 29% JM	36 27% J	8 15%	61 37% JKM	134 24% P	36 12%	26 22%	55 34% qS	53 18%	41 16%	41 16%	85 26% TU	108 31% XY	120 23% Y	46 13%
Neutral	198 23%	95 20%	103 25%	50 33% FG	64 25% G	45 21%	39 15%	114 28% I	84 18%	116 20% JL	102 29% JL	26 20% JkL	23 42% Jl	50 36% JKM	132 23% P	66 21%	24 21%	34 21%	74 25%	62 24%	59 23%	63 20% TU	78 22% XY	116 22% Y	77 22%
Strongly/Somewhat Disagree (Net)	393 45%	206 44%	187 46%	40 26% FG	62 24% G	111 51% DE	181 71% DEF	102 25% I	292 62% H	294 51% KLMN	98 27% N	46 35% KN	21 38% N	25 15%	194 34% O	199 40% R	46 25%	39 37%	109 49% R	125 49% V	124 48% V	124 38% W	85 24% W	200 38% WX	191 56% WX
Somewhat disagree	102 12%	60 13%	41 10%	13 9% G	23 9% G	29 13% e	37 14% e	36 9% I	66 14% H	68 12% H	33 9% N	13 10% KN	11 20% KN	11 7%	57 10% s	45 14% s	15 13% s	20 7% s	21 10% R	26 10% V	33 13% V	42 13% W	29 8% W	58 11% WX	42 12%
Strongly disagree	292 33%	146 31%	146 36%	26 17% FG	39 15% G	82 38% DE	144 57% DEF	66 16% I	226 48% H	226 39% KLMN	65 18% N	33 25% KN	10 17% N	14 8%	137 24% O	154 30% R	31 26% R	19 12% R	88 39% R	99 35% V	92 35% V	82 25% W	56 16% W	142 27% WX	149 43% WX
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP04\_2\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	278	170	109	57	128	65	28	185	93	172	146	53	17	83	243	36	48	88	107	60	81	133	185	199	77
Strongly agree	123	71	52	25	62	24	13	86	37	73	65	33	3	36	111	12	25	38	48	28	32	61	85	88	36
Somewhat agree	155	98	57	33	66	40	16	99	56	99	81	21	14	47	131	24	22	50	59	33	48	72	100	111	42
Neutral	220	110	110	49	72	50	49	121	99	131	99	30	21	50	141	78	25	45	71	69	54	81	98	142	70
Strongly/Somewhat Disagree (Net)	380	188	192	44	57	102	177	279	269	112	47	19	19	31	183	197	43	26	114	124	124	112	70	182	197
Somewhat disagree	110	63	46	22	17	24	47	39	71	70	41	15	13	12	63	47	17	7	39	28	38	43	18	51	58
Strongly disagree	270	125	145	22	40	78	131	209	199	70	32	6	8	19	120	151	26	19	75	97	86	69	51	131	139
Sigma	878	468	410	151	256	216	255	407	471	572	357	130	56	164	567	311	116	159	292	254	260	325	353	522	344

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_2\_5 How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)																								
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359	
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344	
Strongly/Somewhat Agree (Net)	380	219	162	81	146	93	61	227	154	235	181	71	27	92	304	76	56	100	149	74	125	167	214	262	117	
Strongly agree	162	93	68	35	67	39	20	103	59	96	81	38	9	40	136	26	29	47	59	28	52	77	100	114	46	
Somewhat agree	219	125	93	46	78	54	41	124	95	139	100	33	18	52	168	50	26	53	89	46	73	91	115	148	71	
Neutral	293	140	153	43	72	73	105	114	178	193	116	31	20	56	155	137	31	39	85	105	77	96	91	161	124	
Strongly/Somewhat Disagree (Net)	205	109	95	27	39	50	89	66	139	144	60	28	9	16	107	97	29	20	58	74	57	62	48	99	102	
Somewhat disagree	71	40	31	15	19	18	20	34	38	45	25	11	6	6	43	28	11	11	21	22	23	24	23	36	33	
Strongly disagree	133	70	64	12	20	32	69	32	101	98	35	17	4	10	64	69	19	9	37	52	34	38	25	63	69	
Sigma	878	468	410	151	256	216	255	407	471	572	357	130	56	164	567	311	116	159	292	254	260	325	353	522	344	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 123

SP04\_2\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	318 36%	187 40%	131 32%	70 46%	137 53%	69 32%	43 17%	207 51%	111 24%	198 35%	154 43%	62 48%	23 41%	81 48%	268 47%	50 16%	45 39%	91 57%	132 45%	71 28%	97 37%	143 44%	188 53%	212 41%	100 29%
Strongly agree	144 16%	83 18%	60 15%	30 20%	61 24%	36 17%	16 6%	91 22%	53 11%	90 16%	63 18%	32 24%	7 13%	36 22%	126 22%	18 6%	23 19%	45 28%	59 20%	34 14%	44 17%	63 19%	93 26%	100 19%	43 13%
Somewhat agree	174 20%	104 22%	71 17%	40 26%	76 30%	32 15%	26 10%	116 28%	59 12%	107 19%	91 26%	30 23%	16 28%	45 27%	142 25%	33 11%	23 20%	46 29%	73 25%	36 14%	53 20%	80 24%	95 27%	112 21%	56 16%
Neutral	216 25%	103 22%	113 28%	40 27%	62 24%	54 25%	60 24%	102 25%	114 24%	130 23%	102 29%	27 20%	20 35%	51 31%	134 24%	82 26%	24 21%	45 28%	65 22%	78 31%	56 22%	72 22%	83 24%	127 24%	85 25%
Strongly/Somewhat Disagree (Net)	343 39%	177 38%	166 41%	41 27%	57 22%	94 43%	152 60%	98 24%	246 52%	243 43%	100 28%	42 32%	13 23%	33 20%	165 29%	178 57%	47 40%	23 15%	95 33%	105 42%	107 41%	111 34%	81 23%	183 35%	159 46%
Somewhat disagree	111 13%	70 15%	41 10%	17 11%	31 12%	22 10%	41 16%	48 12%	63 13%	64 11%	48 14%	18 14%	10 18%	17 11%	61 16%	50 16%	19 11%	10 6%	33 11%	31 12%	32 12%	45 14%	34 10%	67 13%	43 12%
Strongly disagree	233 28%	107 23%	125 31%	23 15%	26 10%	72 33%	111 44%	50 12%	183 38%	180 31%	52 15%	23 18%	3 5%	15 9%	104 18%	129 41%	28 24%	14 9%	62 21%	74 29%	75 29%	66 20%	47 13%	116 22%	116 34%
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	413 46%	204 46%	209 46%	67 46%	154 58% dFG	85 45%	87 36%	221 54% I	192 40%	242 44%	204 52% j	81 65% JKn	34 52%	78 52%	282 55% P	120 37%	60 43%	82 60% Q	151 52%	103 40%	149 52% T	148 46%	164 54% XY	240 48%	159 44%
I talk about this sport/league with others or post about it on social media	339 38%	175 40%	164 36%	54 37% G	144 54% DFG	73 34% g	69 25%	198 48% I	141 29%	187 34%	176 45% J	76 54% JKm	25 38%	65 44%	259 46% P	80 25%	53 38%	82 60% QS	124 43%	67 26%	123 43% T	142 44%	156 51% XY	213 43%	114 31%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	337 38%	175 40%	162 36%	56 39% G	145 55% DFG	78 37% G	57 21%	201 49% I	136 28%	177 32%	181 46% J	85 61% JKN	33 51% J	66 44% J	256 45% P	81 25%	50 35%	74 54% Q	132 46%	82 31%	127 44% T	122 38%	154 50% XY	203 41% y	124 34%
I watch as many games/matches/competitions as I can	330 37%	176 40%	154 34%	54 37% G	139 53% DFG	71 34% g	67 25%	193 47% I	137 29%	171 31%	186 48% J	79 57% JK	28 43%	79 53% J	252 45% P	78 24%	50 36%	80 58% QS	122 42%	77 30%	119 42% T	127 39%	152 50% XY	202 41% Y	114 31%
I purchase merchandise that supports this sport/league	306 34%	165 37%	141 31%	46 32% G	136 51% DFG	81 38% G	43 16%	182 44% I	124 26%	162 30%	173 44% J	77 55% JKM	23 36%	81 54% JKm	252 45% P	54 17%	61 44%	70 51% Q	121 42%	62 24%	114 40% T	125 39%	152 50% XY	187 38% Y	105 29%
I identify with this sport/league - it is a part of my personal identity	273 31%	164 37% C	109 24%	49 34% G	117 44% dFG	60 28% G	47 17%	166 46% I	107 22%	133 24%	160 41% J	73 52% JKm	22 34%	66 44% J	224 39% P	50 15%	49 35%	67 48% qs	108 37%	53 20%	103 36% T	111 34% T	128 42% XY	166 33% y	97 27%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	362 41%	179 41%	184 41%	53 36% E	58 22%	83 39% E	169 83% DEF	110 27%	252 52% H	269 49% KLMN	94 24% L	22 15%	18 27%	27 18%	165 29% O	198 61% P	96 26%	32 23%	97 33% r	130 50% UV	108 38%	115 36%	73 24%	176 38% W	173 47% WX
I talk about this sport/league with others or post about it on social media	343 38%	165 38%	178 39%	45 31%	67 25%	85 40% E	146 54% DEF	112 27%	231 48% H	254 47% KLMN	92 23% L	24 17%	16 25%	34 23%	175 31% O	168 52% P	44 32%	32 23%	99 34% r	121 46% UV	108 38%	103 32%	80 26%	175 35% W	158 43% WX
I identify with this sport/league - it is a part of my personal identity	341 38%	157 36%	184 41%	50 35% E	64 24%	85 40% E	141 52% DEF	114 28%	227 47% H	259 47% KLMN	87 22% L	27 19%	19 29%	31 20%	170 30% O	171 52% P	37 26%	30 22%	103 36% r	116 44% UV	112 39%	102 32%	85 28%	172 35% W	157 43% WX
I watch as many games/matches/competitions as I can	332 37%	157 36%	175 39%	48 33% E	53 20%	80 38% E	151 56% DEF	101 25%	231 48% H	258 47% KLMN	75 19% L	24 17%	14 22%	29 20%	160 28% O	172 53% P	31 22%	30 22%	98 34% r	111 43% UV	98 34%	113 35%	76 25%	169 34% W	150 41% WX
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on social, etc.	326 37%	165 37%	161 36%	40 28%	51 19%	81 38% dE	153 57% DEF	92 22%	234 49% H	243 45% KLMN	82 21% L	23 17%	15 23%	24 16%	157 28% O	169 52% P	43 31% R	20 15%	93 32% r	114 44% UV	95 33%	108 33%	71 23%	159 32% W	156 43% WX
It welcomes me as a fan	177 20%	96 22%	81 18%	29 20% e	31 12%	42 20% e	75 28% E	61 15%	117 24% H	130 24% KLMN	53 14% L	11 8%	7 11%	20 14%	93 16% O	84 26% P	27 20%	16 12%	50 17% r	60 23% UV	50 18%	62 19%	44 14%	92 19% W	79 22% w

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	330	176	154	54	139	71	67	193	137	171	186	79	28	79	252	78	50	80	122	77	119	127	152	202	114
Strongly agree	152	91	61	26	67	33	26	93	59	77	88	48	7	35	129	23	29	32	67	33	53	64	77	98	48
Somewhat agree	179	85	93	28	72	38	40	100	78	94	98	31	21	44	124	55	22	48	54	45	66	63	74	104	66
Neutral	230	107	123	44	73	60	52	117	113	117	130	36	23	41	154	76	59	27	69	72	70	83	78	125	101
Strongly/Somewhat Disagree (Net)	332	157	175	48	53	80	151	101	231	258	75	24	14	29	160	172	31	30	98	111	98	113	76	169	150
Somewhat disagree	105	57	48	20	19	24	43	39	66	78	29	10	5	10	58	48	13	11	33	27	23	53	26	54	44
Strongly disagree	225	100	127	28	33	56	109	62	165	180	46	14	9	19	102	124	18	19	65	85	76	59	50	115	105
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

National Basketball Association (NBA)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	339 38%	175 40%	164 36%	54 37% G	144 54% DFG	73 34% g	69 25% 9	198 48% i	141 29% 34%	187 45% j	176 54% JKM	76 38% J	25 38% K	65 44% L	259 46% P	80 25% Q	53 38% RS	82 60% QS	124 43% T	67 26% T	123 43% T	142 44% T	156 51% XY	213 43% Y	114 31% Z
Strongly agree	145 16%	90 20%	55 12%	25 17% G	69 26% dFG	29 14% g	23 8% 9	94 23% i	51 11% 11%	76 14% 14%	80 20% J	41 29% JKM	8 13% J	33 22% J	120 21% P	25 8% 8%	24 17% 17%	39 28% 20%	58 20% 10%	25 20% 20%	56 20% T	61 19% T	77 25% XY	90 18% 18%	50 14% 14%
Somewhat agree	194 22%	85 19%	109 24%	29 20% G	74 28% G	44 21% 21%	46 17% 17%	104 25% i	90 19% 19%	111 20% 20%	96 25% 25%	35 25% 25%	16 25% 25%	32 22% 22%	139 24% P	55 17% 17%	29 20% 20%	44 32% 32%	66 23% 23%	43 16% 16%	67 23% 23%	81 25% T	79 26% Y	122 25% 25%	64 18% 18%
Neutral	210 24%	100 23%	110 24%	47 32% EG	54 21% 21%	54 25% 25%	55 20% 20%	101 25% 25%	109 23% 19%	105 19% 19%	123 32% J	39 28% J	24 37% J	50 33% J	132 23% 23%	78 24% R	43 31% R	23 17% 17%	66 23% 23%	73 28% U	56 20% 20%	77 24% 24%	70 23% 23%	109 22% 22%	93 25% 25%
Strongly/Somewhat Disagree (Net)	343 38%	165 38%	178 39%	45 31% E	67 25% E	85 40% E	146 54% DEF	112 27% 27%	231 48% H	254 47% KLMN	92 23% L	24 17% 17%	16 25% 25%	34 23% 23%	175 31% O	168 52% O	44 32% 32%	32 23% 23%	99 34% r	121 46% uV	108 38% 38%	103 32% 32%	80 26% 26%	175 35% W	158 43% WX
Somewhat disagree	120 13%	64 15%	56 12%	19 13% 13%	29 11% 11%	29 14% 14%	43 16% 16%	48 12% 12%	72 15% 15%	83 15% 15%	41 10% 10%	12 9% 9%	10 16% 16%	17 11% 11%	71 13% 13%	49 15% 15%	22 13% 13%	18 11% 11%	31 13% 13%	35 13% 13%	35 12% 12%	47 15% 15%	32 11% 11%	69 14% 14%	45 12% 12%
Strongly disagree	223 25%	101 23%	122 27%	26 18% 18%	37 14% 14%	56 27% E	103 38% DEF	64 15% 15%	160 33% H	171 31% KLMN	51 13% L	12 9% 9%	6 10% 10%	17 12% 12%	104 18% O	119 36% O	22 16% 16%	14 10% 10%	68 24% R	86 33% uV	73 26% 26%	56 17% 17%	48 16% 16%	106 21% W	113 31% WX
Sigma	892 100%	440 100%	452 100%	146 100% 100%	265 100% 100%	211 100% 100%	270 100% 100%	411 100% 100%	481 100% 100%	546 100% 100%	391 100% 100%	139 100% 100%	65 100% 100%	150 100% 100%	566 100% 100%	326 100% 100%	140 100% 100%	137 100% 100%	289 100% 100%	261 100% 100%	288 100% 100%	323 100% 100%	306 100% 100%	496 100% 100%	365 100% 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_3 How strongly do you agree or disagree with the statements about each league and/or sport?

National Basketball Association (NBA)

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Asian or Pac- ific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	306	165	141	46	136	81	43	182	124	162	173	77	23	81	252	54	61	70	121	62	114	125	152	187	105
Strongly agree	129	72	57	18	61	31	19	79	50	58	79	39	9	35	105	24	20	24	61	26	46	54	65	80	40
Somewhat agree	177	93	84	29	75	50	24	103	74	104	94	37	14	46	147	30	42	45	60	36	68	72	87	106	66
Neutral	224	97	127	47	71	48	58	118	106	114	124	41	24	42	150	74	43	36	71	69	66	82	81	133	87
Strongly/Somewhat Disagree (Net)	362	179	184	53	58	83	169	110	252	269	94	22	18	27	165	36	32	97	130	108	115	73	176	173	
Somewhat disagree	99	48	52	22	22	18	37	44	55	65	35	6	7	7	50	49	11	22	34	20	43	21	50	42	
Strongly disagree	263	131	132	31	35	65	132	66	196	204	59	16	11	20	114	148	25	15	74	96	89	72	128	131	
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	273 31%	164 37%	109 24%	49 34%	117 44%	60 28%	47 17%	166 40%	107 22%	133 24%	160 41%	73 52%	22 34%	66 44%	224 39%	50 15%	49 35%	67 48%	108 37%	53 20%	103 36%	111 34%	128 42%	166 33%	97 27%
Strongly agree	132 15%	76 17%	56 12%	17 9%	70 27%	30 14%	15 6%	87 21%	45 9%	54 10%	85 22%	46 33%	8 13%	36 24%	116 20%	16 5%	26 19%	35 26%	54 19%	28 11%	44 15%	59 18%	75 24%	87 18%	39 11%
Somewhat agree	141 16%	88 20%	53 12%	32 22%	47 18%	30 14%	32 12%	79 19%	62 13%	79 15%	75 19%	27 19%	14 21%	30 20%	108 19%	33 10%	23 16%	31 23%	54 19%	26 10%	59 21%	52 16%	54 18%	79 16%	58 16%
Neutral	278 31%	120 27%	158 35%	46 32%	84 32%	66 31%	82 30%	130 32%	148 31%	154 28%	145 37%	40 29%	24 37%	53 35%	172 30%	106 32%	54 39%	41 30%	78 27%	92 35%	72 25%	110 34%	92 30%	159 32%	111 30%
Strongly/Somewhat Disagree (Net)	341 38%	157 36%	184 41%	50 35%	64 24%	85 40%	141 52%	114 28%	227 47%	259 47%	87 22%	27 19%	19 29%	31 20%	170 30%	171 52%	37 26%	30 22%	103 36%	116 44%	112 39%	102 32%	85 28%	172 35%	157 43%
Somewhat disagree	106 12%	51 12%	54 12%	31 24%	26 10%	17 8%	32 12%	57 14%	49 10%	66 12%	45 11%	13 9%	9 13%	17 11%	58 10%	47 15%	8 5%	15 11%	36 12%	31 12%	33 11%	38 12%	32 10%	52 11%	45 12%
Strongly disagree	235 28%	105 24%	130 29%	20 14%	38 14%	68 32%	109 40%	58 14%	178 37%	193 35%	42 11%	14 10%	10 15%	13 9%	112 20%	123 38%	29 21%	15 11%	67 23%	84 32%	80 28%	64 20%	54 17%	119 24%	111 31%
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Islander	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	413	204	209	67	154	95	97	221	192	242	204	91	34	78	292	120	60	82	151	103	149	148	164	240	159
	46%	46%	46%	46%	58% dFG	45%	36%	54%	40%	44%	52%	65% JKn	52%	50%	52%	37%	43%	60% Q	52%	40%	52%	46%	54% XY	48%	44%
Strongly agree	187	95	92	27	80	42	37	107	80	100	104	55	10	43	151	36	34	37	80	36	76	73	93	118	63
	21%	21%	20%	19%	30% DFG	20%	14%	26% I	17%	18%	27%	40% Jm	16%	29%	27%	11%	24%	27%	28%	14%	26%	23% T	30% XY	24%	17%
Somewhat agree	226	109	117	40	74	52	60	114	112	142	100	36	24	35	141	85	25	45	71	67	74	75	71	122	96
	25%	25%	26%	28%	28%	25%	22%	28%	23%	26%	26%	37% k	37%	24%	25%	26%	18%	33% Q	25%	26%	26%	23%	23% y	12% XY	26%
Neutral	302	140	162	49	80	75	98	129	173	174	134	37	24	51	181	122	53	40	88	98	88	112	97	164	127
	34%	32%	36%	34%	30%	35%	36%	31%	36%	32%	34% L	27%	36%	34%	32%	37%	38%	29%	31%	37%	31%	35%	32% z	33% z	35%
Strongly/Somewhat Disagree (Net)	177	96	81	29	31	42	75	61	117	130	53	11	7	20	93	84	27	16	50	60	50	62	44	92	79
	20%	22%	18%	20%	12% e	12%	28% e	15%	24% H	24% KLMN	14% L	8%	11%	14%	16%	20%	12%	17%	23%	18%	18%	19%	14% w	19% w	22% w
Somewhat disagree	73	39	34	20	18	13	21	38	34	44	35	5	5	15	46	27	16	11	19	18	16	37	27	39	30
	8%	9%	7%	14% ef	7%	6%	8%	9%	7% I	8% J	9% L	3%	3%	10% I	8%	11%	8%	7%	7%	7%	6%	12% U	9% U	8% U	
Strongly disagree	105	57	48	9	13	28	54	22	82	86	18	6	2	6	48	57	12	5	31	42	34	25	17	53	49
	12%	13%	11%	6% g	5% dE	13% E	20% DE	5%	17% H	16% KLMN	5% L	4%	3%	4%	8% O	17% O	8%	4% r	11% r	16% V	12% V	8% W	6% W	11% W	
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_3\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

National Basketball Association (NBA)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	337 38%	175 40%	162 36%	56 39% G	145 55% DFG	78 37% G	57 21%	201 49% I	136 28%	177 32%	181 46% J	85 61% JK	33 51% J	66 44% J	256 45% P	81 25% P	50 35% Q	74 54% Q	132 46% R	82 31% R	127 44% T	122 38% T	154 50% XY	203 41% y	124 34% y
Strongly agree	133 15%	83 19% C	50 11% C	18 12% 9 DG	63 24% G	36 17% G	16 6% G	81 20% I	52 11% I	56 10% J	81 21% JKMN	47 33% J	8 19% J	31 19% P	23 7% P	24 17% P	27 20% Q	59 20% R	33 13% R	42 15% S	56 17% TV	63 21% XY	77 15% y	52 14% y	
Somewhat agree	204 23%	92 21% C	112 25% C	39 27% G	82 31% FG	43 20% G	41 15% G	121 29% I	83 17% I	120 22% I	100 26% J	38 28% JK	25 38% Jk	146 24% P	58 18% P	25 18% Q	47 34% Q	73 25% Q	49 19% R	85 30% TV	66 20% TV	91 30% XY	127 26% y	73 20% y	
Neutral	229 26%	100 23% G	129 29% G	49 34% G	69 26% G	52 24% G	60 22% G	117 29% I	112 23% I	126 23% J	128 33% JL	31 22% JL	17 28% JL	59 40% JL	153 27% P	76 23% P	47 34% Q	43 31% Q	63 22% R	65 25% R	65 23% S	93 29% T	80 26% T	134 27% T	85 23% T
Strongly/Somewhat Disagree (Net)	326 37%	165 37% C	161 36% C	40 28% DE	51 19% DE	81 38% DE	153 57% DEF	92 22% I	234 49% H	243 45% KL	82 21% I	23 17% I	15 23% I	24 16% J	157 28% O	169 52% O	43 31% R	20 15% R	93 44% R	114 44% UV	95 33% UV	108 33% W	71 23% W	159 32% WX	156 43% WX
Somewhat disagree	122 14%	71 16% c	51 11% c	25 17% E	19 7% E	26 12% EF	53 20% EF	44 11% I	78 16% I	79 15% I	43 11% I	12 8% I	11 17% I	12 8% J	61 11% O	62 19% O	19 14% O	9 6% R	33 11% R	34 13% R	29 10% S	59 18% U	27 9% U	59 12% W	56 15% W
Strongly disagree	203 23%	94 21% c	110 24% c	16 11% E	32 12% E	56 26% DEF	100 37% DEF	48 12% I	155 32% H	164 30% KL	39 10% I	11 8% I	4 6% I	12 8% J	96 17% O	107 33% O	24 17% R	12 9% R	60 21% R	80 31% UV	67 23% UV	48 15% W	44 14% W	100 20% WX	100 27% WX
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	377 43%	184 41%	193 45%	57 43% FG	153 57% DFG	84 41% g	82 32%	210 52% I	167 36%	223 43%	169 46%	74 50%	25 50%	64 43%	277 49% P	100 33%	72 49%	83 54%	121 46%	89 34%	123 47% T	153 49% T	188 52% XY	232 46%	136 40%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	293 34%	151 34%	142 33%	54 41% FG	137 51% FG	57 28% G	45 17%	192 48% I	102 22%	158 30%	150 41% J	76 51% JKN	22 43%	53 35%	234 42% P	59 19%	65 44%	72 47% S	97 37%	67 26%	92 35% T	129 41% T	162 50% XY	187 37% Y	95 28%
I talk about this sport/league with others or post about it on social media	262 30%	133 30%	129 30%	43 32% G	117 43% dFG	58 28% G	44 17%	160 40% I	102 22%	138 26%	137 37% J	74 49% JKN	21 40%	51 34%	214 38% P	48 16%	51 34%	71 47% qS	92 35%	62 24%	83 32% T	114 36% T	149 46% XY	179 36% Y	77 23%
I watch as many games/matches/competitions as I can	258 30%	134 30%	124 29%	47 35% G	118 44% FG	59 29% G	34 13%	165 41% I	93 20%	137 26%	132 36% J	71 48% JKN	20 38%	47 31%	206 37% P	51 17%	56 38%	65 43% S	85 32%	60 23%	87 33% T	106 34% T	147 45% XY	168 33% Y	83 24%
I purchase merchandise that supports this sport/league	242 28%	131 30%	111 26%	51 39% FG	119 44% FG	46 22% G	25 10%	171 42% I	71 15%	124 23%	134 36% J	72 49% JKMN	13 26%	50 33% J	207 37% P	35 12%	55 37%	66 43% S	86 33%	55 21%	72 27% T	113 36% Tu	149 46% XY	164 32% Y	69 20%
I identify with this sport/league - it is a part of my personal identity	235 27%	128 29%	106 25%	43 33% FG	122 45% dFG	41 20% G	29 11%	165 41% I	70 15%	118 22%	136 37% J	68 46% JKmn	15 29%	52 34% J	199 35% P	36 12%	53 36%	67 44% S	79 30%	58 22%	63 24% T	111 35% TU	137 42% XY	158 31% Y	68 20%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	427 49%	219 49%	208 49%	53 41%	85 31%	99 48%	189 73%	138 34%	289 62%	299 56%	120 33%	40 27%	23 46%	48 32%	225 40%	202 66%	54 37%	55 36%	116 44%	115 44%	141 54%	150 48%	109 33%	230 48%	187 55%
I identify with this sport/league - it is a part of my personal identity	407 47%	210 47%	197 46%	58 44%	78 29%	98 47%	173 66%	136 34%	271 58%	292 55%	111 30%	34 23%	22 43%	44 29%	218 39%	189 62%	52 35%	48 31%	118 45%	106 41%	141 54%	141 45%	115 35%	216 43%	183 54%
I talk about this sport/league with others or post about it on social media	394 45%	209 47%	185 43%	49 37%	76 28%	98 48%	171 65%	125 31%	269 58%	279 52%	118 32%	35 23%	14 28%	51 34%	213 38%	181 59%	56 38%	54 35%	103 39%	111 43%	130 50%	136 43%	98 30%	204 40%	178 52%
I watch as many games/matches/competitions as I can	385 44%	196 44%	189 44%	49 37%	74 27%	90 44%	172 66%	123 30%	262 56%	273 51%	117 32%	35 24%	22 42%	48 32%	206 37%	179 58%	49 33%	50 33%	107 41%	110 42%	121 46%	136 43%	96 29%	205 41%	172 50%
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	340 39%	172 39%	167 39%	36 28%	63 23%	84 41%	157 60%	99 25%	240 51%	243 46%	94 25%	39 26%	14 28%	45 30%	170 30%	170 56%	43 29%	44 29%	83 31%	104 40%	106 40%	114 36%	96 29%	196 39%	139 41%
It welcomes me as a fan	189 22%	113 26%	76 18%	25 19%	39 14%	42 20%	83 32%	64 16%	125 27%	128 24%	63 17%	21 14%	14 27%	26 18%	102 18%	87 28%	26 17%	21 14%	55 21%	59 23%	56 21%	63 20%	57 17%	103 20%	83 24%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	258 30%	134 30%	124 29%	47 35% G	118 44% FG	59 25% G	34 13%	165 41% I	93 20%	137 26%	132 36% J	71 48% JK	20 38%	47 31%	206 37% P	51 17%	56 38%	65 43% s	85 32%	60 23%	87 33%	106 34% T	147 45% XY	168 33% Y	83 24%
Strongly agree	110 13%	54 12%	57 13%	22 17% IG	59 22% FG	18 9% 9	11 4%	82 20% I	29 6%	59 11%	61 17% J	34 22% JK	6 12%	21 14%	98 17% P	13 4%	31 21% s	32 13% T	18 7%	33 13%	57 18% T	69 21% XY	76 15% Y	30 9%	
Somewhat agree	147 17%	81 18%	67 16%	25 19% G	59 22% G	41 20% G	23 9%	83 21% I	64 14%	78 15%	71 19% JK	38 25% j	13 26% j	26 17%	109 19% P	39 13%	25 17%	33 22% s	50 19%	42 16%	53 20%	78 16% XY	92 24% Y	53 18% Y	
Neutral	227 26%	114 26%	113 27%	36 28% G	78 29% G	56 27% G	56 21%	115 28% I	112 24%	121 23%	121 33% Jm	43 29%	10 19%	56 37% Jm	151 27%	76 25%	42 29%	37 24% UV	71 27%	90 35% UV	55 21%	72 23%	84 26% W	131 26% W	86 25%
Strongly/Somewhat Disagree (Net)	385 44%	196 44%	189 44%	49 37% G	74 44% E	90 44% E	172 66% DEF	123 30% H	262 56% H	273 51% KLN	117 32% L	35 24% L	22 42% L	48 32%	206 37% O	179 58% O	49 33%	50 33% O	107 41%	110 42%	121 46%	136 43% W	96 29% W	205 41% W	172 50% W
Somewhat disagree	132 15%	74 17%	58 14%	19 15% G	33 12% G	18 9%	61 23% dEF	53 13% I	79 17% I	85 16% L	53 14% L	13 8%	9 18%	27 18% L	71 13% O	61 20% O	16 11%	19 13% O	36 14%	35 13% O	38 14%	57 18% w	38 12% w	72 14% w	54 16% w
Strongly disagree	252 29%	121 27%	131 31%	29 22% G	41 15% G	72 35% DE	111 42% DE	70 17% H	182 39% H	188 35% KLN	64 17% L	22 15%	12 24% L	21 14%	135 23% O	118 38% O	33 23% O	31 20% O	71 27%	75 29% O	83 32% O	79 25% W	57 18% W	133 28% W	118 35% W
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's National Basketball Association (WNBA)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	262 30%	133 30%	129 30%	43 32% G	117 43% DFG	58 28% G	44 17%	160 40%	102 22%	138 26%	137 37% J	74 49% JKN	21 40%	51 34%	214 38% P	48 16%	51 34% qS	71 47% qS	92 35%	62 24%	83 32%	114 36% T	149 46% XY	179 36% Y	77 23%
Strongly agree	116 13%	64 14%	52 12%	19 15% G	60 22% FG	25 12% G	11 4%	79 20%	36 8%	62 12%	65 18% J	37 25% JKm	5 11%	28 18% j	102 18% P	14 4%	36 24% s	26 17% s	40 15%	21 8%	32 12%	62 20% TU	73 22% XY	78 15% y	34 10%
Somewhat agree	146 17%	69 16%	77 18%	23 18% G	57 21% G	32 16% G	33 13%	81 20% I	65 14%	76 14%	72 19% j	37 25% JKn	15 29% Jkn	24 16%	112 20% P	34 11%	15 10% Qs	45 29% Qs	52 20% Q	41 16%	51 19%	51 16% XY	76 23% Y	101 20% Y	43 13%
Neutral	213 25%	102 23%	112 26%	40 30% G	77 28% G	50 24%	47 18%	117 29% I	96 21%	115 22%	115 31% J	41 27% JK	16 32%	48 32% J	137 24% P	77 25% P	41 28% Qs	27 18% UV	69 26%	87 33% UV	49 19%	65 21% V	79 24% W	121 24% W	85 25%
Strongly/Somewhat Disagree (Net)	394 45%	209 47%	185 43%	49 37% G	76 28% G	98 48% E	171 65% DEF	125 31% I	269 58% H	279 52% KLMN	118 32% L	35 23% L	14 28%	51 34% I	213 38% O	181 59% O	56 38% O	54 35% O	103 39%	111 43%	130 50%	136 43% W	98 30% W	204 40% WX	178 52% WX
Somewhat disagree	123 14%	58 13%	65 15%	23 17% e	28 10% E	22 11% EF	49 19% EF	51 13% I	72 15% H	84 16% KL	47 13% L	9 6% L	5 11% L	27 18% L	69 12% O	53 17% o	21 14% O	18 12% O	30 12% O	30 12% O	40 15% O	48 15% W	32 10% W	65 13% W	49 14%
Strongly disagree	271 31%	151 34%	120 28%	26 20% e	48 18% E	76 37% DE	121 46% DEF	74 19% I	197 42% H	195 37% KLMN	70 19% L	26 17% L	9 18% L	25 16% O	144 25% O	128 42% O	35 24% O	36 23% O	72 31% O	90 31% O	90 34% O	88 28% W	65 20% W	139 28% WX	129 38% WX
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4.3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	242	131	111	51	119	46	25	171	71	124	134	72	13	50	207	35	55	66	86	55	72	113	149	164	69
Strongly agree	103	56	47	18	58	21	7	76	27	53	58	33	5	19	91	12	32	27	32	22	26	55	62	67	29
Somewhat agree	139	75	64	34	62	25	19	95	44	71	76	39	8	31	116	23	23	39	54	33	47	58	87	96	40
Neutral	200	94	106	27	67	61	46	93	107	108	116	37	14	52	132	68	38	32	62	91	50	52	68	111	84
Strongly/Somewhat Disagree (Net)	427	219	208	53	85	99	189	138	289	299	120	40	23	48	225	202	54	55	116	115	141	150	109	230	187
Somewhat disagree	122	60	63	19	29	25	49	48	74	76	45	12	14	18	65	58	17	13	35	26	42	51	35	68	47
Strongly disagree	304	159	145	35	55	74	140	90	215	223	75	28	9	31	160	144	37	42	81	98	99	88	74	162	139
Sigma	869	444	425	132	271	206	261	402	467	532	370	149	51	151	563	306	147	153	264	260	263	315	327	504	340

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Islander	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	235	128	106	43	122	41	29	165	70	118	136	68	15	52	199	36	53	67	79	58	63	111	137	158	68
	27%	29%	25%	33% FG	45% dFG	20% G	11%	41%	15%	22%	37% JKMn	46% J	29%	34% J	35% P	12%	36%	44% S	30%	22% TU	24%	35% XY	42% Y	31% Y	20%
Strongly agree	91	51	40	11	54	14	12	65	26	45	53	30	5	18	81	10	33	23	25	16	20	55	60	65	22
	10%	12%	9%	9%	20% DFG	7%	5%	16%	6%	9%	14% J	20% JK	10%	12% P	14% S	3% S	22% S	15% TU	9% XY	6% Y	7% Y	17% TU	18% XY	13% Y	6%
Somewhat agree	144	77	67	32	68	27	17	100	44	73	83	39	10	33	118	25	21	44	54	42	44	57	78	92	46
	17%	17%	16%	24% FG	25% FG	13% G	6%	25% I	9%	14% J	22% JK	26% J	19% J	22% P	8% P	14% Q	28% Q	20% R	16% R	17% R	18% TU	24% XY	18% XY	13% Y	6%
Neutral	227	106	122	30	71	67	59	101	126	121	123	46	14	55	147	81	41	38	67	96	59	62	75	131	89
	26%	24%	23%	23% G	26% G	33% G	23%	25% I	27% J	23% J	33% J	31% JK	28% J	36% J	26% P	26% Q	28% Q	25% R	25% R	37% UV	22% UV	20% W	23% W	26% W	26%
Strongly/Somewhat Disagree (Net)	407	210	197	58	78	98	173	136	271	292	111	34	22	44	218	189	52	48	118	106	141	141	115	216	183
	47%	47%	46%	44% E	29% E	47% E	66% DEF	34% H	58% H	55% KLN	30% L	23% KL	43% KL	29%	39% O	62% O	35% R	31% R	45% R	41% TV	54% TV	45% W	35% W	43% W	54% W
Somewhat disagree	127	69	57	26	29	19	52	55	72	84	43	9	13	19	71	56	21	15	35	32	46	46	39	63	59
	15%	16%	13%	20% EF	11% EF	9% EF	20% EF	14% H	15% H	16% L	12% L	6% KLn	18% KLn	13% O	13% O	18% o	10% R	13% R	12% qr	17% qr	15% TV	15% W	12% W	13% W	17%
Strongly disagree	280	141	140	32	49	78	124	81	198	209	68	25	9	25	147	133	31	33	83	75	95	85	75	153	124
	32%	32%	33%	24% E	18% E	38% DE	46% DE	20% H	43% H	38% KLMN	18% L	17% KL	18% KL	25% O	26% O	44% O	21% R	22% R	29% qr	29% qr	36% TV	30% W	23% W	30% W	37% W
Sigma	869	444	425	132	271	206	261	402	467	532	370	149	51	151	563	306	147	153	264	260	263	315	327	504	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	377 43%	184 41%	193 45%	57 43% G	153 57% DFG	84 41%	82 32%	210 52%	167 36%	229 43%	169 46%	74 50%	25 50%	64 43%	277 49%	100 33%	72 49%	83 54%	121 46%	89 34%	123 47%	153 49%	169 52%	232 46%	136 40%
Strongly agree	170 20%	82 18%	88 21%	32 24% G	74 27% IG	37 18%	27 10%	106 26%	64 14%	99 19%	83 22%	44 30%	7 13%	31 20%	136 24%	34 11%	36 24%	38 25%	62 24%	37 14%	57 22%	75 22%	87 27%	106 21%	61 18%
Somewhat agree	207 24%	102 23%	105 25%	26 19%	79 29% dg	48 23%	55 21%	104 26%	103 22%	131 25%	85 23%	30 20%	19 36% KL	33 22%	141 25%	66 22%	37 25%	45 30%	59 22%	52 20%	66 25%	78 25%	82 25%	126 25%	75 22%
Neutral	303 35%	147 33%	156 37%	50 38%	79 29%	79 38% e	95 37%	129 32%	174 37%	175 33%	139 37% M	54 36%	12 23%	60 40%	185 33%	118 39%	49 33%	49 32%	87 33%	112 43%	85 32%	99 31%	101 31%	170 34%	122 36%
Strongly/Somewhat Disagree (Net)	189 22%	113 26% C	76 18%	25 19%	39 14%	42 20%	83 32% DEF	64 16%	125 27% H	128 24% KL	63 17%	21 14%	14 27% ki	26 18%	102 28%	87 17%	26 17%	21 14%	55 21%	59 23%	56 21%	63 20%	57 17%	103 20% w	83 24% w
Somewhat disagree	78 9%	57 13% C	21 5%	11 8%	19 7%	17 8%	30 12%	30 8%	47 10%	49 9%	27 7% l	7 5%	10 19% JKLN	10 6%	46 8%	32 11%	9 7%	11 10%	25 10%	21 8%	21 8%	33 11%	28 9%	43 9%	33 10%
Strongly disagree	111 13%	56 13%	55 13%	14 10%	19 7%	25 12%	53 20% DEF	33 8%	78 17% H	78 15% KL	36 10%	14 10%	4 8%	17 11%	56 10%	55 18% O	16 7%	10 7%	30 11%	37 14%	35 13%	30 9%	28 9%	59 12% W	59 15% W
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_4\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's National Basketball Association (WNBA)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	293 34%	151 34%	142 33%	54 41% FG	137 51% FG	57 28% G	45 17%	192 48% I	102 22%	158 30%	150 41% J	76 51% JK	22 43% K	53 35% L	234 42% M	59 19% N	65 44% O	72 47% P	97 37% Q	67 26% R	92 35% S	129 41% T	162 50% U	187 37% V	95 28% W
Strongly agree	127 15%	61 14%	66 15%	26 19% IG	66 24% FG	13 5% G	23 9%	91 23% I	36 8%	63 12%	71 19% J	34 23% K	11 21% L	25 17% M	112 20% N	15 5% O	38 26% P	37 14% Q	37 14% R	22 8% S	29 11% T	75 24% U	78 24% V	83 16% W	37 11% X
Somewhat agree	166 19%	90 20%	77 18%	29 22% G	72 26% FG	34 12% G	32 12%	100 25% I	66 14%	95 18%	79 21% J	42 28% K	11 21% L	27 18% M	121 22% N	45 15% O	27 18% P	36 23% Q	59 22% R	45 17% S	63 24% T	53 17% U	85 26% V	104 21% W	58 17% X
Neutral	236 27%	120 27%	116 27%	41 31% G	70 26% G	65 23% G	60 23%	111 28% I	125 27%	130 24% J	127 34% JK	34 23% L	15 29% M	53 35% N	160 28% O	76 25% P	39 27% Q	37 24% R	84 32% S	90 35% T	66 25% U	71 23% V	68 21% W	121 24% X	107 31% Y
Strongly/Somewhat Disagree (Net)	340 39%	172 39%	167 39%	36 28% DE	63 23% DE	84 41% DEF	157 60% DEF	99 25% H	240 51% H	243 46% KL	94 25% LMN	39 26% M	14 28% N	45 30% O	170 56% P	170 56% Q	43 29% R	44 29% S	83 31% T	104 40% U	106 40% V	114 36% W	96 29% X	196 39% Y	139 41% Z
Somewhat disagree	116 13%	65 15%	50 12%	13 10% DE	30 11% DE	22 11% DEF	51 20% DEF	43 11% H	73 16% H	73 14% KL	41 11% MN	18 12% N	5 9% O	26 17% P	66 12% Q	50 16% R	17 12% S	16 12% T	32 12% U	41 16% V	30 11% W	42 13% X	43 13% Y	71 14% Z	42 12% AA
Strongly disagree	224 26%	107 24%	117 28%	23 18% DE	33 12% DE	62 30% DEF	106 40% DEF	57 14% H	167 36% H	171 32% KL	52 14% LMN	21 14% M	10 19% N	19 13% O	104 33% P	120 39% Q	26 17% R	27 18% S	51 19% T	63 24% U	76 29% V	72 23% W	53 16% X	124 25% Y	97 28% Z
Sigma	869 100%	444 100%	425 100%	132 100% FG	271 100% FG	206 100% G	261 100% G	402 100% I	467 100% I	532 100% J	370 100% J	149 100% K	51 100% L	151 100% M	563 100% N	306 100% O	147 100% P	153 100% Q	264 100% R	260 100% S	263 100% T	315 100% U	327 100% V	504 100% W	340 100% X

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
I welcomes me as a fan	443 51%	252 53%	191 47%	48 41%	158 58%	127 56%	110 41%	206 53%	237 48%	320 53%	156 50%	51 47%	23 48%	76 58%	320 58%	123 38%	62 53%	97 71%	161 54%	106 40%	132 55%	185 56%	195 60%	284 57%	148 42%
I watch as many games/matches/competitions as I can	342 39%	211 49%	131 32%	40 34%	131 48%	101 46%	70 26%	171 44%	171 35%	243 40%	133 43%	43 39%	17 35%	63 48%	267 48%	75 23%	55 47%	84 61%	128 43%	76 28%	106 44%	160 46%	181 56%	233 47%	103 29%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	340 39%	186 40%	154 38%	50 43%	141 52%	93 42%	56 21%	191 50%	148 30%	235 39%	132 43%	50 45%	18 39%	59 45%	276 50%	63 20%	54 46%	91 66%	132 44%	82 31%	101 42%	156 45%	179 55%	223 45%	109 31%
I purchase merchandise that supports this sport/league	324 37%	175 37%	149 37%	55 47%	141 52%	79 36%	48 18%	196 51%	128 26%	226 37%	125 40%	43 39%	9 18%	61 46%	261 47%	63 19%	49 42%	76 56%	136 46%	79 30%	84 35%	156 45%	181 56%	222 44%	92 26%
I talk about this sport/league with others or post about it on social media	318 36%	175 37%	143 35%	42 36%	141 52%	83 38%	53 19%	182 47%	136 28%	218 36%	117 36%	45 41%	19 40%	44 34%	247 45%	71 22%	55 47%	74 54%	117 39%	72 27%	100 42%	142 41%	175 54%	217 43%	95 26%
I identify with this sport/league - it is a part of my personal identity	284 32%	175 37%	109 27%	39 33%	136 50%	68 31%	42 15%	174 45%	110 22%	195 32%	109 35%	41 37%	10 22%	62 47%	223 40%	61 19%	47 40%	71 52%	105 35%	62 24%	84 35%	134 39%	157 48%	189 38%	89 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I identify with this sport/league - it is a part of my personal identity	364 42%	180 38%	184 45% b	45 38% E	63 23%	96 44% E	161 59% DEF	108 28%	256 52% H	260 43% KN	99 32% N	41 37% N	22 45% kN	25 19%	181 33% O	183 57% O	36 31% O	29 21% O	115 39% R	127 48% V	101 42% V	120 35% V	87 27% W	186 37% W	178 49% WX
I purchase merchandise that supports this sport/league	350 40%	190 40%	160 39% b	34 29% E	54 20%	93 43% DE	169 62% DEF	88 23%	262 54% H	260 43% KN	91 29% N	37 34% N	18 38% n	25 19%	162 29% O	188 58% O	35 30% r	26 19% R	101 34% R	126 48% V	100 42% V	106 31% V	72 22% W	171 34% W	177 50% WX
I talk about this sport/league with others or post about it on social media	344 39%	179 38%	165 41% b	41 35% E	52 19%	89 41% E	162 60% DEF	93 24%	251 51% H	254 42% KLN	89 29% N	34 31% N	14 29% n	29 22%	166 30% O	178 55% O	28 30% O	24 17% QR	114 38% QR	114 43% V	100 42% V	112 32% V	77 24% W	170 34% W	171 48% WX
I watch as many games/matches/competitions as I can	328 37%	160 34%	168 41% b	42 36% E	62 23%	81 37% E	143 53% DEF	104 27%	224 46% H	240 40% KN	85 27% n	35 32% N	17 37% n	25 19%	158 29% O	171 53% O	27 23% O	28 20% QR	103 35% QR	114 43% V	89 37% V	108 31% V	73 23% W	166 33% W	156 44% WX
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	318 36%	174 37%	143 35% b	37 32% E	52 19%	79 36% E	150 55% DEF	89 23%	229 47% H	238 39% KLMN	77 25% N	30 27% n	12 25% n	21 16%	144 26% O	173 53% O	22 28% r	33 16% R	90 30% R	108 41% V	90 38% V	100 29% V	67 21% W	155 31% W	157 44% WX
It welcomes me as a fan	182 21%	99 21%	83 20% b	35 30% EF	36 13%	36 16% E	75 28% EF	71 18%	111 23% H	111 18% KN	65 21% N	26 24% N	10 22% n	21 16%	94 17% O	88 27% O	24 20% O	15 11% QR	55 19% r	65 25% v	47 20% V	60 17% V	48 15% W	84 17% W	97 27% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_5\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	342	211	131	40	131	101	70	171	171	243	133	43	17	63	267	75	55	84	128	76	106	160	181	233	103
Strongly agree	135	85	50	21	49	42	23	74	65	91	50	20	2	24	107	27	15	32	60	37	33	65	90	106	28
Somewhat agree	208	126	82	19	82	59	47	101	106	152	83	23	15	39	160	48	40	52	68	38	73	95	91	127	76
Neutral	206	99	107	35	77	38	57	111	95	119	92	31	13	43	127	79	36	26	66	76	44	77	71	101	98
Strongly/Somewhat Disagree (Net)	328	160	168	42	62	81	143	104	224	240	85	35	17	25	158	171	27	28	103	114	89	108	73	166	156
Somewhat disagree	94	45	49	16	26	18	35	42	52	68	28	9	8	14	47	47	7	14	27	30	24	35	19	45	44
Strongly disagree	234	115	119	26	36	63	109	62	172	172	57	26	9	12	110	124	20	14	76	84	65	73	55	122	112
Sigma	876	471	406	117	270	219	271	386	490	602	309	110	48	132	552	325	118	137	297	265	239	345	325	500	357

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 143

SP04\_5\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	MALE		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	318 36%	175 37%	143 35%	42 36% G	141 52% DFG	83 38% G	53 19%	182 47% I	136 28%	218 36%	117 38%	45 41%	19 40%	44 34%	247 45% P	71 22%	55 47%	74 54% S	117 39%	72 27%	100 42%	142 41% T	175 54% XY	217 43% Y	95 26%
Strongly agree	121 14%	75 16%	46 11%	19 17% G	47 17% G	39 18% G	15 5%	66 17% I	54 11%	76 13% jkm	48 16%	22 20% jkm	4 7%	18 13%	104 19% F	17 5%	31 15% S	55 23% S	21 8%	37 15% t	63 18% T	78 24% XY	94 19% Y	27 8%	
Somewhat agree	197 22%	100 21%	97 24%	22 19% DFG	93 36% DFG	43 20%	38 14%	116 30% I	81 17%	142 24%	69 22%	23 21%	15 33%	27 20%	143 26% P	54 17% S	38 32% S	43 21% S	62 19%	52 27% t	63 27% t	79 23% XY	97 30% XY	124 28% y	67 19%
Neutral	215 24%	117 25%	97 24%	34 29% B	77 29% B	47 22%	56 21%	111 29% I	104 21%	130 22%	104 34% J	30 27%	14 30%	59 44% JKL	139 25% P	76 23%	34 29%	39 28% U	66 22%	79 30% U	38 16%	91 26% U	73 23% U	113 23% U	91 26%
Strongly/Somewhat Disagree (Net)	344 39%	179 38%	165 41%	41 36% E	52 19% E	89 41% DEF	162 60% DEF	93 24% I	251 51% H	254 42% KLN	89 29%	34 31%	14 29%	29 22%	166 30% O	178 55% O	28 24%	24 17% QR	114 38% V	100 42% V	112 32%	77 24% W	170 34% WX	171 48% WX	
Somewhat disagree	93 11%	46 10%	47 12%	17 15% E	18 7% E	19 9%	39 14% E	35 9% I	58 12%	66 11% n	29 9%	13 12%	4 9%	13 10%	45 8% O	48 15% O	5 4%	6 5% qr	34 11% r	29 11% v	30 12% v	30 9% W	23 7% W	47 9% W	44 12% W
Strongly disagree	251 29%	133 28%	118 29%	24 20% E	34 13% E	70 32% dE	123 45% DEF	58 15% I	193 39% H	187 31% KLN	60 19% n	22 20%	10 21%	16 12%	121 22% O	130 40% O	23 13% O	17 13% R	89 27% R	85 32% v	71 30% v	82 24% W	54 17% W	123 28% WX	127 36% WX
Sigma	876 100%	471 100%	406 100%	117 100% 100%	270 100% 100%	219 100% 100%	271 100% 100%	386 100% 100%	490 100% 100%	602 100% 100%	309 100% 100%	110 100% 100%	48 100% 100%	132 100% 100%	552 100% 100%	325 100% 100%	118 100% 100%	137 100% 100%	297 100% 100%	265 100% 100%	239 100% 100%	345 100% 100%	325 100% 100%	500 100% 100%	357 100% 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_5\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	324 37%	175 37%	149 37%	55 47% G	141 52% FG	79 36% G	48 18%	196 51% I	128 26% M	226 37% M	125 40% M	43 39% M	9 18%	61 46% M	261 47% P	63 19% P	49 42% q	76 56% q	136 46% q	79 30% q	84 35% q	156 45% TU	181 56% XY	222 44% Y	92 26% Y
Strongly agree	115 13%	68 15%	46 11%	17 14% G	48 18% G	34 16% G	16 6%	65 17% I	50 10% M	78 13% M	43 14% M	13 12% M	4 9%	21 16% M	91 16% P	24 7% P	17 14% P	23 17% P	51 17% P	26 10% P	24 10% P	63 18% TU	70 22% XY	84 17% Y	27 8% Y
Somewhat agree	209 24%	106 23%	103 25%	38 33% FG	93 36% FG	45 21% G	32 12%	132 34% I	78 16% M	148 25% M	82 26% M	30 28% M	4 9%	40 30% M	170 31% P	39 12% P	32 27% P	53 39% s	85 29% s	52 20% s	60 25% s	93 27% t	111 34% XY	138 28% Y	65 18% Y
Neutral	203 23%	105 22%	97 24%	28 24% B	75 28% B	46 21% B	54 20%	102 26% I	100 20% M	116 19% M	94 30% J	30 27% J	21 44% JKI	46 35% J	129 23% P	74 23% P	34 29% P	35 26% P	60 20% P	61 23% P	54 23% P	84 24% P	72 22% P	107 21% P	87 25% P
Strongly/Somewhat Disagree (Net)	350 40%	190 40%	160 39%	34 29% B	54 20% B	93 43% DE	169 62% DEF	88 23% I	262 54% H	260 43% KIN	91 29% N	37 34% N	18 38% N	25 19% N	162 29% O	188 58% O	35 30% O	26 19% O	101 34% R	126 48% V	100 42% V	106 31% V	72 22% W	171 34% W	177 50% WX
Somewhat disagree	98 11%	60 13%	38 9%	18 15% E	13 5% E	28 13% E	39 14% E	31 8% I	67 14% H	67 11% H	32 10% H	12 11% H	4 8%	14 11% J	49 9% O	49 15% O	7 6% O	9 7% O	32 11% O	27 10% O	31 13% O	35 10% O	23 7% O	50 10% O	47 13% O
Strongly disagree	252 29%	130 28%	122 30%	16 14% B	41 15% B	66 30% DE	130 48% DEF	57 15% I	196 40% H	193 32% KIN	59 19% N	25 22% N	14 30% N	11 9% N	113 20% O	139 43% O	27 23% O	16 12% O	69 23% R	99 37% UV	69 29% v	71 21% v	49 15% W	122 24% W	130 37% WX
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP04\_5\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

National Hockey League (NHL)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-40)	Boomer+ (age 41-50+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	284 32%	175 37%	109 27%	39 33%	136 50%	68 31%	42 15%	174 45%	110 22%	195 32%	109 35%	41 37%	10 22%	62 47%	223 40%	61 19%	47 40%	71 52%	105 35%	62 24%	84 35%	134 39%	157 48%	189 38%	89 25%
Strongly agree	118 13%	75 16%	43 11%	14 12%	56 21%	33 15%	14 5%	70 18%	47 10%	80 13%	47 15%	18 16%	2 4%	23 17%	95 17%	15 7%	13 13%	33 24%	47 16%	24 9%	31 13%	63 18%	72 22%	87 17%	27 8%
Somewhat agree	166 19%	100 21%	66 16%	24 21%	80 30%	35 16%	28 10%	104 27%	62 13%	116 19%	62 20%	23 21%	9 18%	39 30%	128 23%	38 12%	32 27%	38 28%	58 20%	38 14%	53 22%	72 21%	85 26%	102 20%	61 17%
Neutral	228 26%	116 25%	112 28%	33 28%	71 26%	56 26%	68 25%	104 27%	124 25%	147 24%	101 33%	28 26%	16 33%	45 34%	148 27%	80 25%	34 29%	37 27%	77 26%	76 29%	54 22%	92 26%	81 25%	125 25%	92 26%
Strongly/Somewhat Disagree (Net)	364 42%	180 38%	184 45%	45 38%	63 23%	96 44%	161 59%	108 28%	256 52%	260 43%	99 32%	41 37%	22 45%	25 19%	181 33%	183 57%	36 31%	29 21%	115 39%	127 48%	101 42%	120 35%	87 27%	186 37%	176 49%
Somewhat disagree	104 12%	55 12%	48 12%	19 16%	21 8%	22 10%	42 16%	40 10%	64 13%	74 12%	32 10%	11 10%	8 17%	9 7%	55 10%	49 15%	10 9%	11 11%	34 13%	34 13%	31 13%	39 11%	26 8%	54 11%	49 14%
Strongly disagree	260 30%	125 26%	136 33%	28 22%	42 16%	74 34%	118 44%	68 18%	192 39%	186 31%	67 22%	29 27%	14 28%	16 12%	125 23%	135 42%	26 22%	18 13%	81 27%	93 35%	70 29%	81 23%	61 19%	132 26%	127 36%
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_5\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Hockey League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic (N)	Employed (O)	Not Employed (P)	Remote	Hybrid	In- person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	443 51%	252 53%	191 47%	48 41%	158 56%	127 58%	110 41%	206 53%	237 48%	320 53%	156 50%	51 47%	23 48%	76 58%	320 58%	123 38%	62 53%	97 71%	161 54%	106 40%	132 55%	195 56%	195 60%	284 57%	148 42%
Strongly agree	211 24%	130 28%	81 20%	31 26%	70 26%	71 32%	40 15%	100 26%	111 23%	135 22%	85 27%	34 31%	9 18%	26 29%	160 29%	51 16%	28 24%	45 33%	87 29%	51 19%	64 27%	92 27%	112 34%	140 28%	67 19%
Somewhat agree	231 26%	121 26%	110 27%	17 15%	88 33%	56 25%	70 26%	105 27%	126 26%	185 31%	71 23%	17 16%	14 30%	42 32%	159 29%	72 22%	33 28%	52 38%	74 25%	55 21%	68 29%	103 30%	84 26%	144 29%	81 23%
Neutral	252 29%	120 25%	132 33%	34 29%	76 28%	57 26%	85 31%	110 28%	142 29%	172 29%	89 29%	32 29%	14 30%	34 26%	138 25%	113 35%	32 27%	25 18%	81 27%	94 35%	60 25%	91 26%	82 25%	132 26%	111 31%
Strongly/Somewhat Disagree (Net)	182 21%	99 21%	83 20%	35 30%	36 13%	36 16%	75 28%	71 18%	111 23%	111 18%	65 21%	26 24%	10 22%	21 16%	94 17%	88 27%	24 20%	15 11%	55 19%	65 25%	47 20%	60 17%	48 15%	84 17%	97 27%
Somewhat disagree	51 6%	35 7%	16 4%	14 12%	16 6%	10 4%	11 4%	30 8%	20 4%	23 4%	24 8%	9 8%	6 12%	6 5%	33 6%	18 5%	15 13%	3 2%	14 5%	16 6%	17 7%	16 5%	17 5%	21 4%	28 8%
Strongly disagree	131 15%	65 14%	67 16%	21 18%	20 7%	26 12%	64 24%	41 11%	91 18%	88 15%	41 13%	18 16%	5 10%	15 12%	61 11%	70 22%	8 7%	12 9%	41 14%	50 19%	30 13%	44 13%	30 9%	63 13%	69 19%
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_5\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

National Hockey League (NHL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	340	186	154	50	141	93	56	191	148	235	132	50	18	59	276	63	54	91	132	82	101	156	179	223	109
Strongly agree	139	85	55	19	63	41	17	81	58	87	59	25	3	28	117	22	21	38	58	32	37	70	87	102	36
Somewhat agree	200	102	99	32	78	52	38	110	90	148	73	25	15	30	159	41	33	52	73	49	64	86	92	121	73
Neutral	219	110	109	29	77	48	65	106	113	130	100	30	17	52	131	88	31	25	75	76	47	90	79	123	90
Strongly/Somewhat Disagree (Net)	318	174	143	37	52	79	150	89	229	238	77	30	12	21	144	173	33	22	90	108	90	100	67	155	157
Somewhat disagree	106	69	37	23	18	21	44	41	65	69	34	9	7	11	47	59	14	7	26	30	31	37	22	54	46
Strongly disagree	211	105	107	15	33	58	105	48	163	169	43	20	5	10	98	114	19	14	64	78	60	63	45	101	111
Sigma	876	471	406	117	270	219	271	386	490	602	309	110	48	132	552	325	118	137	297	265	239	345	325	500	357

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Professional Women's Hockey League (PWHL)

Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islander	Hispan- ic	Em- ploy- ed	Not Em- ploy- ed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	387 49%	211 52%	177 46%	55 43% G	203 65% DFG	88 47% G	41 25%	258 59% I	129 37%	253 49%	182 54%	73 54%	26 44%	92 61% Jm	335 57% P	53 25%	78 53%	133 65% qS	124 54%	69 34%	106 48% T	208 61% TU	246 61% XY	273 54% Y	105 41%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	357 45%	202 49% C	155 41%	50 39% G	197 64% DFG	72 39% G	38 23%	247 56% I	110 31%	241 47% m	160 48% M	66 49% m	19 32%	83 55% kM	317 54% P	40 19%	75 51%	135 68% QS	107 46%	61 30%	101 46% T	193 57% TU	238 59% XY	257 51% Y	94 37%
I watch as many games/matches/competitions as I can	349 44%	190 46%	159 42%	50 39% G	196 63% DFG	70 37% G	33 20%	246 56% I	103 29%	220 43%	175 52% Jm	73 54% Jm	22 38%	91 61% JKm	308 53% P	41 20%	81 55%	122 60% S	106 46%	59 29%	97 44% T	192 57% TU	233 58% XY	250 49% Y	90 35%
I talk about this sport/league with others or post about it on social media	333 42%	189 46% C	144 38%	43 34% G	199 64% DFG	60 32% G	31 18%	242 55% I	91 26%	213 42%	164 49% J	62 46% J	22 37%	87 58% JKm	291 50% P	42 20%	75 51%	121 59% S	95 41%	57 28%	91 42% T	182 54% TU	227 56% XY	242 48% Y	85 33%
I purchase merchandise that supports this sport/league	329 42%	176 43%	153 40%	45 35% G	187 60% DFG	66 36% G	30 18%	233 53% I	96 27%	213 42%	161 48% J	69 51% J	22 37%	78 52% J	296 51% P	33 16%	78 53%	114 56% S	104 45%	53 26%	94 43% T	179 53% Tu	224 56% XY	243 48% Y	77 30%
I identify with this sport/league - it is a part of my personal identity	319 40%	181 44% C	138 36%	48 37% G	188 60% DFG	58 31% G	25 15%	236 54% I	83 24%	215 42%	148 44%	61 45% J	25 43%	76 51% P	287 49% P	32 15%	72 49%	112 55% s	104 45%	51 25%	90 41% T	176 52% TU	216 54% XY	232 46% Y	79 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	263 33%	138 34%	125 33%	48 37% E	45 14%	74 40% E	96 58% DEF	93 21%	170 48% H	178 35% KLN	81 24% N	32 24% kN	20 35% kN	23 16%	148 25% O	115 55% O	36 24%	41 20%	71 31% R	87 42% V	80 37% V	79 23%	77 19%	139 27% W	115 45% WX
I identify with this sport/league - it is a part of my personal identity	256 32%	131 32%	125 33%	48 37% E	45 15%	68 37% E	94 57% DEF	93 21%	163 46% H	174 34% KIN	83 25% N	32 24% kN	18 31% kN	31 21%	144 25% O	112 54% O	34 23%	44 22%	67 29% R	80 39% V	84 38% V	79 23%	79 20%	140 28% W	108 42% WX
I talk about this sport/league with others or post about it on social media	252 32%	125 30%	127 33%	49 38% E	36 12%	70 37% E	96 58% DEF	86 20%	166 47% H	176 34% KLN	72 21% N	25 19% kN	22 37% kN	21 14%	146 25% O	106 51% O	33 23%	39 19%	74 32% R	83 41% V	77 35% V	78 23%	74 18%	132 26% W	111 43% WX
I watch as many games/matches/competitions as I can	237 30%	118 29%	119 31%	49 38% E	36 12%	62 33% E	90 54% DEF	86 20%	152 43% H	162 32% KLN	75 22% N	26 20% kN	21 35% kN	24 16%	134 23% O	103 50% O	35 24%	37 18%	62 27% r	79 39% V	72 33% V	71 21%	72 18%	131 26% W	103 40% WX
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	216 27%	104 25%	113 29%	37 29% E	41 13%	56 30% E	82 49% DEF	78 18%	138 39% H	148 29% KN	70 21% N	32 24% kN	20 34% kN	16 11%	118 20% O	98 47% O	34 23% r	28 14%	56 24% R	67 33% V	67 30% V	70 21%	66 17%	124 24% W	84 33% WX
It welcomes me as a fan	160 20%	76 19%	84 22%	36 28% E	31 10%	35 19% E	58 35% EF	67 15%	92 26% H	105 20% KLN	55 16% N	23 17% kN	13 22% kN	20 13%	97 17% O	63 30% O	29 20% r	24 12%	44 19% r	56 27% V	47 21% v	48 14%	54 13%	92 18% W	62 24% W

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	349 44%	190 46%	159 42%	50 39% G	196 63% DFG	70 37% G	33 20%	246 56% I	103 29%	220 43%	175 52% Jm	73 54% Jm	22 38%	91 61% Jkm	308 53% P	41 20%	81 55%	122 60% S	106 46%	59 29%	97 44%	192 57% Tu	233 58% XY	250 49% Y	90 35%
Strongly agree	151 19%	80 20%	71 19%	26 20% G	85 28% FG	27 15% g	13 8%	111 25% I	40 11%	97 19%	71 21% Jm	37 28% Jm	8 14%	38 25% Jkm	135 23% P	16 8%	35 24%	50 21% S	26 13% S	42 19%	82 24% T	102 25% XY	112 22% Y	33 13%	
Somewhat agree	198 25%	109 27%	88 23%	24 19% G	110 36% DFG	43 23% G	21 12%	135 31% I	63 18%	123 24%	103 31% j	36 27%	14 24%	53 38% J	173 30% P	24 12%	45 31%	72 35% S	56 24%	32 16% T	54 25% T	110 32% Tu	131 33% XY	138 27% Y	57 22%
Neutral	205 26%	100 25%	104 27%	29 23%	78 25%	55 29%	42 26%	108 25% I	97 28%	130 25%	87 26% j	35 26%	16 27%	35 23% J	141 24%	64 31%	32 21%	45 22% S	64 28%	66 32% UV	50 23%	76 23% W	95 24% W	127 25% W	65 25%
Strongly/Somewhat Disagree (Net)	237 30%	118 29%	119 31%	49 38% E	36 12% E	62 33% E	90 54% DEF	86 20% I	152 43% H	162 32% KLN	75 22% I	26 20% KLN	21 35% KLN	24 16% KLN	134 23% O	103 50% O	35 24%	37 18% r	62 27% r	79 39% V	72 33% V	71 21% V	72 18% W	131 26% W	103 40% WX
Somewhat disagree	75 9%	42 10%	32 8%	23 18% E	13 4% E	18 10% E	21 12% E	36 8% I	38 11%	42 8% KLN	29 9% I	7 5% I	8 14%	12 8% J	54 9% P	20 10%	14 10%	19 9% S	21 9% S	27 13% V	27 12% V	17 5% W	28 7% W	45 9% W	28 11%
Strongly disagree	163 21%	76 19%	87 23%	26 20% E	23 8% E	44 29% E	69 42% DEF	50 11% I	113 32% H	120 23% KLN	45 14% I	19 14% KLN	12 21% KLN	12 8% N	80 14% O	83 40% O	21 14%	18 9% R	41 26% R	53 26% V	45 20% V	54 16% W	45 11% W	85 17% WX	75 29% WX
Sigma	791 100%	408 100%	383 100%	129 100% G	311 100% DFG	186 100% G	166 100%	439 100% I	352 100%	512 100% Jm	336 100% Jm	134 100% Jm	59 100% Jm	150 100% Jkm	583 100% P	208 100% P	147 100% S	204 100% S	231 100% S	204 100% S	219 100% T	339 100% Tu	401 100% XY	508 100% Y	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-40)	Boomer+ (age 41-50+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	134	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	142	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	333 42%	189 46%	144 38%	43 34% G	199 64% DFG	60 32% G	31 18%	242 55% I	91 26%	213 42%	164 49% J	62 46%	22 37%	87 53% JKIM	291 50% P	42 20%	75 51%	121 59% S	95 41%	57 28% T	91 42% TU	182 54% XY	227 56% Y	242 48% Z	85 33%
Strongly agree	157 20%	90 22%	67 18%	27 21% G	85 27% FG	29 16% G	15 9%	112 26% I	44 13%	100 20%	72 21% J	37 27% JK	16 16%	33 24% P	141 27% P	16 7%	39 27%	55 27% S	47 20%	24 12% T	50 23% TU	82 24% XY	109 27% Y	119 24% Z	34 13%
Somewhat agree	176 22%	99 24%	77 20%	18 12% G	114 37% DFG	31 17% G	16 10%	129 29% I	47 13%	113 22%	92 27% L	25 19%	13 22%	54 36% JKL	26 26% P	36 13% S	66 24%	48 21% S	34 16% T	41 19% TU	100 30% XY	117 29% Z	123 24% Z	51 20%	
Neutral	206 26%	95 23%	111 29%	36 28% G	76 24% G	56 30% G	39 23%	112 25% I	95 27%	123 24% J	100 30% J	47 35% JK	15 28%	42 28% N	146 25% P	60 29%	39 26% S	44 22% S	63 27% T	64 31% TU	51 23% V	79 23% XY	101 25% Z	134 26% Z	61 24%
Strongly/Somewhat Disagree (Net)	252 32%	125 30%	127 33%	49 38% E	36 12% E	70 37% E	96 58% DEF	86 20% I	166 47% H	176 34% KLN	72 21% N	25 19% N	22 37% KLN	21 14% N	146 25% O	106 51% O	33 23% R	39 19% R	74 41% S	83 41% V	77 35% V	78 23% W	74 18% W	132 26% WX	111 43% WX
Somewhat disagree	92 12%	46 11%	47 12%	28 22% Eg	19 6% E	25 13% E	21 13% E	46 11% I	46 13% H	52 10% KL	37 11% L	8 6% N	15 25% JKLN	12 8% N	67 12% O	25 12% O	17 10% R	21 12% S	29 14% T	29 15% V	32 15% V	28 8% W	32 8% W	48 9% WX	37 14% WX
Strongly disagree	160 20%	79 19%	81 21%	22 17% E	18 6% E	45 24% E	75 45% DEF	39 9% I	120 34% H	124 24% KLmN	35 10% n	17 13% n	7 11% n	9 6% n	79 13% O	81 38% O	16 11% R	18 9% R	45 27% qR	54 27% V	44 20% V	50 15% W	42 10% W	84 17% WX	74 29% WX
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 152

SP04\_6\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	329	176	153	45	187	66	30	233	96	213	161	69	22	78	296	33	78	114	104	53	94	179	224	243	77
Strongly agree	151	85	66	21	92	25	14	113	38	94	76	35	9	36	141	10	42	51	48	20	44	88	108	114	33
Somewhat agree	178	91	86	24	96	42	16	120	58	119	85	34	13	42	154	23	35	63	56	34	50	92	116	128	44
Neutral	200	95	105	35	79	46	40	114	86	121	94	33	17	48	139	61	33	49	57	64	44	80	101	127	66
Strongly/Somewhat Disagree (Net)	263	138	125	48	45	74	96	93	170	178	81	32	20	23	148	115	36	41	71	87	80	79	77	139	115
Somewhat disagree	79	44	35	20	21	24	15	40	39	43	32	14	10	7	53	27	20	11	22	28	28	21	27	41	31
Strongly disagree	183	94	90	28	24	50	81	53	131	135	49	18	10	16	95	88	16	30	49	58	53	58	50	88	84
Sigma	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	231	204	219	339	401	508	258

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	319 40%	181 44%	138 36%	48 37% G	188 60% DFG	58 31%	25 15%	236 54%	83 24%	215 42%	148 44%	61 45%	25 43%	76 51%	287 49%	32 15%	72 48%	112 55%	104 45%	51 25%	90 41%	176 52%	216 54%	232 46%	79 31%
Strongly agree	155 20%	85 21%	70 18%	21 16% G	97 31% DFG	25 7%	12 7%	118 27% I	37 11%	105 21%	68 20%	35 26% Km	7 12%	38 26% m	141 24%	14 7%	38 27%	55 26%	47 20%	22 11%	46 21%	87 26% T	110 27% XY	119 23% Y	32 12%
Somewhat agree	164 21%	96 23%	68 18%	27 21% G	91 29% FG	32 17% G	14 8%	118 27% I	46 13%	110 21%	80 24%	26 19%	18 31%	37 25%	146 25% P	18 8%	34 23%	56 28%	56 24%	30 14%	44 20%	89 26% T	106 26% XY	114 22%	47 18%
Neutral	217 27%	97 24%	120 31% B	33 26%	78 25%	60 32%	46 28%	111 25%	106 30%	123 24%	105 31%	41 30%	16 28%	42 28%	152 26%	65 31%	42 28%	48 24%	61 26%	73 36% UV	45 20%	84 25%	106 26%	136 27%	71 28%
Strongly/Somewhat Disagree (Net)	256 32%	131 32%	125 33%	48 37% E	45 15%	68 37% E	94 57% DEF	93 21%	163 46% H	174 34% KLN	83 25%	32 24%	18 31%	31 21%	144 25%	112 54% O	34 23%	44 22%	67 29%	80 39% V	84 38% V	79 23%	79 20%	140 28% W	108 42% WIX
Somewhat disagree	95 12%	52 13%	43 11%	23 18% E	24 8%	25 13% e	24 14% E	47 11%	49 14%	56 11%	39 12%	15 11%	10 16%	17 12%	66 11% Q	29 14%	20 14%	19 9%	27 12%	31 15% V	35 16% V	28 8%	39 10%	56 11% w	34 13%
Strongly disagree	160 20%	79 19%	81 21%	25 20% E	21 7%	43 23% E	71 43% DEF	46 11%	114 32% H	117 23% KLN	44 13%	18 13%	8 14%	14 9%	78 40% O	82 49% O	13 9%	25 17%	40 24% q	49 22% v	49 22% v	51 15%	41 10%	83 18% W	74 29% WIX
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	387	211	177	55	203	88	41	258	129	253	182	73	26	92	335	53	78	133	124	69	106	208	246	273	105
Strongly agree	180	98	82	29	88	42	20	118	62	109	88	45	14	36	153	27	43	52	33	55	89	118	129	46	18%
Somewhat agree	207	112	95	26	115	46	21	141	67	144	94	28	12	56	182	25	34	81	67	35	51	119	127	145	60
Neutral	244	122	122	38	76	63	67	114	130	154	99	38	20	38	152	93	41	48	63	80	66	84	102	142	91
Strongly/Somewhat Disagree (Net)	160	76	84	36	31	35	58	67	92	105	55	23	13	20	97	63	29	24	44	56	47	48	54	92	62
Somewhat disagree	60	32	28	19	15	10	16	34	26	35	25	9	7	11	45	14	13	14	19	24	15	19	27	38	19
Strongly disagree	100	44	56	17	16	25	42	33	66	69	30	14	6	9	51	49	16	9	25	32	32	28	27	55	43
Sigma	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	231	204	219	339	401	508	258

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_6\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Professional Women's Hockey League (PWHL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	357 45%	202 48%	155 41%	50 39%	197 64%	72 36%	38 23%	247 56%	110 31%	241 47%	160 48%	66 49%	19 32%	83 55%	317 54%	40 19%	75 51%	135 68%	107 46%	61 30%	101 46%	193 57%	238 59%	257 51%	94 37%
Strongly agree	155 20%	83 20%	72 19%	21 16%	89 29%	30 16%	15 9%	110 25%	45 13%	103 20%	71 21%	34 25%	9 15%	35 23%	142 24%	14 6%	41 28%	49 24%	23 22%	45 21%	86 26%	109 27%	118 23%	33 13%	
Somewhat agree	202 26%	118 29%	84 22%	29 22%	108 36%	42 23%	23 14%	137 31%	65 18%	138 27%	89 27%	32 24%	10 17%	48 32%	176 30%	26 13%	33 23%	86 42%	56 24%	39 19%	56 26%	106 31%	128 32%	139 27%	62 24%
Neutral	218 28%	103 25%	115 30%	42 32%	73 23%	58 31%	46 28%	114 26%	104 29%	124 24%	106 31%	36 27%	20 35%	51 34%	147 25%	71 34%	39 26%	41 20%	68 29%	76 37%	51 23%	77 23%	97 24%	127 25%	79 31%
Strongly/Somewhat Disagree (Net)	216 27%	104 25%	113 29%	37 29%	41 13%	56 30%	82 49%	78 18%	138 39%	148 29%	70 21%	32 24%	20 34%	16 11%	118 20%	98 47%	34 23%	28 14%	56 24%	67 33%	67 30%	70 21%	66 17%	124 24%	84 33%
Somewhat disagree	82 10%	45 11%	37 10%	19 15%	21 7%	19 10%	22 14%	40 9%	41 12%	47 9%	38 11%	13 10%	14 23%	7 5%	55 9%	27 13%	15 10%	15 7%	25 11%	23 11%	29 13%	27 8%	31 8%	49 10%	25 10%
Strongly disagree	134 17%	59 14%	76 20%	18 14%	19 6%	37 20%	60 39%	38 9%	97 28%	101 20%	32 10%	19 14%	6 10%	9 6%	64 11%	71 34%	19 13%	13 7%	32 14%	44 21%	37 17%	43 13%	36 9%	74 15%	59 23%
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_7 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	412 47%	228 48%	184 46%	57 45%	154 58% DIG	101 48% G	100 35%	211 54% I	201 41%	263 49%	169 47%	81 59% JKm	26 43%	62 54%	301 55% P	111 33%	61 48%	101 63% Qs	139 53%	88 37%	142 51% T	174 52% T	204 61% XY	271 52% Y	140 41%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	317 36%	174 36%	143 35%	48 38% G	142 54% DFG	66 32% G	60 21%	190 49% I	126 26%	180 33%	152 43% J	67 48% JK	21 36%	61 52% JK	250 46% P	67 20%	54 42%	91 57% QS	104 40%	60 25%	103 37% T	151 45% T	183 55% XY	220 42% Y	93 28%
I watch as many games/matches/competitions as I can	297 34%	169 35%	128 32%	46 36% G	135 51% DFG	66 32% G	50 18%	181 46% I	116 24%	166 31%	149 42% J	79 57% JKm	19 31%	53 46% J	228 41% P	69 21%	52 40%	84 52% S	92 35%	65 27%	93 34%	133 40% T	173 52% XY	200 38% Y	92 27%
I talk about this sport/league with others or post about it on social media	296 34%	175 37% c	121 30%	50 39% G	141 53% DFG	63 30% G	42 15%	191 49% I	105 21%	164 30%	150 42% Jm	67 49% JKm	17 29%	65 56% JKm	244 44% P	52 16%	52 40%	85 53% qS	107 41%	56 23%	94 34% T	142 42% Tu	174 53% XY	197 38% Y	94 28%
I identify with this sport/league - it is a part of my personal identity	265 30%	153 32%	111 28%	40 32% G	130 49% DFG	63 30% G	32 11%	170 43% I	95 19%	145 27%	134 38% J	61 44% JK	20 33%	58 50% JKm	221 40% P	44 13%	52 41%	79 50% S	90 34%	51 21%	80 29% T	130 39% TU	161 49% XY	182 35% Y	79 24%
I purchase merchandise that supports this sport/league	246 28%	142 30%	105 26%	43 34% G	116 44% FG	58 28% G	29 10%	159 41% I	87 18%	141 26%	130 36% Jm	59 43% JKm	14 24%	62 54% JKm	212 39% P	34 10%	53 41%	77 48% S	83 32%	56 23%	75 27%	113 34% T	159 48% XY	181 34% Y	63 19%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Asian or Pac- ific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	434 49%	243 51%	191 47%	43 34%	84 32%	102 49%	204 72%	128 33%	307 62%	298 55%	131 37%	40 29%	31 52%	32 27%	212 39%	222 67%	48 38%	54 34%	110 42%	122 51%	143 51%	168 47%	107 32%	243 48%	187 56%
I identify with this sport/league - it is a part of my personal identity	408 46%	215 45%	193 48%	43 34%	87 33%	89 43%	189 67%	130 33%	278 57%	283 52%	120 34%	32 23%	27 45%	26 23%	213 39%	195 59%	47 36%	53 33%	113 43%	114 47%	133 48%	147 44%	105 32%	233 45%	170 51%
I watch as many games/matches/competitions as I can	364 41%	195 41%	169 42%	38 30%	70 26%	91 43%	166 59%	107 27%	257 52%	251 46%	110 31%	29 21%	22 36%	31 27%	184 34%	180 54%	43 34%	47 29%	94 36%	95 40%	120 43%	138 41%	95 29%	217 42%	143 43%
I talk about this sport/league with others or post about it on social media	359 41%	191 40%	167 41%	37 29%	53 20%	86 41%	182 65%	90 23%	269 55%	255 47%	102 28%	25 18%	25 42%	21 18%	168 31%	190 57%	35 27%	40 25%	93 36%	107 44%	120 43%	121 36%	85 26%	204 39%	154 46%
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on social media	310 35%	170 36%	140 35%	26 20%	58 22%	79 38%	148 52%	84 21%	227 46%	221 41%	89 25%	27 20%	20 34%	24 21%	147 27%	163 49%	39 30%	29 18%	80 31%	96 40%	99 35%	106 32%	78 23%	176 34%	133 39%
It welcomes me as a fan	180 20%	90 19%	89 22%	31 25%	40 15%	34 16%	75 26%	71 18%	108 22%	113 21%	69 19%	20 14%	15 25%	22 19%	97 18%	82 25%	22 17%	28 17%	47 18%	52 22%	58 21%	66 20%	56 17%	114 22%	62 18%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7\_1 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	297	169	128	46	135	66	50	181	116	166	149	79	19	53	228	69	52	84	92	65	93	133	173	200	92
Strongly agree	116	65	52	20	58	26	12	78	38	64	59	34	5	16	102	14	34	32	36	22	36	58	71	77	38
Somewhat agree	181	104	77	26	77	40	38	103	78	102	90	45	14	37	126	55	18	52	56	42	58	75	103	124	54
Neutral	221	114	106	43	60	52	66	103	118	124	99	31	19	31	137	84	33	29	75	80	65	63	106	102	
Strongly/Somewhat Disagree (Net)	364	195	169	38	70	91	166	107	257	251	110	29	22	31	184	180	43	47	94	95	120	138	95	217	143
Somewhat disagree	132	77	55	19	25	30	58	44	88	76	55	12	8	22	74	58	22	24	27	30	37	64	39	84	45
Strongly disagree	232	118	114	19	45	61	108	64	168	176	54	17	14	9	111	121	21	22	67	83	74	57	134	98	
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7.2 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	296	175	121	50	141	63	42	191	105	164	150	67	17	65	244	52	52	85	107	56	94	142	174	197	94
Strongly agree	105	53	51	18	53	23	11	71	34	54	57	26	5	22	91	14	28	29	34	14	38	53	66	70	35
Somewhat agree	191	122	69	32	89	40	31	120	71	110	94	42	12	43	153	38	24	55	73	42	56	89	109	126	59
Neutral	228	112	116	40	70	60	58	110	118	123	105	46	17	29	138	90	41	36	61	77	65	74	73	123	90
Strongly/Somewhat Disagree (Net)	359	191	167	37	53	86	182	90	269	255	102	25	25	21	168	190	35	40	93	107	120	121	85	204	154
Somewhat disagree	120	66	54	14	17	20	69	31	89	76	41	9	9	8	59	61	7	15	37	41	35	41	28	73	46
Strongly disagree	239	125	114	23	37	66	113	59	179	179	61	16	16	14	109	129	28	25	56	65	84	80	57	131	107
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7.3 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	246	142	105	43	116	58	29	159	87	141	130	59	14	62	212	34	53	77	83	56	75	113	159	181	63
Strongly agree	103	58	45	15	63	16	9	78	25	56	56	27	3	23	92	11	32	30	30	22	29	53	67	74	30
Somewhat agree	143	83	60	29	53	41	20	82	62	85	74	32	11	39	121	23	21	47	53	34	47	60	91	107	34
Neutral	201	93	108	40	64	49	48	104	97	102	96	40	15	22	125	76	27	29	68	62	60	65	66	100	87
Strongly/Somewhat Disagree (Net)	434	243	191	43	84	102	204	128	307	298	131	40	31	32	212	222	48	54	110	122	143	158	107	243	187
Somewhat disagree	124	72	52	16	25	22	61	41	83	78	44	13	12	13	57	68	15	18	24	28	35	61	32	77	45
Strongly disagree	310	171	139	27	59	80	144	86	224	220	87	26	19	19	155	154	34	36	86	94	108	97	76	188	142
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	240	278	337	332	523	337	
Strongly/Somewhat Agree (Net)	265 30%	153 32%	111 28%	40 32% G	130 48% DFG	63 30% G	32 11%	170 43% I	95 19%	145 27%	134 38% J	61 44% JK	20 33% JKM	58 50% P	221 40% P	44 13%	52 41% S	79 50% S	90 34%	51 21% t	80 29% t	130 36% TU	161 49% XY	182 35% Y	79 24%
Strongly agree	111 13%	62 13%	49 12%	20 16% G	55 21% FG	24 12% G	12 4%	75 19% I	37 7% I	57 11% J	28 16% JK	7 20% JK	22 11% JK	99 18% P	12 4% P	31 24% S	34 21% S	23 13% s	36 9% s	52 15% t	75 23% t	82 16% XY	27 8%		
Somewhat agree	153 17%	91 19%	62 15%	20 16% G	75 28% DFG	38 18% G	19 7%	96 24% I	58 12% I	88 16% J	77 22% j	33 22% j	13 22% j	36 31% JK	122 22% P	32 10% P	21 16% q	45 28% q	56 21% q	28 12% q	44 16% q	78 23% Tu	86 26% XY	100 19% XY	52 16%
Neutral	209 24%	110 23%	99 25%	43 34% EG	48 18% E	57 27% E	62 22%	91 23% E	118 24% E	113 21% E	103 29% J	45 33% JK	13 22% JK	31 27% P	115 21% P	94 26% O	30 23% O	27 17% O	58 31% UV	75 24% UV	66 24% UV	59 18% UV	65 20% UV	108 21% W	87 26%
Strongly/Somewhat Disagree (Net)	408 46%	215 45%	193 48%	43 34% EG	87 33% E	89 43% E	189 67% DEF	130 33% E	278 57% H	283 52% KLN	120 34% Ln	32 23% LN	27 45% LN	26 23% O	213 39% O	195 59% O	47 36% r	53 43% r	113 47% r	114 47% r	133 48% r	147 44% W	105 32% W	233 45% W	170 51% W
Somewhat disagree	149 17%	74 15%	75 19%	20 16% G	34 13% G	19 9% G	75 27% DEF	55 14% E	94 19% h	96 18% L	51 14% L	13 9% L	11 18% L	11 10% L	88 16% O	61 15% O	20 13% O	21 13% O	47 19% O	45 15% O	59 18% W	38 12% W	89 17% W	56 17%	
Strongly disagree	259 29%	141 30%	118 29%	23 18% EG	53 20% E	70 34% E	113 40% DEF	76 19% E	184 37% H	187 35% KLN	69 19% Ln	19 14% LN	16 27% LN	15 13% O	125 23% O	133 40% O	27 21% r	32 20% r	66 25% r	99 29% r	92 33% r	88 26% W	67 20% W	144 28% W	115 34% W
Sigma	882 100%	478 100%	404 100%	126 100% G	265 100% DFG	209 100% G	282 100% G	391 100% I	491 100% I	541 100% J	357 100% JK	139 100% JK	60 100% JK	116 100% JK	549 100% P	332 100% P	129 100% P	160 100% S	261 100% S	240 100% s	278 100% t	337 100% t	332 100% XY	523 100% Y	337 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7.5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	412	228	184	57	154	101	100	211	201	263	169	81	26	62	301	111	61	101	139	88	142	174	204	271	140
Strongly agree	166	82	84	26	74	39	27	100	66	95	78	37	5	31	131	35	42	55	31	57	74	89	108	59	17%
Somewhat agree	246	146	100	31	80	62	73	111	135	168	91	44	20	32	170	76	28	59	84	57	85	100	115	163	81
Neutral	290	160	131	38	71	74	108	108	182	166	119	38	19	31	151	139	45	31	75	100	79	97	72	139	135
Strongly/Somewhat Disagree (Net)	180	90	89	31	40	34	75	71	108	113	69	20	15	22	97	82	22	28	47	52	58	66	56	114	62
Somewhat disagree	69	33	36	18	20	7	24	38	31	31	35	10	4	14	40	29	9	14	18	22	12	33	26	45	22
Strongly disagree	110	58	53	13	20	27	51	33	78	82	33	9	11	8	57	54	14	14	29	30	46	33	30	69	40
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_7\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	240	278	337	332	523	337	
Strongly/Somewhat Agree (Net)	317	174	143	48	142	66	80	190	126	180	152	67	21	61	250	67	54	91	104	60	103	151	183	220	93
Strongly agree	125	60	65	18	62	30	16	80	45	70	67	32	3	25	112	13	28	45	38	21	44	59	79	86	38
Somewhat agree	192	115	77	31	80	37	45	111	81	110	85	35	18	35	138	54	26	46	66	38	59	92	104	133	55
Neutral	255	134	121	52	65	64	74	117	138	141	116	44	18	31	152	103	36	76	85	77	80	71	128	112	
Strongly/Somewhat Disagree (Net)	310	170	140	26	58	79	148	84	227	221	89	27	20	24	147	163	39	29	80	96	99	106	78	176	133
Somewhat disagree	96	55	41	11	21	20	44	32	64	60	38	11	11	12	54	43	13	14	27	29	24	43	30	63	32
Strongly disagree	214	115	99	14	37	59	104	51	163	161	51	17	9	13	94	120	26	14	53	67	75	63	48	113	101
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	240	278	337	332	523	337	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_8 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Island- er	Hispan- ic	Em- ploy- ed	Not Em- ploy- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	404 46%	241 49% C	163 41%	55 45% G	175 61% DFG	105 46% G	69 28%	229 56% I	175 37%	261 48%	181 47%	80 47%	26 51%	84 55% k	328 54% P	76 28%	75 56%	112 63% S	141 48%	91 36%	122 45% t	180 55% Tu	238 62% XY	284 53% Y	111 35%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	343 39%	208 43% C	135 34%	43 35% G	162 56% DFG	86 38% G	52 21%	205 50% I	138 29%	205 37%	175 45% J	79 47%	23 48%	78 51% J	293 48% P	50 18%	62 46%	100 56% S	132 45%	68 27%	110 41%	158 48% T	209 54% XY	236 44% Y	101 32%
I watch as many games/matches/competitions as I can	315 36%	180 37%	135 34%	52 43% FG	154 54% DFG	64 28% G	44 18%	207 50% I	109 23%	179 33%	171 44% J	83 49%	17 35%	78 51% Jm	262 43% P	53 19%	54 40%	99 58% QS	110 37%	67 27%	101 38% t	140 43% T	202 53% XY	226 42% Y	80 25%
I talk about this sport/league with others or post about it on social media	304 35%	182 37% c	122 31%	48 39% FG	156 54% DFG	64 28% G	36 15%	204 50% I	101 21%	182 33%	160 41% J	70 41%	17 34%	75 49% Jk	263 43% P	41 15%	51 39%	96 54% QS	116 39%	66 26%	94 35% t	140 43% T	195 51% XY	218 40% Y	78 24%
I purchase merchandise that supports this sport/league	295 34%	170 35%	126 32%	59 48% FG	149 52% FG	64 28% G	23 10%	208 51% I	88 19%	165 30%	168 44% J	66 39%	20 41%	85 56% JKL	257 42% P	38 14%	59 44%	90 50% S	108 37%	55 22%	91 34% t	142 43% Tu	186 48% XY	205 38% Y	84 26%
I identify with this sport/league - it is a part of my personal identity	292 33%	173 35%	119 30%	52 43% FG	148 52% FG	61 27% G	30 12%	201 49% I	91 19%	167 30%	153 40% J	73 43%	20 39%	69 46% J	253 42% P	39 14%	58 44%	87 49% S	107 36%	64 25%	89 33% t	134 41% T	191 50% XY	211 39% Y	74 23%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	364 44%	206 42%	179 45%	36 29%	67 23%	114 50%	168 69%	103 25%	261 60%	271 49%	123 32%	64 38%	19 38%	35 23%	214 35%	170 62%	40 30%	52 25%	122 41%	121 48%	121 45%	131 40%	118 31%	229 42%	148 47%
I identify with this sport/league - it is a part of my personal identity	360 41%	192 39%	168 43%	39 32%	69 24%	107 47%	145 60%	108 26%	252 54%	243 44%	122 31%	56 33%	19 37%	36 24%	202 33%	158 58%	39 30%	48 27%	114 39%	105 41%	123 46%	122 37%	115 30%	216 40%	136 43%
I talk about this sport/league with others or post about it on social media	358 41%	197 40%	162 41%	45 37%	58 20%	107 47%	149 61%	103 25%	256 54%	244 44%	119 31%	54 32%	17 34%	40 26%	202 33%	157 57%	52 38%	42 24%	108 37%	104 41%	128 48%	116 35%	104 27%	202 37%	153 48%
I watch as many games/matches/competitions as I can	342 39%	185 38%	158 40%	43 35%	61 21%	91 40%	148 61%	103 25%	239 51%	238 43%	105 27%	48 28%	17 34%	35 23%	191 31%	151 55%	37 27%	40 23%	114 39%	113 45%	106 39%	113 34%	105 27%	203 38%	135 42%
I like to learn about this sport/league - e.g. by reading stories online, listening to podcasts, following players on socials, etc.	299 34%	168 34%	131 33%	37 30%	56 19%	79 35%	128 52%	92 23%	206 44%	211 38%	87 23%	41 24%	14 27%	27 18%	162 27%	137 50%	40 30%	34 19%	87 30%	98 39%	94 35%	98 30%	89 23%	175 32%	117 37%
It welcomes me as a fan	194 22%	97 20%	97 25%	28 22%	40 14%	52 23%	74 30%	68 16%	126 27%	122 22%	75 19%	34 20%	10 19%	19 12%	106 18%	88 32%	32 24%	17 9%	57 19%	67 26%	57 21%	66 20%	53 14%	109 20%	81 26%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8\_1 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	315 36%	180 37%	135 34%	52 43% FG	154 54% dFG	64 28% G	44 18%	207 50%	109 23%	179 33%	171 44%	83 49%	17 35%	78 51% Jm	262 43% P	53 19%	54 40%	99 55% QS	110 37%	67 27%	101 38%	140 43% T	202 53% T	226 42% XY	80 25% Y
Strongly agree	130 15%	67 14%	63 16%	23 19% G	68 24% FG	27 12% G	12 5%	91 22% I	39 8%	65 12% J	77 20% J	45 26% K	7 14% Jk	29 19% J	113 17% P	17 6%	22 17%	45 25% S	46 16%	25 10%	41 15%	61 19% T	84 22% T	91 17% XY	32 10% Y
Somewhat agree	185 21%	114 23%	72 18%	30 24% G	86 30% FG	37 16% G	32 13%	116 28% I	69 15%	114 21% I	94 24% I	38 23% I	11 21% Jk	48 32% Jk	149 25% P	36 13%	32 24%	54 30% s	64 22%	42 17%	22% 22%	79 24% t	119 31% XY	134 25% Y	48 15%
Neutral	224 25%	123 25%	101 26%	28 22% G	73 25% G	72 32% G	52 21%	101 25%	123 26% I	133 24% I	110 28% I	40 23% I	16 31% I	39 26% I	154 25% I	70 26%	43 32%	40 22% I	71 24%	73 29%	62 23%	75 23% I	78 20% I	112 21% I	103 32% WX
Strongly/Somewhat Disagree (Net)	342 39%	185 38%	158 40%	43 35% E	61 21% E	91 40% DEF	148 61% DEF	103 25%	239 51% H	238 43% KLN	105 27% L	48 28% L	17 34% L	35 23% L	191 31% O	151 55% O	37 27%	40 23% qR	114 39% r	113 45% r	106 39% V	113 34% V	105 27% W	203 38% W	135 42% W
Somewhat disagree	132 15%	75 15%	57 14%	21 17% E	34 12% E	31 14% E	46 19% E	55 13% E	77 16% L	86 16% L	49 13% L	15 9% L	8 17% L	23 15% L	89 16% L	43 16%	18 13%	19 11% L	52 18% L	40 16%	42 15%	47 14% w	48 13% w	80 15% w	49 16% w
Strongly disagree	211 24%	110 23%	101 26%	22 18% E	27 9% E	60 27% DEF	102 42% DEF	49 12% E	162 51% H	152 28% KLN	57 15% L	33 19% L	9 17% L	12 8% L	102 17% O	108 38% O	19 14%	21 12% r	62 21% r	72 29% V	64 24% V	66 20% W	56 15% W	123 23% W	86 27% W
Sigma	882 100%	488 100%	393 100%	123 100% E	288 100% E	227 100% E	243 100% E	411 100% E	471 100% H	549 100% KLN	386 100% L	171 100% L	50 100% L	151 100% L	607 100% O	275 100% O	133 100% O	179 100% r	295 100% r	253 100% r	268 100% r	329 100% V	385 100% W	540 100% W	319 100% W

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	304 35%	182 37%	122 31%	48 39% IG	156 54% DFG	64 28% G	36 15%	204 50% I	101 21%	182 33%	160 41% J	70 41% J	17 34% J	75 48% JK	263 43% P	41 15% P	51 39% QS	96 54% QS	116 39% Q	66 26% t	94 35% t	140 43% T	195 51% T	218 40% XY	78 24% Y
Strongly agree	127 14%	75 15%	52 13%	21 17% G	71 25% FG	26 12% G	9 4%	92 22% I	35 7%	69 13% J	67 17% J	8 20% J	15% 19% J	30 19% P	113 5% P	28 21% P	39 22% P	45 15% P	29 11% P	40 15% P	56 17% t	86 22% XY	94 17% Y	29 9% Y	
Somewhat agree	177 20%	107 22%	70 18%	26 21% G	85 29% FG	38 17% G	28 11%	111 27% I	66 14%	112 20% I	92 24% J	35 21% J	9 18% J	44 28% P	150 25% P	27 10% P	24 18% Q	57 32% Q	70 24% Q	38 15% Q	54 20% Q	84 26% T	109 28% XY	125 23% Y	49 15% Y
Neutral	219 25%	109 22%	110 28%	30 25% G	75 26% G	56 25% G	58 24%	105 26% I	114 24%	123 22% J	107 28% J	47 27% J	16 33% J	37 25% JK	142 23% P	77 28% P	30 23% Q	41 23% Q	71 24% Q	83 33% UV	46 17% UV	73 22% UV	87 22% UV	120 22% UV	89 28% UV
Strongly/Somewhat Disagree (Net)	358 41%	197 40%	162 41%	45 37% E	58 20% E	107 47% DEF	149 61% DEF	103 25% I	256 54% H	244 44% KLN	119 31% J	54 32% J	17 34% J	40 26% JK	202 33% P	157 57% P	52 39% R	42 24% R	108 37% R	104 41% R	128 48% V	116 35% T	104 27% T	202 37% W	153 48% WX
Somewhat disagree	125 14%	75 15%	50 13%	18 15% E	28 10% E	41 18% E	39 16% e	46 11% I	79 17% H	74 14% KLN	52 13% J	20 12% J	7 13% J	23 15% JK	81 13% P	44 16% P	23 17% Q	20 13% Q	38 10% Q	26 10% Q	52 19% TV	43 13% T	45 12% T	69 13% W	53 17% WX
Strongly disagree	234 26%	122 25%	112 28%	27 22% E	30 10% E	66 29% DEF	110 45% DEF	57 14% I	176 37% H	170 31% KLN	67 17% J	34 20% J	10 21% J	16 11% JK	121 20% O	113 41% O	29 22% R	22 12% R	70 31% R	78 31% V	76 28% V	73 22% T	58 15% T	133 28% W	99 31% WX
Sigma	882 100%	488 100%	393 100%	123 100% E	288 100% E	227 100% E	243 100% DEF	411 100% I	471 100% H	549 100% KLN	386 100% J	171 100% J	50 100% J	151 100% JK	607 100% P	275 100% P	133 100% Q	179 100% Q	295 100% Q	253 100% Q	268 100% Q	329 100% T	385 100% T	540 100% W	319 100% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8.3 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	295	170	126	59	149	64	23	208	88	165	168	66	20	85	257	38	59	90	108	55	91	142	186	205	84
Strongly agree	134	77	58	25	66	35	9	91	43	63	86	41	10	38	123	4	32	36	55	23	37	70	87	93	37
Somewhat agree	161	93	68	33	84	29	15	117	44	102	82	25	10	47	134	27	27	54	53	32	54	72	99	113	47
Neutral	202	113	89	29	72	49	52	100	102	114	95	40	11	32	135	67	34	37	64	76	56	55	81	106	86
Strongly/Somewhat Disagree (Net)	384	206	179	36	67	114	168	103	281	271	123	64	19	35	214	170	52	122	121	121	131	118	229	148	
Somewhat disagree	120	64	56	17	28	39	36	44	75	74	50	25	8	19	85	35	22	43	32	38	47	49	78	38	
Strongly disagree	265	142	123	19	40	74	132	59	206	197	73	39	11	15	129	135	31	78	89	83	84	70	151	110	
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	292	173	119	52	148	61	30	201	91	167	153	73	20	69	253	39	58	87	107	64	89	134	191	211	74
Strongly agree	126	75	51	27	68	21	10	95	31	58	74	46	8	32	111	14	32	35	44	25	40	58	82	88	33
Somewhat agree	167	98	68	25	81	40	20	106	60	108	79	26	11	37	141	25	26	52	63	39	50	76	109	123	42
Neutral	230	123	107	31	71	59	68	102	127	140	112	42	12	47	153	77	36	44	73	84	56	72	79	113	109
Strongly/Somewhat Disagree (Net)	360	192	168	39	69	107	145	108	252	243	122	56	19	36	202	158	39	48	114	105	123	122	115	216	136
Somewhat disagree	120	61	59	19	33	37	31	52	68	62	56	20	9	22	78	42	15	23	39	27	50	37	48	71	43
Strongly disagree	240	131	109	20	35	70	114	55	184	180	66	36	10	14	124	116	24	24	75	77	73	85	67	145	93
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 170

SP04\_8\_5 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	404	241	163	55	175	105	69	229	175	261	181	80	26	84	328	76	75	112	141	91	122	180	238	284	111
Strongly agree	187	105	82	33	89	43	21	123	65	110	93	47	10	46	154	33	34	53	68	40	57	86	115	131	48
Somewhat agree	217	136	81	21	86	62	48	107	110	151	88	33	16	37	174	43	41	59	74	51	64	94	123	152	63
Neutral	284	150	134	41	73	70	100	114	170	166	131	56	15	49	172	111	26	50	96	95	89	83	95	148	126
Strongly/Somewhat Disagree (Net)	194	97	97	28	40	52	74	68	126	122	75	34	10	19	106	88	32	17	57	67	57	66	53	109	81
Somewhat disagree	60	28	32	16	19	12	13	35	25	29	29	12	4	9	39	21	14	5	20	18	18	21	25	34	23
Strongly disagree	134	70	64	12	21	40	61	33	101	93	46	22	5	10	67	67	18	11	38	49	39	45	28	75	58
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_8\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	343 39%	208 43%	135 34%	43 35%	162 56%	86 38%	52 21%	205 50%	138 29%	205 37%	175 45%	79 47%	23 46%	78 51%	293 48%	50 18%	62 46%	100 56%	132 45%	68 27%	110 41%	158 48%	209 54%	236 44%	101 32%
Strongly agree	140 16%	79 16%	61 16%	21 17%	80 28%	27 12%	12 5%	101 25%	39 8%	80 15%	70 18%	36 21%	9 18%	31 20%	126 21%	14 5%	27 20%	43 24%	57 19%	31 12%	45 17%	61 18%	95 25%	105 19%	31 10%
Somewhat agree	203 23%	130 27%	74 19%	22 18%	82 29%	59 26%	40 16%	104 25%	99 21%	125 23%	105 27%	43 25%	14 28%	47 31%	167 28%	36 13%	35 26%	57 32%	75 25%	37 15%	65 24%	98 30%	114 30%	132 24%	70 22%
Neutral	240 27%	112 23%	127 32%	43 35%	70 24%	63 28%	64 26%	113 28%	127 27%	133 24%	124 32%	50 29%	13 27%	47 31%	152 25%	88 32%	31 23%	45 25%	76 26%	86 34%	64 24%	73 22%	88 23%	128 24%	101 32%
Strongly/Somewhat Disagree (Net)	299 34%	168 34%	131 33%	37 30%	56 19%	79 36%	128 52%	92 23%	206 44%	211 38%	87 23%	41 24%	14 27%	27 18%	162 27%	137 50%	40 30%	34 19%	87 30%	98 39%	94 35%	98 30%	89 23%	175 32%	117 37%
Somewhat disagree	107 12%	61 12%	46 12%	21 17%	31 11%	20 9%	35 14%	52 13%	55 12%	62 11%	37 10%	12 7%	8 16%	13 9%	75 12%	32 20%	27 10%	18 10%	29 10%	31 12%	40 15%	34 10%	39 10%	63 12%	39 12%
Strongly disagree	182 22%	107 22%	84 21%	15 13%	25 9%	59 26%	83 38%	40 10%	151 32%	149 27%	50 13%	29 17%	5 11%	13 9%	87 14%	105 38%	13 10%	16 9%	58 20%	67 27%	54 20%	64 20%	49 13%	112 21%	78 24%
Sigma	882 100%	488 100%	393 100%	123 100%	288 100%	227 100%	243 100%	411 100%	471 100%	549 100%	386 100%	171 100%	50 100%	151 100%	607 100%	275 100%	133 100%	179 100%	295 100%	253 100%	268 100%	329 100%	385 100%	540 100%	319 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_9 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	425 49%	264 56% C	161 40%	63 48%	134 55% G	104 53% G	123 41%	197 52% i	227 46%	272 49%	173 50%	84 61% JK	30 61%	60 52%	306 57% P	119 36%	73 53%	78 58%	155 58%	103 40%	141 53% T	172 52% T	181 59% XY	267 54% Y	149 42%
I talk about this sport/league with others or post about it on social media	374 43%	225 47% C	149 37%	67 51% G	118 48% G	82 42%	106 35%	186 49% i	189 38%	221 40%	164 47% j	80 59% JKN	23 48%	45 38%	270 50% P	104 31%	64 47%	66 49%	140 52%	82 32%	123 46% T	166 50% T	168 55% XY	236 47% Y	128 36%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	373 43%	222 47% C	151 38%	69 52% G	127 52% G	83 43% G	94 31%	195 52% i	177 36%	224 40%	165 47% j	74 55% JK	25 51%	59 51%	279 52% P	94 28%	62 46%	79 58% q	138 51%	85 33%	124 47% T	159 48% T	167 55% XY	228 46% Y	135 38%
I watch as many games/matches/competitions as I can	340 39%	214 48% C	126 31%	62 47% FG	111 45% G	71 36%	95 32%	173 46% j	167 33%	212 38%	145 42% j	77 56% JKM	19 39%	54 46%	254 47% P	86 26% P	53 39%	68 51%	133 49%	83 32%	114 43% T	137 41% T	158 52% XY	210 42% Y	124 35%
I identify with this sport/league - it is a part of my personal identity	317 36%	209 44% C	107 27%	64 48% FG	112 46% FG	69 35% G	72 24%	176 47% i	141 28%	188 34%	143 41% j	64 47% JK	26 52%	42 36% P	243 45% P	74 22% P	58 43%	65 48%	120 45%	68 26% T	99 37% T	145 44% XY	152 50% XY	204 41% Y	103 29%
I purchase merchandise that supports this sport/league	293 34%	180 38% C	114 28%	56 43% G	108 44% G	73 37% G	55 18%	164 44% i	129 26%	174 31%	134 39% j	66 49% JK	19 40%	49 42% j	227 42% P	66 20% P	46 33%	57 42% q	124 46% q	68 26% T	101 38% T	121 36% T	144 47% XY	186 37% Y	99 28%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	359 41%	178 37%	182 45% B	41 32%	58 24%	85 43% dE	175 58% DEF	99 26%	260 52% H	259 46% KLMN	105 30%	40 29%	13 26%	25 22%	169 31%	190 57% O	42 31%	48 35%	79 29%	126 49% UV	103 39%	118 36%	82 27%	184 37% W	171 48% WX
I identify with this sport/league - it is a part of my personal identity	323 37%	146 31%	178 44% B	30 23%	63 26%	70 36% De	160 53% DEF	93 25%	230 46% H	228 41% KLMN	97 28%	29 21%	13 26%	29 25%	144 27% O	180 54% O	39 29%	32 24%	73 27%	116 45% V	98 37% v	96 29%	71 23%	159 32% W	156 44% WX
I watch as many games/matches/competitions as I can	305 35%	140 30%	165 41% B	32 25%	61 25%	71 36% dE	140 47% DEF	94 25%	211 42% H	220 39% KLMN	84 24%	25 18%	12 24%	21 18%	140 26% O	165 49% O	28 21%	30 22%	82 30%	103 40% V	102 39% v	89 27%	61 20%	144 29% W	151 42% WX
I talk about this sport/league with others or post about it on social media	298 34%	136 29%	162 40% B	27 20%	51 21%	66 34% DE	154 51% DEF	78 21%	220 44% H	225 40% KLN	74 21%	24 18%	13 27%	19 16%	127 23% O	171 51% O	34 25%	28 20%	65 24%	113 44% UV	86 32%	86 26%	54 18%	139 28% W	157 44% WX
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	291 33%	134 28%	158 39% B	23 18%	51 21%	70 36% DE	147 49% DEF	74 20%	217 44% H	215 38% KLMN	75 22%	28 20%	9 18%	17 15%	131 24% O	161 48% O	32 23%	27 20%	72 27%	107 41% V	90 34% v	85 26%	67 22%	153 31% W	136 38% WX
It welcomes me as a fan	145 17%	52 11%	93 23% B	20 15%	28 11%	25 13%	72 24% dEF	47 13%	98 20% H	100 18% I	50 14% I	15 11%	6 12%	15 13%	56 10% O	89 27% O	14 11%	12 9%	29 11%	49 19%	45 17%	45 14%	33 11%	73 15% W	68 19% W

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9\_1 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	340 39%	214 45%	126 31%	62 47%	111 45%	71 36%	95 32%	173 46%	167 33%	212 38%	145 42%	77 56%	19 39%	54 46%	254 47%	86 26%	53 39%	68 51%	133 49%	83 32%	114 43%	137 41%	158 52%	210 42%	124 35%
Strongly agree	148 17%	98 21%	50 13%	28 22%	54 22%	33 17%	33 11%	82 22%	66 13%	87 16%	69 20%	38 28%	10 20%	22 19%	118 22%	30 9%	25 19%	30 22%	63 23%	36 14%	41 16%	69 21%	73 24%	92 19%	53 15%
Somewhat agree	192 22%	117 25%	75 19%	34 26%	57 23%	38 19%	63 21%	91 24%	101 20%	125 22%	76 22%	39 29%	10 20%	32 27%	136 25%	56 17%	28 20%	38 28%	70 26%	47 18%	72 27%	67 20%	85 28%	118 24%	71 20%
Neutral	230 26%	121 25%	109 27%	37 28%	72 30%	54 28%	66 22%	110 29%	120 24%	125 22%	118 34%	34 25%	18 37%	42 36%	147 27%	83 25%	55 40%	37 27%	55 20%	72 28%	50 19%	106 32%	87 28%	144 29%	81 23%
Strongly/Somewhat Disagree (Net)	305 35%	140 30%	165 41%	32 25%	61 25%	71 36%	140 47%	94 25%	211 42%	220 39%	84 24%	25 18%	12 24%	21 18%	140 26%	165 49%	28 21%	30 22%	82 30%	103 40%	102 39%	89 27%	61 20%	144 29%	151 42%
Somewhat disagree	107 12%	51 11%	56 14%	16 12%	26 11%	25 13%	39 13%	42 11%	64 13%	68 12%	38 11%	12 9%	5 10%	12 11%	55 10%	52 16%	7 5%	18 13%	30 11%	30 12%	41 15%	34 10%	23 8%	47 9%	52 15%
Strongly disagree	198 23%	89 19%	109 27%	16 12%	36 15%	45 23%	101 34%	52 14%	147 29%	152 27%	46 13%	13 10%	7 14%	9 7%	85 16%	113 34%	21 15%	12 9%	52 19%	73 28%	62 23%	55 17%	38 12%	98 20%	99 28%
Sigma	875 100%	475 100%	400 100%	132 100%	245 100%	196 100%	302 100%	377 100%	498 100%	558 100%	347 100%	137 100%	49 100%	116 100%	541 100%	334 100%	137 100%	135 100%	269 100%	259 100%	266 100%	332 100%	306 100%	499 100%	355 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	MALE		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	374 43%	225 47% C	149 37% G	67 51% G	118 48% G	82 42% G	106 35% G	186 49% I	189 38% I	221 40% J	164 47% J	80 59% JK	23 46% K	45 39% L	270 50% M	104 31% N	64 47% O	66 49% P	140 52% Q	82 32% R	123 46% S	166 50% T	168 55% U	236 47% V	128 36% W
Strongly agree	151 17%	101 21% C	50 13% G	28 22% G	56 23% G	27 14% G	39 13% G	85 22% I	67 13% I	87 16% J	66 19% J	36 27% JK	9 18% K	19 16% L	114 21% M	37 11% N	29 20% O	58 22% P	30 12% Q	42 16% R	78 23% S	69 22% T	90 22% U	56 18% V	16% 16% W
Somewhat agree	223 25%	124 26% C	99 25% G	39 29% G	62 25% G	55 28% G	67 22% G	101 27% I	122 24% I	133 24% J	97 28% J	44 32% JK	14 29% K	26 23% L	155 29% M	68 20% N	35 25% O	39 29% P	82 30% Q	51 20% R	80 30% S	88 27% T	100 33% U	147 29% V	71 20% W
Neutral	203 23%	114 24% C	89 22% G	38 29% G	76 31% G	48 24% G	42 14% G	113 30% I	89 18% I	112 20% J	110 32% JK	32 24% KL	13 27% L	52 45% M	144 27% N	59 18% O	39 28% P	42 31% Q	63 24% R	64 25% S	57 22% T	80 24% U	84 27% V	123 25% W	71 20% X
Strongly/Somewhat Disagree (Net)	298 34%	136 29% B	162 40% G	27 20% G	51 21% G	66 34% DE	154 51% DEF	78 21% I	220 44% H	225 40% KLN	74 21% KL	24 18% KL	13 27% L	19 16% M	127 23% N	171 51% O	34 25% P	28 20% Q	65 24% R	113 44% UV	86 32% UV	86 26% W	54 18% W	139 28% WX	157 44% WX
Somewhat disagree	98 11%	45 9% B	53 13% G	15 12% G	20 8% G	19 10% G	43 14% e	36 9% I	62 12% H	74 13% KL	25 7% KL	8 6% KL	8 16% kl	10 9% M	48 9% N	50 15% O	14 10% P	13 9% Q	22 8% R	37 14% S	23 9% T	35 11% U	24 8% V	52 10% W	44 12% X
Strongly disagree	201 23%	92 19% B	109 27% G	11 8% G	31 13% G	47 24% DE	111 37% DEF	42 11% I	158 32% H	151 27% KLMN	49 14% KL	16 12% KL	6 11% L	9 8% M	79 15% N	122 36% O	20 15% P	15 11% Q	44 16% R	76 29% S	62 23% T	51 15% U	30 10% V	87 17% W	113 32% WX
Sigma	875 100%	475 100% B	400 100% G	132 100% G	245 100% G	196 100% G	302 100% G	377 100% I	498 100% H	558 100% KLN	347 100% KL	137 100% KL	49 100% L	116 100% M	541 100% N	334 100% O	137 100% P	135 100% Q	269 100% R	259 100% S	266 100% T	332 100% U	306 100% V	499 100% W	355 100% X

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9\_3 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	293 34%	180 38%	114 28%	56 43%	108 44%	73 37%	55 18%	164 44%	129 26%	174 31%	134 39%	66 49%	19 40%	49 42%	227 20%	66 33%	46 42%	57 46%	124 26%	68 26%	101 38%	121 36%	144 47%	186 37%	99 28%
Strongly agree	143 16%	93 20%	50 12%	35 27%	46 19%	36 18%	25 8%	81 22%	62 12%	76 14%	69 20%	36 26%	11 22%	24 20%	115 21%	27 8%	27 20%	23 17%	66 24%	31 12%	46 17%	65 19%	74 24%	90 18%	51 14%
Somewhat agree	151 17%	87 18%	64 16%	21 16%	62 25%	37 19%	30 10%	83 22%	67 14%	98 18%	66 19%	30 22%	9 18%	26 22%	111 21%	39 12%	18 13%	35 26%	58 22%	37 14%	55 21%	70 17%	97 23%	97 19%	48 14%
Neutral	222 25%	118 25%	104 26%	34 26%	79 32%	38 19%	71 24%	113 30%	109 22%	125 22%	108 31%	31 22%	17 34%	42 36%	145 27%	78 23%	49 36%	30 22%	66 24%	65 25%	62 23%	92 28%	80 26%	128 26%	86 24%
Strongly/Somewhat Disagree (Net)	359 41%	178 37%	182 45%	41 32%	58 24%	85 43%	175 58%	99 26%	260 52%	259 46%	105 30%	40 29%	13 26%	25 22%	169 31%	190 57%	42 31%	48 35%	79 29%	126 49%	103 39%	118 36%	82 27%	184 37%	171 48%
Somewhat disagree	109 12%	59 12%	49 12%	17 13%	23 9%	29 15%	40 13%	39 10%	69 14%	76 14%	37 11%	17 13%	5 10%	11 10%	62 11%	47 12%	16 12%	22 16%	23 9%	33 13%	21 8%	53 16%	37 12%	72 14%	35 10%
Strongly disagree	250 29%	118 25%	132 33%	25 19%	35 14%	55 28%	135 45%	60 16%	190 38%	183 33%	68 20%	22 16%	8 16%	14 12%	107 20%	143 43%	26 19%	25 19%	56 21%	82 36%	92 31%	65 20%	45 15%	112 22%	136 38%
Sigma	875 100%	475 100%	400 100%	132 100%	245 100%	196 100%	302 100%	377 100%	498 100%	558 100%	347 100%	137 100%	49 100%	116 100%	541 100%	334 100%	137 100%	135 100%	269 100%	259 100%	266 100%	332 100%	306 100%	499 100%	355 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	317 36%	209 44% C	107 27%	64 48% FG	112 46% IG	69 35% G	72 24%	176 47% I	141 28%	188 34%	143 41% J	64 47% JK	26 52% J	42 36% P	243 45% P	74 22% P	58 43% P	65 48% P	120 45% P	68 26% T	99 37% T	145 44% T	152 50% T	204 41% XY	103 29% Y
Strongly agree	139 16%	92 19% C	47 12%	27 20% G	55 23% G	30 15% g	27 9%	82 22% I	57 12% I	85 15% I	60 17% JK	33 24% JK	8 17% JK	18 16% P	114 21% P	26 8% P	29 20% P	29 21% P	57 9% P	23 14% TU	38 23% TU	78 24% XY	92 18% XY	43 12% Y	
Somewhat agree	177 20%	117 25% C	60 15%	37 28% G	57 23% G	57 20% G	45 15% G	94 25% I	84 17% I	102 18% I	83 24% I	31 23% JK	18 36% JK	23 20% P	130 24% P	48 14% P	30 22% P	36 27% P	63 23% P	46 18% P	61 23% P	68 20% XY	78 26% XY	112 22% Y	60 17% Y
Neutral	235 27%	120 25% C	114 29%	38 29% G	70 29% G	57 29% G	69 23% G	108 29% I	126 25% I	142 25% I	108 31% I	44 32% JK	11 22% JK	46 39% JK	153 28% P	81 24% P	39 29% P	38 28% P	76 28% P	74 29% P	68 25% P	90 27% P	82 27% P	136 27% P	96 27% P
Strongly/Somewhat Disagree (Net)	323 37%	146 31% B	178 44% B	30 23% B	63 26% B	70 36% De	160 53% DEF	93 25% I	230 46% H	228 41% KLMN	97 28% L	29 21% L	13 26% L	29 25% P	144 27% O	180 54% O	39 29% O	32 24% O	73 27% O	116 45% V	98 37% V	96 29% V	71 23% W	159 32% WX	156 44% WX
Somewhat disagree	106 12%	52 11% C	54 14%	12 9% G	26 10% G	23 12% G	45 15% G	38 10% I	68 14% I	64 12% I	42 12% I	12 9% JK	3 7% JK	21 18% P	51 9% P	56 17% P	15 11% P	15 8% P	21 8% P	42 16% V	32 12% V	32 10% V	35 11% Y	68 14% Y	33 9% Y
Strongly disagree	217 25%	94 20% B	123 31% B	18 14% B	37 15% B	47 24% de	115 38% DEF	55 15% I	162 33% H	163 29% KLN	55 16% L	17 12% L	9 19% n	8 7% n	93 17% O	124 37% O	24 18% O	17 13% O	52 19% O	74 29% V	67 25% V	64 19% V	36 12% W	91 18% WX	123 35% WX
Sigma	875 100%	475 100% C	400 100%	132 100% G	245 100% G	196 100% G	302 100% G	377 100% I	498 100% I	558 100% I	347 100% I	137 100% JK	49 100% JK	116 100% P	541 100% P	334 100% P	137 100% P	135 100% P	269 100% P	259 100% P	266 100% P	332 100% P	306 100% P	499 100% P	355 100% P

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 178

SP04\_9\_5 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	425	264	161	63	134	104	123	197	227	272	173	84	30	60	306	119	73	78	155	103	141	172	181	267	149
Strongly agree	190	124	66	33	59	47	52	92	98	119	76	36	11	21	135	56	34	27	74	46	61	80	81	113	74
Somewhat agree	234	140	95	31	75	57	72	106	129	153	98	48	19	39	171	63	39	51	82	57	80	91	100	154	75
Neutral	305	159	146	48	84	67	106	132	173	186	124	38	13	41	179	126	50	45	85	106	79	114	92	158	139
Strongly/Somewhat Disagree (Net)	145	52	93	20	28	25	72	47	98	100	50	15	6	15	56	89	14	12	29	49	45	45	33	73	68
Somewhat disagree	43	19	24	9	13	8	12	22	21	28	16	7	2	9	21	22	4	5	12	15	12	15	16	21	20
Strongly disagree	102	34	68	11	14	17	60	25	77	72	34	8	4	6	35	67	7	17	34	33	30	17	52	48	
Sigma	875	475	400	132	245	196	302	377	498	558	347	137	49	116	541	334	137	135	269	259	266	332	306	499	355

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_9\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	373 43%	222 47% C	151 38% G	69 52% G	127 52% G	83 43% G	94 31% G	195 52% I	177 36% I	224 40% J	165 47% J	74 55% JK	25 51% JK	59 51% P	279 52% P	94 28% P	62 46% q	79 58% q	138 51% q	85 33% q	124 47% q	159 48% T	167 55% T	228 46% y	135 38% y
Strongly agree	138 16%	85 18% C	53 13% G	30 23% G	47 19% G	30 15% G	31 10% G	76 20% I	62 12% I	78 14% J	64 18% J	33 24% JK	9 19% JK	23 20% P	26 7% P	26 19% q	63 23% q	30 12% q	39 15% q	67 20% T	69 22% T	93 22% XY	41 19% XY	41 12% Y	
Somewhat agree	235 27%	137 29% C	98 24% G	39 30% G	80 32% G	53 27% G	63 21% G	119 32% I	116 23% I	146 26% J	101 29% J	41 30% JK	16 32% JK	36 31% P	164 30% P	70 21% P	37 27% q	53 39% q	75 28% q	54 21% q	86 32% T	91 26% T	98 32% X	134 27% X	93 26% Y
Neutral	211 24%	119 25% C	91 23% G	40 30% G	68 28% G	43 22% G	60 20% G	107 29% I	103 21% I	119 21% J	108 31% J	34 25% JK	15 31% JK	40 34% P	131 24% P	80 24% q	43 31% q	29 22% q	59 22% q	67 26% q	51 19% q	88 26% T	71 23% T	118 24% u	85 24% u
Strongly/Somewhat Disagree (Net)	291 33%	134 28% B	158 39% G	23 18% G	51 21% G	70 36% DE	147 49% DEF	74 20% I	217 44% H	215 38% KLMN	75 22% N	28 20% N	9 18% N	17 15% O	131 24% O	161 48% O	32 23% V	27 20% V	72 27% V	107 41% V	90 34% V	85 26% v	67 22% w	153 31% W	136 38% W
Somewhat disagree	89 10%	41 9% B	48 12% G	14 10% G	18 7% G	25 13% DE	33 11% DEF	31 8% I	58 12% H	63 11% KLMN	26 7% N	13 10% N	3 5% N	4 3% O	54 10% O	35 10% q	14 10% q	18 13% q	22 8% q	33 13% q	25 9% q	30 9% T	33 11% T	62 12% Y	25 7% Y
Strongly disagree	202 23%	93 20% B	109 27% G	9 7% G	33 14% G	45 23% DE	114 38% DEF	43 11% I	159 32% H	151 27% KLMN	50 14% N	15 11% N	6 12% N	13 12% O	77 13% O	126 38% O	18 13% V	9 7% V	49 29% R	74 29% R	65 24% v	55 17% w	34 11% w	90 18% W	111 31% W
Sigma	875 100%	475 100% B	400 100% G	132 100% G	245 100% G	196 100% DE	302 100% DEF	377 100% I	498 100% H	558 100% KLMN	347 100% N	137 100% N	49 100% N	116 100% O	541 100% O	334 100% O	137 100% q	135 100% q	269 100% q	259 100% q	266 100% q	332 100% T	306 100% T	499 100% Y	355 100% Y

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP04\_10 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I welcomes me as a fan	509 57%	275 61% C	234 53%	46 35%	170 68% D	131 60% D	162 54% D	216 57%	293 57%	314 56%	196 56%	76 63% K	40 62%	73 52%	326 64% P	183 48%	83 68%	77 61%	166 63% S	149 52%	165 59%	185 61% t	198 71% XY	320 65% Y	174 47%
I watch as many games/matches/competitions as I can	430 48%	257 57% C	173 39%	43 33%	133 53% D	113 52% D	141 48% D	176 46%	254 49%	245 43%	191 54%	72 60% Jk	36 56%	71 51%	279 54% P	151 40%	64 53%	69 54%	146 55%	123 43%	151 54%	147 49%	161 58% XY	257 52% Y	163 44%
I talk about this sport/league with others or post about it on social media	428 48%	246 55% C	182 41%	53 41%	148 60% DG	112 52% G	115 39%	201 53%	227 44%	248 44%	188 54% J	66 54% j	35 55%	75 54%	291 57% P	137 36%	69 57%	68 53%	154 58%	119 42%	136 49%	166 55% T	174 62% XY	265 54% Y	150 41%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	419 47%	237 53% C	182 41%	52 40%	156 63% DFG	106 49% G	104 35%	209 55% I	210 41%	235 42%	193 55% J	71 59% j	38 58%	72 52%	296 58% P	123 32%	69 57%	76 60%	150 57%	110 39%	146 52% T	157 52% T	184 66% XY	258 53% Y	148 40%
I purchase merchandise that supports this sport/league	402 45%	220 49% c	183 41%	49 38%	150 60% DFG	108 49% dG	96 32%	199 52% I	204 40%	224 40%	188 53% J	64 53% J	28 43%	75 54% J	279 55% P	123 32%	69 57%	66 52%	145 55%	117 41%	131 47%	149 49% t	179 64% XY	255 52% Y	136 37%
I identify with this sport/league - it is a part of my personal identity	372 42%	236 53% C	136 31%	42 32%	128 51% DG	91 42%	111 37%	170 45%	202 39%	201 36%	179 51% J	64 53% J	36 55%	64 46%	249 49% P	123 32%	57 47%	60 47%	132 50%	114 40%	121 44%	132 44% t	153 55% XY	224 46% y	140 38%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I purchase merchandise that supports this sport/league	304 34%	147 33%	156 35%	34 26%	54 21%	69 32%	147 50%	88 23%	216 42%	223 41%	71 20%	22 18%	12 15%	26 19%	128 25%	176 46%	29 24%	32 25%	67 25%	109 38%	88 32%	99 33%	52 18%	144 29%	149 40%
I identify with this sport/league - it is a part of my personal identity	294 33%	112 25%	182 41%	41 32%	55 22%	76 35%	121 41%	97 25%	198 38%	223 40%	70 20%	20 17%	9 14%	28 20%	135 26%	159 42%	29 24%	24 19%	82 31%	100 35%	88 32%	96 32%	57 21%	147 30%	138 37%
I talk about this sport/league with others or post about it on social media	282 32%	126 28%	157 35%	30 23%	50 20%	70 32%	133 45%	80 21%	202 39%	204 36%	72 21%	22 18%	9 14%	24 17%	113 22%	169 44%	27 22%	24 19%	62 24%	110 39%	77 28%	84 28%	50 18%	134 27%	137 37%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	263 29%	118 26%	145 33%	29 22%	49 20%	60 28%	125 42%	78 20%	185 36%	198 35%	59 17%	20 16%	7 10%	23 17%	103 20%	160 42%	23 19%	21 16%	59 22%	98 34%	64 23%	88 29%	43 15%	124 25%	132 36%
I watch as many games/matches/competitions as I can	246 28%	98 22%	148 33%	28 21%	55 22%	56 26%	108 36%	82 22%	164 32%	187 33%	58 16%	17 14%	7 10%	25 18%	100 19%	146 38%	23 19%	16 13%	61 23%	94 33%	64 23%	80 26%	48 17%	119 24%	115 31%
It welcomes me as a fan	113 13%	55 12%	58 13%	16 12%	6 6%	31 14%	50 17%	31 8%	82 16%	86 15%	33 9%	9 8%	6 9%	14 10%	45 9%	68 18%	8 6%	10 8%	27 10%	46 16%	31 11%	32 11%	14 5%	48 10%	61 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race							Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	430	257	173	43	133	113	141	176	254	245	191	72	36	71	279	151	64	69	146	123	151	147	161	257	163
Strongly agree	245	149	95	21	86	57	80	108	137	135	110	51	12	47	165	79	40	37	88	71	83	90	105	152	86
Somewhat agree	185	108	78	22	46	56	61	68	118	111	80	22	24	24	114	72	24	32	57	52	68	57	56	105	77
Neutral	218	94	124	59	62	48	48	122	96	132	103	31	22	43	134	85	34	42	57	68	63	75	70	114	92
Strongly/Somewhat Disagree (Net)	246	98	148	28	55	56	108	82	164	187	58	17	7	25	100	146	23	16	61	94	64	80	48	119	115
Somewhat disagree	87	35	52	13	18	13	43	31	56	65	27	6	3	8	34	53	6	8	21	31	18	38	17	44	38
Strongly disagree	159	63	96	15	36	43	65	52	108	122	31	12	4	17	65	94	17	9	40	63	47	42	31	75	76
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 183

SP04\_10\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

National Football League (NFL)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	428 48%	246 55%	182 41%	53 41%	148 60%	112 52%	115 39%	201 53%	227 44%	248 44%	188 54%	66 54%	35 55%	75 54%	291 57%	137 36%	69 57%	68 53%	154 58%	119 42%	136 49%	166 55%	174 62%	265 54%	150 41%
Strongly agree	225 25%	137 31%	87 20%	20 15%	92 37%	62 29%	51 17%	112 30%	113 22%	114 20%	114 32%	44 37%	17 27%	47 34%	164 32%	60 16%	37 30%	36 29%	91 35%	57 20%	72 26%	95 31%	117 42%	148 30%	72 20%
Somewhat agree	203 23%	109 24%	94 21%	33 25%	56 22%	50 23%	64 22%	89 23%	114 22%	135 24%	74 21%	21 18%	18 28%	28 20%	126 25%	77 20%	33 27%	31 25%	62 24%	61 21%	64 23%	72 24%	58 21%	118 24%	78 21%
Neutral	184 21%	77 17%	106 24%	47 38%	51 20%	36 16%	50 17%	98 26%	85 17%	113 20%	91 26%	33 27%	20 31%	40 29%	108 21%	75 20%	25 21%	36 28%	48 18%	56 20%	66 24%	52 17%	56 20%	91 18%	83 23%
Strongly/Somewhat Disagree (Net)	282 32%	126 28%	157 35%	30 23%	50 20%	70 32%	133 45%	80 21%	202 39%	204 36%	72 21%	22 18%	9 14%	24 17%	113 22%	169 44%	27 19%	24 24%	62 24%	110 39%	77 28%	84 28%	50 18%	134 27%	137 37%
Somewhat disagree	77 9%	41 9%	36 8%	11 9%	14 6%	18 8%	33 11%	25 7%	52 10%	53 9%	27 8%	10 8%	6 9%	8 5%	27 13%	49 13%	5 4%	10 8%	13 5%	26 9%	17 6%	32 11%	12 4%	32 7%	40 11%
Strongly disagree	205 23%	85 19%	121 27%	19 14%	36 15%	51 24%	99 33%	55 14%	150 28%	152 27%	45 13%	12 10%	4 6%	16 12%	85 17%	120 31%	22 18%	14 11%	49 19%	83 29%	60 22%	52 17%	38 14%	102 21%	97 26%
Sigma	894 100%	449 100%	445 100%	130 100%	249 100%	217 100%	297 100%	380 100%	514 100%	565 100%	351 100%	121 100%	64 100%	139 100%	512 100%	382 100%	121 100%	127 100%	264 100%	285 100%	278 100%	302 100%	280 100%	491 100%	370 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10.3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	402 45%	220 49%	183 41%	49 38%	150 60%	108 49%	96 32%	199 52%	204 40%	224 40%	188 53%	64 53%	28 43%	75 54%	279 55%	123 32%	69 57%	66 52%	145 55%	117 41%	131 47%	149 49%	179 64%	255 52%	136 37%
Strongly agree	199 22%	119 26%	80 18%	23 18%	83 33%	56 26%	37 12%	106 28%	93 18%	93 16%	109 31%	41 34%	17 27%	42 30%	145 28%	55 14%	35 29%	32 25%	78 29%	56 20%	59 21%	84 28%	111 40%	131 27%	63 17%
Somewhat agree	203 23%	101 22%	102 23%	26 20%	66 27%	52 24%	59 20%	92 24%	111 22%	132 23%	79 23%	23 19%	11 17%	33 24%	135 26%	68 18%	34 28%	34 27%	67 25%	61 21%	72 26%	65 22%	68 24%	124 28%	72 20%
Neutral	188 21%	82 18%	106 24%	47 38%	46 19%	41 19%	54 18%	94 25%	95 18%	111 20%	92 26%	34 29%	24 38%	38 27%	105 21%	83 22%	23 19%	29 23%	52 20%	59 21%	59 21%	53 18%	49 18%	91 19%	86 23%
Strongly/Somewhat Disagree (Net)	304 34%	147 33%	156 35%	34 26%	54 21%	69 32%	147 50%	88 23%	216 42%	229 41%	71 20%	22 18%	12 19%	26 19%	128 25%	176 46%	29 24%	32 25%	67 25%	109 38%	88 32%	99 33%	52 18%	144 29%	149 40%
Somewhat disagree	97 11%	53 12%	45 10%	17 13%	19 8%	19 9%	42 14%	36 9%	61 12%	68 12%	29 8%	12 10%	2 4%	10 7%	50 10%	48 12%	8 9%	19 15%	23 9%	36 12%	22 8%	40 13%	20 7%	47 10%	47 13%
Strongly disagree	206 23%	95 21%	112 25%	17 13%	35 14%	50 23%	105 35%	52 14%	155 30%	161 29%	42 12%	10 9%	10 15%	16 12%	78 15%	129 34%	20 17%	13 10%	44 17%	74 26%	66 17%	59 20%	31 11%	97 20%	102 28%
Sigma	894 100%	449 100%	445 100%	130 100%	249 100%	217 100%	297 100%	380 100%	514 100%	565 100%	351 100%	121 100%	64 100%	139 100%	512 100%	382 100%	121 100%	127 100%	264 100%	285 100%	278 100%	302 100%	280 100%	491 100%	370 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	372	236	136	42	128	91	111	170	202	201	179	64	36	64	249	123	57	60	132	114	121	132	153	224	140
Strongly agree	195	125	69	15	77	53	49	93	102	90	108	41	18	43	144	51	38	30	76	54	63	78	99	127	64
Somewhat agree	178	111	67	26	51	39	62	77	100	111	71	23	18	22	105	72	19	30	56	61	58	54	54	97	76
Neutral	228	101	127	47	66	50	65	113	115	140	102	36	20	47	128	100	34	44	50	70	69	73	69	120	92
Strongly/Somewhat Disagree (Net)	294	112	182	41	55	76	121	97	198	223	70	20	9	28	135	159	29	24	82	100	88	96	57	147	138
Somewhat disagree	96	43	54	24	13	21	39	37	60	71	31	10	4	14	47	49	8	8	31	28	26	40	12	52	42
Strongly disagree	198	70	128	18	42	55	83	60	138	152	40	10	5	13	88	110	21	16	51	72	63	56	45	98	96
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10.5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	509	275	234	46	170	131	162	216	293	314	196	76	40	73	326	183	83	77	166	149	165	185	198	320	174
Strongly agree	273	162	111	20	98	78	76	119	154	147	125	51	20	46	188	85	44	42	101	77	85	110	125	183	85
Somewhat agree	236	113	123	26	72	53	85	97	138	167	71	26	19	27	138	98	38	35	64	72	80	75	73	136	89
Neutral	272	119	153	69	64	55	85	132	140	164	122	35	19	52	141	131	30	40	71	90	81	85	68	123	135
Strongly/Somewhat Disagree (Net)	113	55	58	16	16	31	50	31	82	86	33	9	6	14	45	68	8	10	27	46	31	32	14	48	61
Somewhat disagree	31	16	15	7	8	5	10	15	16	23	10	4	2	2	16	15	*	4	11	10	8	11	6	12	18
Strongly disagree	82	40	43	9	7	26	40	16	66	63	23	6	3	12	29	53	6	6	16	35	23	21	8	36	43
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP04\_10.6 How strongly do you agree or disagree with the statements about each league and/or sport?

National Football League (NFL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race							Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	419	237	182	52	156	106	104	209	210	235	193	71	38	72	296	123	69	76	150	110	146	157	184	258	148
Strongly agree	216	128	87	20	94	57	44	114	101	99	114	43	20	44	163	52	42	38	83	54	71	90	115	144	67
Somewhat agree	203	109	94	32	62	49	60	94	109	136	79	28	18	28	132	71	27	38	66	56	75	67	69	114	81
Neutral	212	94	118	49	44	51	68	93	119	131	99	30	20	44	114	98	28	30	55	77	69	57	53	108	91
Strongly/Somewhat Disagree (Net)	263	118	145	29	49	60	125	78	185	198	59	20	7	23	103	160	23	21	59	98	64	88	43	124	132
Somewhat disagree	90	44	46	17	14	18	41	31	59	61	33	12	3	11	36	54	7	13	15	30	17	37	12	40	49
Strongly disagree	173	74	99	12	35	42	84	47	126	138	26	7	4	12	67	106	16	7	44	69	47	51	32	84	83
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	415 48%	208 47%	207 50%	68 48% G	170 64% DFG	89 43%	88 36%	238 58% I	177 39%	261 46%	189 54% j	80 59% J	32 52%	85 58% j	311 54% P	105 37%	79 60% S	103 65% S	123 45%	93 41%	130 50% t	180 52% T	236 62% XY	283 53% Y	130 41%
It benefits society/gives back to its communities	399 46%	196 44%	202 49%	55 39% G	177 66% DFG	86 41%	81 33%	232 57% I	167 37%	253 45%	186 53% j	75 55% J	27 43%	87 58% j	301 52% P	97 34%	70 54%	98 62% S	133 46%	88 39%	120 46%	184 53% T	229 60% XY	276 52% Y	115 36%
Features non-mainstream faces and voices	398 46%	212 48%	186 45%	60 43% G	180 67% DFG	88 42% G	70 28%	240 59% I	158 35%	253 45%	182 52% j	73 54% J	28 45%	88 58% J	319 55% P	79 28%	77 59%	99 62% S	143 50%	93 41%	120 47%	175 50% t	238 63% XY	281 53% Y	111 35%
I'd watch more of this it was available	339 39%	178 40%	161 39%	60 43% G	169 63% DFG	66 32% G	44 18%	229 56% I	110 24%	200 36%	171 49% j	77 57% JKm	25 40%	74 49% J	284 49% P	55 19%	65 50%	95 60% S	124 43%	63 28%	99 38% T	169 49% TU	220 58% XY	243 46% Y	95 30%
Is cool to follow and/or to talk about	336 39%	177 40%	159 38%	57 40% G	158 59% DFG	74 38% G	47 19%	215 53% I	121 27%	208 37%	157 45% j	70 52% JK	27 44%	62 41% J	274 47% P	62 22%	61 47%	93 58% S	120 42%	71 31%	97 38%	158 48% TU	211 55% XY	237 45% Y	93 29%
I follow this sport/league with my friends and or family	318 37%	169 38%	148 36%	68 48% FG	148 55% FG	63 30% G	39 16%	216 53% I	102 22%	183 32%	161 46% j	61 45% JK	33 53% J	74 49% J	265 46% P	52 19%	55 42%	87 55% qS	123 43%	59 26%	91 35% t	163 47% TU	211 56% XY	233 44% Y	80 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
I follow this sport/league with my friends and/or family	310 36%	152 34%	158 38%	33 24%	49 18%	88 42%	139 57%	83 20%	228 50%	223 41%	92 26%	40 30%	14 22%	31 21%	162 28%	148 52%	34 26%	31 19%	97 34%	98 43%	104 40%	93 27%	71 19%	163 31%	141 45%
I'd watch more of this if it was available	272 32%	137 31%	135 32%	41 29%	45 17%	66 31%	121 49%	85 21%	187 41%	201 36%	77 22%	27 20%	17 28%	34 22%	144 25%	128 45%	30 23%	28 18%	86 30%	79 35%	96 37%	82 24%	71 19%	145 27%	117 37%
Is cool to follow and/or to talk about	250 29%	139 31%	111 27%	38 27%	28 11%	77 37%	107 43%	66 16%	183 40%	175 31%	72 21%	24 18%	13 21%	34 23%	134 23%	115 41%	35 27%	22 14%	77 27%	67 30%	83 32%	88 25%	67 17%	132 25%	112 35%
The stars of the sport have influence off the field	187 22%	97 22%	89 21%	28 20%	29 11%	56 27%	74 30%	57 14%	130 29%	133 24%	56 16%	18 13%	10 17%	22 15%	103 18%	84 30%	22 17%	14 9%	67 23%	57 25%	58 23%	64 18%	49 13%	98 19%	85 27%
Features non-mainstream faces and voices	172 20%	85 19%	87 21%	33 23%	26 10%	45 21%	69 28%	58 14%	113 25%	116 21%	59 17%	21 16%	12 20%	22 15%	95 16%	77 27%	21 16%	21 13%	53 18%	52 23%	52 20%	61 18%	45 12%	87 16%	80 25%
It benefits society/gives back to its communities	167 19%	89 20%	79 19%	32 23%	26 10%	51 24%	59 24%	58 14%	109 24%	113 20%	59 17%	15 11%	12 19%	28 19%	97 17%	70 25%	24 18%	17 11%	57 20%	51 23%	57 22%	53 15%	50 13%	83 16%	80 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 190

SP05\_1\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335	
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317	
Strongly/Somewhat Agree (Net)	339 39%	178 40%	161 39%	60 43%	169 63%	66 32%	44 18%	229 56%	110 24%	200 36%	171 49%	77 57%	25 40%	74 48%	284 49%	55 19%	65 50%	95 60%	124 43%	63 28%	99 38%	169 49%	220 58%	243 46%	95 30%	
Strongly agree	154 18%	68 15%	86 21%	30 21%	80 30%	27 13%	18 7%	109 27%	45 10%	87 15%	76 22%	34 25%	12 19%	36 24%	142 24%	13 4%	44 34%	43 27%	26 19%	43 17%	85 25%	103 27%	110 21%	45 14%		
Somewhat agree	185 21%	110 25%	75 18%	30 22%	89 33%	39 19%	26 11%	120 29%	65 14%	113 20%	95 27%	43 32%	13 21%	37 25%	142 25%	21 15%	53 33%	69 24%	37 16%	56 22%	83 24%	118 31%	134 25%	50 16%		
Neutral	251 29%	130 29%	120 29%	39 28%	54 20%	77 37%	81 33%	93 23%	158 35%	162 29%	101 29%	31 23%	20 32%	44 29%	150 26%	100 35%	37 28%	36 27%	78 27%	84 37%	63 24%	96 28%	90 24%	142 27%	105 33%	
Strongly/Somewhat Disagree (Net)	272 32%	137 31%	135 32%	41 29%	45 17%	66 31%	121 49%	85 21%	187 41%	201 36%	201 58%	77 22%	27 20%	17 28%	34 22%	144 25%	128 45%	30 23%	28 18%	86 30%	79 35%	96 37%	82 24%	71 19%	145 27%	117 37%
Somewhat disagree	103 12%	58 13%	45 11%	24 17%	25 9%	11 5%	42 17%	50 12%	54 12%	62 11%	40 12%	14 10%	11 18%	17 11%	64 11%	39 14%	15 12%	9 6%	39 13%	31 14%	41 16%	29 8%	34 9%	56 11%	41 13%	
Strongly disagree	169 20%	79 18%	90 22%	16 12%	20 7%	54 26%	79 32%	36 9%	133 29%	139 25%	37 11%	13 10%	6 10%	17 11%	81 14%	89 31%	14 11%	19 12%	48 17%	48 21%	55 21%	53 15%	37 10%	89 17%	76 24%	
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_1\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-40)	Boomer+ (age 41-50+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	399	196	202	55	177	86	81	232	167	253	186	75	27	87	301	97	70	98	133	88	120	184	229	276	115
Strongly agree	169	79	91	24	79	39	27	103	66	105	80	36	13	37	140	29	31	46	63	43	46	78	100	117	51
Somewhat agree	229	118	111	31	97	46	54	128	101	149	106	39	14	50	161	68	39	52	70	44	74	106	128	159	64
Neutral	296	161	135	53	65	73	106	117	179	197	105	45	23	36	180	116	37	44	99	88	81	110	102	171	122
Strongly/Somewhat Disagree (Net)	167	89	79	32	26	51	59	58	109	113	59	15	12	28	97	70	24	17	57	51	57	53	50	83	80
Somewhat disagree	68	35	33	20	13	16	19	33	35	41	30	7	8	11	50	18	16	10	24	18	30	19	25	35	31
Strongly disagree	99	53	46	12	13	34	40	25	74	72	29	8	4	17	48	51	8	7	33	33	27	34	25	48	48
Sigma	862	446	416	140	267	209	246	407	455	563	349	136	62	151	579	283	131	159	288	227	258	347	381	531	317

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_1\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	318 37%	169 38%	148 36%	68 48%	148 53%	63 30%	39 16%	216 53%	102 22%	183 32%	161 46%	61 45%	33 53%	74 48%	265 46%	52 19%	55 42%	87 58%	123 43%	59 26%	91 35%	163 47%	211 56%	233 44%	80 25%
Strongly agree	131 15%	65 15%	66 16%	29 21%	68 25%	20 9%	14 6%	97 24%	34 7%	82 15%	63 18%	24 17%	11 18%	32 21%	120 21%	12 4%	21 16%	42 26%	23 20%	36 10%	71 14%	86 20%	94 23%	36 18%	11%
Somewhat agree	186 22%	104 23%	82 20%	38 27%	80 30%	43 21%	24 10%	119 29%	68 15%	101 18%	98 28%	37 27%	22 35%	42 28%	145 25%	41 14%	33 25%	45 28%	67 23%	36 16%	55 21%	91 26%	125 33%	139 28%	44 14%
Neutral	234 27%	124 28%	110 26%	39 28%	70 26%	58 28%	68 28%	109 27%	125 28%	151 27%	96 28%	35 26%	15 25%	46 30%	152 26%	83 29%	42 32%	41 26%	68 24%	70 31%	63 24%	91 26%	99 26%	135 25%	96 30%
Strongly/Somewhat Disagree (Net)	310 36%	152 34%	158 38%	33 24%	49 18%	88 42%	139 57%	83 20%	228 50%	229 41%	92 26%	40 30%	14 22%	31 21%	162 28%	148 52%	34 26%	31 19%	97 34%	98 43%	104 40%	93 27%	71 19%	163 31%	141 45%
Somewhat disagree	103 12%	53 12%	50 12%	17 12%	27 10%	24 11%	36 15%	44 11%	59 13%	67 12%	39 11%	17 13%	6 9%	9 6%	66 11%	37 13%	16 12%	12 7%	39 13%	40 13%	33 13%	28 8%	32 8%	55 10%	45 14%
Strongly disagree	207 24%	99 22%	108 26%	17 12%	22 8%	65 31%	104 42%	39 10%	168 37%	162 29%	53 15%	23 17%	8 13%	22 15%	96 17%	111 38%	19 14%	19 12%	58 20%	58 26%	71 27%	66 19%	39 10%	107 20%	97 30%
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_1\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	398	212	186	60	180	88	70	240	158	253	182	73	28	88	319	79	77	99	143	93	120	175	238	281	111
Strongly agree	146	65	81	15	77	34	20	92	54	92	71	28	10	36	125	20	34	38	54	31	43	70	94	107	38
Somewhat agree	252	148	105	45	104	54	50	148	104	161	111	45	17	52	194	59	44	61	89	61	78	104	144	174	73
Neutral	293	149	144	47	61	76	107	109	184	194	109	41	22	41	165	128	33	40	92	82	86	111	97	163	126
Strongly/Somewhat Disagree (Net)	172	85	87	33	26	45	69	58	113	116	59	21	12	22	95	77	21	21	53	52	52	61	45	87	80
Somewhat disagree	71	33	38	22	15	11	22	38	71	77	29	11	7	6	47	24	10	14	22	17	25	25	23	36	32
Strongly disagree	101	52	48	10	10	34	47	21	80	78	30	10	5	16	48	53	7	31	35	27	36	22	51	47	
Sigma	862	446	416	140	267	209	246	407	455	563	349	136	62	151	579	283	131	159	288	227	258	347	381	531	317

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_1\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	336	177	159	57	158	74	47	215	121	208	157	70	27	62	274	62	61	93	120	71	97	158	211	237	93
Strongly agree	148	72	77	23	83	30	12	106	42	90	71	37	7	31	128	20	29	44	55	31	40	75	97	104	40
Somewhat agree	188	105	82	34	75	45	35	108	79	118	86	33	21	31	147	41	32	49	65	40	57	83	114	133	52
Neutral	277	131	146	45	81	58	92	126	150	180	120	41	22	55	170	106	35	44	92	89	77	101	104	161	113
Strongly/Somewhat Disagree (Net)	250	139	111	38	28	77	107	66	183	175	72	24	13	34	134	115	35	22	77	67	83	88	67	132	112
Somewhat disagree	95	54	42	19	15	26	35	34	61	59	28	15	3	13	56	39	19	11	27	25	36	32	34	55	38
Strongly disagree	154	85	70	19	13	51	71	32	122	116	44	10	10	21	78	76	17	12	50	42	47	56	32	77	74
Sigma	862	446	416	140	267	209	246	407	455	563	349	136	62	151	579	283	131	159	288	227	258	347	381	531	317

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_1\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	880	451	429	154	288	191	247	442	438	632	297	149	51	101	597	283	125	177	295	256	292	298	377	530	335
Weighted Base	862	446	416	140*	267	209	246	407	455	563	349	136	62*	151*	579	283	131*	159	288	227	258	347	381	531	317
Strongly/Somewhat Agree (Net)	415 48%	208 47%	207 50%	68 48% G	170 64% DFG	89 43%	88 36%	238 58% I	177 39%	261 46%	189 54% J	80 59% J	32 52%	85 56% J	311 54% P	105 37% S	79 60% S	103 68% S	129 45% T	93 41% T	130 50% T	180 52% T	236 62% XY	283 53% Y	130 41% Y
Strongly agree	170 20%	79 18%	91 22%	32 23% G	84 31% FG	33 16% g	22 9%	115 28% I	55 12% I	108 19% J	79 23% J	35 26% J	18 28% J	33 21% K	138 24% P	32 11% P	32 25% P	45 28% P	61 21% Q	33 14% Q	50 19% Q	83 24% T	95 25% T	108 20% T	61 19% T
Somewhat agree	245 28%	130 29%	115 28%	38 26% G	86 32% FG	56 27% g	66 27%	122 30% I	123 27% I	153 27% J	109 31% J	45 33% J	15 24% J	52 35% K	172 30% P	73 26% P	46 35% S	58 36% S	68 24% T	60 26% T	80 31% T	97 26% XY	141 37% XY	175 33% Y	69 22% Y
Neutral	260 30%	140 31%	120 29%	44 31% G	69 26% FG	64 31% g	84 34% e	113 28% I	148 32% I	169 30% J	104 30% J	38 28% J	19 31% J	44 29% K	165 29% P	95 34% P	31 23% S	42 26% S	93 32% T	77 34% T	69 27% T	103 30% T	96 25% W	150 28% W	102 32% w
Strongly/Somewhat Disagree (Net)	187 22%	97 22%	89 21%	28 20% E	29 11% E	56 27% E	74 30% dE	57 14% I	130 29% H	133 24% KL	56 16% J	18 13% J	10 17% J	22 15% K	103 18% O	84 30% O	22 17% r	14 9% R	67 23% R	57 25% v	58 23% v	64 18% W	49 13% W	98 19% W	85 27% WX
Somewhat disagree	77 9%	39 9%	37 9%	14 10% e	13 5% E	22 11% E	27 11% E	27 7% h	50 11% h	51 9% I	27 8% I	9 7% I	4 7% I	7 5% J	49 10% O	27 10% O	10 8% R	6 4% R	33 11% R	17 8% R	27 11% V	29 8% W	23 6% W	42 8% W	33 11% w
Strongly disagree	110 13%	58 13%	52 12%	14 10% E	16 6% E	34 19% E	47 19% dE	30 7% I	80 18% H	82 15% KL	30 8% J	9 7% J	6 10% J	15 10% K	54 9% O	57 20% O	12 9% r	8 5% R	34 12% R	40 18% V	31 12% V	35 10% W	26 7% W	56 11% W	51 16% WX
Sigma	862 100%	446 100%	416 100%	140 100%	267 100%	209 100%	246 100%	407 100%	455 100%	563 100%	349 100%	136 100%	62 100%	151 100%	579 100%	283 100%	131 100%	159 100%	288 100%	227 100%	258 100%	347 100%	381 100%	531 100%	317 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	432 49%	237 51%	196 48%	76 50% G	155 61% dFG	105 48% g	97 38%	231 57% l	202 43%	279 49%	185 52%	70 54%	26 47%	92 56%	312 55% P	120 39%	59 51%	110 69% QS	143 49%	111 44%	137 53% t	172 53% t	214 61% XY	276 53% Y	151 44%
It benefits society/gives back to its communities	388 44%	219 47%	168 41%	62 41% D/G	141 55% g	96 44% g	89 35%	203 50% l	185 39%	254 44%	169 47%	66 51%	28 50%	80 49%	281 50% P	107 34%	50 43%	98 62% QS	133 46%	91 36%	117 45% t	171 52% T	203 58% XY	261 50% Y	126 37%
Features non-mainstream faces and voices	376 43%	213 45%	163 40%	69 45% G	140 54% FG	92 42% G	76 30%	208 51% l	168 36%	248 43%	161 45% m	65 50% m	18 32%	81 50% m	285 50% P	91 29%	60 52%	96 60% S	129 44%	83 33%	122 47% T	161 49% T	196 56% XY	253 48% Y	117 34%
Is cool to follow and/or to talk about	337 38%	190 41%	148 36%	66 44% G	135 53% FG	83 39% G	53 21%	201 49% l	136 29%	222 39%	160 45%	63 48% J	19 33%	87 53% Jkm	280 49% P	57 18%	49 42%	98 61% QS	134 46%	72 28%	107 41% T	150 46% T	189 53% XY	222 42% Y	108 31%
I follow this sport/league with my friends and or family	306 35%	173 37%	132 32%	68 45% IG	124 48% FG	74 34% G	40 16%	192 47% l	114 24%	193 34%	148 42% J	54 42% J	18 32%	79 48% J	255 45% P	51 16%	37 32%	97 61% QS	120 41%	65 26%	82 31% T	152 47% TU	190 54% XY	208 40% Y	93 27%
I'd watch more of this it was available	306 35%	186 40% C	120 29%	64 42% G	126 48% FG	71 33% G	45 18%	190 47% l	116 25%	195 34%	139 39%	60 46% Jkm	16 28%	68 42% J	250 44% P	55 18%	52 45%	80 50% S	119 41%	65 26%	96 37% T	140 43% T	187 53% XY	211 40% Y	92 27%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
I follow this sport/league with my friends and or family	354 40%	191 41%	163 40%	34 23%	60 23%	97 45%	163 84%	84 23%	260 55%	254 45%	99 28%	44 34%	24 43%	20 12%	180 32%	174 56%	49 42%	30 19%	102 35%	114 45%	115 44%	104 32%	69 19%	177 34%	174 51%
I'd watch more of this it was available	327 37%	159 34%	167 41%	36 24%	51 20%	90 42%	150 59%	86 21%	240 51%	239 42%	87 24%	39 30%	13 23%	23 14%	162 29%	165 53%	32 28%	32 20%	98 34%	95 37%	111 43%	97 30%	65 18%	167 32%	158 46%
Is cool to follow and/or to talk about	252 29%	131 28%	121 30%	33 22%	42 16%	65 30%	112 44%	75 19%	177 38%	174 30%	79 22%	33 25%	11 20%	16 10%	124 22%	128 41%	35 10%	17 10%	73 25%	91 36%	73 28%	71 22%	61 17%	132 25%	119 35%
Features non-mainstream faces and voices	182 21%	101 22%	81 20%	25 17%	47 19%	44 20%	65 26%	73 18%	109 23%	121 21%	68 19%	27 20%	14 25%	22 14%	106 19%	76 25%	23 19%	18 11%	65 22%	66 26%	51 20%	51 16%	48 14%	85 18%	96 28%
The stars of the sport have influence off the field	181 21%	96 20%	85 21%	27 18%	34 13%	49 23%	71 28%	61 15%	120 28%	128 22%	63 18%	25 19%	8 14%	25 15%	96 17%	84 27%	24 21%	15 10%	57 19%	57 23%	56 22%	54 17%	47 13%	92 18%	87 25%
It benefits society/gives back to its communities	168 19%	90 19%	78 19%	27 18%	33 13%	45 21%	64 25%	60 15%	108 23%	109 19%	65 18%	24 18%	13 24%	18 11%	90 16%	78 25%	27 23%	13 8%	50 17%	59 23%	55 21%	43 13%	45 13%	83 16%	83 24%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_2\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
			Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344	
Strongly/Somewhat Agree (Net)	306 35%	186 40%	120 29%	64 42%	126 48%	71 33%	45 18%	190 47%	116 25%	195 34%	139 39%	60 46%	16 28%	68 42%	250 44%	55 18%	52 45%	80 50%	119 41%	65 26%	96 37%	140 43%	187 53%	211 40%	92 27%	
Strongly agree	142 16%	85 18%	57 14%	36 24%	54 21%	34 16%	17 7%	90 22%	52 11%	83 15%	67 19%	30 23%	4 8%	35 21%	117 21%	23 8%	23 20%	38 24%	57 19%	42 11%	16 16%	69 21%	97 27%	102 20%	39 11%	
Somewhat agree	164 19%	101 22%	63 15%	28 19%	71 28%	36 17%	28 11%	100 24%	64 14%	112 20%	72 20%	30 23%	11 20%	33 20%	134 24%	29 10%	43 25%	27 27%	62 21%	36 14%	54 21%	71 22%	90 25%	109 21%	53 15%	
Neutral	246 28%	122 26%	123 30%	57 34%	80 31%	55 25%	60 23%	131 32%	115 24%	138 24%	131 37%	32 24%	28 43%	72 44%	155 27%	91 29%	32 28%	47 30%	76 26%	94 37%	52 20%	88 27%	101 29%	144 26%	94 27%	
Strongly/Somewhat Disagree (Net)	327 37%	159 34%	167 41%	36 24%	51 20%	90 42%	150 59%	86 21%	240 51%	239 42%	87 24%	39 30%	13 23%	23 14%	162 29%	165 53%	32 28%	32 20%	98 34%	95 37%	111 43%	97 30%	65 18%	167 32%	158 46%	
Somewhat disagree	103 12%	55 12%	48 12%	15 10%	20 8%	27 12%	42 16%	35 9%	69 15%	75 13%	29 8%	11 8%	7 12%	12 7%	61 11%	42 14%	8 10%	15 13%	38 11%	28 11%	38 14%	35 11%	24 7%	56 11%	47 14%	
Strongly disagree	223 25%	104 22%	119 29%	20 14%	31 12%	64 29%	108 43%	51 13%	172 36%	163 29%	58 16%	28 22%	6 11%	11 7%	101 18%	123 38%	24 21%	17 10%	60 20%	96 26%	74 28%	62 19%	41 11%	111 21%	112 32%	
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_2\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	388 44%	219 47%	168 41%	62 41%	141 53%	96 44%	89 35%	203 50%	185 39%	254 44%	169 47%	66 51%	28 50%	80 49%	281 50%	107 34%	50 43%	98 62%	133 46%	91 36%	117 45%	171 52%	203 58%	261 50%	126 37%
Strongly agree	151 17%	82 18%	68 17%	35 23%	67 26%	31 14%	18 7%	102 25%	49 10%	93 16%	68 19%	27 21%	7 13%	33 20%	117 21%	34 11%	18 16%	39 25%	59 20%	32 13%	46 18%	70 21%	94 27%	105 20%	46 13%
Somewhat agree	237 27%	137 29%	100 24%	27 18%	74 29%	65 30%	71 28%	101 25%	136 29%	161 28%	102 29%	39 30%	21 37%	46 28%	164 29%	73 23%	31 27%	59 37%	74 25%	60 23%	71 27%	101 31%	109 31%	156 30%	80 23%
Neutral	322 37%	158 34%	164 40%	61 41%	83 32%	76 35%	102 40%	144 35%	178 38%	209 37%	123 34%	40 31%	15 28%	66 40%	196 35%	126 40%	39 34%	48 30%	109 37%	103 41%	88 34%	111 34%	105 30%	179 34%	135 35%
Strongly/Somewhat Disagree (Net)	168 19%	90 19%	78 19%	27 18%	33 13%	45 21%	64 25%	60 15%	108 23%	109 19%	65 18%	24 18%	13 24%	18 11%	90 16%	78 25%	27 23%	13 8%	50 17%	59 23%	55 21%	43 13%	45 13%	83 16%	83 24%
Somewhat disagree	69 8%	41 9%	28 7%	13 9%	19 7%	19 9%	18 7%	32 8%	38 8%	41 7%	33 9%	10 7%	11 19%	10 6%	48 8%	22 7%	16 14%	6 4%	25 9%	28 11%	29 11%	11 3%	23 6%	36 7%	33 9%
Strongly disagree	99 11%	48 10%	50 12%	14 10%	14 5%	25 12%	45 18%	28 7%	70 15%	68 12%	31 9%	14 11%	3 5%	8 5%	42 7%	57 18%	10 9%	7 4%	25 9%	31 12%	25 10%	32 10%	22 6%	47 9%	51 15%
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 200

SP05\_2\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I follow this sport/league with my friends and/or family

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	306	173	132	68	124	74	40	192	114	193	148	54	18	79	255	51	37	97	120	65	82	152	190	208	93
	35%	37%	32%	45%	48%	34%	16%	47%	24%	34%	42%	42%	32%	48%	45%	16%	32%	61%	41%	26%	31%	47%	54%	40%	27%
Strongly agree	131	75	56	35	52	32	12	86	45	77	67	26	7	34	113	18	15	45	52	25	37	65	91	93	37
	15%	16%	14%	23%	20%	15%	5%	21%	9%	14%	19%	20%	12%	21%	20%	6%	13%	29%	18%	10%	14%	20%	26%	18%	11%
Somewhat agree	175	98	76	33	72	41	28	106	69	115	81	28	11	42	33	23	52	68	41	45	17%	86	98	115	56
	20%	21%	19%	22%	28%	19%	11%	26%	15%	20%	23%	21%	20%	27%	25%	11%	19%	33%	23%	16%	17%	27%	28%	22%	16%
Neutral	218	103	115	49	72	45	52	121	97	125	109	32	14	65	132	86	30	32	70	75	63	70	95	137	77
	25%	22%	28%	32%	28%	21%	20%	30%	21%	22%	31%	25%	25%	40%	23%	28%	20%	24%	24%	29%	24%	22%	27%	26%	22%
Strongly/Somewhat Disagree (Net)	354	191	163	34	60	97	163	94	260	254	99	44	24	20	180	174	49	30	102	114	115	104	69	177	174
	40%	41%	40%	23%	23%	45%	64%	23%	55%	45%	28%	34%	43%	12%	32%	56%	42%	19%	35%	45%	44%	32%	19%	34%	51%
Somewhat disagree	113	65	47	16	23	27	47	39	74	73	39	12	20	7	65	47	17	11	38	33	40	36	22	62	48
	13%	14%	12%	11%	9%	12%	19%	9%	16%	13%	11%	10%	35%	4%	12%	15%	14%	7%	13%	13%	15%	11%	6%	12%	14%
Strongly disagree	242	126	116	18	37	71	115	56	186	181	60	32	5	13	115	127	32	18	64	80	75	67	46	115	126
	28%	27%	28%	12%	15%	33%	45%	14%	40%	32%	17%	24%	8%	8%	20%	41%	12%	12%	22%	32%	29%	21%	13%	22%	37%
Sigma	878	468	410	151	256	216	255	407	471	572	357	130	56	164	567	311	116	159	292	254	260	325	353	522	344
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_2\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	376 43%	213 45%	163 40%	69 45% G	140 54% FG	92 42% G	76 30%	208 51% I	168 36% L	248 43% m	161 45% n	65 50% o	18 32% p	81 50% q	285 50% r	91 29% s	60 52% t	96 60% u	129 44% v	83 33% w	122 47% x	161 49% y	196 56% z	253 48% AA	117 34% AB
Strongly agree	137 16%	76 16%	61 15%	38 25% FG	51 20% G	29 13% H	20 8%	89 22% I	48 10% J	87 15% K	62 17% L	25 19% M	3 6% N	40 24% O	112 20% P	25 8% Q	26 22% R	38 24% S	48 17% T	27 11% U	52 20% V	54 17% W	78 22% X	90 17% Y	48 14% Z
Somewhat agree	238 27%	136 29%	102 25%	31 20% DG	89 38% E	63 29% F	56 22% G	119 29% H	161 28% I	99 28% J	40 28% K	15 26% L	42 26% M	173 30% N	66 21% O	34 30% P	58 37% Q	80 28% R	56 22% S	71 27% T	107 33% U	118 33% V	163 31% W	69 20% X	
Neutral	320 36%	154 33%	166 40% b	57 38% c	69 27% d	81 37% e	113 44% E	126 31% F	194 41% G	203 35% H	128 36% I	38 29% J	24 43% K	60 37% L	143 31% M	143 46% N	33 29% O	45 28% P	98 34% Q	105 41% R	86 33% S	113 35% T	109 31% U	184 35% V	131 38% W
Strongly/Somewhat Disagree (Net)	182 21%	101 22%	81 20%	25 17% de	47 19% e	44 20% f	65 26% G	73 18% H	109 23% I	121 21% J	68 19% K	27 20% L	14 25% M	22 14% N	106 19% O	76 25% P	23 20% Q	18 11% R	65 22% S	66 26% T	51 20% U	51 16% V	48 14% W	85 16% X	96 28% Y
Somewhat disagree	74 8%	44 9%	30 7% f	13 9% g	31 12% h	13 6% i	17 7% j	44 11% k	30 6% l	50 9% m	29 8% n	10 8% o	7 13% p	11 7% q	51 9% r	23 7% s	10 9% t	9 6% u	32 11% v	25 10% w	25 10% x	21 7% y	28 8% z	43 8% AA	30 9% AB
Strongly disagree	108 12%	57 12%	51 12% g	12 8% h	17 7% i	31 14% j	48 19% k	29 7% l	79 17% m	71 12% n	39 11% o	16 13% p	6 12% q	11 7% r	55 10% s	54 17% t	13 11% u	9 6% v	33 11% w	41 16% x	26 10% y	30 9% z	19 6% AA	42 8% AB	66 19% BC
Sigma	878 100%	468 100%	410 100%	151 100%	256 100%	216 100%	255 100%	407 100%	471 100%	572 100%	357 100%	130 100%	56 100%	164 100%	567 100%	311 100%	116 100%	159 100%	292 100%	254 100%	260 100%	325 100%	353 100%	522 100%	344 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_2\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic (N)	Employed (O)	Not Employed (P)	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	337	190	148	66	135	83	53	201	136	222	160	63	19	87	280	57	49	98	134	72	107	150	189	222	108
	38%	41%	36%	44%	53%	38%	21%	49%	29%	39%	45%	48%	33%	53%	49%	18%	42%	61%	46%	28%	41%	46%	53%	42%	31%
Strongly agree	142	79	63	38	55	36	13	93	49	92	68	31	5	42	123	19	19	45	59	23	50	67	93	98	43
	16%	17%	15%	26%	21%	17%	5%	23%	10%	16%	19%	24%	8%	25%	22%	6%	17%	29%	20%	9%	19%	20%	26%	19%	13%
Somewhat agree	195	110	85	28	80	47	40	108	87	130	92	32	14	45	157	38	29	52	75	49	57	84	95	124	65
	22%	24%	21%	19%	31%	22%	16%	27%	18%	23%	26%	25%	25%	27%	28%	12%	25%	33%	26%	19%	22%	26%	27%	24%	19%
Neutral	288	147	142	51	79	68	90	130	158	176	118	34	26	61	163	126	32	45	85	91	79	104	104	168	116
	33%	31%	34%	34%	31%	31%	36%	32%	34%	31%	33%	26%	47%	37%	40%	28%	28%	29%	36%	36%	31%	32%	29%	32%	34%
Strongly/Somewhat Disagree (Net)	252	131	121	33	42	65	112	75	177	174	79	33	11	16	124	128	35	17	73	91	73	71	61	132	119
	29%	28%	30%	22%	16%	30%	44%	19%	38%	30%	22%	25%	20%	10%	22%	41%	10%	25%	36%	28%	22%	22%	17%	25%	35%
Somewhat disagree	84	43	41	10	22	21	31	32	52	58	29	12	5	4	48	36	10	9	29	33	21	29	24	56	29
	10%	9%	10%	7%	8%	10%	12%	8%	11%	10%	9%	9%	8%	2%	8%	12%	8%	6%	10%	13%	8%	9%	7%	11%	8%
Strongly disagree	168	88	80	23	20	44	80	43	124	115	51	21	7	12	76	92	25	7	44	58	52	43	36	77	91
	19%	19%	19%	15%	8%	20%	32%	11%	26%	20%	14%	16%	12%	7%	13%	30%	5%	15%	23%	20%	20%	13%	10%	15%	26%
Sigma	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_2\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Major League Soccer

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	451	430	159	272	191	259	431	450	630	299	144	50	107	587	294	121	165	301	282	288	274	341	513	359
Weighted Base	878	468	410	151	256	216	255	407	471	572	357	130	56*	164*	567	311	116*	159	292	254	260	325	353	522	344
Strongly/Somewhat Agree (Net)	432	237	196	76	155	105	97	231	202	279	185	70	26	92	312	120	59	110	143	111	137	172	214	276	151
Strongly agree	171	88	83	33	77	35	26	110	61	101	79	33	9	37	134	37	28	51	39	45	81	95	106	60	17%
Somewhat agree	262	149	113	42	79	69	71	121	141	179	106	37	17	55	178	83	31	59	88	72	93	91	120	170	92
Neutral	265	135	129	48	67	63	86	116	149	164	109	36	22	47	159	106	33	34	92	86	66	99	92	155	106
Strongly/Somewhat Disagree (Net)	181	96	85	27	34	49	71	61	120	128	63	25	8	25	96	84	24	15	57	57	56	54	47	92	87
Somewhat disagree	84	46	38	14	23	23	25	37	47	58	33	8	4	15	56	28	13	8	34	18	29	33	28	49	34
Strongly disagree	97	49	47	13	11	26	47	24	73	70	30	17	4	10	40	56	11	7	23	39	27	22	18	43	53
Sigma	878	468	410	151	256	216	255	407	471	572	357	130	56	164	567	311	116	159	292	254	260	325	353	522	344

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	510 57%	243 55%	267 59%	79 54%	171 65% dG	118 56%	141 52%	250 61% i	259 54%	310 57%	233 60%	94 68% JK	40 61%	93 62%	352 65% P	158 48%	74 53%	96 70% Q	182 63%	141 54%	175 61%	184 57%	200 65% XY	295 59%	199 54%
It benefits society/gives back to its communities	457 51%	221 50%	236 52%	77 53%	169 64% dFG	93 44%	118 43%	247 60% i	211 44%	253 46%	227 58% J	85 68% JKN	39 59%	78 52%	320 57% P	137 42%	68 49%	92 67% Qs	160 55%	131 50%	158 55%	158 49%	180 59% XY	261 53%	183 50%
Is cool to follow and/or to talk about	377 42%	194 44%	184 41%	60 41%	150 57% dFG	89 42%	79 29%	209 51% i	168 35%	206 38%	198 51% J	85 61% JK	37 56%	77 51%	284 50% P	93 28%	57 41%	87 63% Qs	140 49%	91 35%	134 46%	147 45% T	159 52% XY	224 45%	141 39%
I follow this sport/league with my friends and or family	355 40%	189 43%	165 37%	62 43% G	144 54% dFG	76 36%	72 27%	206 50% i	149 31%	188 34%	187 48% J	85 61% JKN	36 55%	67 45% j	272 48% P	83 25%	53 38%	81 59% Qs	138 48%	83 32%	125 44%	137 43% T	159 52% XY	216 43%	126 34%
I'd watch more of this it was available	328 37%	182 41% C	146 32%	66 45% FG	137 52% FG	137 31%	59 22%	202 49% i	125 26%	162 30%	186 47% J	82 59% JK	32 48%	73 49% J	244 43% P	84 26%	54 38%	74 54% qS	116 40%	85 33%	114 40%	123 38%	146 48% XY	187 38%	130 35%
Features non-mainstream faces and voices	322 36%	157 36%	166 37%	63 44% G	119 45% FG	69 33%	71 26%	182 44% i	140 29%	183 34%	153 39% J	69 49% JKn	30 46%	56 37%	249 44% P	73 22%	57 41%	68 50%	124 43%	77 29%	119 41%	121 37%	141 46% XY	191 39%	119 33%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP05\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I'd watch more of this if it was available	304 34%	139 32%	165 37%	30 20%	52 19%	81 39%	142 53%	81 20%	223 46%	249 46%	63 16%	21 15%	9 14%	30 20%	145 26%	159 49%	27 19%	33 24%	85 30%	97 37%	97 34%	101 31%	66 22%	156 31%	137 36%
I follow this sport/league with my friends and/or family	295 33%	136 31%	159 35%	31 22%	55 21%	77 36%	132 49%	86 21%	209 43%	229 42%	70 18%	22 15%	7 10%	26 17%	139 25%	156 48%	39 28%	19 14%	81 28%	100 36%	87 30%	100 31%	69 22%	148 30%	139 38%
Features non-mainstream faces and voices	208 23%	108 24%	100 22%	23 16%	55 21%	49 23%	80 30%	78 19%	129 27%	141 26%	72 18%	30 21%	9 14%	26 17%	102 18%	106 32%	15 11%	27 20%	60 21%	63 24%	70 24%	70 22%	58 19%	103 21%	95 26%
Is cool to follow and/or to talk about	196 22%	109 25%	87 19%	36 25%	24 9%	47 22%	89 33%	61 15%	135 28%	147 27%	51 13%	12 9%	14 21%	20 13%	95 17%	101 31%	28 20%	19 14%	48 17%	70 27%	57 20%	64 20%	50 16%	107 21%	85 23%
It benefits society/gives back to its communities	153 17%	89 20%	64 14%	25 17%	22 8%	45 21%	61 23%	47 11%	106 22%	121 22%	39 10%	13 9%	9 13%	14 9%	77 14%	76 23%	18 14%	20 14%	38 13%	49 19%	45 16%	54 17%	30 10%	70 14%	80 22%
The stars of the sport have influence off the field	142 16%	82 19%	61 13%	27 19%	30 11%	32 15%	53 20%	57 14%	85 18%	103 19%	41 10%	16 12%	8 11%	19 13%	64 11%	79 24%	18 13%	14 10%	31 11%	50 19%	40 14%	44 14%	36 12%	67 14%	66 18%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_3\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	328 37%	182 41% C	146 32%	66 45% FG	137 52% FG	66 31% g	59 22%	202 49%	125 26%	162 30%	186 47% J	82 59% JK	32 48%	73 48%	244 43% P	84 26%	54 38%	74 54% QS	116 40%	85 33%	114 40%	123 38%	146 48% XY	187 38%	130 35%
Strongly agree	127 14%	79 18% C	48 11%	20 14% G	61 23% dG	31 15% G	15 5%	82 20%	46 9%	63 12%	71 18% JK	37 27% JKN	11 17%	21 14%	104 18% P	23 7%	20 14%	31 22% q	53 18%	26 10%	38 13%	61 19% T	60 20% T	70 14%	52 14%
Somewhat agree	201 22%	103 23%	97 22%	45 31% FG	76 28% FG	36 17%	44 16%	121 29% I	80 17%	98 18%	114 29% J	45 32% J	20 31% j	52 34% J	140 25% p	61 19%	34 24%	43 31% s	63 22%	59 23%	76 26% v	62 19%	86 28% Xy	117 24%	77 21%
Neutral	260 29%	119 27%	141 31%	51 35%	77 29%	64 30%	69 26%	127 31%	133 28%	136 25% JL	142 36% JL	36 26%	24 37%	47 31%	177 31%	83 25%	60 43% Rs	30 22%	88 30%	78 30%	77 27%	99 31%	94 31%	153 31%	98 27%
Strongly/Somewhat Disagree (Net)	304 34%	139 32%	165 37%	30 20%	52 19%	81 39% DE	142 53% DEF	81 20%	223 46% H	249 46% KLMN	63 16%	21 15%	9 14%	30 20%	145 26% O	159 49% O	27 19%	33 24% q	85 30%	97 37%	97 34%	101 31%	66 22% W	156 31% W	137 38% W
Somewhat disagree	103 11%	46 10%	56 12%	16 11%	21 8%	27 13% e	38 14% e	37 9%	65 14% h	77 14% KI	31 8%	11 8%	5 8%	16 11%	60 42% Q	42 13%	7 5%	22 16% Q	30 11%	27 10%	30 10%	44 14%	21 7% W	52 10% W	42 12%
Strongly disagree	202 23%	93 21%	109 24%	13 9%	31 12%	54 26% DE	104 38% DEF	44 11%	158 33% H	172 32% KLMN	33 8%	10 7%	4 6%	14 10%	85 15% O	117 36% O	19 14%	11 8% R	55 19% R	71 27% V	67 23%	57 18%	45 15% W	104 21% W	95 26% W
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_3\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	457 51%	221 50%	236 52%	77 53%	169 64% DFG	93 44%	118 43%	247 60%	211 44%	253 46%	227 58%	95 68%	39 59%	78 52%	320 57%	137 42%	68 49%	92 67%	160 55%	131 50%	158 55%	158 49%	180 59%	261 53%	183 50%
Strongly agree	178 20%	85 19%	93 20%	32 22% g	73 28% FG	36 17%	36 13%	105 26% I	72 15%	93 17%	100 26% JKL	48 35%	12 18%	36 24%	131 23% F	46 14%	34 24%	35 26%	62 21%	50 19%	61 21%	66 20%	86 28% XY	110 22% y	58 16%
Somewhat agree	280 31%	136 31%	143 32%	45 31%	96 36% f	57 27%	81 30%	141 34%	138 29%	160 29%	127 32%	47 33%	27 41%	42 28%	189 33% P	90 28%	34 24%	57 41% Q	98 34%	81 31%	97 34%	93 29%	94 31%	151 30%	126 34%
Neutral	282 32%	130 30%	152 34%	43 30%	74 28%	73 35%	91 34%	118 29%	165 34%	172 32% L	126 32% L	31 22%	18 28%	58 39%	169 30%	113 35%	52 38% R	25 18%	91 32% R	81 31%	84 29%	111 34%	96 31%	165 33%	102 28%
Strongly/Somewhat Disagree (Net)	153 17%	89 20% c	64 14%	25 17% E	22 8%	45 21% E	61 23% E	47 11%	106 22% H	121 22% KLN	39 10%	13 9%	9 13%	14 9%	77 14% O	19 14%	20 14%	38 13%	49 19%	45 16%	54 17%	30 10%	70 14% W	80 14% WX	22% W
Somewhat disagree	66 7%	38 9%	28 6%	18 12% E	11 4%	18 9%	19 7%	29 7%	37 8%	49 9% L	24 6% L	4 3%	8 12% I	10 7%	37 6% P	29 9%	8 6%	15 11% s	14 5%	15 6%	20 7%	28 9%	12 4%	28 6% w	37 10% WX
Strongly disagree	87 10%	51 12%	36 8%	7 5%	11 4%	27 13% DE	42 16% DE	18 4%	69 14% H	72 13% KLMN	15 4%	8 6% k	1 1%	4 3%	40 7% O	47 14% O	11 8%	5 4%	24 8%	34 13%	25 9%	25 8%	18 6% W	42 8% W	44 12% W
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_3\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	355 40%	189 43%	165 37%	62 43% G	144 54% dFG	76 36% g	72 27%	206 50% I	149 31%	188 34%	187 48% j	85 61% JKN	36 55% j	67 45% j	272 48% P	83 25% P	53 38% Qs	81 48% Qs	138 32% R	83 44% R	125 44% R	137 43% T	159 52% T	216 43% XY	126 34% Y
Strongly agree	154 17%	94 21%	60 13%	28 19% G	69 26% FG	31 10% g	26 10%	97 24% I	57 12% I	78 14% I	85 22% JKMn	45 33% j	9 14% j	32 22% P	123 9% P	27 19% P	30 23% Qs	66 12% R	32 15% R	44 15% R	74 23% TV	75 25% TV	93 19% XY	54 15% Y	
Somewhat agree	201 22%	96 22%	105 23%	34 23% G	75 28% G	45 17% g	46 17%	109 27% I	92 19% I	111 20% I	102 26% j	40 28% j	27 41% JKn	36 24% P	149 26% P	52 16% P	26 18% Qs	51 37% Qs	72 25% R	50 19% R	82 28% TV	63 20% TV	84 28% Y	123 28% Y	72 20% Y
Neutral	242 27%	115 26%	128 28%	52 35% eG	67 25% eG	58 27% g	66 24%	119 29% I	124 26% I	129 24% I	135 34% JL	33 24% JL	23 35% JL	57 38% JL	155 27% P	87 27% P	48 35% s	38 27% s	69 24% s	78 30% s	75 26% s	85 26% s	78 25% s	133 27% s	100 28% s
Strongly/Somewhat Disagree (Net)	295 33%	136 31%	159 35%	31 22% C	55 21% DE	77 36% DE	132 49% DEF	86 21% H	209 43% H	229 42% KLMN	70 18% JL	22 15% JL	7 10% JL	26 17% O	139 25% O	156 28% O	39 28% R	19 14% R	81 38% R	100 30% u	87 30% u	100 31% U	69 22% U	148 30% W	139 38% WX
Somewhat disagree	96 11%	49 11%	47 10%	17 12% C	25 9% DE	24 11% DE	31 11%	42 10% H	55 11% H	67 12% KLMN	33 8% JL	11 8% JL	5 8% JL	14 9% O	50 9% O	46 14% O	18 13% R	9 8% R	23 10% R	25 10% R	23 8% U	47 15% U	28 9% U	48 10% W	43 12% WX
Strongly disagree	199 22%	87 20%	112 25%	14 10% C	30 11% DE	53 38% DEF	102 38% DEF	44 11% H	155 32% H	162 30% KLMN	37 9% JL	11 8% JL	2 2% JL	12 8% O	89 16% O	109 34% O	21 15% R	10 8% R	58 20% R	74 29% V	64 22% V	53 17% U	41 13% U	100 20% W	96 26% WX
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_3\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	322 36%	157 36%	166 37%	63 44%	119 45%	69 33%	71 26%	182 44%	140 29%	183 34%	153 39%	69 49%	30 46%	56 37%	249 44%	73 22%	57 41%	68 50%	124 43%	77 29%	119 41%	121 37%	141 46%	191 39%	119 33%
Strongly agree	132 15%	67 15%	65 14%	22 15%	56 21%	31 15%	23 8%	78 19%	54 11%	75 14%	67 17%	38 27%	8 13%	26 17%	104 18%	29 9%	29 18%	29 21%	49 17%	30 11%	47 16%	54 17%	70 23%	82 17%	44 12%
Somewhat agree	190 21%	90 20%	100 22%	41 28%	63 24%	38 18%	48 18%	104 25%	86 18%	108 20%	86 22%	31 22%	22 33%	29 20%	146 26%	44 14%	32 23%	39 28%	74 26%	47 18%	71 25%	67 21%	71 23%	109 22%	76 21%
Neutral	362 41%	176 40%	186 41%	59 41%	91 34%	93 44%	119 44%	150 37%	212 44%	221 41%	167 43%	41 30%	26 40%	68 45%	215 38%	147 45%	67 48%	42 30%	105 37%	121 47%	99 34%	132 41%	107 35%	202 41%	151 41%
Strongly/Somewhat Disagree (Net)	208 23%	108 24%	100 22%	23 16%	55 21%	49 23%	80 30%	78 19%	129 27%	141 26%	72 18%	30 21%	9 14%	26 17%	102 18%	106 32%	15 11%	27 20%	60 21%	63 24%	70 24%	70 22%	58 19%	103 21%	95 26%
Somewhat disagree	104 12%	49 11%	55 12%	15 10%	36 14%	23 11%	30 11%	51 12%	53 11%	65 12%	42 11%	16 12%	8 12%	13 9%	55 10%	49 15%	6 5%	17 12%	32 11%	28 11%	36 13%	38 10%	30 10%	46 9%	53 15%
Strongly disagree	104 12%	58 13%	45 10%	8 6%	19 7%	26 12%	51 19%	27 7%	76 16%	76 14%	30 8%	13 10%	1 2%	13 9%	47 8%	57 17%	9 6%	10 8%	28 10%	34 13%	34 12%	32 10%	28 9%	57 11%	42 11%
Sigma	892 100%	440 100%	452 100%	146 100%	265 100%	211 100%	270 100%	411 100%	481 100%	546 100%	391 100%	139 100%	65 100%	150 100%	566 100%	326 100%	140 100%	137 100%	289 100%	261 100%	288 100%	323 100%	306 100%	496 100%	365 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_3\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispanic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	377	194	184	60	150	89	79	209	168	206	198	85	37	77	284	93	57	87	140	91	134	147	159	224	141
	42%	44%	41%	9	57%	42%	29%	51%	35%	38%	51%	61%	56%	51%	50%	41%	63%	49%	35%	46%	45%	52%	45%	39%	
Strongly agree	146	84	62	24	70	33	19	94	52	68	86	51	12	26	117	29	27	28	62	26	56	62	71	88	53
	16%	19%	14%	16%	26%	16%	7%	23%	11%	12%	22%	37%	18%	17%	21%	9%	19%	21%	22%	10%	19%	19%	23%	18%	15%
Somewhat agree	231	110	122	38	80	56	60	116	138	112	34	25	51	167	64	31	58	78	65	78	85	88	136	87	
	26%	25%	27%	25%	30%	26%	22%	28%	24%	25%	25%	24%	38%	34%	30%	20%	22%	42%	27%	25%	27%	26%	29%	27%	24%
Neutral	319	137	182	50	91	75	103	141	178	193	142	42	15	53	187	132	54	32	101	100	97	112	97	166	139
	36%	31%	40%	34%	34%	36%	38%	34%	37%	35%	36%	30%	23%	36%	33%	41%	39%	23%	35%	38%	34%	35%	32%	33%	38%
Strongly/Somewhat Disagree (Net)	196	109	87	36	24	47	89	61	135	147	51	12	14	20	95	101	28	19	48	70	57	64	50	107	85
	22%	25%	19%	25%	9%	22%	33%	15%	28%	27%	13%	9%	21%	13%	17%	31%	20%	14%	17%	27%	20%	20%	16%	21%	23%
Somewhat disagree	74	39	35	24	13	14	23	37	38	45	29	7	10	13	48	27	12	15	21	24	19	31	26	45	29
	8%	9%	8%	17%	5%	7%	9%	9%	8%	8%	7%	5%	15%	8%	8%	9%	11%	7%	9%	6%	9%	9%	9%	9%	8%
Strongly disagree	122	70	51	12	12	32	65	24	98	103	23	5	4	7	47	74	16	5	27	46	39	33	24	62	56
	14%	16%	11%	8%	4%	15%	24%	6%	20%	19%	6%	4%	5%	5%	8%	11%	3%	9%	18%	13%	10%	8%	12%	15%	
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_3\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	419	467	155	269	191	271	424	462	616	307	155	50	94	556	330	125	135	296	299	310	252	298	484	380
Weighted Base	892	440	452	146*	265	211	270	411	481	546	391	139	65*	150*	566	326	140*	137*	289	261	288	323	306	496	365
Strongly/Somewhat Agree (Net)	510	243	267	79	171	118	141	250	259	310	233	94	40	93	352	158	74	96	182	141	175	184	200	295	199
	57%	55%	59%	54%	65%	56%	52%	61%	54%	57%	60%	68%	61%	62%	62%	48%	53%	70%	63%	54%	61%	57%	65%	59%	54%
Strongly agree	241	117	124	39	95	55	52	134	107	130	125	55	17	41	173	68	45	45	83	58	95	83	99	135	95
	27%	26%	27%	27%	36%	26%	19%	33%	22%	24%	32%	39%	26%	28%	31%	21%	32%	33%	29%	22%	33%	26%	32%	27%	26%
Somewhat agree	269	126	142	40	77	64	89	117	152	179	108	40	23	52	179	90	30	51	98	83	80	101	101	159	104
	30%	29%	32%	27%	29%	30%	33%	28%	32%	33%	28%	28%	35%	35%	32%	28%	21%	37%	34%	32%	28%	31%	33%	32%	29%
Neutral	240	115	125	40	64	61	76	103	137	134	117	29	18	37	151	89	47	28	76	70	72	94	71	135	100
	27%	26%	28%	27%	24%	29%	28%	25%	28%	24%	30%	21%	27%	25%	27%	27%	34%	20%	26%	27%	25%	29%	23%	27%	28%
Strongly/Somewhat Disagree (Net)	142	82	61	27	30	32	53	57	85	103	41	16	8	19	64	79	18	14	31	50	40	44	36	67	66
	16%	19%	13%	19%	11%	15%	20%	14%	18%	19%	10%	12%	11%	13%	11%	24%	13%	10%	11%	19%	14%	14%	12%	14%	18%
Somewhat disagree	63	37	26	19	17	13	15	35	28	40	25	6	7	12	38	25	12	10	16	13	18	29	18	27	30
	7%	8%	6%	13%	6%	6%	6%	9%	6%	7%	6%	5%	11%	8%	7%	8%	7%	6%	6%	5%	6%	9%	6%	5%	8%
Strongly disagree	79	45	34	9	13	19	38	22	58	62	16	10	1	7	26	54	7	4	15	38	22	15	18	40	35
	9%	10%	8%	6%	5%	9%	14%	5%	12%	11%	4%	7%	1%	5%	5%	16%	3%	5%	14%	8%	5%	5%	6%	8%	10%
Sigma	892	440	452	146	265	211	270	411	481	546	391	139	65	150	566	326	140	137	289	261	288	323	306	496	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	451 52%	226 51%	225 53%	69 53%	159 59%	99 48%	124 47%	228 57%	223 48%	268 50%	202 55%	89 59%	31 60%	74 49%	319 57%	132 43%	83 56%	94 62%	142 54%	105 40%	153 58%	184 58%	201 62%	280 55%	159 47%
It benefits society/gives back to its communities	403 46%	202 45%	201 47%	54 41%	153 57%	92 45%	103 39%	208 52%	195 42%	241 45%	179 48%	85 57%	26 51%	68 45%	291 52%	112 37%	75 51%	87 57%	129 49%	95 36%	134 51%	166 53%	175 54%	246 49%	148 44%
Features non-mainstream faces and voices	364 42%	176 40%	188 44%	47 35%	152 56%	86 42%	79 30%	199 49%	165 35%	223 42%	164 44%	74 50%	22 44%	71 47%	267 47%	97 32%	66 45%	83 54%	118 45%	82 32%	114 43%	160 51%	173 53%	230 46%	124 36%
Is cool to follow and/or to talk about	327 38%	156 35%	171 40%	62 47%	142 52%	60 29%	63 24%	204 51%	123 26%	166 31%	174 47%	89 60%	20 39%	69 46%	247 44%	80 26%	64 43%	78 51%	105 40%	82 31%	112 43%	125 40%	179 55%	215 43%	102 30%
I'd watch more of this it was available	286 33%	151 34%	136 32%	53 40%	126 48%	49 29%	49 19%	178 44%	108 23%	161 30%	152 41%	77 52%	17 33%	67 45%	228 41%	58 19%	52 35%	78 51%	98 37%	73 28%	87 33%	119 38%	156 48%	183 38%	96 28%
I follow this sport/league with my friends and or family	276 32%	136 31%	140 33%	47 36%	132 48%	53 26%	43 17%	180 45%	97 21%	143 27%	155 42%	68 45%	20 39%	59 38%	222 39%	54 18%	52 35%	70 46%	100 38%	64 25%	88 33%	120 38%	154 47%	181 36%	85 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I follow this sport/league with my friends and or family	380 44%	209 47%	172 40%	43 33%	78 28%	88 48%	159 81%	123 31%	258 58%	267 50%	113 30%	35 24%	21 42%	48 32%	206 37%	174 57%	59 40%	49 32%	88 37%	113 44%	115 44%	135 43%	92 28%	199 40%	172 51%
I'd watch more of this it was available	339 39%	177 40%	162 38%	40 30%	71 26%	89 43%	141 54%	110 27%	229 49%	240 45%	97 26%	25 17%	21 40%	37 24%	177 31%	162 53%	46 31%	43 28%	88 33%	90 35%	109 41%	126 40%	94 29%	195 39%	136 40%
Is cool to follow and/or to talk about	254 29%	152 34%	102 24%	28 22%	60 22%	60 29%	105 40%	89 22%	166 35%	178 34%	87 23%	25 17%	15 29%	39 26%	138 25%	116 38%	33 23%	32 21%	73 28%	71 27%	66 25%	104 u	70 21%	135 27%	115 34%
It benefits society/gives back to its communities	187 21%	107 24%	80 19%	37 28%	44 16%	38 19%	67 26%	81 20%	105 23%	112 21%	76 20%	26 18%	12 23%	33 22%	99 18%	88 29%	29 20%	22 15%	47 18%	63 24%	50 19%	61 19%	67 21%	100 20%	80 24%
The stars of the sport have influence off the field	176 20%	97 22%	79 19%	29 22%	36 13%	47 23%	64 24%	65 16%	111 24%	119 22%	65 18%	19 13%	11 22%	35 23%	97 17%	79 28%	27 18%	23 15%	47 18%	53 20%	48 18%	63 20%	52 16%	92 18%	80 24%
Features non-mainstream faces and voices	175 20%	109 25%	66 15%	38 29%	33 12%	36 18%	68 26%	70 17%	105 22%	107 20%	64 17%	24 16%	16 30%	24 16%	97 17%	78 26%	33 22%	24 16%	40 15%	61 24%	45 17%	56 18%	56 17%	89 18%	82 24%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I'd watch more of this it was available

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	286	151	136	53	126	59	49	178	108	161	152	77	17	67	228	58	52	78	98	73	87	119	156	183	96
Strongly agree	126	66	60	21	69	23	13	90	36	64	68	42	6	24	112	14	36	36	40	21	39	64	73	83	39
Somewhat agree	160	85	76	32	57	35	36	89	72	97	83	35	10	44	116	44	16	42	58	52	48	56	83	100	57
Neutral	243	116	127	39	74	58	71	114	130	131	122	47	14	46	158	86	49	31	77	97	68	69	77	127	108
Strongly/Somewhat Disagree (Net)	339	177	162	40	71	89	141	110	229	240	97	25	21	37	177	162	46	43	88	90	109	126	94	195	136
Somewhat disagree	127	69	58	17	39	23	48	56	71	81	52	9	15	16	76	51	19	21	36	29	40	56	37	74	47
Strongly disagree	212	108	104	23	31	66	93	54	159	159	45	16	6	21	102	111	27	23	52	61	68	70	57	121	90
Sigma	869	444	425	132	271	206	261	402	467	532	370	149	51	151	563	306	147	153	264	260	263	315	327	504	340

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	403 46%	202 45%	201 47%	54 41%	153 57%	92 45%	103 39%	208 52%	195 42%	241 45%	179 48%	85 57%	26 51%	68 45%	291 52%	112 37%	75 51%	87 57%	129 49%	95 36%	134 51%	166 53%	175 54%	246 49%	148 44%
Strongly agree	162 19%	77 17%	86 20%	25 19%	71 26%	36 18%	30 12%	96 24%	67 14%	89 17%	83 22%	45 30%	7 15%	34 22%	131 23%	31 10%	39 26%	40 26%	52 20%	34 13%	49 19%	79 25%	82 25%	102 20%	54 16%
Somewhat agree	240 28%	125 28%	115 27%	30 23%	82 30%	56 27%	73 28%	112 28%	129 28%	153 29%	96 26%	40 27%	19 36%	34 23%	160 28%	80 26%	36 24%	47 31%	77 29%	61 23%	85 32%	87 26%	93 29%	143 28%	94 28%
Neutral	280 32%	136 31%	144 34%	40 30%	73 27%	75 37%	91 35%	113 28%	166 36%	178 34%	116 31%	38 26%	14 27%	49 33%	174 31%	106 35%	43 29%	43 28%	87 33%	102 39%	79 30%	88 28%	84 26%	159 31%	112 33%
Strongly/Somewhat Disagree (Net)	187 21%	107 24%	80 19%	37 28%	44 16%	38 19%	67 26%	81 20%	105 23%	112 21%	76 20%	26 18%	12 23%	33 22%	99 18%	88 29%	29 20%	22 15%	47 18%	63 24%	50 19%	61 19%	67 21%	100 20%	80 24%
Somewhat disagree	82 9%	42 10%	39 9%	24 18%	22 8%	9 4%	27 10%	46 11%	36 8%	48 9%	37 10%	16 10%	6 12%	17 11%	47 8%	35 12%	15 10%	10 7%	21 8%	25 10%	25 9%	28 9%	31 9%	45 9%	34 10%
Strongly disagree	105 12%	64 14%	40 10%	13 10%	22 8%	29 14%	40 15%	35 9%	70 15%	64 12%	38 10%	11 7%	5 10%	16 11%	52 9%	52 17%	14 10%	12 8%	26 10%	38 15%	26 10%	33 11%	36 11%	56 11%	47 14%
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender			Generation				Race							Employment Status		Work Location			Income			Parents		
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	276	136	140	47	132	53	43	180	97	143	155	68	20	59	222	54	52	70	100	64	88	120	154	181	85
Strongly agree	106	59	47	22	53	20	11	75	31	47	66	34	7	21	90	16	28	22	40	21	31	51	61	69	31
Somewhat agree	170	77	93	25	80	33	32	105	65	95	89	34	13	38	131	39	23	49	59	43	57	69	92	113	54
Neutral	212	99	114	41	59	54	59	100	113	122	103	46	10	43	135	77	36	33	66	82	61	60	80	124	83
Strongly/Somewhat Disagree (Net)	380	209	172	43	79	98	159	123	258	267	113	35	21	48	206	174	59	49	98	113	115	135	92	199	172
Somewhat disagree	127	72	56	22	36	27	43	57	70	83	49	13	12	21	81	46	29	16	37	34	36	52	30	67	54
Strongly disagree	253	137	116	22	44	71	116	65	188	184	64	22	10	27	125	128	31	33	61	78	83	63	132	118	
Sigma	869	444	425	132	271	206	261	402	467	532	370	149	51	151	563	306	147	153	264	260	263	315	327	504	340

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	364 42%	176 40%	188 44%	47 35%	152 56% DFG	86 42% G	79 30%	199 49%	165 35%	223 42%	164 44%	74 50% k	22 44%	71 47%	267 47%	97 32%	66 45%	83 54%	118 45%	82 32%	114 43%	160 51%	173 53% T	230 46% Y	124 36%
Strongly agree	150 17%	71 16%	79 19%	21 16% G	65 24% G	43 21% G	22 8%	86 21% I	64 14%	87 16%	72 20%	40 27% JKm	6 12%	31 21%	123 22% F	27 9%	34 23%	41 27% s	28 18%	43 11% TU	78 25% TU	78 24% XY	97 19%	50 15%	
Somewhat agree	214 25%	105 24%	109 26%	26 20%	87 32% DFG	43 21%	58 22%	113 28% i	101 22%	136 26%	92 25%	35 23%	16 32%	40 27%	144 26%	70 23%	32 22%	42 28%	70 27%	54 21%	71 27%	82 26%	95 29% y	133 26% y	74 22%
Neutral	330 38%	158 36%	172 40%	47 36%	86 32%	83 41%	113 43% E	133 33%	197 42% H	202 38%	143 38% m	51 34%	13 28%	55 36%	199 35%	131 43% o	48 32%	45 30%	106 40% r	117 45% V	105 40% v	98 31%	97 30% W	185 37% W	134 39% W
Strongly/Somewhat Disagree (Net)	175 20%	109 25% C	66 15%	38 29% Ei	33 12%	36 18% Ei	68 26% Ei	70 17%	105 22%	107 20%	64 17%	24 16% Kn	16 30% Kn	24 16%	97 17%	78 26% O	33 22%	24 16%	40 15%	61 24%	45 17%	56 18%	56 17% wk	89 18%	82 24% wk
Somewhat disagree	73 8%	47 11% C	26 6%	19 15% EF	18 7%	8 4%	28 11% F	37 9%	36 8%	40 7% n	28 8% N	11 7% JKLN	11 22% JKLN	4 3%	46 8%	27 9%	20 13% S	11 7%	15 6%	22 9%	20 8%	25 8%	26 8%	38 7% wk	33 10%
Strongly disagree	102 12%	62 14% c	40 9%	18 14% E	15 8%	28 14% E	41 16% E	33 8%	68 15% H	67 13%	36 10%	13 9%	4 9%	20 14%	51 9%	51 17% O	13 9%	13 9%	25 9%	38 15% u	25 9%	31 10%	30 9%	51 10% w	48 14% w
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_4\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	327 38%	156 35%	171 40%	62 47%	142 52%	60 29%	63 24%	204 51%	123 26%	166 31%	174 47%	89 60%	20 39%	69 46%	247 44%	80 26%	64 43%	78 51%	105 40%	82 31%	112 43%	125 40%	179 55%	215 43%	102 30%
Strongly agree	148 17%	72 16%	77 18%	27 21%	72 27%	27 13%	22 8%	99 25%	49 10%	68 13%	83 22%	48 32%	7 14%	31 21%	126 22%	22 7%	42 28%	36 24%	49 18%	34 13%	47 18%	67 21%	93 29%	104 21%	38 11%
Somewhat agree	178 21%	85 19%	94 22%	35 26%	70 26%	33 16%	40 15%	105 26%	74 16%	98 18%	91 24%	40 27%	13 25%	38 25%	120 21%	58 19%	22 15%	42 27%	56 21%	48 18%	65 25%	59 19%	85 26%	111 22%	64 19%
Neutral	288 33%	135 30%	153 36%	41 31%	68 25%	85 41%	94 36%	109 27%	178 38%	188 35%	110 30%	35 23%	16 32%	42 28%	178 32%	109 36%	50 34%	43 28%	86 33%	108 42%	85 32%	85 27%	78 24%	155 31%	123 36%
Strongly/Somewhat Disagree (Net)	254 29%	152 34%	102 24%	28 22%	60 22%	60 29%	105 40%	89 22%	166 35%	178 34%	87 23%	25 17%	15 29%	39 26%	138 25%	116 38%	33 23%	32 21%	73 28%	71 27%	66 25%	104 33%	70 21%	135 27%	115 34%
Somewhat disagree	104 12%	66 15%	38 9%	17 13%	36 13%	17 8%	34 13%	53 13%	51 11%	65 12%	51 14%	10 7%	8 15%	24 16%	67 12%	37 10%	14 10%	17 11%	36 14%	25 10%	23 9%	49 16%	30 9%	54 11%	47 14%
Strongly disagree	150 17%	86 19%	64 15%	12 9%	24 9%	44 21%	71 27%	36 9%	115 25%	114 21%	36 10%	15 10%	7 14%	15 10%	71 13%	79 26%	19 13%	15 10%	37 14%	46 18%	42 16%	55 17%	40 12%	81 16%	68 20%
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_4\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	430	452	155	277	182	268	432	450	595	325	170	51	103	577	305	132	164	281	291	303	257	329	505	356
Weighted Base	869	444	425	132*	271	206	261	402	467	532	370	149	51*	151*	563	306	147*	153	264	260	263	315	327	504	340
Strongly/Somewhat Agree (Net)	451 52%	226 51%	225 53%	69 53%	159 58%	99 48%	124 47%	228 57%	223 48%	266 55%	202 55%	89 59%	31 60%	74 48%	319 57%	132 43%	83 56%	94 62%	142 54%	105 40%	153 58%	184 58%	201 62%	280 55%	159 47%
Strongly agree	188 22%	81 18%	107 25%	33 25%	79 29%	38 19%	37 14%	113 28%	75 16%	91 17%	104 28%	13 3%	38 33%	26 26%	151 27%	37 12%	43 29%	51 34%	41 21%	54 21%	91 29%	100 31%	121 31%	64 24%	199 24%
Somewhat agree	263 30%	145 33%	118 28%	36 27%	79 29%	61 30%	87 33%	115 29%	148 32%	175 33%	98 26%	39 26%	17 34%	36 24%	168 30%	95 31%	40 27%	43 28%	86 32%	64 25%	99 37%	93 30%	101 31%	159 32%	95 28%
Neutral	242 28%	121 27%	121 28%	33 25%	76 28%	59 29%	74 28%	109 27%	133 28%	146 28%	103 28%	41 28%	9 17%	42 28%	148 26%	95 31%	37 25%	35 23%	75 29%	102 39%	62 24%	67 21%	74 23%	132 25%	101 30%
Strongly/Somewhat Disagree (Net)	176 20%	97 22%	79 19%	29 22%	36 13%	47 23%	64 24%	65 16%	111 24%	119 22%	65 18%	19 13%	11 22%	35 23%	97 17%	79 26%	27 18%	23 15%	47 18%	53 20%	48 18%	63 20%	52 16%	92 18%	80 24%
Somewhat disagree	71 8%	42 9%	29 7%	17 13%	19 7%	15 7%	20 8%	36 9%	35 8%	48 9%	33 9%	6 4%	8 15%	18 12%	44 8%	27 9%	13 9%	13 7%	18 7%	16 6%	23 9%	30 9%	19 6%	37 7%	31 9%
Strongly disagree	105 12%	55 12%	50 12%	12 9%	17 6%	33 16%	43 17%	29 7%	76 16%	71 13%	33 9%	13 9%	4 7%	16 11%	53 9%	52 17%	14 10%	10 7%	28 11%	37 14%	25 9%	34 11%	33 10%	55 11%	49 14%
Sigma	869 100%	444 100%	425 100%	132 100%	271 100%	206 100%	261 100%	402 100%	467 100%	532 100%	370 100%	149 100%	51 100%	151 100%	563 100%	306 100%	147 100%	153 100%	264 100%	260 100%	263 100%	315 100%	327 100%	504 100%	340 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	447 51%	230 49%	217 53%	54 46%	163 61% DFG	103 47%	128 47%	217 56% I	230 47%	323 54%	150 48%	54 49%	25 52%	62 47%	304 55% P	143 44%	74 63% S	84 61% s	147 49%	124 47%	127 53%	188 54%	193 59% Y	281 56% Y	158 44%
It benefits society/gives back to its communities	418 48%	236 50%	182 45%	45 39%	149 55% DG	110 50% d	113 42%	195 50%	223 46%	315 52% K	126 41%	49 45%	22 48%	60 46%	290 53% F	128 39%	56 47%	85 62% qs	149 50%	102 39%	121 51%	184 53% T	197 61% XY	276 55% Y	135 38%
Is cool to follow and/or to talk about	378 43%	201 43%	177 44%	50 43% G	143 53% G	105 48% G	80 30%	193 50% I	185 38%	270 45% K	130 42%	46 42%	19 40%	56 42%	278 50% P	99 31%	58 50%	83 60% S	137 46%	93 35%	112 47% T	165 48% T	184 57% XY	243 49% Y	127 36%
I follow this sport/league with my friends and or family	355 41%	198 42%	157 39%	55 47% G	139 52% G	97 44% G	65 24%	194 50% I	161 33%	254 42% K	131 42% I	39 36%	20 43%	64 49% I	278 50% P	77 24%	49 41%	85 62% QS	144 49%	79 30%	104 44% T	166 48% T	168 52% XY	228 46% Y	117 33%
Features non-mainstream faces and voices	349 40%	189 40%	160 39%	47 40% G	134 59% G	96 44% G	73 27%	180 47% I	169 34%	256 42% K	115 37%	41 37%	18 37%	53 40%	252 46% P	97 30%	52 44%	71 51%	129 44%	88 33%	98 41% t	156 45% T	171 53% XY	224 45% Y	121 34%
I'd watch more of this it was available	338 39%	191 41%	147 36%	49 42% G	139 52% FG	87 40% G	62 23%	188 49% I	149 31%	227 42% K	127 41%	44 40%	17 36%	57 43%	258 47% P	80 25%	55 47%	78 57% S	124 42%	78 29%	103 43% T	152 44% T	177 54% XY	222 44% Y	110 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I follow this sport/league with my friends and or family	314 36%	164 35%	150 37%	32 28%	67 25%	77 35%	138 51%	99 26%	215 44%	225 37%	82 27%	38 34%	16 34%	20 15%	150 27%	164 50%	37 31%	27 19%	87 25%	114 43%	85 36%	99 29%	81 25%	159 32%	152 45%
I'd watch more of this it was available	293 33%	147 31%	146 36%	31 27%	53 20%	73 34%	135 50%	84 22%	208 43%	206 34%	82 27%	34 31%	16 34%	21 16%	147 27%	145 45%	29 25%	27 20%	91 31%	105 40%	78 33%	96 28%	69 21%	151 30%	139 39%
Is cool to follow and/or to talk about	217 25%	123 26%	94 23%	37 32%	36 13%	48 22%	97 36%	73 19%	145 30%	149 25%	70 23%	29 26%	13 28%	20 15%	109 20%	108 33%	21 18%	22 16%	66 22%	74 28%	59 25%	75 22%	52 16%	110 22%	105 29%
Features non-mainstream faces and voices	172 20%	88 19%	84 21%	29 25%	38 14%	45 21%	60 22%	67 17%	105 21%	99 17%	68 22%	33 30%	12 24%	25 19%	85 15%	87 27%	17 15%	20 15%	48 16%	57 22%	49 21%	58 17%	56 17%	89 18%	80 22%
The stars of the sport have influence off the field	159 18%	82 17%	77 19%	24 21%	34 13%	48 22%	52 19%	59 15%	100 20%	105 17%	56 18%	21 19%	8 18%	22 17%	88 16%	71 22%	12 10%	24 18%	51 17%	54 20%	39 16%	58 17%	41 13%	76 15%	82 23%
It benefits society/gives back to its communities	151 17%	71 15%	80 20%	24 21%	31 11%	41 19%	55 20%	55 14%	96 20%	96 16%	58 19%	23 21%	7 15%	15 11%	84 15%	67 21%	20 17%	17 13%	47 16%	51 19%	39 16%	52 15%	35 11%	68 14%	81 23%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	338 39%	191 41%	147 36%	49 42% G	139 52% FG	87 40% G	62 23%	188 49%	149 31%	227 38%	127 41%	44 40%	17 36%	57 43%	258 47% P	80 25%	55 47%	78 57% S	124 42%	78 29%	103 43%	152 44% T	177 54% XY	222 44% Y	110 31%
Strongly agree	140 16%	82 17%	57 14%	19 16% G	56 21% G	42 19% G	22 8%	75 19%	64 13%	93 15%	47 15%	20 18%	4 8%	17 13%	116 21% P	23 7%	21 18%	38 28% S	57 19%	33 12%	39 16%	66 19% T	88 27% XY	104 21% Y	32 9%
Somewhat agree	198 23%	109 23%	89 22%	30 26% G	83 31% FG	45 21%	40 15%	113 29% I	85 17%	134 22%	79 26%	24 22%	13 28%	40 30%	141 26% P	35 18%	40 29%	67 23%	44 17%	64 27% T	86 25% T	88 27% X	118 24% X	78 22%	
Neutral	246 28%	133 28%	113 28%	36 31%	78 29%	59 27%	74 27%	114 29%	132 27%	169 28%	100 32%	32 29%	14 30%	54 41% JKI	147 27%	99 31%	33 28%	32 24%	81 27%	83 31%	58 24%	97 28%	79 24%	127 25%	108 30%
Strongly/Somewhat Disagree (Net)	293 33%	147 31%	146 36%	31 27%	53 20%	73 34% E	135 50% DEF	84 22%	208 43% H	206 34% KN	82 27% N	34 31% N	16 34% N	21 16%	147 27% O	145 45% O	29 25%	27 20%	91 31% R	105 40% V	78 33%	96 28%	69 21% W	151 30% W	139 39% WIX
Somewhat disagree	103 12%	57 12%	46 11%	20 17% E	18 7%	20 9%	45 17% EF	38 10%	65 13%	67 11%	36 12%	12 11%	8 18%	13 10%	62 11% O	41 13%	12 10%	14 12%	36 12%	33 12%	26 11%	39 11%	22 7% W	55 11% W	46 13% W
Strongly disagree	190 22%	90 19%	100 25%	12 10%	35 13%	53 24% DE	90 33% DEF	47 12%	143 28% H	140 23% KN	46 15% N	22 20% KN	8 16%	8 6%	85 15% O	105 32% O	17 14%	13 10%	55 19% R	72 27% V	52 22%	57 16% W	47 14% W	96 19% W	93 26% WIX
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	418	236	182	45	149	110	113	195	223	315	126	49	22	60	290	128	56	85	149	102	121	184	197	276	135
Strongly agree	148	82	66	22	58	46	22	79	68	102	44	20	4	19	113	35	18	27	67	36	33	77	84	108	37
Somewhat agree	270	154	116	23	92	64	91	115	155	214	81	30	18	41	177	93	38	58	82	66	88	108	113	167	98
Neutral	307	164	144	47	89	67	103	137	171	191	126	37	19	56	178	130	42	35	101	112	78	109	94	156	141
Strongly/Somewhat Disagree (Net)	151	71	80	24	31	41	55	55	96	96	58	23	7	15	84	67	20	17	47	51	39	52	35	68	81
Somewhat disagree	51	25	26	14	10	11	11	29	22	32	21	5	6	9	31	20	10	7	14	12	15	21	14	22	28
Strongly disagree	100	46	54	10	16	30	43	26	74	65	36	18	1	6	53	47	10	11	32	39	24	32	21	46	52
Sigma	876	471	406	117	270	219	271	386	490	602	309	110	48	132	552	325	118	137	297	265	239	345	325	500	357

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Hockey League (NHL)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	355 41%	198 42%	157 39%	55 47% G	139 52% G	97 44% G	65 24%	194 50% I	161 33%	254 42%	131 42% I	39 36%	20 43%	64 48% I	77 50% P	49 24%	41%	85 62% QS	144 49%	79 30%	104 44%	166 48% T	168 52% XY	228 46% Y	117 33%
Strongly agree	140 16%	83 18%	57 14%	26 23% G	50 19% G	41 19% G	22 8%	77 20% I	63 13%	97 16%	48 15%	21 19%	7 14%	118 15% P	22 7%	19 16%	36 26%	63 21%	28 10%	37 16%	73 21% T	80 25% XY	98 20% Y	38 11%	
Somewhat agree	215 25%	114 24%	101 25%	28 24% G	89 33% G	55 25% G	43 16%	117 30% I	98 20%	157 26% I	83 27% L	19 17%	14 29%	45 34% L	55 29% P	30 17%	49 25%	82 36%	51 19%	67 28%	94 27% T	88 27% t	130 28% t	80 22%	
Neutral	207 24%	109 23%	99 24%	30 26% G	64 24%	46 21%	68 25%	93 24%	114 23%	122 20%	96 31% J	33 30% J	11 23%	48 36% J	123 22% J	84 26%	33 19%	25 22%	65 22%	72 27%	49 21%	80 23% T	76 23% T	113 23% T	87 24%
Strongly/Somewhat Disagree (Net)	314 36%	164 35%	150 37%	32 28% E	67 25% E	77 36% E	138 51% DEF	99 26% I	215 44% H	225 37% N	82 27% N	38 34% KN	16 34% N	20 15%	150 27% O	164 50% O	37 19%	27 19%	87 29% r	114 43% V	85 36%	99 29%	81 25% W	159 32% W	152 43% WIX
Somewhat disagree	96 11%	47 10%	49 12%	18 15% I	27 10%	17 8%	35 13%	45 12%	51 11%	59 10%	31 10% n	11 10%	6 13%	7 5%	49 9% s	48 15% O	16 14% s	11 8%	22 7% V	38 14% V	28 12%	26 7% V	33 10% V	56 11% V	39 11%
Strongly disagree	218 25%	117 25%	101 25%	14 12% I	40 15% I	60 28% DE	103 38% DEF	54 14%	163 33% H	166 28% KN	52 17% n	26 24% KN	10 21%	13 10%	102 18% O	116 36% O	20 17%	16 12%	66 23% R	76 29% v	58 24%	73 21% W	48 15% W	103 21% W	113 32% WIX
Sigma	876 100%	471 100%	406 100%	117 100% I	270 100% I	219 100% I	271 100% I	386 100% I	490 100% I	602 100% I	309 100% I	110 100% I	48 100% I	132 100% I	552 100% I	325 100% I	118 100% I	137 100% I	297 100% I	265 100% I	239 100% I	345 100% I	325 100% I	500 100% I	357 100% I

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	349 40%	189 40%	160 39%	47 40% G	134 50% G	96 44% G	73 27%	180 47% I	169 34%	256 42%	115 37%	41 37%	18 37%	53 40%	252 46% P	97 30%	52 44%	71 51%	129 44%	88 33%	98 41%	156 45% T	171 53% T	224 45% Y	121 34%
Strongly agree	112 13%	68 14%	44 11%	18 15% G	44 16% G	37 17% G	13 5%	62 16% I	50 10%	73 12%	41 13%	19 17%	7 16%	15 11%	92 17% P	20 6%	19 16%	54 18%	27 11%	27 11%	56 16% T	68 21% XY	80 16% Y	31 9%	
Somewhat agree	237 27%	121 26%	116 29%	29 25% G	89 33% G	59 27% G	59 22%	118 31% I	119 24%	183 30% KL	74 24%	22 20%	10 22%	38 29%	160 29% P	77 24%	33 28%	51 37% S	76 26%	61 23%	71 30%	100 29%	103 32% T	145 29% Y	90 25%
Neutral	355 41%	193 41%	162 40%	41 35% G	98 36% G	78 36% DEF	138 51% DEF	139 36% I	216 44% H	247 41% L	127 41% L	36 33% L	18 38%	54 41%	215 39% P	140 43% P	49 42% P	46 34% P	120 40% P	120 45% P	91 36% P	131 38% P	98 30% P	186 37% W	156 44% W
Strongly/Somewhat Disagree (Net)	172 20%	88 19%	84 21%	29 25% E	38 14% E	45 21% E	60 22% E	67 17% I	105 21%	99 17%	68 22% j	33 30% JKn	12 24%	25 19%	85 15% O	87 27% O	17 15% O	20 16% O	48 16% O	57 22% O	49 21% O	58 17% O	56 17% O	89 18% O	80 22% O
Somewhat disagree	80 9%	43 9%	37 9%	21 18% EFG	25 9% E	17 8%	18 7% E	45 12% I	35 7%	39 6% J	38 12% J	18 16% J	8 16% J	17 13% J	43 8% O	37 12% O	11 9% O	12 9% O	20 7% O	20 8% O	25 10% O	32 9% O	33 10% O	44 9% O	35 10% O
Strongly disagree	91 10%	45 10%	47 12%	8 7% E	13 5% E	29 13% E	42 15% DE	21 5% I	70 14% H	60 10% H	30 10% H	15 13% H	4 8% H	8 6% O	42 15% O	50 15% O	6 5% O	8 6% O	28 9% O	37 14% O	24 10% O	26 8% O	23 7% O	45 9% W	45 13% W
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	378 43%	201 43%	177 44%	50 43% G	143 53% G	105 48% G	80 30%	193 50% I	185 38%	270 45%	130 42%	46 42%	19 40%	56 42% P	278 50% P	99 31%	58 50%	83 60% S	137 46%	93 35% T	112 47%	165 48% T	184 57% XY	243 49% Y	127 36%
Strongly agree	148 17%	77 16%	70 17%	25 22% G	61 22% G	42 19% G	20 7%	86 22% I	62 13%	98 16% M	52 17% M	21 19% M	2 5%	20 15% P	115 21% P	33 10%	21 18%	34 25% S	59 20% S	37 14% T	38 16% T	71 20% T	83 25% XY	101 20% Y	42 12%
Somewhat agree	230 26%	123 26%	107 26%	25 21% G	82 31% G	63 29% G	60 22%	107 28% I	123 25% I	172 25% M	78 25% M	25 23%	17 35%	36 27% P	67 30% P	37 20%	31 31%	49 36% S	78 26% S	56 21% T	74 31% T	94 27% T	102 31% Y	142 28% Y	84 24%
Neutral	281 32%	147 31%	134 33%	30 26% G	91 34% G	66 30% G	94 35%	121 31% I	161 33% I	184 30% M	109 35% M	35 32%	15 32% M	56 42% P	165 50% P	117 36% P	38 32%	33 24% S	94 32% S	98 37% T	67 28% T	105 30% T	89 27% Y	147 29% Y	125 35% w
Strongly/Somewhat Disagree (Net)	217 25%	123 26%	94 23%	37 32% E	36 13% E	48 22% E	97 36% EF	73 19% I	145 30% H	149 25% n	70 23% n	29 26% n	13 28%	20 15% O	109 20% O	108 33% O	21 18%	22 16% S	66 22% S	74 28% T	59 25% T	75 22% T	52 16% W	110 22% W	105 29% W
Somewhat disagree	79 9%	47 10%	33 8% EFG	26 22% EFG	13 5%	10 4%	30 11% EF	40 10% I	40 8% n	50 8% n	30 10% n	11 10%	7 16%	13 10% O	41 8% O	38 12% O	11 9%	10 7% S	21 7% S	22 8% T	22 9% T	33 10% T	22 7% Y	44 9% Y	35 10%
Strongly disagree	138 16%	76 16%	61 15%	11 9% E	22 8% E	38 17% E	66 25% EF	33 9% I	105 21% H	99 16% n	40 13% n	18 16% n	6 13%	7 5% O	67 22% O	70 22% O	10 9%	12 9% S	45 15% S	52 20% T	37 16% T	42 12% T	30 9% W	66 13% W	70 20% W
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_5\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Hockey League (NHL)

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	882	458	424	128	275	192	287	403	479	660	262	123	45	89	555	327	107	142	306	300	280	279	317	489	377
Weighted Base	876	471	406	117*	270	219	271	386	490	602	309	110*	48*	132*	552	325	118*	137	297	265	239	345	325	500	357
Strongly/Somewhat Agree (Net)	447 51%	230 49%	217 53%	54 46%	163 61% DFG	103 47%	128 47%	217 56%	230 47%	323 54%	150 48%	54 49%	25 52%	62 47%	304 55%	143 44%	74 63%	84 61%	147 49%	124 47%	127 53%	188 54%	193 59%	281 56%	158 44%
Strongly agree	152 17%	82 17%	70 17%	20 17%	60 22% G	45 20% G	28 10%	79 21%	73 15%	100 17%	53 17%	28 25% JKLm	4 8%	18 14%	118 21%	34 11%	24 26%	63 18%	42 21%	42 17%	66 19%	82 25% XY	107 31%	43 12%	
Somewhat agree	295 34%	148 31%	147 36%	34 29%	104 38% F	58 26%	100 37% F	138 36%	158 32%	223 37% L	97 31%	26 24%	21 44% kL	43 33%	187 34%	108 33%	43 37%	60 43% S	84 28%	82 31%	86 36%	121 35%	110 34%	174 35%	115 32%
Neutral	271 31%	159 34%	112 28%	39 33%	72 27%	69 31%	91 34%	111 29%	160 33%	174 29%	103 33%	35 32%	14 30%	48 37%	160 29%	111 34%	32 27%	29 21%	99 33% R	88 33%	72 30%	100 29%	91 28%	143 29%	117 33%
Strongly/Somewhat Disagree (Net)	159 18%	82 17%	77 19%	24 21% e	34 13%	48 22% E	52 19% e	59 15%	100 20% h	105 17%	56 18%	21 19%	8 18%	22 17%	88 16%	71 22%	12 10%	24 18%	51 17%	54 20%	39 16%	58 17%	41 13%	76 15% w	82 23% WX
Somewhat disagree	61 7%	31 7%	31 8%	14 12% G	20 8% g	17 8%	10 4%	34 9%	27 6%	40 7%	25 8%	6 6%	6 13%	14 11%	41 8%	20 6%	6 5%	16 12%	20 7%	17 6%	13 5%	30 9%	17 5%	31 6%	31 9%
Strongly disagree	97 11%	51 11%	46 11%	10 9%	14 5% E	31 14% E	42 16% E	24 6%	73 15% H	65 11%	31 10%	15 14% n	2 5%	8 6%	46 8% O	51 16% O	6 5%	8 6%	31 11%	36 14% v	26 11%	27 8%	24 7%	45 9% WX	51 14% WX
Sigma	876 100%	471 100%	406 100%	117 100%	270 100%	219 100%	271 100%	386 100%	490 100%	602 100%	309 100%	110 100%	48 100%	132 100%	552 100%	325 100%	118 100%	137 100%	297 100%	265 100%	239 100%	345 100%	325 100%	500 100%	357 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
It benefits society/gives back to its communities	389 49%	218 53% C	171 45%	59 46% g DFG	198 64% DFG	77 41%	55 33%	257 89% I	131 37%	249 49%	177 53%	74 55%	25 42%	87 58% jm	315 54% P	74 36%	72 49%	124 61% q	120 52%	78 38%	111 51% T	196 58% T	235 59% XY	264 52% y	114 44%
Features non-mainstream faces and voices	386 49%	219 54% C	167 44%	61 48% G DFG	197 64% DFG	75 40%	53 32%	259 59% I	128 36%	248 48%	180 54%	74 55%	26 44%	91 61% jm	324 56% P	62 30%	82 56%	124 61% s	118 51%	70 34%	116 53% T	198 58% T	232 58% XY	261 51%	117 45%
I'd watch more of this it was available	371 47%	212 52% C	159 41%	63 49% G DFG	186 60% DFG	75 40%	46 28%	250 57% I	121 34%	239 47%	174 52% M	69 51%	22 37%	88 59% JM	321 55% P	50 24%	69 47%	129 63% Qs	123 53%	73 36%	102 47% T	194 57% TU	226 56% XY	251 49%	108 42%
The stars of the sport have influence off the field	363 46%	202 50% c	160 42%	44 34% DFG	190 61% DFG	75 40%	54 33%	234 53% I	129 37%	239 47%	157 47%	69 51%	27 46%	70 47% P	304 52% P	59 28%	78 53%	118 58% S	108 47%	72 35%	103 47% T	184 54% T	225 56% XY	255 50% Y	100 39%
Is cool to follow and/or to talk about	357 45%	191 47% G	166 43%	60 47% G DFG	190 61% DFG	68 37% G	38 23%	251 57% I	106 30%	228 45%	167 50% M	74 56% jm	20 34%	81 54% jm	301 52% P	56 27%	75 51%	116 57% s	109 47%	75 37%	100 46% t	176 52% T	236 59% XY	254 50% Y	93 36%
I follow this sport/league with my friends and or family	332 42%	186 46% c	146 38%	52 40% G DFG	183 58% DFG	65 35% G	33 20%	234 53% I	98 28%	209 41%	168 50% JM	70 52% JM	19 33%	85 57% JM	288 49% P	44 21%	69 47%	116 57% S	104 45%	63 31%	93 43% T	173 51% T	217 54% XY	232 46% Y	92 36%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- per- son	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I follow this sport/league with my friends and/or family	245 31%	125 31%	120 31%	51 39% E	44 14%	61 33% E	90 54% DEF	84 21%	150 43% H	173 34% KLN	73 22%	25 18%	20 34% KIN	26 18%	141 24%	104 50% O	92 22%	42 21%	66 29% r	71 35% V	80 37% V	81 24%	82 20%	135 27% W	102 40% WX
I'd watch more of this if it was available	208 26%	104 25%	104 27%	39 30% E	36 12%	60 33% E	73 44% DEF	75 17%	133 38% H	140 27% KN	65 19% n	26 20%	19 32% KN	19 13%	111 19%	97 46% O	36 25% R	27 13% r	48 21% r	63 31% V	70 32% V	63 18%	68 17%	115 23% W	87 34% WX
Is cool to follow and/or to talk about	191 24%	94 23%	97 25%	37 29% E	38 12%	49 26% E	67 40% dEF	76 17%	115 33% H	131 26% KIN	64 19%	22 17%	18 31% KIN	23 16%	111 19%	80 38% O	29 20%	35 17% V	46 20% V	63 31% V	52 24%	66 19%	46 11%	90 18% W	92 36% WX
The stars of the sport have influence off the field	165 21%	85 21%	80 21%	38 29% E	35 11%	46 25% E	47 28% E	73 17%	92 26% H	110 21% kn	61 18%	23 17% kn	16 28% kn	22 14%	105 18%	60 29% O	30 20%	38 18% V	38 16% V	51 25% V	56 25% V	51 15%	54 14%	89 17% W	70 27% WX
It benefits society/gives back to its communities	143 18%	72 18%	72 19%	28 22% E	27 9%	39 21% E	49 30% E	55 13%	88 25% H	99 19% N	50 15%	22 16%	8 13% KN	24 16%	85 15%	58 28% O	28 19%	26 13% V	31 14% V	51 25% V	45 21% V	40 12%	43 11%	78 15% W	61 24% WX
Features non-mainstream faces and voices	141 18%	71 17%	70 18%	27 21% E	30 10%	37 20% E	46 28% E	58 13%	83 24% N	95 19% n	49 15% n	20 15%	14 23% KN	13 9%	87 15%	54 25% O	25 17%	23 11% V	38 16% V	49 24% V	43 20% V	41 12%	46 12%	80 16% W	54 21% W

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 230

SP05\_6\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	371 47%	212 52%	159 41%	63 49% FG	186 60% DFG	75 40% G	46 28%	250 57%	121 34%	239 47%	174 52%	69 51%	22 37%	88 58%	321 55%	50 24%	69 47%	129 63% Qs	123 53%	73 36%	102 47%	194 57%	226 56%	251 49%	108 42%
Strongly agree	161 20%	82 20%	79 21%	30 23% FG	87 28% FG	23 12%	21 13%	117 27%	44 13%	111 22%	63 19%	28 21%	9 15%	32 21%	145 25% F	16 8%	35 24%	53 26%	25 12%	43 20%	92 27% Tu	102 26% XY	115 23%	39 15%	70 27%
Somewhat agree	210 27%	130 32%	80 21%	34 26% G	99 32% G	52 28% G	25 15%	133 30% I	77 22%	127 25%	111 33% J	40 30%	13 23%	56 37% J	176 30% P	34 16%	34 23%	76 37% Qs	66 28%	48 23%	59 27%	102 30%	124 31% X	136 27%	70 27%
Neutral	212 27%	92 23%	120 31% B	27 21%	88 28%	51 28%	46 28%	115 26%	98 28%	134 26%	98 29%	39 29%	18 31%	43 28%	150 26%	62 30%	42 29%	47 23%	61 26%	69 34% UV	47 21%	82 24%	107 27%	142 28%	62 24%
Strongly/Somewhat Disagree (Net)	208 26%	104 25%	104 27%	39 30% E	36 12%	60 32% E	73 44% DEF	75 17%	133 38% H	140 27% KN	65 19%	26 20% n	19 13%	19 19%	111 32% KN	97 13%	36 25% R	27 13%	48 21%	63 31% V	70 32% V	63 18%	68 17%	115 23% W	87 34% WIX
Somewhat disagree	69 9%	35 9%	34 9%	18 14% E	18 6%	19 10%	14 9%	36 8%	33 9%	37 7% n	31 9%	11 8% JKLN	14 23%	7 5%	51 9%	18 12%	12 9%	18 12%	21 10%	20 12% V	26 12% V	20 6%	32 8%	40 8%	26 10%
Strongly disagree	139 18%	69 17%	70 18%	21 16% E	19 6%	41 22% E	59 36% DEF	39 9%	100 28% H	102 20% KLmN	34 10%	15 11%	5 9%	12 8%	61 10% O	78 13% O	18 12%	15 12%	27 21% V	43 13% v	43 20% v	43 13%	36 9% W	76 15% W	61 24% WIX
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	389	218	171	59	198	77	55	257	131	249	177	74	25	87	315	74	72	124	120	78	111	196	235	264	114
Strongly agree	155	73	82	33	78	26	18	111	44	94	69	33	8	36	134	21	35	48	51	29	47	77	104	111	38
Somewhat agree	234	145	89	26	120	51	37	147	88	155	108	41	17	52	181	53	37	76	69	50	64	119	131	153	76
Neutral	259	119	140	41	86	70	62	127	132	165	109	38	26	38	182	77	47	55	80	75	62	104	123	165	83
Strongly/Somewhat Disagree (Net)	143	72	72	28	27	39	49	55	88	99	50	22	8	24	85	58	28	26	31	51	45	40	43	78	61
Somewhat disagree	57	30	27	16	14	11	15	30	26	33	23	12	5	12	39	17	11	15	13	17	22	16	22	32	22
Strongly disagree	87	42	45	12	12	28	34	24	62	66	27	11	3	13	46	40	17	11	19	34	23	24	22	46	39
Sigma	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	231	204	219	339	401	508	258

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	332	186	146	52	183	65	33	234	98	209	168	70	19	85	288	44	69	116	104	63	93	173	217	232	92
Strongly agree	147	77	71	27	82	24	14	109	39	92	67	38	8	30	136	11	33	49	55	28	35	84	99	107	36
Somewhat agree	185	109	75	25	101	41	18	126	59	117	101	32	11	55	152	33	36	67	49	36	58	89	118	125	56
Neutral	214	98	116	26	84	60	43	111	104	130	95	39	20	38	154	61	46	46	61	70	46	86	102	141	63
Strongly/Somewhat Disagree (Net)	245	125	120	51	44	61	90	94	150	173	73	25	20	26	141	104	32	42	66	71	80	81	82	135	102
Somewhat disagree	97	55	42	27	28	16	25	56	41	59	34	9	10	15	72	25	15	25	31	25	38	31	44	57	33
Strongly disagree	148	70	78	23	15	44	65	39	110	113	39	16	10	11	69	79	17	17	35	46	42	50	37	78	69
Sigma	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	231	204	219	339	401	508	258

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	386	219	167	61	197	75	53	259	128	248	180	74	26	91	324	62	82	124	118	70	116	198	232	261	117
Strongly agree	160	88	73	23	86	31	20	109	51	97	78	37	8	44	138	22	31	60	47	29	44	85	102	111	44
Somewhat agree	226	132	94	38	112	44	33	150	76	151	102	37	18	47	186	40	51	64	71	41	72	112	130	150	73
Neutral	264	118	146	40	83	74	67	123	141	169	107	40	19	46	172	92	40	56	76	85	59	100	123	167	86
Strongly/Somewhat Disagree (Net)	141	71	70	27	30	37	46	58	83	95	49	20	14	13	87	54	25	23	38	49	43	41	46	80	54
Somewhat disagree	49	26	23	13	17	7	12	30	19	31	16	7	8	1	35	14	8	12	15	17	15	15	23	29	15
Strongly disagree	92	46	46	15	13	30	34	27	64	63	33	13	6	12	52	40	17	12	23	32	28	26	24	51	39
Sigma	791	408	383	129	311	186	166	439	352	512	336	134	59	150	583	208	147	204	231	204	219	339	401	508	258

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	357 45%	191 47%	166 43%	60 47% G	190 61% DFG	68 37% G	38 23%	251 57% I	106 30%	228 45% M	167 50% M	74 55% JM	20 34%	81 54% JM	301 52% P	56 27% P	75 51% s	116 57% s	109 47% s	75 37% t	100 46% t	176 52% T	236 59% T	254 50% Y	93 36% Y
Strongly agree	170 21%	89 22%	81 21%	25 19% g	95 31% DFG	32 17% G	18 11%	120 27% I	50 14%	105 21% M	77 23% M	41 31% JKm	9 15% n	37 25% P	147 11% P	23 29% P	43 25% q	51 23% q	52 23% q	42 19% r	89 26% r	112 28% t	121 24% t	45 17% y	17%
Somewhat agree	187 24%	102 25%	85 22%	36 28% G	95 31% FG	36 19% G	20 12%	131 30% I	56 16%	123 24% M	90 27% M	33 25% JKm	11 19% n	44 29% P	154 26% P	33 16% P	32 21% q	65 32% q	57 25% q	38 18% r	58 26% t	87 26% t	124 31% t	132 26% y	48 19% y
Neutral	243 31%	123 30%	120 31%	31 24% G	82 26% DE	69 37% DE	61 37% DE	113 26% I	130 37% H	152 30% H	105 31% M	38 28% JM	20 35% n	46 31% P	171 29% P	72 34% P	43 29% q	52 26% q	76 33% r	66 32% r	66 30% r	97 29% t	119 30% t	164 32% W	73 28% W
Strongly/Somewhat Disagree (Net)	191 24%	94 23%	97 25%	37 29% E	38 12% E	49 26% E	67 40% DEF	76 17% I	115 33% H	131 25% KN	64 19% M	22 17% JKLn	18 31% n	23 16% P	111 19% P	80 38% O	29 20% O	35 17% O	46 20% V	63 31% V	52 24% V	66 19% W	46 11% W	90 18% WX	92 36% WX
Somewhat disagree	76 10%	41 10%	36 9%	18 14% e	25 8% E	17 9% E	16 10% DEF	43 10% I	33 9%	51 10% M	30 9% M	8 6% jKLn	11 19% n	13 8% P	57 10% P	19 9% q	11 12% q	24 12% r	22 9% r	22 11% r	21 9% s	33 10% t	22 6% t	33 6% y	36 14% y
Strongly disagree	114 14%	53 13%	61 16%	19 15% E	13 4% E	32 17% E	50 30% DEF	32 7% I	82 23% H	81 16% KN	35 10% M	15 11% JKLn	7 12% n	11 7% P	54 9% P	61 28% O	18 12% O	11 6% O	24 11% r	41 20% r	32 14% s	33 10% t	23 6% t	58 11% W	55 22% WX
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_6\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	801	418	383	141	334	166	160	475	326	563	296	142	52	110	600	201	126	222	252	218	249	306	419	527	252
Weighted Base	791	408	383	129*	311	186	166	439	352	512	336	134	59*	150*	583	208	147*	204	231	204	219	339	401	508	258
Strongly/Somewhat Agree (Net)	363 46%	202 50%	160 42%	44 34%	190 61%	75 40%	54 33%	234 53%	129 37%	239 47%	157 47%	69 51%	27 46%	70 47%	304 52%	59 28%	78 53%	118 58%	108 47%	72 35%	103 47%	184 54%	225 56%	255 50%	100 39%
Strongly agree	160 20%	84 20%	77 20%	22 17%	94 30%	28 15%	17 10%	116 26%	45 13%	106 20%	67 20%	41 30%	6 10%	31 21%	143 25%	38 8%	55 27%	50 22%	29 14%	43 20%	87 26%	108 27%	117 23%	39 15%	
Somewhat agree	203 26%	119 29%	84 22%	22 17%	96 31%	46 25%	38 23%	118 27%	84 24%	133 26%	90 27%	28 21%	21 36%	39 26%	161 28%	42 20%	63 31%	58 25%	44 22%	60 27%	97 29%	117 29%	138 27%	61 24%	
Neutral	263 33%	121 30%	142 37%	47 36%	86 28%	66 35%	65 39%	132 30%	131 37%	164 32%	118 35%	42 32%	15 28%	58 39%	174 30%	89 43%	40 27%	49 24%	86 37%	81 40%	59 27%	104 31%	121 30%	164 32%	87 34%
Strongly/Somewhat Disagree (Net)	165 21%	85 21%	80 21%	38 29%	35 11%	46 25%	47 28%	73 17%	92 26%	110 21%	61 18%	23 17%	16 28%	22 14%	105 18%	60 29%	30 20%	38 18%	38 16%	51 25%	56 25%	51 15%	54 14%	89 17%	70 27%
Somewhat disagree	76 10%	41 10%	35 9%	22 17%	23 7%	20 11%	11 6%	45 10%	30 9%	49 10%	29 9%	9 6%	12 20%	10 7%	55 9%	20 11%	16 10%	20 8%	19 8%	16 8%	32 14%	27 8%	33 8%	43 8%	28 11%
Strongly disagree	90 11%	44 11%	45 12%	18 12%	12 4%	26 14%	36 22%	28 6%	62 18%	61 12%	32 9%	14 11%	5 8%	12 8%	50 9%	40 19%	14 9%	18 9%	19 8%	35 17%	24 11%	24 7%	22 5%	46 9%	42 16%
Sigma	791 100%	408 100%	383 100%	129 100%	311 100%	186 100%	166 100%	439 100%	352 100%	512 100%	336 100%	134 100%	59 100%	150 100%	583 100%	208 100%	147 100%	204 100%	231 100%	204 100%	219 100%	339 100%	401 100%	508 100%	258 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	442 50%	236 49%	207 51%	53 42%	157 59% DG	106 51%	127 45%	210 54%	233 47%	272 50%	184 51%	85 81% JKm	27 45%	65 57%	291 53% p	151 45%	66 51%	97 61% S	128 49%	115 48%	152 55%	168 50%	196 59% XY	276 53%	162 48%
It benefits society/gives back to its communities	424 48%	235 49%	189 47%	49 39%	158 60% DG	104 50% g	114 40%	207 53% l	218 44%	267 49%	187 52%	83 60% JKm	26 43%	73 63% jkM	297 54% P	127 38%	74 57%	103 65% S	120 46%	103 43%	137 49%	176 52% t	201 61% XY	276 53% Y	142 42%
Features non-mainstream faces and voices	371 42%	201 42%	170 42%	51 40%	140 53% dG	89 38% G	91 32%	191 49% i	181 37%	231 43%	160 45%	72 52% JK	26 44%	58 50% P	264 48% P	107 32%	58 45%	94 59% qS	112 43%	86 36%	130 47%	150 44% t	179 54% XY	243 46% Y	127 38%
Is cool to follow and/or to talk about	351 40%	183 38%	168 42%	59 46% G	145 58% FG	78 38% G	70 25%	203 52% i	148 30%	202 37%	168 47% J	84 60% JKM	22 37%	64 56% Jm	266 48% P	85 26%	55 43%	99 62% QS	112 43%	80 33%	121 44%	146 43% T	193 58% XY	241 46% Y	105 31%
I'd watch more of this it was available	338 38%	193 40%	143 35%	64 50% FG	141 53% FG	141 38% G	58 20%	205 52% i	132 27%	179 33%	181 51% J	77 55% Jm	24 39%	77 67% JKM	255 46% P	81 24%	58 45%	90 56% S	107 41%	76 32%	105 38%	152 45% T	184 56% XY	216 41% Y	116 34%
I follow this sport/league with my friends and or family	321 36%	178 37%	143 35%	50 39% G	144 54% DFG	73 35% G	54 19%	193 49%	128 26%	183 34%	158 44% Jm	79 57% JKM	19 32%	64 55% JKM	252 46% P	68 21%	54 42%	91 57% qS	108 41%	68 28%	112 40%	137 41% T	184 55% XY	218 42% Y	100 30%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP05\_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
I follow this sport/league with my friends and/or family	320 36%	172 36%	147 36%	33 26%	61 23%	77 37%	148 53%	85 24%	225 48%	230 43%	86 24%	24 18%	22 37%	16 14%	154 28%	166 50%	30 23%	34 21%	80 34%	93 39%	107 38%	107 32%	81 24%	180 34%	135 40%
I'd watch more of this if it was available	287 33%	144 30%	144 36%	25 20%	49 18%	68 33%	146 52%	74 19%	214 44%	218 40%	64 18%	19 14%	14 24%	13 11%	133 24%	154 46%	28 21%	28 18%	77 30%	83 35%	96 35%	96 28%	65 20%	164 31%	119 35%
Is cool to follow and/or to talk about	243 28%	137 29%	106 26%	26 21%	47 18%	56 27%	114 40%	73 19%	170 35%	176 33%	59 17%	11 8%	16 27%	19 16%	115 21%	128 38%	29 22%	17 11%	69 26%	71 30%	79 28%	84 25%	61 18%	138 26%	100 30%
The stars of the sport have influence off the field	182 21%	97 20%	85 21%	33 26%	33 12%	40 19%	76 27%	66 17%	116 24%	124 23%	82 17%	14 10%	10 17%	12 10%	95 17%	87 26%	19 14%	24 15%	53 20%	44 18%	58 21%	75 22%	52 16%	107 20%	73 22%
Features non-mainstream faces and voices	173 20%	86 18%	87 21%	33 26%	44 17%	35 17%	61 22%	77 20%	96 20%	112 21%	59 17%	11 8%	8 14%	22 19%	99 18%	74 22%	18 14%	26 16%	55 21%	47 20%	55 20%	67 20%	49 15%	92 18%	72 21%
It benefits society/gives back to its communities	171 19%	84 18%	87 21%	29 23%	44 17%	33 16%	64 23%	74 19%	97 20%	111 21%	53 15%	15 11%	10 16%	13 11%	96 17%	75 22%	20 16%	21 13%	55 21%	43 18%	54 19%	69 21%	51 15%	96 18%	73 22%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	240	278	337	332	523	337	
Strongly/Somewhat Agree (Net)	336	193	143	64	141	74	58	205	132	179	181	77	24	77	255	81	58	90	107	76	105	152	184	216	116
Strongly agree	140	72	67	28	65	29	17	93	47	75	73	39	5	26	118	22	33	44	41	29	45	65	90	102	37
Somewhat agree	196	121	76	36	76	45	40	112	85	104	108	37	18	51	137	59	26	46	66	46	60	87	95	115	79
Neutral	258	141	117	38	75	67	78	113	145	145	112	43	22	25	161	97	43	42	77	81	77	89	82	143	102
Strongly/Somewhat Disagree (Net)	287	144	144	25	49	68	146	74	214	218	64	19	14	13	133	154	28	28	77	83	96	96	65	164	119
Somewhat disagree	95	54	40	12	14	18	51	26	69	68	26	10	5	7	48	46	11	12	25	26	34	31	18	57	37
Strongly disagree	193	89	104	13	34	50	95	48	145	150	39	8	9	6	85	108	17	16	52	57	62	65	47	107	82
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	240	278	337	332	523	337	
Strongly/Somewhat Agree (Net)	424	235	189	49	158	104	114	207	218	267	187	83	26	73	297	127	74	103	120	103	137	176	201	276	142
Strongly agree	161	77	85	14	74	40	34	88	74	103	67	33	5	23	128	33	36	39	53	32	50	78	93	112	48
Somewhat agree	263	158	105	35	84	64	80	119	144	164	119	50	20	49	169	94	38	64	68	71	87	98	108	164	94
Neutral	287	159	128	48	63	72	104	111	176	163	118	40	24	30	156	131	34	36	86	94	88	91	80	151	122
Strongly/Somewhat Disagree (Net)	171	84	87	29	44	33	64	74	97	111	53	15	10	13	96	75	20	21	55	43	54	69	51	96	73
Somewhat disagree	73	40	33	18	23	8	24	41	32	41	27	8	5	7	44	29	12	12	20	15	19	37	25	40	33
Strongly disagree	98	44	54	11	21	25	40	33	65	70	26	7	5	5	52	46	8	9	34	26	35	32	26	56	38
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	240	278	337	332	523	337	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	157	60*	116*	549	332	129*	160	240	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	321	178	143	50	144	73	54	193	128	183	158	79	19	64	252	68	54	91	108	68	112	137	184	218	100
Strongly agree	130	72	58	22	67	25	17	89	42	68	68	34	5	24	113	17	36	39	37	21	41	67	72	82	46
Somewhat agree	191	106	85	28	77	48	37	105	86	115	90	44	14	39	139	51	18	51	70	47	72	69	111	136	53
Neutral	241	127	114	43	60	59	79	103	138	128	114	35	18	36	143	98	44	35	64	78	59	93	67	125	102
Strongly/Somewhat Disagree (Net)	320	172	147	33	61	77	148	95	225	230	86	24	22	16	154	166	30	34	90	93	107	107	81	180	135
Somewhat disagree	95	57	38	16	20	15	44	36	59	63	32	12	6	4	50	45	6	13	30	23	33	37	29	55	39
Strongly disagree	224	115	109	17	41	62	104	59	166	167	54	12	16	12	104	120	24	21	59	74	70	52	124	97	
Sigma	882	478	404	126	265	209	282	391	491	541	357	159	60	116	549	332	129	160	240	278	337	332	523	337	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball  
 Features non-mainstream games and voices

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	MALE		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	371	201	170	51	140	89	91	191	181	231	160	72	26	58	264	107	58	94	112	86	130	150	179	243	127
Strongly agree	148	76	72	21	59	40	28	80	68	86	68	36	9	18	110	38	29	39	42	30	51	64	87	105	43
Somewhat agree	223	125	99	30	81	49	63	111	112	145	93	37	17	41	154	69	29	55	70	56	79	85	92	138	85
Neutral	338	191	147	43	81	85	130	124	214	198	138	55	25	35	186	152	53	39	94	107	94	120	104	188	138
Strongly/Somewhat Disagree (Net)	173	86	87	33	44	35	61	77	96	112	59	11	8	22	99	74	18	26	55	47	55	67	49	92	72
Somewhat disagree	72	43	29	21	23	6	21	45	27	37	33	4	4	16	48	24	9	21	18	17	22	32	22	34	32
Strongly disagree	101	43	58	12	21	28	40	32	69	75	27	7	4	7	51	50	9	6	36	30	32	36	27	58	39
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-40)	Boomer+ (age 41-50+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	240	278	337	332	523	337	
Strongly/Somewhat Agree (Net)	351	183	168	59	145	78	70	203	148	202	168	84	22	64	266	85	55	99	112	80	121	146	193	241	105
Strongly agree	141	77	64	26	72	29	14	98	43	74	75	41	4	23	119	22	32	40	47	31	47	62	85	94	47
Somewhat agree	210	106	104	33	73	49	56	105	105	128	93	43	18	38	148	63	24	59	65	49	75	84	108	147	58
Neutral	288	158	130	42	74	74	98	115	173	163	130	44	22	32	168	120	44	44	80	89	78	106	79	145	132
Strongly/Somewhat Disagree (Net)	243	137	106	26	47	56	114	73	170	176	59	11	16	19	115	128	29	17	69	71	79	84	61	138	100
Somewhat disagree	98	65	33	16	24	18	39	40	58	58	31	4	10	12	49	49	15	8	25	27	27	40	28	55	39
Strongly disagree	145	72	73	11	22	38	75	33	112	118	28	6	6	6	66	79	13	9	44	44	51	44	33	82	62
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	240	278	337	332	523	337	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_7\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	886	466	420	140	269	191	286	409	477	614	295	157	53	73	558	328	110	165	283	275	305	281	330	524	346
Weighted Base	882	478	404	126*	265	209	282	391	491	541	357	139	60*	116*	549	332	129*	160	261	240	278	337	332	523	337
Strongly/Somewhat Agree (Net)	442	236	207	53	157	106	127	210	233	272	184	85	27	65	291	151	66	97	128	115	152	168	196	276	162
Strongly agree	183	94	89	24	83	41	35	107	76	106	84	42	6	25	142	40	48	53	44	59	79	101	124	58	17%
Somewhat agree	260	142	118	29	74	65	92	103	157	166	100	43	20	40	149	111	26	49	75	71	94	89	95	152	104
Neutral	257	145	112	40	75	63	79	115	142	146	111	39	23	38	163	94	44	39	80	81	68	94	84	141	102
Strongly/Somewhat Disagree (Net)	182	97	85	33	33	40	76	66	116	124	62	14	10	12	95	87	19	24	53	44	58	75	52	107	73
Somewhat disagree	83	51	32	25	9	10	39	34	49	53	31	7	4	5	38	45	9	16	13	15	23	42	22	47	34
Strongly disagree	99	46	53	9	23	30	37	32	67	71	31	7	6	7	57	42	10	8	39	28	35	33	30	60	39
Sigma	882	478	404	126	265	209	282	391	491	541	357	139	60	116	549	332	129	160	261	240	278	337	332	523	337

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_8 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender			Generation					Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
I'd watch more of this if it was available	395 45%	232 48%	163 41%	69 56% FG	161 56% FG	85 42% G	70 29%	230 56% I	165 35%	242 44%	189 49%	83 49%	22 44%	87 57% JK	323 53% P	72 26%	76 57% s	112 62% S	135 46%	86 34%	129 48% T	173 53% T	233 60% XY	276 51% Y	112 35%
It benefits society/gives back to its communities	388 44%	230 47% c	157 40%	56 46% G	171 58% DFG	89 39% g	71 29%	227 55% I	161 34%	237 43%	184 48%	86 50%	22 43%	85 56% JK	303 50% P	84 31%	70 53%	106 59% S	127 43%	98 39%	114 43%	168 51% Tu	220 57% XY	264 49% Y	116 36%
Features non-mainstream faces and voices	382 43%	234 48% C	147 37%	55 45% G	157 55% FG	93 41% g	76 31%	212 52% I	169 36%	238 43%	175 45%	89 52% JK	20 41%	78 51% P	307 51% P	74 27%	71 54%	102 57% S	134 45%	75 30%	133 50% T	167 51% T	211 55% XY	262 49% Y	112 35%
The stars of the sport have influence off the field	379 43%	225 46% c	155 39%	59 48% G	163 56% FG	87 38% g	71 29%	221 54% I	158 34%	232 42%	188 49% J	83 49%	20 40%	84 55% J	300 50% P	79 29%	67 50%	96 54% S	137 47%	92 36%	114 42%	165 50% T	217 56% XY	258 48% Y	114 36%
Is cool to follow and/or to talk about	367 42%	223 46% C	143 36%	55 45% G	171 59% DFG	83 38% G	58 24%	226 55% I	141 30%	218 40%	185 48% J	83 48%	23 46%	84 56% JK	305 50% P	62 22%	69 52%	108 60% S	128 43%	80 32%	128 48% T	151 46% T	219 57% XY	250 48% Y	108 34%
I follow this sport/league with my friends and/or family	331 38%	206 42% C	126 32%	56 46% FG	157 56% FG	75 33% G	42 17%	214 52% I	118 25%	192 35%	177 46% J	76 44%	23 46%	83 55% JK	275 45% P	56 20%	68 51% s	89 50% S	118 40%	77 30%	108 40% T	141 43% T	203 53% XY	230 43% Y	91 29%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP05\_8 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I follow this sport/league with my friends and/or family	315 36%	162 33%	153 39%	34 27%	57 20%	86 38%	138 57%	91 22%	224 48%	224 41%	96 25%	52 30%	14 28%	26 17%	178 29%	137 50%	39 30%	46 25%	93 32%	102 40%	104 39%	101 31%	93 24%	184 34%	128 40%
I'd watch more of this if it was available	259 29%	138 28%	121 31%	24 20%	50 17%	69 30%	115 47%	75 18%	184 39%	185 34%	79 21%	44 26%	11 22%	21 14%	132 22%	126 46%	27 20%	27 15%	78 27%	90 36%	78 29%	84 25%	71 18%	144 27%	106 33%
Is cool to follow and/or to talk about	236 27%	127 26%	109 28%	37 30%	36 12%	63 28%	100 41%	73 18%	163 35%	165 30%	70 18%	34 20%	14 28%	15 10%	122 20%	114 42%	26 20%	24 14%	71 24%	82 32%	71 27%	75 23%	67 17%	137 25%	92 29%
The stars of the sport have influence off the field	221 25%	120 25%	101 26%	35 29%	46 16%	60 26%	80 33%	81 20%	140 30%	141 26%	78 20%	38 22%	12 24%	25 17%	129 21%	92 33%	30 23%	31 17%	68 23%	69 27%	74 28%	73 22%	73 19%	128 24%	85 27%
It benefits society/gives back to its communities	194 22%	103 21%	91 23%	31 25%	46 16%	46 20%	72 29%	77 19%	117 25%	122 22%	77 20%	30 18%	11 21%	25 17%	111 18%	83 30%	24 18%	22 12%	66 22%	59 23%	63 23%	67 20%	65 17%	112 21%	78 24%
Features non-mainstream faces and voices	188 21%	86 18%	102 26%	29 24%	48 17%	43 19%	67 28%	78 19%	110 23%	120 22%	76 20%	30 18%	11 21%	22 15%	112 18%	76 28%	22 17%	31 17%	59 20%	65 26%	58 22%	59 18%	63 16%	107 20%	77 24%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_8\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 I'd watch more of this it was available

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	395	232	163	69	161	95	70	230	165	242	189	83	22	87	323	72	76	112	135	86	129	173	233	276	112
Strongly agree	161	94	67	28	70	45	18	98	62	89	86	45	13	37	143	18	41	46	56	35	44	80	103	117	40
Somewhat agree	235	138	96	41	91	51	52	132	103	153	103	38	9	49	180	54	35	66	79	51	85	92	130	159	72
Neutral	227	118	109	29	77	63	58	106	121	123	118	44	17	44	151	76	30	40	81	77	62	72	82	120	100
Strongly/Somewhat Disagree (Net)	259	138	121	24	50	69	115	75	184	185	79	44	11	21	132	126	27	27	78	90	78	84	71	144	106
Somewhat disagree	86	49	37	11	21	15	38	32	54	59	27	12	5	10	49	37	13	11	25	29	29	26	23	46	33
Strongly disagree	173	89	84	14	29	54	77	43	130	125	52	31	6	11	83	90	13	16	54	61	49	58	47	98	73
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_8\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	388	230	157	56	171	89	71	227	161	237	184	86	22	85	303	84	70	106	127	98	114	168	220	264	116
Strongly agree	164	87	77	23	74	43	25	97	68	95	78	45	9	29	138	27	27	45	66	45	44	73	100	112	48
Somewhat agree	223	143	80	33	97	47	47	130	93	142	106	40	13	56	165	58	43	61	60	53	70	95	121	152	69
Neutral	300	155	145	36	72	92	100	108	193	191	125	54	18	41	193	107	39	51	102	96	91	94	99	164	125
Strongly/Somewhat Disagree (Net)	194	103	91	31	46	46	72	77	117	122	77	30	11	25	111	83	24	22	66	59	63	67	65	112	78
Somewhat disagree	76	39	37	15	24	16	21	39	37	42	34	8	5	11	51	25	13	14	24	18	30	25	29	43	31
Strongly disagree	118	64	54	16	22	29	51	37	80	80	44	22	6	15	60	58	10	8	42	41	33	42	36	69	47
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_8\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	MALE		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	331 38%	206 42%	126 32%	56 46%	157 55%	75 33%	42 17%	214 52%	118 25%	192 35%	177 46%	76 44%	23 46%	83 55%	275 45%	56 20%	68 51%	89 50%	118 40%	77 30%	108 40%	141 43%	203 53%	230 43%	91 29%
Strongly agree	134 15%	75 15%	58 15%	24 20%	76 26%	24 11%	9 4%	100 24%	33 7%	73 13%	78 20%	36 21%	8 15%	40 19%	114 19%	19 7%	33 25%	38 21%	43 14%	29 11%	39 15%	63 19%	78 20%	87 16%	41 13%
Somewhat agree	198 22%	130 27%	67 17%	32 26%	81 28%	51 22%	33 14%	114 28%	84 18%	120 22%	99 26%	39 23%	15 31%	43 28%	161 27%	37 13%	35 26%	51 28%	76 26%	48 19%	69 26%	78 24%	125 32%	143 27%	51 16%
Neutral	235 27%	121 25%	114 29%	33 27%	73 25%	66 29%	63 26%	106 26%	129 27%	133 24%	114 29%	43 25%	13 28%	42 28%	154 25%	81 30%	26 20%	45 25%	83 28%	74 29%	57 21%	87 26%	90 23%	126 23%	99 31%
Strongly/Somewhat Disagree (Net)	315 36%	162 33%	153 39%	34 27%	57 20%	86 38%	138 57%	91 22%	224 48%	224 41%	96 25%	52 30%	14 28%	26 17%	178 29%	137 50%	39 30%	46 25%	93 32%	102 40%	104 39%	101 31%	93 24%	184 34%	128 40%
Somewhat disagree	100 11%	47 10%	54 14%	16 13%	27 9%	21 9%	37 15%	42 10%	58 12%	67 12%	36 9%	20 12%	6 11%	14 9%	68 11%	32 12%	17 13%	26 14%	26 9%	25 10%	40 15%	31 9%	36 9%	58 11%	41 13%
Strongly disagree	215 24%	115 24%	100 25%	18 15%	31 11%	65 29%	101 41%	49 12%	166 35%	157 28%	60 15%	32 17%	8 17%	13 8%	110 18%	105 38%	23 17%	20 11%	67 30%	77 24%	64 24%	70 21%	57 15%	126 23%	87 27%
Sigma	882 100%	488 100%	393 100%	123 100%	288 100%	227 100%	243 100%	411 100%	471 100%	549 100%	386 100%	171 100%	50 100%	151 100%	607 100%	275 100%	133 100%	179 100%	295 100%	253 100%	268 100%	329 100%	385 100%	540 100%	319 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_8\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	382 43%	234 48%	147 37%	55 45%	157 53%	93 41%	76 31%	212 52%	169 36%	238 43%	175 45%	89 52%	20 41%	78 51%	307 51%	74 27%	71 54%	102 57%	134 45%	75 30%	133 50%	167 51%	211 55%	262 49%	112 35%
Strongly agree	142 16%	83 17%	59 15%	28 23%	59 21%	20 8%	20 8%	87 21%	55 12%	84 15%	68 18%	38 22%	7 13%	34 22%	120 20%	22 8%	31 23%	40 17%	50 13%	33 17%	45 17%	62 19%	82 21%	98 18%	39 12%
Somewhat agree	240 27%	151 31%	89 23%	27 22%	98 34%	59 26%	56 23%	125 31%	114 24%	154 28%	107 28%	51 30%	14 28%	44 29%	187 31%	53 19%	41 31%	62 35%	84 28%	42 17%	89 33%	104 32%	129 34%	164 30%	73 23%
Neutral	312 35%	168 35%	144 36%	38 31%	82 29%	91 40%	101 41%	121 29%	191 41%	191 35%	135 35%	52 30%	19 38%	51 34%	187 31%	125 45%	40 30%	46 26%	101 34%	113 45%	77 29%	103 31%	111 29%	171 32%	129 41%
Strongly/Somewhat Disagree (Net)	188 21%	86 18%	102 26%	29 24%	48 17%	43 19%	67 28%	78 19%	110 23%	120 22%	76 20%	30 18%	11 21%	22 15%	112 18%	76 28%	22 17%	31 17%	59 20%	65 26%	58 22%	59 18%	63 16%	107 20%	77 24%
Somewhat disagree	78 9%	32 7%	46 12%	18 15%	25 9%	12 5%	23 9%	43 11%	35 7%	46 8%	36 9%	8 5%	6 11%	13 9%	52 9%	25 9%	10 8%	19 11%	23 8%	22 9%	30 11%	21 6%	29 8%	41 8%	35 11%
Strongly disagree	110 12%	54 11%	57 14%	11 9%	23 8%	31 14%	44 18%	34 8%	76 16%	75 14%	41 11%	22 13%	5 10%	9 6%	60 10%	50 18%	12 9%	11 6%	37 12%	43 17%	28 10%	39 12%	34 9%	66 12%	43 13%
Sigma	882 100%	488 100%	393 100%	123 100%	288 100%	227 100%	243 100%	411 100%	471 100%	549 100%	386 100%	171 100%	50 100%	151 100%	607 100%	275 100%	133 100%	179 100%	295 100%	253 100%	268 100%	329 100%	385 100%	540 100%	319 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_8\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	367	223	143	55	171	83	58	226	141	218	185	83	23	84	305	62	69	108	128	80	128	151	219	250	108
Strongly agree	147	76	71	24	78	31	14	102	45	77	85	44	7	37	128	19	31	46	51	42	40	63	90	101	41
Somewhat agree	220	147	72	32	93	52	43	124	95	141	100	38	16	47	177	42	38	62	77	38	88	88	129	149	67
Neutral	279	138	141	31	82	82	85	112	167	166	131	54	13	52	181	99	38	47	96	91	69	103	99	153	119
Strongly/Somewhat Disagree (Net)	236	127	109	37	36	63	100	73	163	165	70	34	14	15	122	114	26	24	71	82	71	75	67	137	92
Somewhat disagree	89	54	35	21	18	15	35	39	50	53	33	9	13	6	55	35	10	16	29	24	36	26	27	48	38
Strongly disagree	146	73	74	16	18	48	85	34	113	112	37	25	1	10	67	80	17	9	41	58	49	40	89	55	
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_8\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	881	468	413	149	298	188	246	447	434	602	334	176	49	110	610	271	118	202	290	274	290	291	380	542	321
Weighted Base	882	488	393	123*	288	227	243	411	471	549	386	171	50*	151*	607	275	133*	179	295	253	268	329	385	540	319
Strongly/Somewhat Agree (Net)	379	225	155	59	163	87	71	221	158	232	188	83	20	84	300	79	67	96	137	92	114	165	217	258	114
Strongly agree	142	74	68	24	67	30	21	91	51	83	71	38	10	31	122	20	28	42	52	36	38	66	84	96	42
Somewhat agree	237	150	87	35	96	57	50	130	107	149	117	45	11	53	178	59	39	54	85	57	76	99	133	162	73
Neutral	281	143	138	29	80	81	92	108	173	176	120	49	18	42	177	104	36	52	89	92	80	91	95	154	120
Strongly/Somewhat Disagree (Net)	221	120	101	35	46	60	80	81	140	141	78	38	12	25	129	92	30	31	68	69	74	73	73	128	85
Somewhat disagree	80	44	36	20	23	13	24	43	37	48	25	13	1	12	56	24	13	19	23	16	34	25	33	51	25
Strongly disagree	142	76	65	15	23	47	56	38	103	93	53	25	11	13	74	68	17	12	45	53	40	48	40	77	60
Sigma	882	488	393	123	288	227	243	411	471	549	386	171	50	151	607	275	133	179	295	253	268	329	385	540	319

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_9 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29- 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	455 52%	258 54%	198 49%	68 52%	143 58%	109 55%	135 45%	212 56%	244 49%	287 51%	187 54%	79 58%	29 59%	63 54%	306 57%	149 45%	74 54%	79 59%	153 57%	120 46%	151 57%	175 53%	186 61%	276 58%	172 46%
It benefits society/gives back to its communities	422 48%	244 51%	178 45%	66 50%	135 55%	104 53%	118 39%	201 53%	221 44%	269 48%	178 51%	76 55%	27 54%	63 54%	286 53%	136 41%	62 45%	84 62%	140 52%	96 37%	140 53%	181 54%	182 59%	267 53%	148 42%
Is cool to follow and/or to talk about	417 48%	255 54%	162 40%	63 48%	141 57%	93 47%	120 40%	204 54%	213 43%	264 47%	179 51%	84 61%	24 49%	61 52%	290 54%	127 38%	59 43%	79 59%	151 56%	94 36%	141 53%	172 52%	183 60%	260 52%	151 43%
Features non-mainstream faces and voices	391 45%	239 50%	151 38%	62 47%	139 57%	81 41%	109 36%	201 53%	190 38%	238 43%	173 50%	73 55%	29 58%	65 56%	276 51%	115 34%	68 50%	68 51%	140 52%	93 36%	130 49%	159 48%	169 55%	245 49%	139 39%
I follow this sport/league with my friends and or family	382 44%	224 47%	159 40%	65 49%	122 50%	87 44%	108 36%	187 50%	195 39%	242 43%	160 46%	75 55%	23 48%	58 50%	265 49%	117 35%	54 39%	75 55%	136 51%	91 35%	135 51%	150 45%	161 53%	237 48%	138 39%
I'd watch more of this it was available	337 39%	202 42%	135 34%	61 46%	116 47%	75 38%	84 28%	177 47%	160 32%	203 36%	152 44%	71 52%	24 49%	47 40%	242 45%	94 28%	51 37%	67 49%	125 46%	82 32%	109 41%	138 42%	160 52%	218 44%	115 32%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Hispanic	Asian or Pacific Islander	Hispan- nic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I'd watch more of this if it was available	284 34%	135 28%	159 40% B	38 29%	56 23%	72 37% E	129 43% DE	93 25%	201 40% H	207 37% KLmN	85 24% I	28 20%	11 22%	26 22%	145 27% O	149 44% O	95 26%	32 24%	78 29%	100 39% V	94 35%	93 28%	77 25%	149 30% W	140 39% WX
I follow this sport/league with my friends and/or family	271 31%	121 26%	149 37% B	40 30%	47 19%	56 29% e	128 42% DEF	87 23%	184 37% H	194 35% KLN	75 22% I	24 17%	12 25%	20 17%	130 24% O	140 42% O	38 28%	30 22%	62 23%	101 39% UV	76 29%	85 26%	66 21%	127 25% W	139 39% WX
Is cool to follow and/or to talk about	199 23%	87 18%	113 28% B	23 18%	33 13%	46 24% E	97 32% DEf	56 15%	143 29% H	136 24% KLN	60 17% L	16 12%	8 15%	14 12%	86 16% O	113 34% O	25 18%	19 14%	41 15%	70 27% v	56 21%	67 20%	48 16%	100 20% W	95 27% WX
The stars of the sport have influence off the field	167 19%	76 16%	91 23% B	25 19%	36 15%	34 17% E	73 24% E	61 16%	107 21% h	114 20% I	40 17% I	19 14%	7 14%	28 24% I	94 17% I	74 22% O	23 17%	22 16%	49 18%	57 22% v	50 19%	57 17%	47 15%	93 19% W	69 19% WX
Features non-mainstream faces and voices	155 18%	63 13%	92 23% E	26 20%	16 7%	46 23% E	67 22% E	42 11%	113 23% H	117 21% KLN	40 12% I	12 9%	6 13%	12 10%	85 16% O	70 21% O	18 13%	25 18%	43 16%	46 18% v	50 19%	56 17%	45 15%	80 18% W	70 20% WX
It benefits society/gives back to its communities	149 17%	69 15%	80 20% b	26 20%	19 8%	27 14% e	78 26% EF	45 12%	105 21% H	114 21% KL	39 11% I	12 9%	6 13%	15 13%	73 14% O	76 23% O	20 14%	17 12%	37 14%	54 21% v	44 16%	48 15%	37 12%	73 15% W	72 20% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_9\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 I'd watch more of this it was available

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	337 39%	202 42%	135 34%	61 46%	116 47%	75 38%	84 28%	177 47%	160 32%	203 36%	152 44%	71 52%	24 49%	47 40%	242 45%	94 28%	51 37%	67 49%	125 46%	82 32%	109 41%	138 42%	160 52%	218 44%	115 32%
Strongly agree	149 17%	88 19%	61 15%	23 18%	63 26%	32 16%	32 10%	86 23%	63 13%	87 16%	69 20%	33 24%	10 20%	17 15%	126 23%	23 7%	26 19%	37 27%	63 23%	32 12%	43 16%	74 22%	84 28%	106 21%	43 12%
Somewhat agree	188 21%	113 24%	74 19%	38 29%	53 22%	44 22%	53 17%	91 24%	96 19%	116 21%	83 24%	38 28%	14 29%	29 25%	117 22%	71 21%	25 18%	30 22%	62 23%	50 19%	66 25%	64 19%	76 25%	112 23%	72 20%
Neutral	244 28%	139 29%	105 26%	33 25%	73 30%	49 25%	89 29%	106 28%	138 28%	147 26%	111 32%	38 28%	14 28%	44 38%	153 28%	91 27%	51 37%	36 27%	66 25%	77 30%	63 24%	100 30%	69 22%	131 25%	100 28%
Strongly/Somewhat Disagree (Net)	294 34%	135 28%	159 40%	38 29%	56 23%	72 37%	129 43%	93 25%	201 40%	207 37%	85 24%	28 20%	11 22%	26 22%	145 27%	149 44%	35 26%	32 24%	78 29%	100 39%	94 35%	93 28%	77 25%	149 30%	140 39%
Somewhat disagree	118 13%	56 12%	62 15%	25 19%	25 10%	35 18%	34 11%	49 13%	69 14%	72 13%	44 13%	11 8%	5 9%	16 13%	72 13%	46 14%	17 12%	19 14%	37 14%	39 15%	36 14%	43 13%	41 13%	73 15%	42 12%
Strongly disagree	176 20%	78 17%	98 24%	13 10%	31 13%	37 19%	85 31%	44 12%	132 27%	135 24%	41 12%	16 12%	6 13%	10 9%	73 14%	103 31%	19 14%	13 10%	41 15%	61 24%	58 22%	50 15%	36 12%	77 15%	98 28%
Sigma	875 100%	475 100%	400 100%	132 100%	245 100%	196 100%	302 100%	377 100%	498 100%	558 100%	347 100%	137 100%	49 100%	116 100%	541 100%	334 100%	137 100%	135 100%	269 100%	259 100%	266 100%	332 100%	306 100%	499 100%	355 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	422	244	178	66	135	104	118	201	221	269	178	76	27	63	286	136	62	84	140	96	140	181	182	267	148
Strongly agree	167	91	76	28	62	35	41	90	77	102	72	35	10	22	122	45	28	30	64	37	57	71	80	109	55
Somewhat agree	255	153	102	38	72	68	76	111	144	168	106	40	17	41	164	91	34	76	59	82	109	101	158	92	26%
Neutral	303	162	141	39	92	66	106	131	172	174	130	49	16	39	181	122	55	34	91	109	82	103	87	159	136
Strongly/Somewhat Disagree (Net)	149	69	80	26	19	27	78	45	105	114	39	12	6	15	73	76	20	17	37	54	44	48	37	73	72
Somewhat disagree	63	31	32	20	7	9	27	27	36	47	16	4	3	6	38	25	10	11	17	19	17	26	20	29	32
Strongly disagree	86	38	49	6	12	17	52	17	69	67	23	8	3	9	35	51	9	5	20	34	27	22	18	44	40
Sigma	875	475	400	132	245	196	302	377	498	558	347	137	49	116	541	334	137	135	269	259	266	332	306	499	355

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	382 44%	224 47%	159 40%	65 49%	122 50%	87 44%	108 36%	187 50%	195 39%	242 43%	160 46%	75 55%	23 48%	58 50%	265 49%	117 35%	54 39%	75 55%	136 51%	91 35%	135 51%	150 45%	161 53%	237 48%	138 39%
Strongly agree	162 19%	90 19%	72 18%	31 23%	64 26%	34 17%	34 11%	94 25%	68 14%	100 18%	74 21%	33 24%	7 14%	29 25%	123 23%	40 12%	22 16%	33 24%	68 25%	33 13%	51 19%	77 23%	86 28%	112 22%	49 14%
Somewhat agree	220 25%	133 28%	87 22%	34 26%	58 24%	53 27%	74 25%	92 25%	127 26%	142 25%	86 25%	43 31%	17 34%	29 28%	142 26%	78 23%	32 23%	42 31%	69 26%	57 22%	84 32%	73 22%	74 24%	125 28%	89 25%
Neutral	222 25%	130 27%	91 23%	28 21%	76 31%	53 27%	65 22%	103 27%	118 24%	122 22%	112 32%	37 27%	14 28%	39 33%	145 27%	77 23%	45 33%	30 23%	70 26%	67 26%	54 20%	97 29%	80 26%	135 27%	79 22%
Strongly/Somewhat Disagree (Net)	271 31%	121 26%	149 37%	40 30%	47 19%	56 29%	128 42%	87 23%	184 37%	194 35%	75 22%	24 17%	12 25%	20 17%	130 24%	140 42%	38 28%	30 23%	62 23%	101 39%	76 29%	85 26%	66 21%	127 25%	139 39%
Somewhat disagree	94 11%	44 9%	50 12%	27 21%	18 7%	16 8%	33 11%	45 12%	49 10%	59 11%	35 10%	9 7%	5 10%	14 12%	57 11%	37 12%	16 13%	18 13%	23 8%	34 13%	24 9%	35 11%	35 11%	54 11%	36 10%
Strongly disagree	177 20%	77 16%	100 25%	12 9%	29 12%	40 21%	85 32%	42 11%	135 27%	135 24%	41 12%	14 11%	7 14%	6 8%	74 14%	103 31%	22 16%	12 9%	40 15%	67 26%	52 20%	50 15%	30 10%	73 15%	103 29%
Sigma	875 100%	475 100%	400 100%	132 100%	245 100%	196 100%	302 100%	377 100%	498 100%	558 100%	347 100%	137 100%	49 100%	116 100%	541 100%	334 100%	137 100%	135 100%	269 100%	259 100%	266 100%	332 100%	306 100%	499 100%	355 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	391	239	151	62	139	81	109	201	190	238	173	73	29	65	276	115	68	68	140	93	130	159	169	245	139
Strongly agree	140	85	54	28	58	25	28	87	53	68	76	33	11	25	106	34	23	26	57	36	40	61	71	92	48
Somewhat agree	251	154	97	33	81	56	81	114	137	170	97	40	18	40	170	81	45	42	83	56	91	98	98	153	92
Neutral	329	173	156	44	90	69	125	134	195	202	134	52	14	39	179	149	52	42	86	120	85	117	92	173	146
Strongly/Somewhat Disagree (Net)	155	63	92	26	16	46	67	42	113	117	40	12	6	12	85	70	18	25	43	46	50	56	45	80	70
Somewhat disagree	64	24	40	17	9	17	21	26	38	46	15	5	3	1	42	23	9	16	17	19	26	23	37	24	
Strongly disagree	91	39	52	9	7	28	46	16	75	71	25	6	3	10	43	48	9	9	25	29	29	22	44	46	
Sigma	875	475	400	132	245	196	302	377	498	558	347	137	49	116	541	334	137	135	269	259	266	332	306	499	355

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	417	255	162	63	141	93	120	204	213	264	179	84	24	61	290	127	59	79	151	94	141	172	183	260	151
Strongly agree	164	90	74	27	68	37	32	96	68	93	85	40	12	29	128	36	28	37	63	39	52	72	85	107	57
Somewhat agree	252	165	88	36	72	57	88	108	145	171	94	44	12	32	162	90	31	42	89	56	89	100	98	153	94
Neutral	259	134	125	45	72	57	85	117	142	157	108	37	17	42	165	94	52	36	76	94	68	93	75	139	109
Strongly/Somewhat Disagree (Net)	199	87	113	23	33	46	97	56	143	136	60	16	8	14	86	113	25	19	41	70	56	67	48	100	95
Somewhat disagree	86	39	47	16	25	20	25	41	45	50	34	8	2	9	46	40	12	13	21	24	22	40	32	57	27
Strongly disagree	113	48	65	7	8	26	72	15	98	86	26	8	5	5	40	74	13	6	20	46	35	27	16	43	68
Sigma	875	475	400	132	245	196	302	377	498	558	347	137	49	116	541	334	137	135	269	259	266	332	306	499	355

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_9\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	884	461	423	154	252	180	298	406	478	627	285	153	45	73	556	328	124	149	283	289	297	277	301	486	380
Weighted Base	875	475	400	132*	245	196	302	377	498	558	347	137	49*	116*	541	334	137*	135	269	259	266	332	306	499	355
Strongly/Somewhat Agree (Net)	455 52%	258 54%	198 49%	68 52%	143 58%	109 55%	135 45%	212 56%	244 49%	287 54%	187 54%	79 58%	29 59%	63 54%	306 57%	149 45%	74 54%	79 59%	153 57%	120 46%	151 57%	175 53%	186 61%	276 55%	172 48%
Strongly agree	168 19%	84 18%	84 21%	34 26%	60 25%	34 17%	40 13%	94 25%	74 15%	99 22%	76 22%	31 23%	10 21%	25 21%	118 22%	50 15%	25 18%	30 22%	63 24%	49 19%	56 21%	60 18%	78 25%	107 21%	61 17%
Somewhat agree	287 33%	174 37%	114 28%	34 26%	83 34%	75 38%	95 31%	118 31%	170 34%	188 34%	111 32%	48 35%	19 38%	38 33%	99 35%	49 30%	49 36%	49 37%	90 33%	71 27%	95 36%	115 35%	108 35%	170 34%	111 31%
Neutral	252 29%	141 30%	111 28%	39 30%	66 27%	54 27%	94 31%	105 28%	147 30%	157 28%	100 29%	39 28%	13 27%	26 22%	141 26%	112 33%	40 29%	34 25%	66 25%	82 32%	65 24%	100 30%	73 24%	129 26%	115 32%
Strongly/Somewhat Disagree (Net)	167 19%	76 16%	91 23%	25 19%	36 15%	34 17%	73 24%	61 16%	107 21%	114 20%	60 17%	19 14%	7 14%	28 24%	94 17%	74 22%	23 17%	22 16%	49 18%	57 22%	50 19%	57 17%	47 15%	93 19%	69 19%
Somewhat disagree	77 9%	37 8%	40 10%	18 14%	26 11%	16 8%	16 5%	45 12%	32 7%	42 8%	39 11%	11 8%	2 3%	23 19%	54 10%	23 7%	10 13%	17 13%	26 10%	30 11%	18 7%	29 9%	31 10%	50 10%	25 7%
Strongly disagree	90 10%	39 8%	51 13%	6 5%	10 4%	18 9%	57 19%	16 4%	75 15%	72 13%	22 6%	7 5%	5 11%	5 4%	40 7%	50 15%	13 9%	4 3%	23 9%	28 11%	32 12%	28 9%	15 5%	43 9%	44 12%
Sigma	875 100%	475 100%	400 100%	132 100%	245 100%	196 100%	302 100%	377 100%	498 100%	558 100%	347 100%	137 100%	49 100%	116 100%	541 100%	334 100%	137 100%	135 100%	269 100%	259 100%	266 100%	332 100%	306 100%	499 100%	355 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



SP05\_10 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
The stars of the sport have influence off the field	593 68%	304 68%	289 65%	62 47%	192 73% D	142 65% D	207 70% D	244 64%	349 68%	379 67% m	222 63% m	84 69% km	33 51%	80 57%	347 68%	247 65%	80 66%	85 67%	182 65%	169 59%	192 69% T	217 72% T	205 73% Y	350 71% Y	230 62%
It benefits society/gives back to its communities	511 57%	259 58%	252 57%	52 40%	158 63% D	120 55% D	181 61% D	210 55%	301 59%	327 58%	196 56%	75 62% k	35 54%	73 52%	311 61% P	200 52%	72 60%	78 61%	161 61%	154 54%	172 62% T	174 58%	192 69% Y	322 66% Y	181 49%
I follow this sport/league with my friends and or family	501 56%	267 59%	234 53%	62 47%	157 63% D	118 54%	164 55%	219 58%	282 55%	313 55%	204 58%	74 62%	37 58%	80 58%	312 61% P	189 50%	65 53%	86 68% q	161 61%	145 51%	169 61% T	178 59%	198 71% XY	318 65% Y	177 48%
Is cool to follow and/or to talk about	474 53%	261 58% C	214 48%	55 42%	151 61% DG	122 56% D	146 49%	207 54%	268 52%	279 49%	207 59% J	79 65% JkN	38 59%	70 50%	312 61% P	163 43%	68 56%	77 61%	166 63% q	131 46%	171 61% T	162 54%	186 67% XY	296 60% Y	170 46%
I'd watch more of this it was available	392 44%	235 52% C	157 35%	46 36%	133 53% DG	95 44%	117 39%	180 47%	212 41%	226 40%	175 50% J	69 37% JK	27 42%	70 50%	256 59% P	135 35%	57 48%	66 52%	133 50%	119 42%	130 47%	137 46%	164 59% XY	244 50% Y	140 38%
Features non-mainstream faces and voices	376 42%	198 44%	178 40%	52 40%	131 52% DG	90 41%	103 35%	183 48%	193 38%	223 40%	156 44%	55 45%	32 49%	55 40%	238 46% P	139 36%	53 44%	61 48%	124 47%	101 35%	117 42%	151 50% T	146 52% XY	234 48% Y	132 36%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

SP05\_10 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 42)	Gen X (age 43- 58)	Boomer+ (age 59+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Islan- der	Hispa- nic	Em- ploy- ed	Not Em- ploy- ed	Remote	Hybrid	In- per- son	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I'd watch more of this if it was available	245 27%	102 23%	143 32% B	27 21%	51 21%	67 31% e	100 34% DE	78 21%	167 32% H	186 33% KLMN	53 15%	14 11%	9 13%	20 15%	120 23% O	125 33% O	31 25%	25 20%	64 24%	84 30%	64 23%	83 28%	48 17%	118 24% W	115 31% Wx
I follow this sport/league with my friends and/or family	191 21%	91 20%	100 22% B	21 16%	36 14%	56 26% E	78 26% DE	57 15%	134 26% H	148 26% KLMN	45 13%	14 12%	6 9%	18 13%	89 17% O	102 27% O	22 18%	17 13%	50 19%	77 27% U	42 15%	62 21%	33 12%	82 17% W	100 27% WX
Features non-mainstream faces and voices	160 18%	81 18%	79 18%	22 17%	35 14%	43 20%	61 20%	57 15%	103 20% Km	119 21% Klm	46 13%	20 16%	5 7%	24 17%	79 15% O	81 21% O	15 13%	16 12%	48 18%	62 22% U	40 14%	50 17%	32 11%	69 14% W	85 23% WX
Is cool to follow and/or to talk about	146 16%	67 15%	78 18%	16 12%	38 15%	30 14%	62 21% dt	54 14%	92 18% KlMn	110 20% Klm	30 9%	11 9%	4 6%	15 11%	66 13% O	79 21% O	18 15%	14 11%	35 13%	60 21% U	30 11%	47 16%	34 12%	67 14% w	68 18% w
It benefits society/gives back to its communities	130 15%	65 14%	65 15%	20 15%	37 15%	35 16%	38 13%	57 15%	73 14% KlMn	80 14% Klm	42 12%	14 12%	4 6%	18 13%	68 13% O	62 16% O	19 16%	17 13%	32 12% u	45 16% u	29 10%	48 16%	28 10%	56 11% Wx	63 17% Wx
The stars of the sport have influence off the field	92 10%	39 9%	53 12%	13 10%	26 11%	23 10%	30 10%	40 10%	53 10% KlMn	61 11% Klm	26 8%	12 10%	4 6%	9 7%	42 8% O	51 13% O	5 4%	7 6%	30 11%	37 13% u	24 9%	26 9%	25 9%	45 9% Wx	45 12% Wx

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_10\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	392 44%	235 52%	157 35%	46 36%	133 53%	95 44%	117 39%	180 47%	212 41%	226 40%	175 50%	69 57%	27 42%	70 50%	256 50%	135 35%	57 48%	66 52%	133 50%	119 42%	130 47%	137 46%	164 59%	244 50%	140 38%
Strongly agree	224 25%	139 31%	86 19%	26 20%	80 32%	62 29%	57 19%	106 28%	119 23%	111 20%	115 33%	44 37%	20 32%	39 28%	164 32%	60 16%	39 32%	40 31%	85 32%	52 18%	71 26%	100 33%	110 39%	150 31%	69 19%
Somewhat agree	167 19%	96 21%	71 16%	21 16%	54 22%	33 15%	60 20%	74 20%	93 18%	115 20%	60 17%	25 21%	6 10%	31 22%	92 18%	76 20%	18 15%	26 21%	47 18%	67 24%	58 21%	38 13%	54 19%	94 19%	71 19%
Neutral	257 29%	112 25%	145 33%	57 44%	65 26%	56 26%	80 27%	122 32%	136 26%	153 27%	122 35%	38 31%	29 45%	49 35%	136 27%	121 32%	33 27%	37 29%	67 25%	81 29%	84 30%	81 27%	68 24%	128 26%	115 31%
Strongly/Somewhat Disagree (Net)	245 27%	102 23%	143 32%	27 21%	51 21%	67 31%	100 34%	78 21%	167 32%	186 33%	53 15%	14 11%	9 13%	20 15%	120 23%	125 33%	31 25%	25 20%	64 24%	84 30%	64 23%	83 28%	48 17%	118 24%	115 31%
Somewhat disagree	88 10%	37 8%	51 11%	16 12%	20 8%	20 9%	32 11%	36 9%	52 10%	64 11%	19 5%	7 5%	4 7%	3 2%	48 9%	40 10%	11 9%	11 8%	26 10%	23 8%	27 10%	32 11%	20 7%	46 9%	36 10%
Strongly disagree	157 18%	65 14%	92 21%	11 9%	31 13%	47 22%	68 23%	42 11%	115 22%	121 22%	34 10%	7 6%	4 7%	17 12%	72 14%	85 22%	19 16%	14 11%	38 14%	61 22%	37 13%	51 17%	28 10%	72 15%	79 21%
Sigma	894 100%	449 100%	445 100%	130 100%	249 100%	217 100%	297 100%	380 100%	514 100%	565 100%	351 100%	121 100%	64 100%	139 100%	512 100%	382 100%	121 100%	127 100%	264 100%	285 100%	278 100%	302 100%	280 100%	491 100%	370 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

SP05\_10\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	MALE		FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	511	259	252	52	158	120	181	210	301	327	196	75	35	73	311	200	72	78	161	154	172	174	192	322	181
	57%	58%	57%	40%	63%	55%	61%	55%	59%	58%	56%	62%	54%	52%	61%	52%	60%	61%	54%	62%	58%	66%	66%	66%	49%
Strongly agree	248	131	117	24	89	64	72	112	136	141	113	45	15	47	161	88	42	38	80	70	80	97	114	167	78
	28%	29%	26%	18%	36%	29%	24%	30%	26%	25%	32%	37%	23%	34%	31%	23%	35%	30%	25%	29%	32%	32%	41%	34%	21%
Somewhat agree	263	128	135	28	70	56	109	98	165	187	83	30	20	25	150	112	39	81	84	92	77	78	155	103	
	29%	28%	30%	21%	28%	26%	37%	26%	32%	33%	24%	25%	31%	18%	29%	25%	31%	31%	30%	33%	25%	28%	32%	28%	
Neutral	253	126	128	59	54	63	77	113	140	157	113	31	26	48	133	120	30	33	70	86	77	80	60	113	126
	28%	28%	29%	45%	22%	29%	26%	30%	27%	28%	32%	26%	40%	35%	26%	25%	27%	27%	30%	28%	26%	21%	23%	34%	34%
Strongly/Somewhat Disagree (Net)	130	65	65	20	37	35	38	57	73	80	42	14	4	18	68	62	19	17	32	45	29	48	28	56	63
	15%	14%	15%	15%	15%	16%	13%	15%	14%	14%	12%	12%	6%	13%	13%	16%	16%	13%	12%	16%	10%	16%	10%	11%	17%
Somewhat disagree	60	33	27	11	23	17	10	33	27	34	25	10	2	12	35	25	10	12	13	14	12	30	9	24	28
	7%	7%	6%	8%	9%	8%	4%	9%	5%	6%	7%	8%	3%	8%	7%	6%	10%	10%	5%	4%	10%	10%	3%	5%	8%
Strongly disagree	70	32	38	9	15	18	28	24	46	47	18	5	2	7	32	37	9	4	19	31	16	18	19	33	35
	8%	7%	8%	7%	6%	8%	9%	6%	9%	8%	5%	4%	3%	5%	10%	10%	8%	3%	7%	11%	6%	6%	7%	7%	9%
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_10\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Football League (NFL)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-48)	Boomer+ (age 49+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	501 56%	267 59%	234 53%	62 47%	157 63%	118 54%	164 55%	219 58%	282 55%	313 55%	204 58%	74 62%	37 58%	80 58%	312 61%	189 50%	65 53%	86 68%	161 61%	145 51%	169 61%	178 59%	198 71%	318 65%	177 48%
Strongly agree	259 29%	157 35%	102 23%	30 23%	88 35%	64 30%	77 26%	118 31%	141 27%	149 26%	114 32%	43 36%	15 23%	44 32%	172 34%	87 23%	38 31%	39 31%	95 36%	66 23%	90 32%	101 34%	111 40%	159 32%	96 26%
Somewhat agree	243 27%	110 25%	132 30%	32 24%	69 28%	54 25%	88 30%	101 27%	141 28%	164 29%	90 26%	31 26%	22 35%	36 26%	140 27%	102 27%	27 22%	47 37%	66 25%	79 28%	79 28%	77 25%	87 31%	159 32%	82 22%
Neutral	202 23%	91 20%	111 25%	47 38%	56 23%	44 20%	54 18%	104 27%	98 19%	104 18%	102 29%	32 27%	22 33%	40 29%	111 22%	90 24%	34 28%	24 19%	53 20%	63 22%	67 24%	61 20%	48 17%	91 19%	93 25%
Strongly/Somewhat Disagree (Net)	191 21%	91 20%	100 22%	21 16%	36 14%	56 26%	78 26%	57 15%	134 26%	148 26%	45 13%	14 12%	6 9%	18 13%	89 17%	102 27%	22 18%	17 13%	50 19%	77 27%	42 15%	62 21%	33 12%	82 17%	100 27%
Somewhat disagree	53 6%	26 6%	26 6%	10 7%	10 4%	19 9%	14 5%	19 5%	33 6%	43 8%	16 5%	5 4%	2 3%	8 6%	32 6%	20 5%	6 5%	11 8%	16 6%	18 6%	12 4%	19 6%	10 4%	23 5%	26 7%
Strongly disagree	138 15%	65 14%	74 17%	12 9%	26 10%	37 17%	64 21%	37 10%	101 20%	105 19%	29 8%	9 8%	4 6%	11 8%	56 11%	82 21%	16 13%	6 5%	34 13%	59 21%	30 11%	44 15%	23 8%	59 12%	73 20%
Sigma	894 100%	449 100%	445 100%	130 100%	249 100%	217 100%	297 100%	380 100%	514 100%	565 100%	351 100%	121 100%	64 100%	139 100%	512 100%	382 100%	121 100%	127 100%	264 100%	285 100%	278 100%	302 100%	280 100%	491 100%	370 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_10\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	376 42%	198 44%	178 40%	52 40%	131 52%	90 41%	103 35%	183 48%	193 38%	223 40%	156 44%	55 45%	32 49%	55 40%	238 46%	139 36%	53 44%	61 48%	124 47%	101 35%	117 42%	151 50%	146 52%	234 48%	132 36%
Strongly agree	175 20%	101 23%	74 17%	29 22%	70 28%	42 19%	34 11%	99 26%	76 15%	87 15%	86 24%	35 29%	13 20%	30 22%	121 24%	54 14%	26 22%	26 20%	69 26%	44 15%	52 19%	78 26%	78 28%	101 21%	69 19%
Somewhat agree	201 22%	97 22%	104 23%	23 18%	61 24%	47 22%	69 23%	84 22%	117 23%	136 24%	70 20%	19 16%	19 29%	25 18%	116 23%	84 22%	27 22%	35 27%	55 21%	57 20%	64 23%	73 24%	68 24%	133 27%	64 17%
Neutral	357 40%	170 38%	188 42%	56 43%	83 33%	85 39%	133 45%	139 37%	218 42%	223 39%	149 42%	46 38%	28 44%	60 43%	195 38%	162 42%	53 44%	51 40%	92 35%	122 43%	122 44%	101 33%	102 36%	187 38%	153 41%
Strongly/Somewhat Disagree (Net)	160 18%	81 18%	79 18%	22 17%	35 14%	43 20%	61 20%	57 15%	103 20%	119 21%	46 13%	20 16%	5 7%	24 17%	79 15%	81 21%	15 13%	16 12%	48 18%	62 22%	40 14%	50 17%	32 11%	69 14%	85 23%
Somewhat disagree	79 9%	49 11%	30 7%	11 9%	15 6%	21 9%	32 11%	26 7%	53 10%	59 10%	24 7%	10 9%	2 3%	14 10%	36 7%	42 11%	8 7%	12 9%	17 6%	23 8%	19 7%	32 11%	11 4%	36 7%	39 11%
Strongly disagree	82 9%	32 7%	50 11%	10 8%	20 8%	22 10%	29 10%	31 8%	51 10%	60 11%	22 6%	9 8%	3 4%	10 7%	43 8%	39 10%	7 6%	4 3%	31 12%	39 14%	21 8%	18 6%	21 7%	34 7%	46 12%
Sigma	894 100%	449 100%	445 100%	130 100%	249 100%	217 100%	297 100%	380 100%	514 100%	565 100%	351 100%	121 100%	64 100%	139 100%	512 100%	382 100%	121 100%	127 100%	264 100%	285 100%	278 100%	302 100%	280 100%	491 100%	370 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_10\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	MALE		FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 48)	Boomer+ (age 49+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Hispanic	Asian or Pac- ific Island- er	Hispan- ic	Employ- ed	Not Employ- ed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	474	261	214	55	151	122	146	207	268	279	207	79	38	70	312	163	68	77	166	131	171	162	186	296	170
Strongly agree	244	144	101	25	91	68	59	116	128	116	130	49	21	42	177	67	43	38	96	60	84	99	113	159	79
Somewhat agree	230	117	113	30	60	54	86	90	140	162	77	29	16	28	134	96	24	39	71	71	86	63	73	136	91
Neutral	274	121	153	59	60	65	89	119	155	176	113	32	23	54	134	140	36	36	63	94	78	92	59	127	132
Strongly/Somewhat Disagree (Net)	146	67	78	16	38	30	62	54	92	110	30	11	4	15	66	79	18	14	35	60	30	47	34	67	68
Somewhat disagree	48	34	14	10	20	4	14	30	18	34	10	4	1	7	30	17	6	11	13	9	20	12	21	19	
Strongly disagree	98	33	65	6	18	26	48	24	74	76	20	7	3	9	36	62	12	3	21	47	21	27	22	46	50
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

SP05\_10\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	885	413	472	143	239	197	306	382	503	632	280	136	51	84	508	377	108	122	278	326	300	233	267	472	392
Weighted Base	894	449	445	130*	249	217	297	380	514	565	351	121*	64*	139*	512	382	121*	127*	264	285	278	302	280	491	370
Strongly/Somewhat Agree (Net)	593	304	289	62	182	142	207	244	349	378	222	84	33	80	347	247	80	85	182	169	192	217	205	350	230
Strongly agree	301	155	146	30	102	76	93	132	169	171	131	51	18	50	199	102	45	50	104	77	102	120	119	186	105
Somewhat agree	292	149	143	31	80	66	114	112	180	208	91	33	15	30	148	144	35	35	78	92	90	97	86	164	124
Neutral	208	106	103	55	41	53	59	96	112	126	102	25	28	50	123	85	36	35	52	79	61	59	50	96	96
Strongly/Somewhat Disagree (Net)	92	39	53	13	26	23	30	40	53	61	26	12	4	9	42	51	5	7	30	37	24	26	25	45	45
Somewhat disagree	38	19	19	8	14	9	8	22	17	23	15	8	2	4	17	21	2	3	11	13	10	12	8	16	21
Strongly disagree	54	20	34	6	12	13	23	18	36	37	11	4	3	5	25	29	3	4	18	24	15	14	17	29	24
Sigma	894	449	445	130	249	217	297	380	514	565	351	121	64	139	512	382	121	127	264	285	278	302	280	491	370

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of Yes - Watching March Madness

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The men's March Madness tournament	999	623	376	157	352	247	243	509	490	605	460	196	68	187	730	270	166	217	346	224	299	455	467	623	354
	47%	60%	34%	50% G	57% dFG	47% G	36%	55% I	41%	44%	55% Jm	65% JKMn	47%	56% J	56% P	33%	53%	64% QS	53%	34%	47% T	60% TU	61% XY	51% Y	41%
The women's March Madness tournament	780	458	322	136	298	175	171	434	347	464	375	173	45	162	581	200	146	182	252	195	226	343	410	512	253
	37%	44% C	29%	43% FG	48% FG	33% G	25%	47% I	29%	34%	45% JM	57% JKMn	31%	48% JM	44% P	24%	47% s	54% S	38%	29%	35% T	45% TU	54% XY	42% Y	29%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of No But Following Along To March Madness

Base: All Respondents

	Gender		Generation						Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The women's March Madness tournament	364	169	196	81	125	78	81	205	159	199	175	55	41	63	257	108	60	75	123	104	126	127	147	209	138
	17%	16%	18%	25%	20%	15%	12%	22%	13%	14%	21%	18%	23%	18%	20%	13%	19%	22%	19%	16%	20%	17%	19%	17%	16%
The men's March Madness tournament	333	131	202	85	106	65	77	192	142	197	147	49	27	58	229	105	67	64	98	111	113	103	133	182	140
	16%	13%	18%	27%	17%	12%	11%	21%	12%	14%	18%	16%	19%	17%	17%	13%	21%	19%	15%	17%	18%	13%	18%	15%	16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of Not Watching Nor Following March Madness

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The women's March Madness tournament	989	405	584	100	191	276	423	291	698	713	282	75	58	107	473	517	107	82	283	361	287	294	205	492	468
	46%	39%	53%	32%	31%	52%	63%	31%	58%	52%	34%	25%	40%	32%	36%	63%	34%	24%	43%	56%	45%	39%	27%	41%	54%
		B	B		DE	DEF	DEF		H	KL MN	L	L	L	I	O	R	QR	QR	UV	UV	V	W	W	WX	WX
The men's March Madness tournament	801	277	524	74	156	217	355	229	572	574	224	57	49	88	351	450	79	57	215	326	227	206	161	408	364
	38%	27%	48%	23%	25%	41%	53%	25%	47%	42%	27%	19%	34%	26%	27%	55%	25%	17%	33%	49%	36%	27%	21%	34%	42%
		B	B		DE	DEF	DEF		H	KL N	L	L	L	I	O	R	R	qR	UV	UV	V	W	W	WX	WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA01\_1 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 The women's March Madness tournament

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	MALE (B)	FEMALE (C)																							
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes - Watching March Madness (Net)	780	458	322	136	298	175	171	434	347	464	375	173	45	162	581	200	146	182	252	195	226	343	410	512	253
Yes, and I've watched previous years	532	319	212	73	205	123	131	278	254	338	237	117	23	99	399	132	95	115	189	125	173	226	280	359	168
Yes, and this is my first time watching	249	139	110	63	93	52	41	156	93	126	137	56	22	63	181	68	51	67	63	69	53	117	130	153	85
No, but I am following along (e.g., social media, news, etc.)	364	169	196	81	125	78	81	205	159	199	175	55	41	63	257	108	60	75	123	104	126	127	147	209	138
No, I am not watching nor following along	989	405	584	100	191	276	423	291	698	713	282	75	58	107	473	517	107	82	283	361	287	294	205	492	468
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA01\_2 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 The men's March Madness tournament

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes - Watching March Madness (Net)	999 47%	623 60%	376 34%	157 50%	352 57%	247 47%	243 36%	509 55%	490 41%	605 44%	460 55%	196 65%	68 47%	187 56%	730 56%	270 33%	166 53%	217 64%	346 53%	224 34%	299 47%	455 60%	467 61%	623 51%	354 41%
Yes, and I've watched previous years	786 37%	504 49%	282 26%	90 28%	270 44%	200 38%	226 33%	360 39%	426 35%	515 37%	329 40%	148 49%	39 27%	134 40%	562 43%	224 27%	109 35%	166 49%	287 44%	173 26%	238 37%	361 47%	363 48%	503 41%	273 32%
Yes, and this is my first time watching	213 10%	119 12%	94 9%	67 21%	82 13%	47 9%	17 3%	149 16%	64 5%	90 7%	131 16%	48 16%	30 20%	53 16%	167 13%	46 6%	58 19%	51 15%	51 9%	61 8%	61 9%	94 12%	104 14%	121 10%	81 9%
No, but I am following along (e.g., social media, news, etc.)	333 16%	131 13%	202 18%	85 27%	106 17%	65 12%	77 11%	192 21%	142 12%	197 14%	147 17%	49 16%	27 19%	58 17%	229 17%	105 13%	67 21%	64 19%	98 15%	111 17%	113 18%	103 13%	133 18%	182 15%	140 16%
No, I am not watching nor following along	801 38%	277 27%	524 48%	74 23%	156 25%	217 41%	355 53%	229 25%	572 47%	574 42%	224 27%	57 19%	49 34%	88 26%	351 27%	450 35%	79 25%	57 17%	215 33%	326 49%	227 36%	206 27%	161 21%	408 34%	364 42%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02 Can you or would you do any of the following?  
 Summary Of Yes

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (C)	FEMALE (D)	Gen Z (age 18-26) (E)	Millennials (age 27-42) (F)	Gen X (age 43-58) (G)	Boomer+ (age 59+) (H)	Gen Z/ Millennials (18-42) (I)	Gen X/ Boomers+ (43+) (J)	White (K)	People of Color (L)	Black or African American (M)	Asian or Pacific Islander (N)	Hispanic (O)	Employed (P)	Not Employed (Q)	Remote (R)	Hybrid (S)	In-person (T)	< \$50K (U)	\$50-\$99k (V)	\$100K+ (W)	Parent < 18 (X)	Parent (Y)	Not Parent (Z)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Plan to follow along to the men's 2024-2025 NCAA basketball season	806	480	326	127	307	172	201	434	372	497	359	159	59	139	600	206	124	191	284	171	265	357	386	510	286	
	38%	46%	30%	40%	50%	32%	30%	47%	31%	36%	43%	52%	41%	42%	46%	25%	40%	57%	43%	26%	41%	47%	51%	42%	33%	
Plan to follow along to the women's 2024-2025 NCAA basketball season	639	342	297	114	264	128	132	379	261	367	315	146	42	118	492	147	113	163	216	132	207	291	329	418	211	
	30%	33%	27%	36%	43%	24%	20%	41%	22%	27%	38%	48%	29%	35%	38%	18%	36%	48%	33%	20%	32%	38%	43%	34%	25%	
Name five men's collegiate basketball players	608	371	237	123	258	134	93	381	227	335	306	138	51	123	482	126	111	156	216	133	192	277	330	400	195	
	28%	36%	21%	39%	42%	14%	14%	41%	19%	24%	37%	46%	35%	37%	37%	15%	35%	46%	33%	20%	30%	36%	43%	33%	23%	
Name five women's collegiate basketball players	419	242	177	88	211	81	40	299	120	225	231	103	35	92	356	63	82	116	158	73	124	219	251	287	118	
	20%	23%	16%	28%	34%	15%	6%	32%	10%	16%	28%	34%	25%	27%	27%	8%	26%	34%	24%	11%	19%	29%	33%	24%	14%	
Pay \$500 for a ticket to attend the men's Final Four games	382	241	141	85	190	75	31	275	107	210	196	96	30	83	337	45	83	97	157	61	114	197	231	264	106	
	18%	23%	13%	27%	31%	14%	5%	30%	9%	15%	24%	32%	21%	25%	26%	5%	27%	29%	9%	18%	26%	30%	22%	12%		
Pay \$500 for a ticket to attend the women's Final Four games	300	172	128	73	156	50	21	229	71	164	162	79	21	65	259	41	73	81	105	43	92	159	192	214	78	
	14%	17%	12%	23%	26%	9%	3%	25%	6%	12%	20%	26%	15%	19%	20%	5%	23%	24%	7%	14%	21%	25%	18%	9%		

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02 Can you or would you do any of the following?  
 Summary Of No

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Pay \$500 for a ticket to attend the women's Final Four games	1610	745	864	186	367	428	628	554	1056	1109	531	173	109	200	882	728	198	201	483	546	488	523	465	875	699	
Pay \$500 for a ticket to attend the men's Final Four games	1528	675	852	173	336	403	616	509	1018	1062	501	163	99	186	817	711	186	196	435	521	464	492	435	835	659	
Name five women's collegiate basketball players	1460	660	800	176	313	399	573	489	971	1016	469	153	85	183	786	674	181	174	430	501	450	452	406	783	644	
Name five men's collegiate basketball players	1261	531	730	138	261	340	522	398	862	910	374	115	72	137	658	603	151	129	377	434	394	383	325	670	554	
Plan to follow along to the women's 2024-2025 NCAA basketball season	1159	523	636	138	243	314	464	381	778	815	357	104	75	144	606	553	138	124	345	343	372	302	604	522		
Plan to follow along to the men's 2024-2025 NCAA basketball season	1033	416	617	127	215	282	408	343	690	721	320	101	62	124	520	513	108	288	373	306	309	268	541	456		

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02 Can you or would you do any of the following?  
 Summary Of Unsure

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Plan to follow along to the women's 2024-2025 NCAA basketball season	336	168	168	64	106	87	78	170	165	195	160	52	27	71	212	124	61	53	98	124	88	101	130	191	126	
	16%	16%	15%	20%	17%	16%	12%	18%	14%	14%	19%	17%	19%	21%	16%	15%	20%	16%	15%	19%	14%	13%	17%	16%	15%	
Plan to follow along to the men's 2024-2025 NCAA basketball season	295	136	159	62	91	75	66	153	142	158	153	43	23	70	190	105	64	39	87	116	68	97	108	162	117	
	14%	13%	14%	20%	15%	14%	10%	16%	12%	11%	18%	14%	16%	21%	15%	13%	20%	12%	13%	18%	11%	13%	14%	13%	14%	
Name five men's collegiate basketball players	265	130	135	56	95	55	60	150	115	131	152	49	21	72	170	95	50	54	65	94	53	104	106	144	109	
	12%	13%	12%	18%	15%	10%	9%	16%	10%	10%	18%	16%	15%	22%	13%	12%	16%	16%	10%	14%	8%	14%	14%	12%	13%	
Name five women's collegiate basketball players	255	129	126	52	90	50	63	142	112	136	132	47	24	58	168	87	49	48	70	86	65	93	105	144	97	
	12%	13%	11%	17%	15%	9%	9%	15%	9%	10%	16%	15%	17%	17%	13%	11%	16%	14%	11%	13%	10%	12%	14%	12%	11%	
Pay \$500 for a ticket to attend the men's Final Four games	225	116	109	59	87	51	28	145	79	105	135	44	15	64	156	68	44	46	66	78	60	75	95	115	94	
	11%	11%	10%	19%	14%	10%	4%	16%	7%	8%	16%	15%	11%	15%	12%	8%	14%	14%	10%	12%	9%	10%	12%	9%	11%	
Pay \$500 for a ticket to attend the women's Final Four games	224	115	110	57	90	52	26	147	77	104	138	50	14	69	169	55	41	57	71	71	58	82	105	123	82	
	11%	11%	10%	18%	15%	10%	4%	16%	6%	8%	17%	17%	10%	21%	13%	7%	13%	17%	11%	11%	9%	11%	14%	10%	10%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



NCAA02\_1 Can you or would you do any of the following?  
 Name five women's collegiate basketball players

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Yes	419	242	177	88	211	81	40	299	120	225	231	103	35	92	356	63	82	116	158	73	124	219	251	287	118	
	20%	23%	16%	28%	34%	15%	6%	32%	10%	16%	28%	34%	23%	28%	27%	8%	26%	34%	24%	11%	19%	29%	33%	24%	14%	
		C		FG	dFG	G		I			J	Km	J		P		qS	T			TU	XY	V			
No	1460	660	800	176	313	399	573	489	971	1016	469	153	85	183	786	674	181	174	430	501	450	452	406	783	644	
	68%	64%	73%	56%	51%	75%	85%	53%	81%	74%	56%	50%	59%	55%	60%	62%	58%	51%	65%	76%	70%	59%	53%	65%	75%	
		B		B		DE	DEF	H	KL	MN	L				O		qR			uV	V	W			WX	
Unsure	255	129	126	52	90	50	63	142	112	136	132	47	24	58	168	87	49	48	70	86	65	93	105	144	97	
	12%	13%	11%	17%	15%	9%	9%	15%	9%	10%	16%	15%	17%	17%	13%	11%	14%	14%	11%	13%	10%	12%	14%	12%	11%	
				FG	FG			I			J	J	J	J		s						X				
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02\_2 Can you or would you do any of the following?  
 Name five men's collegiate basketball players

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	608	371	237	123	258	134	93	381	227	335	306	138	51	123	482	126	111	156	216	133	192	277	330	400	195
	28%	36%	21%	39%	42%	29%	14%	41%	19%	24%	37%	46%	35%	37%	37%	15%	35%	46%	33%	20%	30%	36%	43%	33%	23%
No	1261	531	730	138	261	340	522	398	862	910	374	115	72	137	658	603	151	129	377	434	394	383	325	670	554
	59%	51%	66%	43%	43%	64%	77%	43%	72%	66%	45%	38%	50%	41%	50%	73%	48%	38%	57%	66%	62%	50%	43%	55%	65%
Unsure	265	130	135	56	95	55	60	150	115	131	152	49	21	72	170	95	50	54	65	94	53	104	106	144	109
	12%	13%	12%	18%	15%	10%	9%	16%	10%	10%	18%	16%	15%	22%	13%	12%	16%	16%	10%	14%	8%	14%	14%	12%	13%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02\_3 Can you or would you do any of the following?  
 Pay \$500 for a ticket to attend the women's Final Four games

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Yes	300 14%	172 17%	128 12%	73 23% FG	156 25% FG	50 9% G	21 3%	229 26% I	71 6%	164 12%	162 20% J	79 26% JKMn	21 15%	65 19% J	259 20% P	41 5%	73 23% S	81 24% S	105 16%	43 7% T	92 14% T	159 21% TU	192 25% TU	214 18% XY	78 9%	
No	1610 75%	745 72% B	864 78% B	186 59% FG	367 60% FG	428 81% DE	628 93% DEF	554 60% I	1056 88% H	1108 81% KLN	531 64% L	173 57% KLN	109 75% KLN	200 60% JM	882 67% Q	728 88% O	198 63% Q	201 59% OR	483 73% OR	546 83% UV	488 76% V	523 68% W	465 61% W	875 72% WX	699 81% WX	
Unsure	224 11%	115 11%	110 10%	57 18% FG	90 15% FG	52 10% G	26 4%	147 16% I	77 6%	104 8% KLN	138 17% JM	50 14% J	14 10% J	69 21% JM	169 13% P	55 7% S	41 13% S	57 17% S	71 11% S	71 11% S	58 9% S	82 11% XY	105 14% XY	123 10% XY	82 10%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02\_4 Can you or would you do any of the following?  
 Pay \$500 for a ticket to attend the men's Final Four games

Base: All Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	382 18%	241 23%	141 13%	85 27%	190 31%	75 14%	31 5%	275 30%	107 9%	210 15%	196 24%	96 32%	30 21%	83 25%	337 26%	45 5%	83 27%	97 29%	157 24%	61 9%	114 18%	197 26%	231 30%	264 22%	106 12%
No	1528 72%	675 65%	852 77%	173 55%	336 55%	403 76%	616 91%	509 55%	1018 85%	1062 77%	501 60%	163 54%	99 69%	186 56%	817 62%	711 86%	186 59%	196 58%	435 66%	521 79%	464 73%	492 64%	435 57%	835 69%	659 77%
Unsure	225 11%	116 11%	109 10%	59 19%	87 14%	51 10%	28 4%	145 16%	79 7%	105 8%	135 16%	44 15%	15 11%	64 19%	156 12%	68 8%	44 14%	46 14%	66 10%	78 12%	60 9%	75 10%	95 12%	115 9%	94 11%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02\_5 Can you or would you do any of the following?  
 Plan to follow along to the women's 2024-2025 NCAA basketball season

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Yes	639	342	297	114	264	128	132	379	261	367	315	146	42	118	492	147	113	163	216	132	207	291	329	418	211	
	30%	33%	27%	36%	43%	24%	20%	41%	22%	27%	38%	48%	29%	35%	38%	18%	36%	48%	33%	20%	32%	38%	43%	34%	25%	
No	1159	523	636	138	243	314	464	381	778	815	357	104	75	144	606	553	138	124	345	405	343	372	302	604	522	
	54%	51%	58%	43%	40%	59%	69%	41%	65%	59%	43%	34%	52%	43%	46%	67%	44%	36%	52%	61%	54%	49%	40%	50%	61%	
Unsure	336	168	168	64	106	87	78	170	165	195	160	52	27	71	212	124	61	53	98	124	88	101	130	191	126	
	16%	16%	15%	20%	17%	12%	12%	18%	14%	14%	19%	17%	19%	21%	16%	15%	20%	16%	15%	19%	14%	13%	17%	16%	15%	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA02\_6 Can you or would you do any of the following?  
 Plan to follow along to the men's 2024-2025 NCAA basketball season

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	806 38%	480 46%	326 30%	127 40%	307 50% DFG	172 32%	201 30%	434 47%	372 31%	497 36%	359 43%	159 JKnN	59 41%	139 42%	600 46%	206 25%	124 40%	191 57%	284 43%	171 26%	265 41%	357 47%	386 51%	510 42%	286 33%
No	1033 48%	416 40%	617 56%	127 40%	215 35%	282 53% DE	408 60% DEF	343 37%	690 57%	721 52%	320 38%	101 KLmN	62 43%	124 37%	520 40%	513 62%	124 40%	108 32%	288 44%	373 57%	306 48%	309 40%	268 35%	541 45%	456 53%
Unsure	295 14%	136 13%	159 14%	62 20% IG	91 15% G	75 14% G	66 10%	153 16% I	142 12%	158 11%	153 18% JL	43 30%	23 16%	70 21% Jl	190 15%	105 13%	64 20% RS	39 12%	87 13%	116 18% UV	68 11%	97 13%	108 14%	162 13%	117 14%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LM/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03 How much do you agree or disagree with the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Sports are a great way to bring people of diverse mindsets together	1692 79%	810 78%	881 80%	224 71%	491 80% D	435 82% D	542 80% D	715 77%	976 81% h	1117 81%	650 78%	240 79%	118 82%	258 77%	1052 80%	640 78%	229 73%	289 85% Q	534 81% Q	500 76%	525 82% T	621 81% T	632 83% Y	1000 82% Y	664 77%
It is exciting to see the growth of women's sports	1627 76%	772 75%	856 78%	221 70%	490 80% D	402 76% d	515 76% d	711 76%	916 76%	1056 77%	645 78%	233 79%	110 76%	253 76%	1004 77%	623 76%	223 71%	286 84% QS	495 75%	480 73%	515 81% T	587 77%	618 81% Y	963 79% Y	634 74%
The women's March Madness tournament is the most engaged I've been in watching sports in a long time	550 70%	323 70%	227 71%	83 61%	242 81% dFG	127 73% dG	98 57%	325 75% I	225 65%	315 68%	286 76% J	133 77% J	34 75%	126 77% J	434 75% P	116 58%	106 72%	144 79%	185 73%	124 64%	159 70%	259 75% T	321 78% XY	374 73% Y	164 65%
I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.	930 44%	493 48% C	437 40%	173 55% FG	381 62% dFG	223 42% G	153 23%	554 60% I	376 31%	528 38%	467 56% J	194 64% JK	83 58% J	190 57% J	706 54% P	224 27%	161 52%	228 67% QS	316 48%	245 37%	284 45% T	378 49% T	466 61% XY	573 47% Y	333 39%
I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.	928 44%	491 48% C	438 40%	187 59% FG	369 60% FG	215 41% G	158 23%	555 60% I	373 31%	512 37%	465 56% J	202 67% JKmn	82 57% J	194 58% J	698 53% P	230 28%	162 52%	225 68% QS	311 47%	245 37%	285 45% T	373 49% T	485 64% XY	588 48% Y	321 37%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03 How much do you agree or disagree with the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents (Variable Bases)

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Island- er	Hispan- ic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.	1206 56%	541 52%	664 60% B	130 41%	245 40%	314 59% DE	517 77% DEF	374 40%	831 69% H	865 63% KLMN	366 44% L	101 33%	63 43% I	139 42% I	612 47%	594 72% O	151 48% R	114 34%	348 53% R	415 63% UV	354 55%	391 51%	277 36%	625 52% W	538 63% WX
I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.	1204 56%	539 52%	665 60% B	143 45% e	232 38%	306 58% DE	522 77% DEF	376 40%	829 69% H	849 62% KLMN	364 44% L	109 36%	61 42%	143 43%	604 46%	600 73% O	151 48% R	111 33%	342 52% R	415 63% UV	354 55%	386 51%	295 39%	640 53% W	526 61% WX
The women's March Madness tournament is the most engaged I've been in watching sports in a long time	230 30%	136 30%	95 29%	53 39% Ef	56 19%	48 27% e	73 43% EF	109 25%	121 35% H	149 32% KLN	89 24%	40 23%	11 25%	37 23%	146 25%	84 42% O	40 28%	38 21%	68 27% V	71 36% V	68 30%	84 25%	89 22%	137 27% W	89 35% WX
It is exciting to see the growth of women's sports	507 24%	260 25%	246 22%	96 30% Eg	123 20%	127 24%	160 24%	219 24%	288 24%	320 23%	187 22%	64 21%	35 24%	80 24%	306 23%	201 24%	90 29% R	53 16%	163 25% R	181 27% U	124 19%	177 23%	144 19%	250 21% W	225 28% WX
Sports are a great way to bring people of diverse mindsets together	442 21%	222 22%	221 20%	92 29% EFG	123 20%	95 18%	133 20%	215 23% I	228 19%	260 19%	182 22%	63 21%	27 18%	75 23%	258 20%	184 22%	84 27% RS	50 15%	125 19%	160 24% UV	114 18%	143 19%	130 17%	213 18%	195 23% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



NCAA03\_1 How much do you agree or disagree with the following statements?  
 It is exciting to see the growth of women's sports

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1627 76%	772 75%	856 78%	221 70%	490 80% D	402 76%	515 76% d	711 76%	916 76%	1056 77%	645 78%	239 79%	110 76%	253 76%	1004 77%	623 76%	223 71%	286 84% QS	495 75%	480 73%	515 81% T	587 77%	618 81% Y	963 79%	634 74%
Strongly agree	674 32%	295 29%	379 34% B	106 34% G	237 38% FG	154 29%	177 26%	343 37% I	331 27%	411 30%	300 36% JK	132 44% J	38 26%	120 36%	477 36% P	197 24%	95 30%	153 45% QS	229 35%	165 25%	230 36% T	262 34% T	291 38% XY	405 33%	256 30%
Somewhat agree	953 45%	476 46%	477 43%	114 36%	253 41% D	247 47% DE	338 50% DE	367 40%	586 49% H	646 47% KLN	345 41% L	107 35% L	72 50% KL	133 40%	527 40% O	426 52% O	128 41%	133 39%	266 40%	315 48%	285 45%	325 43% W	326 43% W	558 46% W	378 44%
Strongly/Somewhat Disagree (Net)	507 24%	260 25%	246 22%	96 30% EG	123 20% E	127 24%	160 24%	219 24%	288 24%	320 23%	187 22%	64 21%	35 24%	80 24%	306 23%	201 24%	90 29%	53 16% R	163 25% R	181 27% U	124 19%	177 23%	144 19%	250 21% WX	225 26% WX
Somewhat disagree	262 12%	146 14% C	117 11% EFG	64 20% EFG	81 13% F	41 8%	77 11% I	145 16% I	118 10%	159 12% I	110 13%	33 11% I	20 14%	51 15% P	178 14% P	85 10% R	53 17% R	33 10% r	92 14% r	92 14% U	62 10%	96 13% U	88 12% U	133 11% U	113 13%
Strongly disagree	244 11%	115 11%	129 12%	32 10%	42 7% DEG	87 16% E	83 12% E	74 8%	170 14% H	161 12%	77 9%	31 10%	14 10%	29 9% O	128 10% O	37 14% O	20 6% R	71 11% R	89 13% u	63 10%	81 11% u	56 7% W	117 10% W	111 13% WX	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03\_2 How much do you agree or disagree with the following statements?  
 Sports are a great way to bring people of diverse mindsets together

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1692 79%	810 78%	881 80%	224 71%	491 80%	435 82%	542 80%	715 77%	976 81%	1117 81%	650 78%	240 79%	118 82%	258 77%	1052 80%	640 78%	229 73%	289 85%	534 81%	500 76%	525 82%	621 81%	632 83%	1000 82%	664 77%
Strongly agree	708 33%	340 33%	367 33%	112 35%	247 40%	176 33%	174 26%	358 39%	350 29%	428 31%	320 38%	134 44%	47 32%	115 35%	500 38%	208 25%	101 32%	143 42%	256 39%	166 25%	243 38%	287 38%	315 41%	434 36%	262 31%
Somewhat agree	984 46%	470 46%	514 47%	113 36%	244 40%	259 49%	368 54%	357 38%	627 52%	689 50%	330 40%	106 35%	71 49%	142 43%	552 42%	432 41%	128 43%	146 42%	278 42%	334 51%	282 44%	334 44%	317 42%	567 47%	401 47%
Strongly/Somewhat Disagree (Net)	442 21%	222 22%	221 20%	92 29%	123 20%	95 18%	133 20%	215 23%	228 19%	260 19%	182 22%	63 21%	27 18%	75 23%	258 20%	184 22%	84 27%	50 15%	125 19%	160 24%	114 18%	143 19%	130 17%	213 18%	195 23%
Somewhat disagree	220 10%	113 11%	107 10%	54 17%	78 13%	29 5%	60 9%	132 14%	88 7%	126 9%	104 13%	35 11%	15 11%	50 15%	135 10%	85 10%	40 13%	32 9%	63 10%	79 12%	61 9%	68 9%	76 10%	107 9%	90 10%
Strongly disagree	223 10%	109 11%	113 10%	38 12%	45 7%	66 12%	74 11%	83 9%	140 12%	133 10%	78 9%	28 9%	11 8%	25 8%	123 9%	99 12%	44 14%	18 5%	62 9%	81 12%	53 8%	75 10%	54 7%	105 9%	105 12%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03\_3 How much do you agree or disagree with the following statements?

The women's March Madness tournament is the most engaged I've been in watching sports in a long time

Base: Watching Women's March Madness

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	800	464	336	150	329	144	177	479	321	527	333	182	43	121	611	189	128	210	273	213	263	306	421	528	259
Weighted Base	780	458	322	136*	298	175	171	434	347	464	375	173	45*	162*	581	200	146*	182	252	195	226	343	410	512	253
Strongly/Somewhat Agree (Net)	550 70%	323 70%	227 71%	83 61%	242 81% dG	127 73% dG	98 57%	325 76% i	225 68%	315 68%	286 76% J	133 77%	34 75% J	126 77%	434 75% P	116 58%	106 72%	144 79%	185 73%	124 64%	159 70%	259 75% T	321 76% XY	374 73% Y	164 65%
Strongly agree	223 29%	115 25% B	108 34%	33 24%	104 36% dG	55 31% G	31 18%	137 32% i	86 25%	112 24%	129 34% J	69 40%	14 32% JK	56 34% J	188 32% P	35 18%	55 37%	52 28%	82 32%	46 24%	63 28%	113 33% i	143 35% XY	162 32% Y	58 23%
Somewhat agree	327 42%	208 45% c	119 37%	50 37%	138 46%	72 41%	67 39%	188 43% i	139 40%	204 44%	157 42% T	64 37%	20 44%	70 43%	246 42% P	81 40%	51 35%	92 41% Qs	103 40%	78 40%	96 42%	146 43% i	178 43% XY	212 42% Y	106 42%
Strongly/Somewhat Disagree (Net)	230 30%	136 30%	95 29%	53 39% Ei	56 19%	48 27% e	73 43% EF	109 25% H	121 35% H	149 32% KLN	89 24%	40 23%	11 25%	37 23%	146 25% O	84 42% O	40 28%	38 21% V	68 27%	71 36% V	68 26% V	84 30% W	89 22% W	137 27% WX	89 35% WX
Somewhat disagree	161 21%	97 21% E	64 20% E	36 27% E	39 13%	35 20% Ei	50 29% Ei	76 17% H	85 25% H	104 22% KLN	60 16% KLN	23 13%	10 23%	25 15% O	102 18% O	59 29% O	30 21%	28 15% V	45 18% V	51 26% V	48 21% V	55 16% W	66 16% W	95 19% W	63 25% Wx
Strongly disagree	69 9%	39 8% E	30 9%	16 12% E	17 6% E	13 8% E	23 13% E	33 8% E	36 10% E	45 10% E	29 8% E	17 10% E	1 2%	12 7% E	44 8% E	25 13% E	10 7% E	11 6% E	23 9% E	20 10% E	19 8% E	29 9% E	23 5% E	42 8% E	26 10% E
Sigma	780 100%	458 100%	322 100%	136 100%	298 100%	175 100%	171 100%	434 100%	347 100%	464 100%	375 100%	173 100%	45 100%	162 100%	581 100%	200 100%	146 100%	182 100%	252 100%	195 100%	226 100%	343 100%	410 100%	512 100%	253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03\_4 How much do you agree or disagree with the following statements?

I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or American	Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	928 44%	491 48%	438 40%	187 59%	369 60%	215 41%	158 23%	555 60%	373 31%	512 37%	465 56%	202 67%	82 57%	194 58%	698 53%	230 28%	162 52%	225 68%	311 47%	245 37%	285 45%	373 49%	485 64%	588 48%	321 37%
Strongly agree	306 14%	158 15%	148 13%	61 19%	142 23%	63 12%	40 6%	203 22%	103 9%	144 10%	180 22%	84 28%	25 17%	75 23%	260 20%	46 6%	65 21%	79 23%	116 18%	73 11%	85 13%	146 19%	194 25%	215 18%	83 10%
Somewhat agree	622 29%	333 32%	289 26%	126 40%	226 37%	152 29%	118 17%	352 38%	270 22%	368 27%	286 34%	118 39%	57 39%	119 36%	437 33%	185 22%	97 31%	146 43%	195 30%	172 26%	200 31%	227 30%	291 38%	372 31%	238 28%
Strongly/Somewhat Disagree (Net)	1206 56%	541 52%	664 60%	130 41%	245 40%	314 59%	517 77%	374 40%	831 69%	865 63%	366 44%	101 33%	63 43%	139 42%	612 47%	594 48%	151 48%	114 34%	348 53%	415 63%	354 55%	391 51%	277 36%	625 52%	538 47%
Somewhat disagree	538 25%	280 27%	258 23%	73 23%	126 21%	112 21%	34 4%	199 21%	338 28%	383 28%	182 22%	48 16%	37 26%	64 19%	291 22%	247 20%	68 22%	55 16%	167 25%	179 27%	164 26%	180 24%	133 17%	282 23%	233 27%
Strongly disagree	668 31%	261 25%	407 37%	57 18%	202 33%	291 53%	43 6%	175 19%	493 41%	482 35%	184 22%	53 18%	26 18%	75 22%	321 25%	347 28%	82 26%	58 17%	180 27%	237 36%	190 30%	210 28%	144 19%	343 28%	305 36%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA03\_5 How much do you agree or disagree with the following statements?

I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	930 44%	493 48% C	437 40%	173 55% FG	381 62% dFG	223 42% G	153 23%	554 60%	376 31%	528 38%	467 56% J	194 64% JK	83 58% J	190 57% J	706 54% P	224 27%	161 52%	228 67% QS	316 48%	245 37%	284 45% T	378 49% T	466 61% V	573 47% XY	333 38%
Strongly agree	317 15%	165 16%	152 14%	48 15% G	160 26% DFG	73 14% G	35 5%	208 22%	109 9%	176 13%	168 20% J	80 27% JKM	23 16%	72 22% J	274 21% P	43 5%	68 22%	93 27% S	113 17%	66 10%	90 14%	156 20% TU	191 25% XY	212 17% Y	99 12%
Somewhat agree	613 29%	328 32% C	285 26%	125 39% FG	221 36% FG	150 28% G	118 17%	346 37%	267 22%	352 26% J	299 36% J	114 38% J	61 42% J	118 35% J	432 33% P	180 22%	94 30%	136 40% QS	203 31%	179 27%	195 31%	222 29%	275 36% XY	361 30% Y	234 27%
Strongly/Somewhat Disagree (Net)	1204 56%	539 52% B	665 60% e	143 45% e	232 38% DE	306 52% DEF	522 77%	376 40%	829 69% H	849 62% KLMN	364 44% L	109 36% L	61 42% L	143 43% L	604 46% O	600 73% R	151 48% R	111 33% R	342 52% UV	415 63% UV	354 55%	386 51%	295 39% W	640 53% WX	526 61% WX
Somewhat disagree	560 26%	282 27% e	278 25%	89 28% ef	133 22% ef	113 33% EF	222 24%	338 28% h	381 29% KL	192 23% L	56 18% L	40 28% L	77 23% L	307 23% O	253 31% O	79 19% O	253 25% I	65 19% I	164 25% I	172 26% I	159 25%	210 27%	155 20% W	316 25% W	224 26% W
Strongly disagree	644 30%	258 25% B	386 35%	54 17% S	99 16% DE	194 37% DEF	297 44%	153 17%	491 41% H	467 34% KLMN	173 21% lm	53 18% lm	21 14%	65 20% O	297 23% O	348 42% R	72 23%	46 14% R	178 27% UV	244 31% UV	195 31% V	176 23%	140 18% W	324 27% WX	302 35% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA04 Which is more exciting this year...?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Men's March Madness	1306 61%	778 75% C	527 48%	191 60%	367 60%	332 63%	417 62%	557 60%	748 62%	831 60%	518 62% L	175 58%	92 64%	225 67% JL	819 62%	487 59%	174 56%	203 60%	441 67% Qr	385 58%	398 62%	480 63%	451 59%	728 60%	533 62%
Women's March Madness	828 39%	254 25% B	575 52%	126 40%	247 40%	198 37%	258 38%	373 40%	456 38%	545 40% n	314 38%	128 42% KN	52 36%	108 33%	491 38%	337 41%	139 44% S	135 40% s	217 33%	275 42%	241 38%	284 37%	310 41%	485 40%	326 38%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

NCAA05 Which have you seen more news/media coverage of this year...?

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Men's March Madness	1442 68%	796 77% C	645 59%	223 70% e	385 63%	354 67%	480 71% E	698 65%	834 69%	942 68% I	550 66% I	190 63%	95 66%	237 71% I	875 67%	567 69%	197 63%	230 68%	448 66%	438 66%	442 69%	507 66%	481 63%	789 65%	604 70% WX
Women's March Madness	692 32%	236 23% B	457 41%	94 30% dG	228 37% dG	175 35%	195 29%	322 35%	370 31%	434 32%	281 34%	113 37% jkn	49 34%	96 29%	435 33%	257 31%	116 37%	109 32%	210 32%	222 34%	197 31%	257 34%	281 37% Y	424 35% Y	255 30%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV01 Who was the most recent immigrant to the U.S. in your family?

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Myself	226 11%	130 13% C	97 9%	37 12% dFG	103 17% G	59 11% G	27 4%	140 15% I	86 7%	116 8%	147 18% JL	44 14% J	44 31% JKLN	64 19% J	172 13% P	54 7%	63 20% S	50 15% S	61 9%	74 12%	88 12%	122 16% XY	155 13% Y	68 8%	
My parent(s)	217 10%	121 12% c	96 9%	60 19% EFG	61 10%	48 9%	48 7%	121 13% I	96 8%	102 7%	139 17% JL	21 7% J	45 31% JKLN	66 20% KL	145 11%	72 9%	39 12%	40 10% T	67 10% T	49 7% T	69 11% T	95 12% T	77 10% T	110 9% T	103 12% x
My grandparent(s)	299 14%	144 14%	155 14%	41 13% I	57 9%	46 9%	155 23% DEF	98 11% I	201 17% H	214 16% KL	98 12% L	26 9% L	20 14% L	56 17% KL	160 12% KL	139 17% O	41 13% O	45 13% O	75 11% O	59 9% O	90 14% O	144 19% O	75 10% O	160 13% O	130 15% O
My great-grandparent(s)	199 9%	107 10%	91 8%	24 7% I	49 8%	55 10% DEF	71 10% DEF	73 8% h	126 10% h	154 11% KL	47 6% L	15 5% L	7 5% L	19 6% L	132 10% L	67 8% L	30 10% L	32 9% L	70 11% L	53 8% L	70 11% L	73 10% L	66 9% L	123 10% L	73 9% L
My great-great-grandparents(s) or older	588 28%	285 28%	303 27%	47 15% D	165 27% D	152 25% D	223 33% DE	212 23% D	375 31% H	454 33% KLMN	140 17% M	69 23% M	5 3% M	48 15% M	354 27% M	234 28% M	69 22% M	91 27% M	194 29% q	191 29% q	163 25% q	220 29% q	295 27% q	336 28% q	244 28% q
Prefer not to say / Not sure	606 28%	246 24%	360 33% B	107 34% G	178 28% G	169 32% G	152 23% G	285 31% I	321 27% I	336 24% m	261 31% JKMN	128 42% JKMN	23 16% JKMN	79 24% O	347 26% O	259 31% O	72 23% O	81 24% O	194 29% q	248 37% UV	173 27% V	145 19% V	216 28% V	329 27% V	241 26% V
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV01 Who was the most recent immigrant to the U.S. in your family?

Base: Excluding Opt-Outs

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1556	773	783	229	455	326	546	684	872	1164	474	193	111	174	985	571	225	279	481	478	538	509	541	872	658
Weighted Base	1528	786	742	210	435	360	523	645	883	1040	571	175	122*	254	963	565	241	258	465	413	465	619	545	884	618
Myself	226 15%	130 16%	97 13%	37 18% G	103 24% FG	59 16% G	27 5%	140 22% I	86 10%	116 11%	147 26% J	44 25% JKin	44 36% JKin	64 25% J	172 18% P	54 10% S	63 26% S	50 19% S	59 13% S	61 15% S	74 16% S	88 14% S	122 22% XY	155 17% Y	68 11% Y
My parent(s)	217 14%	121 15%	96 13%	60 29% EFG	61 14% G	48 13% g	48 9%	121 19% I	96 11%	102 10%	139 24% JL	21 12% JKLn	45 37% JKLn	66 26% K	145 15% K	72 13% Q	39 16% R	40 14% S	67 17% T	49 12% T	69 15% T	95 15% T	77 14% T	110 12% W	103 17% X
My grandparent(s)	299 20%	144 18%	155 21%	41 20% ef	57 13% G	46 13% g	155 30% DEF	98 15% I	201 23% H	214 21% H	98 17% KL	26 15% KL	20 16% KL	56 22% K	160 17% Q	139 25% Q	41 17% R	45 17% S	75 16% T	59 14% T	90 19% T	144 23% T	75 14% T	160 18% W	130 21% W
My great-grandparent(s)	199 13%	107 14%	91 12%	24 11% ef	49 11% G	55 15% g	71 14% DEF	73 11% I	126 14% KL	154 15% KL	47 8% KL	15 8% KL	7 6% KL	19 8% K	132 14% Q	67 12% Q	30 12% R	32 12% S	70 15% T	53 13% T	70 15% T	73 12% T	66 12% W	123 14% W	73 12% W
My great-grandparents(s) or older	588 38%	285 36%	303 41%	47 23% D	165 38% D	152 42% D	223 43% D	212 33% H	375 42% H	454 44% KMN	140 24% KMN	69 40% KMN	5 4% KMN	48 19% M	354 37% M	234 41% Q	69 29% R	91 35% S	194 42% Q	191 46% Q	163 35% Q	220 36% Q	205 38% Q	336 38% Q	244 39% Q
Sigma	1528 100%	786 100%	742 100%	210 100%	435 100%	360 100%	523 100%	645 100%	883 100%	1040 100%	571 100%	175 100%	122 100%	254 100%	963 100%	565 100%	241 100%	258 100%	465 100%	413 100%	465 100%	619 100%	545 100%	884 100%	618 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
I support legal immigration, not illegal immigration.	1740	841	899	201	484	448	606	686	1055	1197	631	229	112	261	1044	696	251	267	526	515	541	643	625	1029	668	
Illegal immigration isn't fair to those who come here legally.	1687	813	874	196	448	438	605	644	1043	1149	612	222	109	247	998	688	244	243	512	519	531	594	600	998	652	
The U.S. is and always should be a nation supportive of immigrants.	1569	762	807	204	464	381	519	668	900	1029	613	236	112	257	976	593	238	269	469	466	464	596	567	914	625	
We need to take a pause on all future immigration until our borders are secured.	1447	685	762	156	400	381	510	556	891	996	517	199	85	197	866	581	224	210	432	454	443	511	540	868	544	
We shouldn't bear responsibility for other countries' failures to provide for their citizens.	1399	677	723	165	393	366	475	559	841	916	543	194	97	207	853	546	229	199	425	433	430	492	524	829	534	
The media often portrays immigration negatively, focusing unfairly on things like crime.	1396	646	751	216	449	323	408	665	731	845	622	236	103	253	902	494	221	249	432	413	415	525	543	811	546	
The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.	1383	664	729	209	450	338	396	659	734	870	591	235	96	246	900	493	216	251	433	414	429	508	546	814	550	
The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.	1323	659	663	167	381	340	434	548	775	871	519	184	93	206	830	493	216	194	420	407	403	476	510	785	502	
People are only concerned about immigration because they come from ethnic backgrounds they don't like.	1204	605	600	201	405	273	325	606	598	704	556	208	96	237	789	415	211	201	377	358	363	451	475	689	476	
The U.S. doesn't need immigrants like it did fifty years ago.	1124	554	570	151	330	299	344	480	644	745	432	158	67	178	710	414	189	175	346	347	344	401	449	669	421	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
The U.S. doesn't need immigrants like it did fifty years ago.	1010	478	532	166	284	230	331	449	561	631	400	145	77	155	600	410	124	164	312	313	295	363	312	544	438	
People are only concerned about immigration because they come from ethnic backgrounds they don't like.	930	427	502	115	208	256	350	323	606	673	275	95	48	96	521	409	102	138	281	302	276	313	287	524	383	
The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.	811	373	439	149	233	189	241	382	429	506	313	119	51	127	480	331	97	145	239	253	236	288	251	428	356	
The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.	741	368	373	108	163	191	279	271	470	506	240	68	48	87	410	331	97	87	226	247	210	256	215	399	309	
The media often portrays immigration negatively, focusing unfairly on things like crime.	738	386	351	101	164	206	267	265	473	531	209	67	41	80	408	330	92	89	227	247	224	239	218	402	312	
We shouldn't bear responsibility for other countries' failures to provide for their citizens.	735	355	379	151	220	163	200	371	364	461	289	109	47	126	457	278	83	140	233	227	209	272	238	384	325	
We need to take a pause on all future immigration until our borders are secured.	687	347	340	160	214	148	165	374	314	381	315	104	59	136	444	243	89	129	227	207	195	253	222	345	314	
The U.S. is and always should be a nation supportive of immigrants.	565	270	295	112	149	148	156	261	304	347	219	67	32	76	334	231	75	70	190	195	175	168	195	299	233	
Illegal immigration isn't fair to those who come here legally.	447	219	228	120	165	91	71	286	161	227	220	81	35	86	311	136	69	96	147	141	108	170	161	215	207	
I support legal immigration, not illegal immigration.	394	191	203	115	129	81	69	244	149	179	200	74	33	72	266	128	61	72	133	146	98	121	136	184	190	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_1 How much do you agree or disagree with each of the following statements?  
 The U.S. is and always should be a nation supportive of immigrants.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1569 74%	762 74%	807 73%	204 64%	464 78% D	381 72% d	519 77% D	668 72%	900 75%	1029 75%	613 74%	236 78% K	112 78% K	257 77%	976 74%	593 72%	238 76%	269 79% S	469 71%	466 71% S	464 73%	596 78% Tu	567 74%	914 75%	625 73%
Strongly agree	654 31%	296 29%	357 32%	92 29% DFG	225 37% DFG	140 26%	197 29%	317 34% I	336 28%	416 30%	275 33%	113 37% JK	40 28%	122 37% J	440 34% P	214 26%	109 35%	123 36% I	209 32%	183 28%	192 30%	255 33% I	253 33% X	368 30%	274 32%
Somewhat agree	915 43%	466 45% c	449 41%	112 35% c	239 35% c	242 46% De	322 48% DE	351 38% H	564 47% H	613 45% H	339 41%	123 41% JK	72 50% K	135 40% J	536 41% P	379 46% o	129 41%	146 43% R	260 40% R	282 43% V	272 43% v	341 45% V	314 41% W	546 45% W	351 41%
Strongly/Somewhat Disagree (Net)	565 26%	270 26%	295 27%	112 36% EFG	149 24% EFG	148 28% EFG	156 23% EFG	261 28%	304 25% I	347 25% I	219 26% L	67 22% L	32 22% L	76 23% L	334 26% L	231 28% L	75 24% L	70 21% L	190 29% R	195 29% R	175 27% V	168 22% V	195 26% V	299 28% V	233 27%
Somewhat disagree	369 17%	174 17%	195 18%	87 27% EFG	96 16% EFG	84 16% EFG	102 15% EFG	182 20% I	186 15% I	238 17% I	142 17% L	45 15% L	22 15% L	54 16% L	209 16% L	159 19% o	49 16% L	52 15% L	108 16% R	123 19% V	125 20% V	103 13% V	135 18% V	204 17% V	148 17%
Strongly disagree	197 9%	96 9% R	100 9% R	26 8% R	54 9% R	64 12% R	54 8% R	79 9% R	118 10% R	109 8% R	76 9% R	22 7% R	10 7% R	22 7% R	125 10% R	72 9% R	26 8% R	18 5% R	81 12% R	72 11% R	51 8% R	65 9% R	59 8% R	95 8% R	85 10%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_2 How much do you agree or disagree with each of the following statements?  
 The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1393 65%	664 64%	729 66%	209 60%	450 73%	338 64%	396 59%	659 71%	734 61%	870 63%	591 71%	235 78%	96 68%	246 74%	900 69%	493 60%	216 69%	251 74%	433 66%	414 63%	429 67%	508 66%	546 72%	814 67%	550 64%
Strongly agree	595 28%	262 25%	333 30%	85 27%	221 36%	138 26%	150 22%	306 33%	289 24%	366 27%	255 31%	118 39%	28 19%	104 31%	420 32%	174 29%	90 29%	125 37%	205 31%	161 24%	182 28%	230 30%	261 34%	352 29%	231 27%
Somewhat agree	798 37%	402 39%	396 36%	124 39%	229 37%	199 38%	246 36%	353 38%	445 37%	504 37%	336 40%	117 39%	68 47%	143 43%	480 37%	318 39%	126 40%	126 37%	228 35%	253 38%	247 39%	278 36%	285 37%	462 38%	319 37%
Strongly/Somewhat Disagree (Net)	741 35%	368 36%	373 34%	108 34%	163 27%	191 36%	279 41%	271 29%	470 39%	506 37%	240 29%	68 22%	48 34%	87 26%	410 31%	331 40%	97 31%	87 26%	226 34%	247 37%	210 33%	256 34%	215 28%	399 33%	309 36%
Somewhat disagree	407 19%	205 20%	203 18%	85 27%	100 16%	91 17%	132 19%	184 20%	223 19%	276 20%	151 18%	41 14%	32 22%	67 20%	240 18%	168 20%	59 19%	62 18%	118 18%	134 20%	111 17%	145 19%	125 16%	217 18%	172 20%
Strongly disagree	334 16%	163 16%	171 15%	23 7%	63 10%	100 19%	147 22%	86 9%	247 21%	230 17%	89 11%	27 9%	17 12%	19 6%	170 13%	164 20%	37 12%	25 7%	108 16%	113 17%	99 16%	111 15%	91 12%	181 15%	137 16%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_3 How much do you agree or disagree with each of the following statements?  
 Illegal immigration isn't fair to those who come here legally.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Agree (Net)	1687 79%	813 79%	874 79%	196 62%	448 73%	438 83%	605 90%	644 69%	1043 87%	1149 83%	612 74%	222 73%	109 79%	247 74%	998 76%	688 84%	244 78%	243 72%	512 79%	519 79%	531 83%	594 78%	600 79%	998 82%	652 76%	
Strongly agree	978 46%	470 45%	509 46%	89 28%	242 39%	268 51%	380 56%	330 36%	648 54%	687 50%	322 39%	131 43%	61 42%	127 38%	559 43%	419 51%	150 48%	125 37%	284 43%	283 43%	321 50%	347 45%	351 46%	582 48%	373 43%	
Somewhat agree	708 33%	343 33%	365 33%	107 34%	206 34%	170 32%	224 33%	314 34%	395 33%	462 34%	290 35%	91 30%	48 33%	120 36%	440 34%	269 33%	93 30%	118 35%	228 35%	236 36%	210 33%	247 32%	249 33%	416 34%	278 32%	
Strongly/Somewhat Disagree (Net)	447 21%	219 21%	228 21%	120 38%	165 27%	91 17%	71 10%	286 31%	161 13%	227 17%	220 26%	81 27%	35 25%	86 26%	311 24%	136 16%	69 22%	96 28%	147 22%	141 21%	108 17%	170 22%	161 21%	215 18%	207 24%	
Somewhat disagree	307 14%	147 14%	160 15%	86 27%	110 18%	59 11%	53 8%	195 21%	112 9%	156 11%	156 19%	57 19%	25 18%	66 20%	208 16%	99 12%	44 14%	68 20%	97 15%	93 14%	80 13%	115 15%	123 16%	160 13%	135 16%	
Strongly disagree	140 7%	73 7%	68 6%	35 11%	56 9%	32 6%	17 3%	91 10%	50 4%	72 5%	64 8%	23 8%	10 7%	20 6%	104 8%	37 4%	25 8%	28 8%	50 8%	48 7%	28 4%	55 7%	38 5%	54 4%	73 8%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

**MARV02\_4 How much do you agree or disagree with each of the following statements?**  
 The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1323 62%	659 64%	663 60%	167 53%	381 62%	340 64%	434 64%	548 59%	775 64%	871 63%	519 62%	184 61%	93 63%	206 62%	830 63%	493 60%	216 69%	194 57%	420 64%	407 62%	403 63%	476 62%	510 67%	785 88%	502 58%
Strongly agree	634 30%	314 30%	320 29%	53 17%	176 29%	180 34%	225 33%	229 25%	405 34%	431 31%	230 28%	93 31%	39 27%	81 24%	393 30%	241 29%	103 33%	93 28%	196 30%	195 30%	190 30%	233 31%	232 30%	375 31%	244 28%
Somewhat agree	689 32%	345 33%	343 31%	114 36%	205 33%	160 30%	209 31%	319 34%	370 31%	439 32%	289 35%	91 30%	54 38%	125 38%	437 33%	252 31%	113 36%	100 30%	224 34%	212 32%	213 33%	242 32%	278 36%	410 34%	258 30%
Strongly/Somewhat Disagree (Net)	811 38%	373 36%	439 40%	149 47%	233 38%	189 36%	241 36%	382 41%	429 36%	506 37%	313 38%	119 39%	51 35%	127 38%	480 37%	331 40%	97 31%	145 43%	239 36%	253 38%	236 37%	288 38%	251 33%	428 38%	356 41%
Somewhat disagree	523 25%	257 25%	266 24%	105 33%	143 23%	119 23%	155 23%	248 27%	274 23%	320 24%	202 24%	78 26%	41 29%	70 21%	292 22%	231 28%	64 20%	79 23%	149 23%	170 26%	153 24%	179 23%	150 20%	273 22%	233 27%
Strongly disagree	289 14%	116 11%	173 16%	44 14%	89 15%	69 13%	85 13%	134 14%	155 13%	185 13%	111 13%	41 14%	10 7%	57 17%	189 14%	100 12%	33 10%	66 19%	90 14%	83 13%	83 13%	110 14%	102 13%	155 13%	123 14%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_5 How much do you agree or disagree with each of the following statements?  
 The media often portrays immigration negatively, focusing unfairly on things like crime.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1396 65%	646 63%	751 68%	216 68%	449 73%	323 61%	408 60%	665 72%	731 61%	845 61%	622 75%	236 78%	103 71%	253 76%	902 69%	494 60%	221 71%	249 74%	432 66%	413 63%	415 65%	525 69%	543 71%	811 67%	546 64%
Strongly agree	595 28%	269 26%	326 30%	97 31%	198 32%	145 27%	156 23%	295 32%	301 25%	333 24%	287 35%	116 38%	41 29%	127 38%	399 30%	197 24%	99 32%	111 33%	189 29%	158 24%	173 27%	248 32%	246 32%	340 28%	237 28%
Somewhat agree	801 38%	376 36%	425 39%	119 38%	251 41%	179 34%	252 37%	370 40%	431 36%	512 37%	335 40%	120 40%	62 43%	125 38%	503 38%	298 36%	122 39%	138 41%	243 37%	255 39%	242 38%	276 36%	297 39%	471 39%	309 36%
Strongly/Somewhat Disagree (Net)	738 35%	386 37%	351 32%	101 32%	164 27%	206 39%	267 40%	265 28%	473 39%	531 39%	209 25%	67 22%	41 29%	80 24%	408 31%	330 40%	92 29%	89 26%	227 34%	247 37%	224 35%	239 31%	218 29%	402 33%	312 36%
Somewhat disagree	423 20%	218 21%	205 19%	66 21%	103 17%	93 18%	160 24%	170 18%	253 21%	297 22%	137 16%	42 14%	27 19%	52 15%	232 18%	191 23%	48 15%	53 16%	131 20%	150 23%	124 19%	133 17%	125 16%	234 19%	177 21%
Strongly disagree	315 15%	168 16%	146 13%	34 11%	61 10%	113 21%	107 16%	95 10%	220 18%	234 17%	73 9%	25 8%	14 10%	29 9%	176 13%	139 17%	44 14%	36 11%	95 14%	98 15%	100 16%	106 14%	93 12%	169 14%	135 16%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV02\_6 How much do you agree or disagree with each of the following statements?  
 I support legal immigration, not illegal immigration.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1740 82%	841 82%	899 82%	201 64%	484 79% D	448 85% DE	606 90% DEF	686 74%	1055 88% H	1197 87% KLMN	631 76%	229 75% H	112 77% I	261 78% J	1044 80% K	696 85% O	251 80% P	267 79% Q	526 80% R	515 78% S	541 85% T	643 84% U	625 82% V	1029 88% WY	668 78%
Strongly agree	954 45%	459 44%	495 45%	100 31%	243 40% D	241 46% DE	371 55% DEF	343 37%	611 51% H	669 49% KLN	329 40%	124 41% H	60 42% I	128 38% J	542 41% K	412 50% O	131 42% P	133 39% Q	278 42% R	288 44% S	292 46% T	351 46% U	326 43% V	562 46% W	374 44%
Somewhat agree	786 37%	382 37%	404 37%	102 32%	241 39% d	208 39% d	236 35% d	343 37%	443 37% H	528 38% KLN	302 36%	105 35% H	51 36% I	133 40% J	502 38% K	284 34% L	121 39% M	134 39% N	248 38% O	227 34% P	249 39% Q	292 38% R	299 39% S	467 38% T	294 34%
Strongly/Somewhat Disagree (Net)	394 18%	191 18%	203 18%	115 36% EFG	129 21% FG	81 15% G	69 10% G	244 26% I	149 12% I	179 13% J	200 24% J	74 25% J	33 23% J	72 22% J	266 20% P	128 15% P	61 21% Q	72 20% R	133 14% S	146 14% T	98 22% U	121 16% U	136 18% V	184 15% W	190 22% WX
Somewhat disagree	256 12%	125 12%	131 12%	76 24% EFG	88 14% FG	47 9% G	45 7% G	164 18% I	92 8% I	126 9% J	126 15% Jn	53 17% Jn	16 11% J	35 11% K	170 13% P	87 11% Q	32 10% R	48 14% S	90 14% T	95 14% U	56 9% U	83 11% V	87 11% W	116 10% X	128 15% WX
Strongly disagree	137 6%	66 6%	71 6%	39 12% EFG	41 7% G	33 6% g	24 4% g	80 9% I	57 5% I	54 4% J	75 9% J	22 7% J	16 11% J	37 11% K	96 7% P	41 5% Q	29 9% R	24 7% S	43 7% T	51 8% U	42 7% V	38 5% W	49 6% X	68 6% Y	62 7%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144* 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_7 How much do you agree or disagree with each of the following statements?  
 People are only concerned about immigration because they come from ethnic backgrounds they don't like.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1204	605	600	201	405	273	325	606	598	704	556	208	96	237	789	415	211	201	377	358	363	451	475	689	476
Strongly agree	422	210	212	68	154	103	96	223	199	228	208	89	37	93	302	120	90	78	134	106	133	175	181	243	167
Somewhat agree	782	395	387	133	251	169	229	384	399	476	348	118	59	144	487	295	121	122	244	252	230	275	294	446	309
Strongly/Somewhat Disagree (Net)	930	427	502	115	208	256	350	323	606	673	275	95	48	96	521	409	102	138	281	302	276	313	287	524	383
Somewhat disagree	479	218	261	75	128	101	174	204	275	341	149	56	27	46	277	202	50	88	139	163	124	168	155	273	196
Strongly disagree	451	210	241	40	80	155	176	120	331	331	127	39	21	50	244	207	52	50	142	140	152	145	132	251	187
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_8 How much do you agree or disagree with each of the following statements?  
 We shouldn't bear responsibility for other countries' failures to provide for their citizens.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1399 66%	677 68%	723 66%	165 52%	393 64%	366 69%	475 70%	559 60%	841 70%	916 67%	543 65%	194 64%	97 67%	207 62%	853 65%	546 66%	229 73%	199 59%	425 65%	433 66%	430 67%	492 64%	524 69%	829 68%	534 62%
Strongly agree	650 30%	312 30%	337 31%	63 20%	184 30%	167 30%	235 35%	247 27%	402 33%	454 33%	221 27%	91 30%	35 24%	79 24%	403 31%	246 30%	113 36%	87 26%	203 31%	187 28%	205 32%	236 31%	247 32%	387 32%	243 28%
Somewhat agree	750 35%	364 35%	386 35%	102 32%	209 34%	199 38%	239 35%	311 33%	439 36%	462 34%	322 39%	103 34%	63 44%	127 38%	450 34%	300 36%	116 37%	112 33%	222 34%	246 37%	225 35%	257 34%	277 36%	442 36%	290 34%
Strongly/Somewhat Disagree (Net)	735 34%	355 34%	379 34%	151 48%	220 36%	163 31%	200 30%	371 40%	364 30%	461 33%	289 35%	109 36%	47 33%	126 38%	457 35%	278 34%	83 27%	140 41%	233 35%	227 34%	209 33%	272 36%	238 31%	384 32%	325 38%
Somewhat disagree	463 22%	227 22%	237 21%	100 32%	138 22%	90 17%	136 20%	238 26%	225 19%	304 22%	175 21%	72 24%	27 18%	76 23%	281 21%	183 22%	56 18%	86 25%	139 21%	132 21%	139 21%	171 22%	150 20%	250 21%	199 23%
Strongly disagree	271 13%	129 12%	142 13%	51 16%	82 13%	74 14%	65 10%	133 14%	138 11%	156 11%	114 14%	37 12%	20 14%	50 15%	176 13%	95 12%	27 9%	54 16%	95 14%	77 13%	77 12%	100 13%	87 11%	134 11%	126 15%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_9 How much do you agree or disagree with each of the following statements?  
 The U.S. doesn't need immigrants like it did fifty years ago.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1124 53%	554 54%	570 52%	151 48%	330 54%	299 57% D	344 51%	480 52%	644 53%	745 54%	432 52%	158 52%	67 47%	178 54%	710 54%	414 50%	189 60% rs	175 52%	346 53%	347 53%	344 54%	401 52%	449 59% XY	669 58% V	421 49%
Strongly agree	477 22%	235 23%	242 22%	57 18%	141 23%	132 25% d	147 22%	198 21%	279 23%	307 22%	190 23%	83 28% JKLMN	24 17%	68 20%	292 22%	185 22%	86 28%	60 18%	146 22%	149 23%	147 23%	165 22%	197 26% xy	289 24% y	170 20%
Somewhat agree	647 30%	319 31%	328 30%	94 30%	189 31%	167 32%	197 29%	283 30%	364 30%	438 32%	241 29%	74 25% L	43 30%	111 33% L	418 32%	229 28%	103 33%	115 34%	200 30%	198 30%	196 31%	236 31%	252 33%	380 31%	250 29%
Strongly/Somewhat Disagree (Net)	1010 47%	478 46%	532 48%	166 52% F	284 46%	230 43%	331 49%	449 48%	561 47%	631 46%	400 48%	145 48%	77 53%	155 46%	600 50%	410 40%	124 40%	164 48% q	312 47% q	313 47%	295 46%	363 48%	312 41%	544 45% W	438 51% WX
Somewhat disagree	592 28%	291 28%	301 27%	93 29%	154 25%	134 25%	212 31% E	246 27%	346 29%	379 28%	237 28%	83 28%	47 33%	87 26%	329 25% O	263 24%	75 24%	82 24% Q	173 26%	190 29%	180 26%	200 26%	179 23% W	334 25% W	248 25% W
Strongly disagree	418 20%	187 18%	231 21%	73 23% g	130 21%	96 18%	119 18%	203 22% I	215 18%	252 18%	163 20%	62 20% Q	30 20%	67 20%	271 21%	147 18%	49 16%	82 24% Q	139 21%	123 19%	115 18%	163 21%	134 18% xy	210 17% wX	190 22%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV02\_10 How much do you agree or disagree with each of the following statements?  
 We need to take a pause on all future immigration until our borders are secured.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1447 68%	685 66%	762 69%	156 49%	400 65%	381 72%	510 76%	556 60%	891 74%	996 82%	517 62%	199 66%	85 59%	197 59%	866 66%	581 70%	224 72%	210 62%	432 66%	454 69%	443 69%	511 67%	540 71%	868 72%	544 63%
Strongly agree	745 35%	362 35%	383 35%	44 14%	192 31%	207 39%	302 45%	236 25%	509 42%	549 40%	230 28%	96 32%	30 21%	86 26%	424 32%	321 39%	107 34%	89 26%	228 35%	218 33%	241 38%	268 35%	254 33%	435 36%	296 34%
Somewhat agree	702 33%	323 31%	379 34%	112 35%	208 34%	174 33%	208 31%	319 34%	382 32%	447 32%	287 34%	103 34%	55 38%	111 33%	442 34%	260 32%	117 37%	121 36%	204 31%	236 36%	203 32%	243 32%	286 38%	433 36%	249 29%
Strongly/Somewhat Disagree (Net)	687 32%	347 34%	340 31%	160 51%	214 35%	148 28%	165 24%	374 40%	314 26%	381 28%	315 38%	104 34%	59 41%	136 41%	444 34%	243 30%	89 28%	129 38%	227 34%	207 31%	195 31%	253 33%	222 29%	345 28%	314 37%
Somewhat disagree	450 21%	227 22%	223 20%	106 34%	147 24%	86 16%	111 16%	253 27%	197 16%	242 18%	220 26%	77 26%	37 26%	89 27%	283 22%	167 20%	46 15%	88 26%	149 23%	135 20%	130 20%	162 21%	151 20%	242 20%	188 22%
Strongly disagree	237 11%	120 12%	117 11%	54 17%	66 11%	63 12%	54 8%	120 13%	117 10%	138 10%	95 11%	27 9%	22 15%	47 14%	161 12%	76 9%	42 14%	41 12%	78 11%	66 10%	91 12%	71 9%	104 9%	126 15%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_1 Which statement do you believe to be true regarding immigration today?  
 Federal immigration and border security spending increased in 2023 compared to the previous two years/  
 Federal immigration and border security spending decreased in 2023 compared to the previous two years.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Federal immigration and border security spending increased in 2023 compared to the previous two years	1341	606	735	159	397	324	461	556	785	885	506	186	78	209	812	529	201	217	393	424	409	467	479	785	519
	63%	59%	67%	50%	65%	61%	68%	60%	65%	64%	61%	62%	54%	63%	62%	64%	64%	64%	60%	64%	64%	61%	63%	65%	60%
Federal immigration and border security spending decreased in 2023 compared to the previous two years	793	426	367	157	217	205	214	374	419	491	326	116	66	124	498	295	111	121	265	236	230	297	282	428	340
	37%	41%	33%	50%	35%	39%	32%	40%	35%	36%	39%	38%	46%	37%	38%	36%	36%	36%	40%	36%	36%	39%	37%	35%	40%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV19\_2 Which statement do you believe to be true regarding immigration today?  
 Illegal crossings at the Southern Border have significantly increased compared to five years ago/  
 Illegal crossings at the Southern Border have significantly decreased compared to five years ago.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Illegal crossings at the Southern Border have significantly increased compared to five years ago	1641	787	854	189	440	405	608	628	1013	1099	590	217	97	230	954	687	229	232	493	518	505	568	554	935	658
	77%	76%	77%	60%	72% D	76% D	90% DEF	68%	84% H	80% KLMN	71%	72% J	67%	69%	73% P	83% O	73%	68%	75% r	78% v	79% v	74%	73% W	77% W	77%
Illegal crossings at the Southern Border have significantly decreased compared to five years ago	493	245	248	128	174	124	67	302	191	278	241	86	47	103	356	137	83	107	166	143	134	196	208	278	200
	23%	24%	23%	40% EFG	28% G	24% G	10%	32% I	16%	20% J	29% J	28% J	33% J	31% J	27% P	17% P	27% Q	32% s	25% T	22% T	21% T	26% u	27% X	23% X	23%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV19\_3 Which statement do you believe to be true regarding immigration today?

The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago/  
 The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago

Base: All Respondents

	Gender		Generation						Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago	1302	622	680	170	371	324	437	541	761	860	474	166	88	182	787	515	192	188	407	410	399	452	469	758	510
	61%	60%	62%	54%	60%	61%	65%	58%	63%	62%	57%	55%	61%	55%	60%	62%	61%	56%	62%	62%	62%	59%	62%	63%	59%
The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago	832	410	422	146	243	205	238	389	443	516	358	137	57	151	522	309	121	150	251	250	240	312	293	455	348
	39%	40%	38%	46%	40%	39%	35%	42%	37%	38%	43%	45%	39%	45%	40%	38%	39%	44%	38%	38%	38%	41%	38%	37%	41%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV19\_4 Which statement do you believe to be true regarding immigration today?  
 Less than 25% of people in the U.S. were foreign-born as of 2022/  
 More than 25% of people in the U.S. were foreign-born as of 2022

Base: All Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Amer- ican	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Less than 25% of people in the U.S. were foreign-born as of 2022	1054 49%	562 54%	492 45%	156 49%	298 49%	269 51%	330 49%	454 49%	600 50%	692 50%	401 48%	138 46%	69 48%	166 50%	641 49%	413 50%	157 50%	162 48%	322 49%	313 47%	308 48%	401 52%	381 50%	613 51%	407 47%
More than 25% of people in the U.S. were foreign-born as of 2022	1080 51%	470 46%	610 55%	180 51%	315 51%	260 49%	345 51%	476 51%	604 50%	685 50%	431 52%	165 54%	75 52%	167 50%	668 51%	412 50%	155 50%	177 52%	336 51%	347 53%	330 52%	363 48%	381 50%	600 49%	451 53%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_5 Which statement do you believe to be true regarding immigration today?  
 Immigrants are more likely to be in the labor force than people born in the U.S./  
 Immigrants are less likely to be in the labor force than people born in the U.S.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/20-3/31)	MALE FEMALE		Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)																						
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Immigrants are more likely to be in the labor force than people born in the U.S.	1336	647	690	185	401	315	436	586	751	837	538	191	95	203	797	539	187	208	401	409	411	467	471	745	548
	63%	63%	63%	58%	65%	60%	65%	63%	62%	61%	65%	63%	66%	61%	61%	65%	60%	61%	62%	62%	64%	61%	62%	61%	64%
Immigrants are less likely to be in the labor force than people born in the U.S.	798	385	412	131	213	214	240	344	454	540	294	112	50	130	513	285	125	130	257	251	228	297	290	468	310
	37%	37%	37%	42%	35%	40%	35%	37%	38%	39%	35%	37%	34%	39%	39%	35%	40%	39%	38%	38%	36%	39%	38%	39%	36%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_6 Which statement do you believe to be true regarding immigration today?  
 Immigrants pay more in taxes than they receive in welfare and benefits/  
 Immigrants receive more in welfare and benefits than they pay in taxes

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location		Income			Parents			
	Wave 214 (3/29 - 3/31)	MALE FEMALE		Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican Ameri- can	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)																						
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Immigrants pay more in taxes than they receive in welfare and benefits	745	367	378	143	245	174	183	388	357	435	347	130	62	158	503	242	138	151	213	205	223	288	305	430	291
	35%	36%	34%	45%	40%	33%	27%	42%	30%	32%	42%	43%	43%	48%	38%	29%	44%	45%	32%	31%	35%	38%	40%	35%	34%
Immigrants receive more in welfare and benefits than they pay in taxes	1389	665	724	174	368	355	482	542	847	942	485	173	82	175	807	582	175	187	445	455	416	476	457	783	567
	65%	64%	66%	55%	60%	57%	71%	58%	70%	68%	58%	57%	57%	52%	62%	71%	56%	55%	68%	65%	65%	62%	60%	65%	65%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_7 Which statement do you believe to be true regarding immigration today?  
 About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024/  
 About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024	908	393	515	150	281	243	234	431	477	518	443	171	72	181	589	319	152	169	269	289	270	318	347	519	348
	43%	38%	47%	47%	46%	46%	35%	46%	40%	38%	53%	56%	50%	54%	45%	39%	49%	50%	41%	44%	42%	42%	42%	46%	43%
About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024	1226	639	587	166	332	287	441	499	727	858	389	132	72	152	720	506	161	170	389	371	369	446	414	694	511
	57%	62%	53%	53%	54%	54%	DEF	54%	60%	62%	47%	44%	50%	46%	55%	61%	51%	50%	59%	56%	58%	58%	54%	57%	59%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV19\_8 Which statement do you believe to be true regarding immigration today?  
 Illegal immigration isn't linked to a spike in U.S. crime rates/  
 Illegal immigration is linked to a spike in U.S. crime rates

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-38)	Boomer+ (age 39+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Illegal immigration isn't linked to a spike in U.S. crime rates	986	478	507	173	300	229	284	472	513	590	441	173	63	184	619	367	166	180	273	296	284	366	370	565	385
	46%	46%	46%	55%	49%	43%	42%	51%	43%	43%	53%	57%	43%	55%	47%	45%	53%	53%	41%	45%	44%	48%	49%	47%	45%
Illegal immigration is linked to a spike in U.S. crime rates	1148	554	595	144	314	300	391	457	691	786	391	129	82	149	691	457	146	159	386	364	355	388	392	648	474
	54%	54%	54%	45%	51%	57%	58%	49%	57%	57%	47%	43%	43%	48%	53%	55%	47%	59%	55%	55%	56%	52%	51%	53%	55%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_9 Which statement do you believe to be true regarding immigration today?  
 Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)/  
 Immigrants are entering America to improve their prospects and access our resources

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millen- nials (age 27- 32)	Gen X (age 33- 38)	Boomer+ (age 39+)	Gen Z/ Millen- nials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or Af- rican	Asian or Pa- cific Island- er	Hispa- nic	Emple- yed	Not Emple- yed	Remote	Hybrid	In- person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)	1132	531	601	171	336	282	342	507	625	711	450	184	72	184	725	407	169	187	370	357	334	403	418	635	468
	53%	51%	55%	54%	55%	53%	51%	55%	52%	52%	54%	61%	50%	55%	55%	49%	54%	56%	54%	52%	52%	53%	55%	52%	54%
Immigrants are entering America to improve their prospects and access our resources	1002	501	501	145	277	247	333	422	580	666	381	119	72	149	585	417	144	152	289	304	305	361	343	578	391
	47%	49%	45%	46%	45%	47%	49%	45%	48%	48%	46%	39%	50%	45%	51%	46%	45%	44%	46%	48%	48%	47%	45%	48%	46%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV19\_10 Which statement do you believe to be true regarding immigration today?

The number of individuals taken into custody by Border Patrol recently reached the highest levels in history/  
 The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/20 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The number of individuals taken into custody by Border Patrol recently reached the highest levels in history	1549 73%	731 71%	817 74%	193 61%	435 71% D	381 72% D	539 80% DEF	629 68%	920 76% H	1025 74% KLm	567 68%	206 68%	96 66%	234 70%	922 70%	627 76% O	203 65%	249 73% q	470 71%	474 72%	490 77% tv	531 70%	537 70%	889 73% W	619 72%
The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history	585 27%	301 29%	285 26%	123 39% EFG	178 29% G	148 28% G	136 20%	301 32% I	284 24%	351 26%	265 32% J	97 32% J	49 34% j	99 30%	388 30% P	198 24%	109 35% r	90 27%	189 29%	186 28% u	148 23%	233 30% U	225 30% X	324 27%	239 28%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV23 How much would you support or oppose the following immigration policies?  
 Summary Of Strongly/Somewhat Support

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Increasing resources to the southern border region.	1281 60%	672 65%	609 55%	139 44%	333 54%	334 63%	475 70%	472 51%	809 67%	927 67%	412 50%	143 47%	75 52%	162 48%	760 58%	520 63%	184 59%	198 58%	378 57%	378 57%	410 64%	466 61%	449 59%	736 61%	516 60%
Expanding legal pathways for orderly immigration.	1229 58%	604 59%	625 57%	150 47%	365 59%	290 55%	424 63%	515 55%	714 59%	845 61%	429 52%	145 48%	86 60%	174 52%	759 58%	470 57%	172 55%	215 63%	372 57%	333 50%	377 59%	487 64%	457 60%	732 60%	473 55%
Implementing mass deportations of unauthorized immigrants.	1066 50%	527 51%	539 49%	109 35%	286 47%	284 54%	387 57%	396 43%	670 56%	756 55%	349 42%	115 38%	70 49%	137 41%	647 49%	420 51%	155 50%	168 49%	324 49%	327 49%	335 53%	382 50%	388 51%	645 53%	398 46%
Implementing an app for individuals to schedule a legal border crossing into the U.S.	1022 48%	505 49%	517 47%	140 44%	333 54%	227 45%	322 48%	472 51%	549 48%	687 50%	379 46%	141 47%	67 46%	164 49%	675 51%	347 42%	153 49%	204 60%	317 48%	264 40%	322 50%	416 54%	428 56%	621 51%	379 44%
Implementing travel bans on people from certain countries.	957 45%	510 49%	446 41%	102 32%	253 41%	245 46%	358 53%	355 38%	602 50%	675 49%	323 39%	106 35%	52 36%	147 44%	579 46%	378 46%	155 50%	146 43%	278 42%	279 42%	311 49%	349 46%	359 47%	583 48%	353 41%
Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.	941 44%	452 44%	489 44%	140 44%	316 51%	239 45%	246 36%	456 49%	485 40%	606 44%	377 45%	150 50%	59 41%	166 50%	638 48%	303 37%	144 46%	194 57%	301 46%	252 38%	292 46%	379 50%	412 54%	576 48%	349 41%
Closing the southern border entirely.	924 43%	484 47%	439 40%	98 31%	256 42%	240 45%	330 49%	353 38%	570 47%	647 47%	298 36%	102 34%	52 36%	118 38%	560 43%	364 44%	128 41%	134 40%	288 43%	283 43%	286 45%	334 44%	362 48%	565 47%	339 39%
Ending automatic citizenship for children born in the U.S.	731 34%	388 38%	343 31%	88 28%	216 35%	179 34%	248 37%	304 35%	427 35%	501 36%	268 32%	93 31%	57 39%	117 35%	439 33%	292 35%	122 39%	112 33%	204 31%	215 35%	221 35%	281 37%	285 37%	424 35%	282 33%
Relocating unauthorized immigrants to "sanctuary" cities.	702 33%	348 34%	354 32%	104 33%	232 38%	185 35%	181 27%	336 36%	367 30%	467 34%	284 34%	123 41%	41 29%	119 36%	494 38%	208 25%	125 40%	149 44%	220 33%	194 29%	222 35%	273 36%	323 42%	442 36%	244 28%
Increasing the number of "sanctuary" cities or states.	692 32%	340 33%	352 32%	116 37%	256 42%	158 30%	162 24%	372 40%	320 27%	418 30%	315 38%	134 44%	46 32%	201 37%	491 37%	201 24%	126 40%	140 41%	225 34%	193 29%	192 30%	293 38%	321 42%	427 35%	249 29%
Implementing the separation of parents and children at the southern border.	418 20%	241 23%	177 16%	91 29%	176 29%	59 18%	9 9%	266 29%	152 13%	231 17%	206 25%	89 29%	35 24%	83 26%	344 26%	74 9%	91 29%	89 29%	154 16%	104 16%	133 21%	177 23%	232 30%	273 22%	128 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV23 How much would you support or oppose the following immigration policies?  
 Summary Of Strongly/Somewhat Oppose

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Implementing the separation of parents and children at the southern border.	1150	502	648	115	265	291	479	380	770	809	378	139	60	160	628	522	138	166	324	370	348	397	334	650	476
Ending automatic citizenship for children born in the U.S.	818	371	447	104	230	207	277	333	484	536	299	119	45	111	507	311	146	264	244	261	282	274	465	337	
Increasing the number of "sanctuary" cities or states.	783	393	389	70	151	225	336	221	561	559	230	52	47	98	426	357	100	229	243	242	277	205	413	339	
Relocating unauthorized immigrants to "sanctuary" cities.	751	371	380	78	159	189	325	237	515	516	237	70	37	100	419	333	94	227	229	245	253	200	408	314	
Closing the southern border entirely.	645	311	334	103	185	154	203	287	357	413	247	91	41	113	415	230	130	187	165	200	259	203	349	279	
Implementing travel bans on people from certain countries.	520	241	279	86	167	127	140	253	268	314	210	86	31	75	348	173	65	108	174	141	154	207	173	274	
Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.	519	276	242	60	110	126	223	169	349	356	161	50	30	66	279	240	72	58	149	152	175	172	138	277	
Implementing mass deportations of unauthorized immigrants.	514	244	270	82	153	109	169	236	278	319	211	73	26	98	336	178	68	103	165	141	152	204	167	258	
Implementing an app for individuals to schedule a legal border crossing into the U.S.	430	219	211	65	95	118	153	160	270	277	149	53	25	53	250	180	64	41	145	130	141	122	229	183	
Expanding legal pathways for orderly immigration.	328	164	164	47	83	90	109	130	199	200	121	49	24	43	191	137	49	39	103	114	107	98	105	177	
Increasing resources to the southern border region.	276	117	158	56	91	65	63	148	128	144	136	50	17	63	180	96	41	50	89	93	79	92	112	159	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_1 How much would you support or oppose the following immigration policies?  
 Implementing mass deportations of unauthorized immigrants.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Support (Net)	1066	527	539	109	286	284	387	396	670	756	349	115	70	137	647	420	155	168	324	327	335	382	388	645	398	
Strongly support	619	317	303	44	136	176	263	180	439	454	175	66	38	59	346	273	89	75	182	186	211	212	201	347	256	
Somewhat support	447	211	236	65	150	108	124	216	231	302	173	49	32	78	301	146	66	93	142	141	125	170	186	297	142	
Neither oppose nor support	434	209	225	94	141	111	87	236	198	237	220	88	36	79	265	170	72	59	134	150	126	136	175	258	157	
Strongly/Somewhat Oppose (Net)	514	244	270	82	153	109	169	236	278	319	211	73	26	98	336	178	68	103	165	141	152	204	167	258	241	
Somewhat oppose	244	118	126	43	70	38	94	113	131	156	99	31	16	47	159	85	31	47	81	65	78	94	89	134	107	
Strongly oppose	269	126	143	39	83	71	76	123	147	163	112	42	10	52	177	92	37	56	84	76	73	110	77	124	134	
Unsure	120	52	68	30	32	26	31	63	57	64	52	26	12	18	63	57	17	9	37	42	26	42	32	52	62	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_2 How much would you support or oppose the following immigration policies?  
 Relocating unauthorized immigrants to "sanctuary cities."

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	702	348	354	104	232	185	181	336	367	467	284	123	41	119	494	208	125	149	194	222	273	323	442	244	286
Strongly support	315	159	156	36	104	82	92	140	175	209	127	54	21	49	207	108	70	53	84	82	94	133	131	191	116
Somewhat support	388	190	198	69	127	103	89	196	192	258	157	69	20	69	287	101	54	96	113	129	140	192	252	128	155
Neither oppose nor support	537	260	276	108	171	123	135	279	258	314	255	83	52	97	322	215	68	82	171	139	186	194	288	237	286
Strongly/Somewhat Oppose (Net)	751	371	380	78	159	189	325	237	515	516	237	70	37	100	419	333	97	94	227	229	245	253	200	408	314
Somewhat oppose	283	143	140	43	71	65	104	114	169	194	102	34	17	49	169	114	42	33	94	84	100	79	154	120	146
Strongly oppose	469	228	240	35	88	125	221	123	346	321	135	37	19	51	250	219	56	61	133	145	158	153	121	255	194
Unsure	143	52	91	26	52	31	34	78	65	80	55	26	14	18	75	68	22	13	40	56	32	43	44	74	63
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_3 How much would you support or oppose the following immigration policies?  
 Increasing the number of "sanctuary" cities or states.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	692 32%	340 33%	352 32%	116 37%	256 42%	158 30%	162 24%	372 40%	320 27%	418 30%	315 38%	134 44%	46 32%	137 41%	491 37%	201 24%	126 40%	140 41%	225 34%	193 29%	192 30%	293 38%	321 42%	427 35%	249 29%
Strongly support	312 15%	157 15%	155 14%	44 14%	115 19%	90 17%	64 10%	159 17%	154 13%	179 13%	146 18%	65 22%	20 14%	63 19%	232 18%	80 10%	59 19%	62 18%	111 17%	80 12%	94 15%	135 18%	147 19%	197 16%	109 13%
Somewhat support	380 18%	182 18%	198 18%	73 23%	141 23%	68 13%	98 14%	214 23%	166 14%	239 17%	168 20%	68 23%	26 18%	74 22%	258 20%	121 15%	66 21%	78 23%	114 17%	113 15%	98 15%	157 21%	174 23%	230 19%	140 16%
Neither oppose nor support	488 23%	236 23%	252 23%	99 31%	142 23%	113 21%	134 20%	241 26%	247 21%	303 22%	222 27%	87 29%	35 24%	83 28%	300 23%	188 23%	64 20%	80 24%	156 24%	164 25%	162 25%	139 18%	178 23%	284 23%	192 25%
Strongly/Somewhat Oppose (Net)	783 37%	393 38%	389 35%	70 22%	151 25%	225 43%	336 50%	221 24%	561 47%	559 41%	230 28%	52 17%	47 32%	98 29%	426 32%	357 43%	97 31%	100 29%	229 35%	243 37%	242 36%	277 36%	205 27%	413 34%	339 39%
Somewhat oppose	253 12%	121 12%	133 12%	39 12%	64 10%	67 13%	83 12%	103 11%	151 13%	174 13%	92 11%	19 6%	21 14%	45 14%	150 11%	104 13%	30 10%	37 11%	82 13%	84 13%	68 11%	94 12%	147 10%	147 12%	98 11%
Strongly oppose	529 25%	272 26%	257 23%	31 10%	87 14%	158 30%	253 37%	119 13%	411 34%	386 28%	138 17%	33 11%	26 18%	53 16%	276 21%	253 31%	66 21%	63 19%	147 22%	159 24%	175 27%	183 24%	129 17%	266 22%	241 28%
Unsure	171 8%	63 6%	108 10%	31 10%	64 11%	34 6%	43 6%	95 10%	76 6%	96 7%	65 8%	30 10%	18 12%	15 4%	93 7%	78 9%	26 8%	19 5%	49 7%	60 9%	42 7%	56 7%	57 8%	89 7%	78 9%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

MARV23. 4 How much would you support or oppose the following immigration policies?  
 Closing the southern border entirely.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	924 43%	484 47%	439 40%	98 31%	256 42%	240 45%	330 49%	353 38%	570 47%	647 47%	298 36%	102 34%	52 36%	118 35%	560 43%	364 44%	128 41%	134 40%	298 45%	283 43%	286 45%	334 44%	362 48%	565 47%	339 38%
Strongly support	578 27%	311 30%	267 24%	49 16%	154 25%	151 28%	224 33%	203 22%	375 31%	406 29%	178 21%	58 19%	27 19%	67 20%	330 25%	248 30%	73 23%	78 23%	179 27%	183 28%	176 28%	210 28%	209 27%	336 28%	227 26%
Somewhat support	346 16%	174 17%	172 16%	49 15%	102 17%	89 17%	106 16%	150 16%	195 16%	241 17%	120 14%	44 14%	25 17%	51 15%	230 18%	115 14%	55 18%	56 17%	119 18%	101 15%	110 17%	124 16%	153 20%	229 19%	112 13%
Neither oppose nor support	458 21%	200 19%	258 23%	96 30%	140 23%	107 20%	115 17%	236 25%	222 18%	261 19%	236 28%	86 28%	35 24%	89 27%	276 21%	182 22%	68 19%	64 19%	144 22%	172 26%	128 20%	138 18%	159 21%	240 20%	196 23%
Strongly/Somewhat Oppose (Net)	645 30%	311 30%	334 30%	103 32%	185 30%	154 29%	203 30%	287 31%	357 30%	413 30%	247 30%	91 30%	49 31%	113 34%	415 32%	230 28%	97 31%	130 38%	187 28%	165 25%	200 31%	259 34%	203 27%	349 29%	279 33%
Somewhat oppose	291 14%	147 14%	145 13%	54 17%	88 14%	60 11%	90 13%	142 15%	149 12%	194 14%	107 13%	38 13%	25 17%	49 15%	191 15%	100 12%	50 16%	82 17%	82 12%	91 10%	122 14%	98 16%	167 13%	113 14%	113 13%
Strongly oppose	353 17%	164 16%	189 17%	49 15%	96 16%	94 18%	114 17%	145 16%	208 17%	219 16%	140 17%	52 17%	16 11%	65 19%	224 17%	130 16%	47 15%	72 21%	105 16%	97 15%	110 17%	137 18%	105 14%	182 15%	166 19%
Unsure	108 5%	37 4%	71 6%	20 6%	33 5%	28 5%	27 4%	53 6%	55 5%	56 4%	51 6%	24 8%	16 11%	13 4%	59 5%	49 6%	20 6%	19 3%	29 4%	40 6%	24 4%	33 4%	37 5%	59 5%	44 5%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_5 How much would you support or oppose the following immigration policies?  
 Increasing resources to the southern border region.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	1281 60%	672 65%	609 55%	139 44%	333 54%	334 63%	475 70%	472 51%	809 67%	927 67%	412 50%	143 47%	75 52%	162 48%	760 58%	520 63%	184 59%	198 58%	378 57%	378 57%	410 64%	466 61%	449 59%	736 61%	516 60%
Strongly support	711 33%	376 36%	335 30%	61 19%	164 27%	207 39%	279 41%	225 24%	486 40%	533 39%	213 26%	78 26%	32 22%	80 24%	409 31%	302 37%	104 33%	100 29%	206 31%	209 32%	236 37%	252 33%	239 31%	408 34%	285 33%
Somewhat support	570 27%	296 29%	274 25%	78 25%	169 28%	127 24%	196 29%	247 27%	323 27%	393 29%	199 24%	65 22%	44 30%	82 25%	351 27%	218 27%	80 26%	99 29%	173 26%	169 26%	174 27%	214 28%	210 28%	328 27%	231 27%
Neither oppose nor support	428 20%	176 17%	252 23%	91 29%	134 22%	97 18%	105 16%	226 24%	202 17%	234 17%	210 25%	84 28%	41 28%	78 23%	283 22%	145 18%	61 21%	71 23%	150 23%	137 21%	127 20%	145 19%	155 20%	250 21%	168 20%
Strongly/Somewhat Oppose (Net)	276 13%	117 11%	158 14%	56 18%	91 15%	65 12%	63 9%	148 16%	128 11%	144 10%	136 16%	50 17%	17 12%	63 19%	180 14%	96 12%	41 13%	50 15%	89 13%	93 14%	79 12%	92 12%	112 15%	159 13%	105 12%
Somewhat oppose	146 7%	63 6%	83 8%	41 13%	43 7%	33 6%	29 4%	84 9%	62 5%	78 6%	77 9%	26 9%	9 6%	36 11%	98 7%	48 6%	17 5%	28 8%	53 8%	54 8%	34 5%	55 7%	72 9%	94 8%	50 6%
Strongly oppose	130 6%	55 5%	75 7%	15 5%	48 8%	33 6%	34 5%	64 7%	66 6%	59 5%	24 7%	7 5%	27 8%	82 6%	25 6%	22 6%	36 5%	39 6%	45 6%	5 5%	38 5%	41 5%	65 5%	55 5%	66 6%
Unsure	150 7%	67 6%	83 8%	29 9%	55 9%	33 6%	32 5%	84 9%	65 5%	72 5%	73 9%	25 8%	11 8%	30 9%	87 7%	63 8%	26 8%	20 6%	41 6%	52 8%	23 4%	61 8%	45 6%	68 6%	68 8%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_6 How much would you support or oppose the following immigration policies?  
 Implementing travel bans on people from certain countries.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	957 45%	510 49% C	446 41%	102 32%	253 41% D	245 46% D	358 53% DEI	355 38%	602 50% H	675 49% KLM	323 38% I	106 35%	52 36%	147 44% kL	579 44%	378 46% s	155 50%	146 43%	278 42%	279 42% T	311 49% T	349 48%	359 47% Y	583 48% Y	353 41%
Strongly support	497 23%	268 26% C	229 21%	44 14%	109 18% DE	136 26% DEI	209 31% DEI	153 16% H	344 29% H	348 25% KLMN	156 19% I	56 19%	25 17%	57 17% KL	281 21% O	217 26% O	69 22%	62 18%	150 23%	153 23% S	166 26%	167 22%	162 21% t	281 23% Y	202 24%
Somewhat support	459 22%	243 24% c	217 20%	58 18%	143 23% c	109 21% c	149 22% c	202 22%	258 21% KL	327 24% KL	167 20% L	50 17%	26 18%	91 27% KL	298 23% O	161 20% S	86 28% S	84 25% s	128 19%	126 19% s	145 23% s	182 24% t	197 26% Y	302 25% Y	151 18%
Neither oppose nor support	530 25%	229 22% B	301 27% EFG	106 33%	156 25% g	129 24% g	138 21% g	262 28% I	268 22% I	320 23% J	243 29% J	88 30% j	44 30%	94 28% j	325 25% j	205 25% j	76 24% j	77 23% j	172 26% UV	193 29% UV	138 22% UV	176 25% t	191 25% Y	287 24% Y	224 26%
Strongly/Somewhat Oppose (Net)	520 24%	241 23% C	279 25% C	86 27% g	167 27% G	127 24% G	140 21% G	253 27% I	268 22% I	314 23% JK	210 25% J	86 31% jk	31 21%	75 23% F	348 27% F	173 21% G	65 21% G	108 32% Q	174 26% Q	141 21% Q	154 24% Q	207 27% T	173 23% T	274 23% X	231 27%
Somewhat oppose	234 11%	108 11% C	125 11% C	40 13% i	78 13% F	43 8% F	72 11% F	118 13% i	116 10% i	150 11% n	86 10% n	43 14% n	15 10% n	22 7% Q	149 11% Q	85 10% Q	25 8% Q	49 15% Q	74 11% Q	64 10% Q	65 10% Q	93 12% T	76 10% T	130 11% T	98 11%
Strongly oppose	287 13%	133 13% C	154 14% C	46 15% g	89 14% G	84 16% G	68 10% G	135 14% I	152 13% I	163 12% J	124 15% J	43 14% j	16 11% j	53 16% P	199 15% P	88 11% P	40 13% P	59 17% P	100 15% Q	77 12% Q	88 14% Q	114 15% T	97 13% T	143 12% X	133 15% X
Unsure	127 6%	52 5% C	76 7% C	23 7% i	38 6% F	28 5% F	39 6% G	60 6% I	67 5% I	68 5% J	56 7% J	23 7% j	18 13% j	16 5% O	59 4% O	69 8% O	8 2% O	35 5% O	46 7% O	36 6% O	32 4% O	38 5% O	70 6% O	51 6% O	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_7 How much would you support or oppose the following immigration policies?  
 Ending automatic citizenship for children born in the U.S.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Support (Net)	731	388	343	88	216	179	248	304	427	501	268	93	57	117	439	292	122	112	204	215	221	281	285	424	282	
Strongly support	410	218	192	37	103	116	155	139	271	288	147	57	27	62	238	172	64	53	121	125	132	148	142	228	168	
Somewhat support	320	170	151	51	113	63	93	164	156	213	121	36	29	55	201	120	58	59	83	90	89	134	143	196	114	
Neither oppose nor support	475	227	248	99	139	118	139	238	237	280	220	69	34	90	307	167	77	72	158	159	134	165	177	268	191	
Strongly/Somewhat Oppose (Net)	818	371	447	104	230	207	277	333	484	536	299	119	45	111	507	311	97	146	264	244	261	282	274	465	337	
Somewhat oppose	301	129	172	41	81	67	112	122	179	211	97	36	16	38	176	125	40	46	90	97	98	92	104	179	117	
Strongly oppose	517	242	275	62	149	140	166	211	306	325	202	84	29	73	331	186	58	100	174	147	163	190	170	286	220	
Unsure	111	47	64	25	29	25	31	55	56	59	45	22	9	15	57	54	16	8	33	42	24	36	26	57	49	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



**MARV23\_8 How much would you support or oppose the following immigration policies?**  
 Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.

Base: All Respondents

	Gender			Generation							Race					Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Support (Net)	941	452	489	140	316	239	246	456	485	606	377	150	59	166	638	303	144	194	301	252	292	379	412	576	349	
Strongly support	434	208	226	85	149	116	84	234	200	250	202	85	24	91	304	129	76	90	139	110	133	184	199	257	169	
Somewhat support	507	244	263	55	167	123	162	222	285	356	175	65	34	75	334	174	68	104	162	143	159	195	213	320	180	
Neither oppose nor support	530	249	282	91	153	115	171	244	286	330	230	77	41	85	316	214	80	72	164	198	141	170	167	283	222	
Strongly/Somewhat Oppose (Net)	519	276	242	60	110	126	223	169	349	356	161	50	30	66	279	240	72	58	149	152	175	172	138	277	222	
Somewhat oppose	240	119	121	32	59	50	98	92	148	168	76	26	21	28	139	101	38	29	71	63	83	82	71	132	104	
Strongly oppose	279	157	122	28	50	76	125	78	202	189	85	24	10	38	140	139	34	29	77	89	92	90	68	145	118	
Unsure	144	55	89	26	35	48	35	61	83	84	63	26	14	16	77	67	16	16	45	56	31	42	44	76	65	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_9 How much would you support or oppose the following immigration policies?  
 Implementing the separation of parents and children at the southern border.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or Color	Asian or American	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	418	241	177	91	176	93	59	266	152	231	206	89	35	83	344	74	91	99	154	104	133	177	232	273	128
Strongly support	200	109	91	41	74	50	35	115	85	105	97	46	18	36	159	41	59	27	73	55	59	82	99	125	65
Somewhat support	218	132	86	49	102	43	24	151	67	126	109	43	17	47	185	33	33	71	49	75	95	133	148	63	
Neither oppose nor support	450	240	209	92	130	116	112	222	227	273	192	55	37	73	275	175	66	68	141	142	133	154	164	240	194
Strongly/Somewhat Oppose (Net)	1150	502	648	115	265	291	479	380	770	809	378	139	60	160	628	522	138	166	324	370	348	397	334	650	476
Somewhat oppose	279	136	143	44	84	61	90	127	151	193	102	38	21	46	167	111	38	45	84	97	75	100	101	167	106
Strongly oppose	871	366	506	72	181	230	389	253	618	616	277	101	39	115	461	411	100	240	273	272	298	233	483	370	
Unsure	116	49	68	18	43	30	25	61	58	62	55	20	12	16	63	53	18	6	40	44	36	32	50	60	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_10 How much would you support or oppose the following immigration policies?  
 Expanding legal pathways for orderly immigration.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Support (Net)	1229 58%	604 59%	625 57%	150 47%	365 60% D	290 55% d	424 63% DF	515 55%	714 59%	845 61% KLN	429 52% i	145 48%	86 60% kL	174 52%	759 58%	470 57%	172 53%	215 63% qs	372 57%	333 50%	377 59% T	487 64% T	457 60%	732 60% Y	473 55%
Strongly support	650 30%	311 30%	339 31%	75 24%	202 33% D	160 30% d	213 32% D	277 30%	373 31%	452 33% KLN	213 26%	81 27%	39 27%	81 24%	414 32%	236 29%	93 30%	117 35%	204 31%	178 27%	192 30%	260 34% T	235 31%	381 31%	256 30%
Somewhat support	579 27%	293 28%	286 26%	75 24%	163 27% D	130 25% d	211 31% DF	238 26%	341 28%	393 29% L	216 26% L	64 21%	47 33% kL	94 28% i	345 26%	234 28%	79 25%	98 29%	168 26%	155 23% T	184 29%	226 30% T	222 29%	351 29%	217 25%
Neither oppose nor support	445 21%	220 21%	225 20%	91 29% EFG	130 21% G	116 22% G	107 16% G	222 24% I	223 19%	260 19% JM	223 27% JM	81 27%	23 16% JM	94 28% JM	294 22% p	151 18%	75 24%	76 23%	142 22%	155 24% v	128 20% v	142 19%	159 21%	242 20%	187 22%
Strongly/Somewhat Oppose (Net)	328 15%	164 16%	164 15%	47 15%	83 14% G	90 17% G	109 16% G	130 14%	199 16%	200 15% L	121 15% L	49 16%	24 16% L	43 13%	191 15%	137 17%	49 16%	39 11% v	103 16% v	114 17% v	107 17% v	98 13% v	105 14% v	177 15% v	134 16%
Somewhat oppose	145 7%	69 7%	77 7%	30 9%	38 6% G	31 6% G	46 7% G	68 7%	78 6%	92 7% H	58 7% H	22 7% H	14 10% H	22 7% H	82 6% H	63 8% H	18 6% H	45 7% H	49 7% H	45 7% H	46 6% H	51 7% H	84 7% H	56 6% H	
Strongly oppose	183 9%	96 9%	87 8%	17 5% De	45 7% De	58 11% De	63 9% De	62 7% De	121 10% H	108 8% H	63 8% H	26 9% H	9 6% H	109 8% H	74 9% H	31 10% H	19 6% H	58 9% H	65 10% H	62 10% H	53 7% H	54 7% H	93 8% H	78 9% H	
Unsure	132 6%	43 4%	88 8% B	29 9% G	35 6% G	33 6% G	35 5% G	64 7% G	68 6% G	71 5% G	58 7% G	29 9% G	11 8% G	21 6% G	65 5% G	66 8% G	15 5% G	9 3% G	41 6% G	57 9% G	27 4% G	37 5% G	41 5% G	61 5% G	65 8% G
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV23\_11 How much would you support or oppose the following immigration policies?  
 Implementing an app for individuals to schedule a legal border crossing into the U.S.

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Support (Net)	1022	505	517	140	333	227	322	472	549	687	379	141	67	164	675	347	153	204	317	264	322	416	428	621	379	
Strongly support	458	235	223	66	166	95	131	232	227	292	184	76	19	84	314	144	67	96	151	123	125	202	206	280	164	
Somewhat support	563	270	294	74	166	132	191	241	323	395	194	66	48	80	360	203	86	108	166	142	197	214	222	342	216	
Neither oppose nor support	496	238	258	79	140	127	150	219	277	295	224	83	40	77	285	211	69	77	139	183	142	147	153	265	215	
Strongly/Somewhat Oppose (Net)	430	219	211	65	95	118	153	160	270	277	149	53	25	53	250	180	64	41	145	145	130	141	122	229	183	
Somewhat oppose	168	78	90	42	44	35	48	85	83	94	72	31	13	26	110	59	29	20	61	51	49	63	60	93	71	
Strongly oppose	262	141	121	23	51	83	105	75	187	183	77	22	11	27	140	122	35	22	84	93	81	78	62	136	112	
Unsure	186	70	116	33	46	57	50	79	107	117	80	26	13	38	100	86	27	16	57	69	45	60	58	98	81	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV03 Regarding the current situation at the U.S. southern border, do you believe there is a real crisis involving immigration or do you think it is primarily a politically driven media narrative?

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	<\$50K	\$50-\$99k	\$100K+	Parent <18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
A real crisis	1391	648	743	178	346	363	504	524	866	941	492	170	94	196	809	581	178	191	441	450	434	470	477	801	555
	65%	63%	67%	56%	56%	59%	75%	56%	72%	68%	59%	56%	65%	59%	62%	71%	57%	67%	68%	68%	61%	63%	66%	65%	
A politically driven media narrative	743	384	359	138	267	167	171	405	338	436	339	133	50	137	500	243	135	148	218	211	205	294	284	412	304
	35%	37%	33%	44%	44%	31%	25%	44%	28%	32%	41%	44%	35%	41%	38%	29%	43%	44%	33%	32%	32%	39%	37%	34%	35%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - OP - QR/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Blames Administrations (Net)	936 44%	492 48% C	444 40%	122 38%	256 42%	257 49% De	301 45%	378 41%	558 46% H	635 46% K	339 41%	127 42%	56 39%	137 41%	578 44%	358 43%	138 44%	149 44%	290 44%	287 44%	287 45%	336 44%	329 43%	522 43%	390 45%
The current U.S. administration	678 32%	354 34% C	324 29%	66 21%	164 27% d	199 38% DE	249 37% DE	230 25%	448 37% H	496 36% KLN	204 25%	69 23%	43 30%	76 23%	395 30% o	283 34% R	103 33% R	80 24%	211 32% R	203 31%	219 34%	237 31%	218 29%	381 31% W	276 32%
The previous U.S. administration	258 12%	138 13%	120 11%	56 18%	92 15% G	58 11%	52 8%	148 16% I	110 9%	139 10% JM	134 16% JM	57 19% JKM	13 9%	61 18% JM	183 14% P	75 9%	35 11%	69 21% QS	79 12%	85 13%	68 11%	99 13%	111 15%	141 12% X	114 13%
The poor economies or corruption of countries immigrants are coming from	546 26%	229 22% B	318 29%	90 28% FG	196 32% FG	109 21%	151 22%	286 31% I	260 22%	331 24%	230 28% I	74 24%	36 25%	100 30% J	366 28% P	180 22%	76 24%	92 27%	198 30%	169 26%	170 27%	190 25%	228 30% XY	335 28% Y	195 23%
Congressional inaction over the last few decades to fix the immigration process	481 23%	244 24%	237 22%	64 20%	108 18%	114 22%	195 29% DEF	172 18%	310 26% H	336 24% KN	167 20%	66 20%	30 21%	56 17%	261 20%	221 27% O	71 23%	69 20%	121 18%	139 21%	137 21%	191 25%	154 20%	280 23% W	192 22%
Something or someone else	170 8%	67 7% B	103 9% eG	41 13% eG	53 8% G	49 9% G	28 4%	94 10% I	76 6%	73 5% J	96 12% J	36 12% J	22 15% J	39 12% J	105 8% J	65 8% J	27 9%	29 8%	50 8%	65 10% UV	44 7%	48 6%	50 7%	77 6% WK	82 10%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.

Base: Believes There Is An Immigration Crisis

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1352	605	747	182	344	319	507	526	826	1002	400	183	81	128	783	569	165	190	428	480	457	377	452	769	554
Weighted Base	1391	648	743	178	346	363	504	524	866	941	492	170	94*	196*	809	581	178	191	441	450	434	470	477	801	555
Blames Administrations (Net)	684 49%	352 54%	332 45%	68 38%	153 44%	207 57%	256 51%	221 42%	463 53%	506 54%	211 43%	76 45%	36 38%	90 46%	404 50%	281 48%	87 49%	84 44%	232 53%	212 47%	226 52%	235 50%	224 47%	384 48%	284 51%
The current U.S. administration	569 41%	295 45%	274 37%	42 23%	120 35%	176 49%	231 48%	162 31%	407 47%	440 47%	150 31%	46 27%	30 31%	61 31%	318 39%	251 43%	73 41%	60 32%	184 42%	173 38%	194 45%	190 41%	166 35%	313 38%	242 44%
The previous U.S. administration	115 8%	57 9%	58 8%	26 15%	33 9%	31 9%	25 5%	59 11%	56 6%	67 7%	60 12%	30 18%	6 7%	28 14%	86 11%	29 5%	14 8%	24 13%	48 11%	39 9%	31 7%	44 9%	58 12%	71 9%	43 8%
The poor economies or corruption of countries immigrants are coming from	348 25%	136 21%	211 28%	54 30%	114 33%	74 20%	106 21%	168 32%	180 21%	207 22%	141 29%	46 27%	24 25%	58 29%	217 27%	131 23%	50 28%	112 29%	113 25%	105 25%	117 25%	134 28%	207 26%	129 23%	
Congressional inaction over the last few decades to fix the immigration process	269 19%	128 20%	141 19%	30 17%	50 14%	65 18%	124 25%	80 15%	189 22%	191 20%	89 18%	28 17%	19 20%	29 15%	139 17%	130 22%	32 18%	35 16%	71 16%	86 19%	82 19%	95 20%	87 18%	164 20%	101 18%
Something or someone else	90 6%	32 5%	58 8%	26 15%	29 8%	16 5%	18 4%	55 11%	34 4%	37 4%	51 10%	19 11%	16 17%	20 10%	50 6%	39 7%	9 5%	16 9%	25 6%	39 9%	22 5%	23 5%	32 7%	47 6%	40 7%
Sigma	1391 100%	648 100%	743 100%	178 100%	346 100%	363 100%	504 100%	524 100%	866 100%	941 100%	492 100%	170 100%	94 100%	196 100%	809 100%	581 100%	178 100%	191 100%	441 100%	450 100%	434 100%	470 100%	477 100%	801 100%	555 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV05 Do you think each of the following creates problems for U.S. communities today?  
 Summary Of Is A Problem

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.	1455	696	759	158	380	383	534	538	917	1004	504	169	99	177	860	595	201	206	453	443	444	528	495	836	581
	68%	67%	69%	50%	62%	72%	79%	58%	76%	73%	61%	56%	69%	53%	66%	72%	64%	61%	69%	67%	70%	69%	65%	69%	68%
"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.	603	324	279	106	226	149	122	332	271	322	302	114	53	121	428	175	130	106	193	184	212	271	359	222	
	28%	31%	25%	33%	37%	28%	18%	36%	23%	23%	36%	38%	37%	36%	33%	21%	41%	31%	29%	29%	28%	36%	30%	26%	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base



MARV05 Do you think each of the following creates problems for U.S. communities today?  
 Summary Of Isn't A Problem

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.	1531	708	823	210	387	380	553	598	933	1054	530	189	91	212	881	650	183	233	466	471	455	552	490	854	637
	72%	69%	75%	67%	63%	72%	82%	64%	77%	77%	64%	62%	63%	64%	67%	79%	59%	69%	71%	71%	72%	64%	70%	74%	
"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.	679	336	343	158	233	146	141	392	287	372	328	134	45	156	449	229	111	133	206	218	195	236	267	377	278
	32%	33%	31%	50%	38%	28%	21%	42%	24%	27%	39%	44%	31%	47%	34%	28%	36%	39%	31%	33%	30%	31%	35%	31%	32%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV05\_1 Do you think each of the following creates problems for U.S. communities today?

"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Is A Problem (Net)	603	324	279	106	226	149	122	332	271	322	302	114	53	121	428	175	130	106	193	189	184	212	271	359	222
Severe problems	200	97	103	23	89	50	37	113	87	105	99	36	16	38	143	57	44	31	67	64	56	72	86	117	73
Big problems	403	228	176	82	136	99	85	219	184	217	203	79	38	83	286	117	85	75	126	125	128	141	185	242	149
Isn't A Problem (Net)	1531	708	823	210	387	380	553	598	933	1054	530	189	91	212	881	650	193	233	466	471	455	552	480	854	637
Minor problems	769	355	414	99	207	197	266	306	463	534	271	84	39	105	470	299	96	117	257	232	242	265	268	440	304
No problems at all	762	353	410	112	183	287	292	470	470	520	258	105	52	106	412	351	87	116	208	239	213	287	223	414	333
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV05\_2 Do you think each of the following creates problems for U.S. communities today?

"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Is A Problem (Net)	1455 68%	696 67%	759 69%	158 50%	380 62%	383 73%	534 79%	538 58%	917 76%	1004 73%	504 61%	169 56%	99 69%	177 53%	860 66%	595 72%	201 64%	206 61%	453 69%	443 67%	444 70%	528 69%	495 65%	836 69%	581 68%
Severe problems	687 32%	320 31%	367 33%	45 14%	172 28%	191 36%	279 41%	217 23%	470 39%	493 36%	210 25%	66 22%	35 25%	75 23%	391 30%	296 36%	102 32%	78 23%	211 32%	213 32%	214 34%	242 32%	225 30%	406 34%	261 30%
Big problems	768 36%	376 36%	392 36%	113 36%	208 34%	192 36%	255 38%	321 35%	447 37%	511 35%	294 34%	103 34%	64 44%	102 31%	469 36%	299 36%	100 32%	128 38%	242 37%	230 35%	230 36%	286 37%	269 35%	430 35%	320 37%
Isn't A Problem (Net)	679 32%	336 33%	343 31%	158 50%	233 38%	146 28%	141 21%	382 42%	287 24%	372 27%	134 16%	45 14%	31 22%	156 47%	449 34%	229 28%	111 36%	133 39%	206 31%	218 33%	195 30%	236 31%	267 35%	377 31%	278 32%
Minor problems	537 25%	267 26%	269 24%	102 32%	181 30%	121 23%	133 20%	283 30%	254 21%	317 23%	240 29%	103 14%	31 22%	113 34%	350 27%	187 23%	90 29%	105 31%	155 24%	160 24%	163 25%	192 25%	204 27%	306 25%	215 25%
No problems at all	142 7%	69 7%	74 7%	57 18%	52 8%	25 5%	8 1%	109 12%	33 3%	55 4%	87 11%	31 10%	14 10%	43 13%	99 8%	43 5%	21 7%	28 8%	50 8%	32 9%	32 5%	43 6%	62 8%	71 6%	63 7%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144* 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV06 What is the primary reason you think illegal immigration creates problems for U.S. communities? Please select one.

Base: Illegal Immigration A Problem

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1437	677	760	176	384	342	535	560	877	1090	409	184	87	122	852	585	181	221	450	489	477	432	488	821	590
Weighted Base	1455	696	759	158	380	383	534	538	917	1004	504	169	99*	177*	860	595	201	206	453	443	444	528	495	836	581
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	595 41%	285 41%	309 41%	39 25%	118 31%	152 40% DE	286 54% DEF	157 29%	438 48% H	450 45% KLN	158 31%	54 32%	39 40% k	51 29%	301 35%	294 49% O	74 37%	70 34%	157 35%	176 40%	188 42%	217 41%	176 36%	348 42% W	241 42% w
The people entering illegally bring in drugs, commit crimes, and pose security risks.	430 30%	206 30%	224 30%	51 32%	114 30%	112 29%	154 29%	165 31%	266 29%	285 28%	155 31%	52 31%	26 26%	50 28%	266 31%	164 28%	59 29%	62 30%	146 32%	128 29%	144 33%	146 28%	127 26%	228 27%	188 32% Wx
The people entering illegally take jobs from Americans and strain public resources.	274 19%	123 18%	151 20%	41 26% G	88 23% G	78 20% G	66 12%	129 24% I	144 16%	174 17%	118 23% Jm	40 24% j	16 16%	44 25% j	177 21% p	96 16%	36 18%	39 19%	102 23%	95 22%	74 17%	92 17%	124 25% XY	176 21% Y	88 15%
Illegal immigration is changing the culture and society of the U.S.	157 11%	82 12%	75 10%	28 18% IG	60 16% G	41 11% G	28 5%	88 16% I	69 8%	96 10%	73 15% J	23 14% J	18 18% J	31 18% J	116 13% F	41 7%	32 16%	35 17% S	48 11%	44 10%	37 8%	74 14% U	68 14% X	84 10%	63 11%
Sigma	1455 100%	696 100%	759 100%	158 100%	380 100%	383 100%	534 100%	538 100%	917 100%	1004 100%	504 100%	169 100%	99 100%	177 100%	860 100%	595 100%	201 100%	206 100%	453 100%	443 100%	444 100%	528 100%	495 100%	836 100%	581 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV07 What is the primary reason you think illegal immigration doesn't create problems for U.S. communities? Please select one.

Base: Illegal Immigration Isn't A Problem

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/20 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	697	319	378	174	240	132	151	414	283	436	286	152	42	98	463	234	104	133	226	247	230	189	255	368	307
Weighted Base	679	336	343	158	233	146*	141	392	287	372	328	134	45**	156*	449	229	111*	133*	206	218	195	236	267	377	278
People would be immigrating here legally if the immigration system wasn't so complex.	265 39%	115 34%	150 44% B	46 29%	83 36%	50 35%	85 60% DEF	129 33%	136 47% H	168 45% KLN	108 33%	45 33%	12 27%	49 31%	157 35%	108 47% O	33 30%	52 39%	72 35%	93 43%	69 35%	94 40%	86 32%	143 38% W	117 42% W
How an immigrant comes to America doesn't affect my daily life.	149 22%	71 21%	77 23%	47 29% G	54 23% G	30 20%	18 13%	100 26% I	48 17%	78 21%	84 26% JK	44 33%	8 18%	38 24%	107 24%	41 18%	28 25%	25 18%	55 27% v	54 25% v	48 25% v	40 17%	75 28% Y	95 25% Y	48 17%
Any type of immigration benefits the country.	144 21%	83 25% c	61 18%	38 23% c	53 23% c	28 19%	27 19%	89 23%	55 19%	64 17%	74 22% i	25 19%	12 27%	41 26% j	86 19%	58 25%	18 16%	22 17%	45 22% s	52 24% s	35 18%	46 20%	65 24% t	82 22% t	54 20%
There isn't as much illegal immigration as people believe there is.	121 18%	67 20%	54 16%	30 19% G	43 18% G	38 26% G	11 7%	73 19%	49 17%	62 17%	62 19% i	21 16%	13 28%	29 19%	99 22% F	22 10%	32 29% S	33 25% s	34 16%	20 9%	42 22% t	56 24% t	41 16%	58 15% u	58 21%
Sigma	679 100%	336 100%	343 100%	158 100%	233 100%	146 100%	141 100%	392 100%	287 100%	372 100%	328 100%	134 100%	45 100%	156 100%	449 100%	229 100%	111 100%	133 100%	206 100%	218 100%	195 100%	236 100%	267 100%	377 100%	278 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

MARV08 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	1622	776	846	185	449	415	573	633	988	1110	580	217	107	237	973	649	229	248	495	509	492	571	568	949	635
Illegal immigration is changing the culture and society of the U.S.	1486	736	750	182	416	380	489	608	878	1001	538	186	104	224	903	583	223	232	448	446	449	542	550	864	582
The people entering illegally bring in drugs, commit crimes, and pose security risks.	1368	666	702	180	414	345	428	594	773	912	511	189	96	198	861	506	200	214	446	435	408	486	526	808	524
People would be immigrating here legally if the immigration system wasn't so complex.	1349	625	724	202	431	323	393	633	716	855	570	221	100	237	877	473	211	243	423	413	395	500	542	807	520
The people entering illegally take jobs from Americans and strain public resources.	1291	645	645	145	393	353	400	538	753	874	484	187	84	197	795	495	194	186	415	410	384	465	505	772	482
How an immigrant comes to America doesn't affect my daily life.	1125	548	577	204	378	255	289	582	543	689	486	196	68	199	765	360	200	201	364	319	318	448	436	635	455
Any type of immigration benefits the country.	981	468	513	174	346	219	241	520	460	580	438	176	69	179	666	315	172	190	304	310	248	386	391	567	389
There isn't as much illegal immigration as people believe there is.	819	402	417	149	313	191	165	463	356	484	380	158	57	169	564	255	144	167	254	244	217	328	353	477	317

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 338

MARV08 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
There isn't as much illegal immigration as people believe there is.	1315 62%	630 61%	685 62%	167 53%	300 48%	338 64%	510 76%	467 50%	848 70%	892 65%	452 54%	145 48%	88 61%	164 48%	745 57%	570 69%	169 54%	172 51%	405 61%	416 63%	421 66%	436 57%	408 54%	736 61%	542 63%
Any type of immigration benefits the country.	1153 54%	564 55%	589 53%	142 45%	267 44%	310 59%	434 64%	409 44%	744 62%	797 58%	394 47%	127 42%	75 52%	154 46%	644 49%	509 62%	141 45%	149 44%	355 54%	351 53%	391 61%	378 50%	370 49%	646 53%	470 55%
How an immigrant comes to America doesn't affect my daily life.	1009 47%	484 47%	525 48%	113 36%	235 38%	274 52%	387 57%	348 37%	661 55%	687 50%	346 42%	107 35%	77 53%	134 40%	545 42%	464 56%	113 36%	138 41%	294 45%	342 52%	320 50%	316 41%	326 43%	578 48%	403 47%
The people entering illegally take jobs from Americans and strain public resources.	843 40%	387 37%	457 41%	171 54%	221 36%	177 33%	275 41%	382 42%	451 37%	503 37%	348 42%	116 38%	60 42%	136 41%	515 39%	329 40%	118 38%	153 45%	244 37%	251 38%	255 40%	300 39%	257 34%	441 36%	376 44%
People would be immigrating here legally if the immigration system wasn't so complex.	785 37%	407 39%	378 34%	114 36%	183 30%	206 39%	282 42%	297 32%	488 41%	522 38%	262 32%	82 27%	44 30%	96 29%	433 33%	352 43%	101 32%	96 28%	236 36%	247 37%	244 36%	264 35%	219 29%	406 33%	339 39%
The people entering illegally bring in drugs, commit crimes, and pose security risks.	766 36%	366 35%	400 36%	136 43%	199 32%	184 35%	247 37%	335 36%	431 36%	464 34%	320 39%	114 37%	49 34%	135 41%	449 34%	318 39%	112 36%	124 37%	212 32%	225 34%	231 36%	278 36%	235 31%	405 33%	335 39%
Illegal immigration is changing the culture and society of the U.S.	648 30%	296 29%	352 32%	124 39%	198 32%	150 28%	177 26%	322 35%	326 27%	375 27%	294 35%	117 39%	40 28%	109 33%	407 31%	241 29%	90 32%	107 32%	211 32%	214 32%	190 30%	222 29%	211 28%	349 29%	277 32%
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	512 24%	256 25%	256 23%	132 42%	165 27%	114 22%	102 15%	296 32%	216 18%	266 19%	251 30%	86 28%	37 26%	96 29%	337 26%	175 21%	83 27%	91 27%	163 25%	151 23%	147 23%	193 25%	193 25%	264 22%	224 26%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_1 How much do you agree or disagree with each of the following statements?  
 How an immigrant comes to America doesn't affect my daily life.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1125 53%	548 53%	577 52%	204 64% FG	378 62% FG	255 48%	289 43%	582 63% I	543 45%	689 50%	486 58% JM	196 65% JKM	68 47%	199 60% JM	765 58% P	360 44% S	200 64% S	201 59%	364 55%	319 48%	318 50%	448 59% TU	436 57% X	635 52%	455 53%
Strongly agree	407 19%	196 19%	211 19%	76 24% FG	166 27% FG	84 16%	82 12%	242 26% I	166 14%	227 16%	191 23% JKM	85 28% JKM	18 13%	84 25% JM	297 23% P	111 13%	80 26%	75 22%	142 22%	126 19%	106 17%	161 21% u	169 22% X	219 18%	171 20%
Somewhat agree	718 34%	352 34%	366 33%	128 40% IG	213 35% IG	171 32%	206 31%	340 37% I	377 31%	462 34%	295 35% L	112 37% JKLN	49 34%	115 35% P	468 36% P	249 30% T	120 38%	126 37%	222 34%	192 29%	212 33%	287 38% T	267 35% T	417 34%	284 33%
Strongly/Somewhat Disagree (Net)	1009 47%	484 47%	525 48%	113 36% DE	235 38% DE	274 52% DE	387 57% DE	348 37% I	661 55% H	687 50% KLN	346 42% L	107 35% KLN	77 53%	134 40% O	545 42% O	464 36% O	113 41%	138 41%	294 45% Q	342 52% V	320 50% V	316 41%	326 43% W	578 48% W	403 47%
Somewhat disagree	580 27%	272 26%	308 28%	76 24% DE	161 26% DE	135 26% d	208 31% d	237 25% L	343 28% H	376 27% KLMN	224 15% L	62 35% JKLN	56 38%	86 26% O	327 25% O	253 31% O	71 23%	103 30% qS	152 23%	179 30% v	186 26%	209 27%	348 29%	221 26%	
Strongly disagree	429 20%	212 21%	217 20%	36 12% DE	75 12% DE	139 26% DE	179 27% DE	111 12% H	318 26% H	311 23% KLMN	122 15% L	45 15% JKLN	21 15%	47 14% O	218 17% O	211 26% O	41 13%	35 10% qR	142 22% v	147 22% v	141 22% v	130 17% W	117 15% W	230 19% W	182 21% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 340

MARV08\_2 How much do you agree or disagree with each of the following statements?  
 Any type of immigration benefits the country.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	981 46%	468 45%	513 47%	174 55% FG	346 56% FG	219 41% g	241 36%	520 56% I	460 38%	580 42%	438 53% J	176 58% JK	69 48%	179 54% J	666 51% P	315 38%	172 55% S	190 56% S	304 46% U	310 47% U	248 39%	386 50% U	391 51% XY	567 47% XY	389 45%
Strongly agree	276 13%	135 13%	141 13%	47 15% G	120 20% FG	66 12% G	43 6%	167 18% I	109 9%	153 11%	139 17% J	57 19% J	17 12%	65 19% J	210 16% P	66 8%	58 19% s	64 19%	89 13%	87 13%	63 10%	119 16% U	144 19% XY	176 15% Y	91 11%
Somewhat agree	705 33%	333 32%	371 34%	127 40% FG	226 37% FG	153 29%	198 29%	354 38% I	351 29%	426 31%	299 36% J	119 39% J	52 36%	115 34% P	455 35% P	249 30%	114 37%	126 33%	215 34%	223 34%	185 29%	266 35% u	247 32%	390 32%	298 35%
Strongly/Somewhat Disagree (Net)	1153 54%	564 55%	599 53%	142 45% G	267 44% FG	310 59% DE	434 64% DEI	409 44% I	744 62% H	797 58% KLN	394 47% L	127 42% L	75 52%	154 46% O	644 49% O	509 35% O	141 45%	149 44% OR	355 54% OR	351 53% TV	391 61% TV	378 50% u	370 49% W	646 53% W	470 55% W
Somewhat disagree	658 31%	312 30%	346 31%	108 34% G	181 30% G	148 28%	221 33%	289 31% I	369 31%	435 32%	251 30% L	80 26% L	55 38% KL	101 30% O	373 28% O	285 35% O	81 26%	100 29%	192 29%	193 29%	216 34%	228 30% W	230 30% W	379 31% W	256 30%
Strongly disagree	495 23%	252 24%	243 22%	35 11% G	86 14% G	161 30% DE	214 32% DE	120 13% I	375 31% H	361 26% KLMN	142 17% L	47 16% L	20 14%	53 16% O	271 21% O	224 27% O	59 19%	49 14%	163 25% R	157 24% R	175 27% V	151 20% W	140 18% W	267 22% W	214 25% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_3 How much do you agree or disagree with each of the following statements?  
 People would be immigrating here legally if the immigration system wasn't so complex.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1349 63%	625 61%	724 66%	202 64%	431 70%	323 61%	393 58%	633 68%	716 59%	855 62%	570 68%	221 73%	100 70%	237 71%	877 67%	473 57%	211 68%	243 72%	423 64%	413 63%	395 62%	500 65%	542 71%	807 67%	520 61%
Strongly agree	502 24%	221 21%	280 25%	71 22%	178 29%	123 23%	130 19%	249 27%	253 21%	312 23%	213 26%	106 35%	25 17%	88 27%	327 25%	174 21%	78 25%	94 28%	156 24%	154 23%	143 22%	189 25%	214 28%	296 24%	198 23%
Somewhat agree	848 40%	404 39%	443 40%	131 41%	253 41%	200 38%	264 39%	384 41%	463 38%	543 39%	356 43%	115 38%	75 52%	148 44%	550 42%	298 36%	133 43%	149 44%	267 41%	260 39%	252 39%	311 41%	328 43%	511 42%	322 37%
Strongly/Somewhat Disagree (Net)	785 37%	407 39%	378 34%	114 36%	183 30%	206 39%	282 42%	297 32%	488 41%	522 38%	282 32%	82 27%	44 30%	96 29%	433 33%	352 43%	101 32%	96 28%	236 36%	247 37%	244 38%	264 35%	219 29%	406 33%	339 39%
Somewhat disagree	492 23%	251 24%	241 22%	79 25%	123 20%	112 21%	178 26%	202 22%	290 24%	319 23%	166 20%	60 20%	34 24%	53 16%	262 20%	230 28%	60 19%	66 20%	136 21%	151 23%	153 24%	167 22%	136 18%	253 21%	213 25%
Strongly disagree	293 14%	156 15%	137 12%	35 11%	59 10%	94 18%	104 15%	95 10%	198 16%	203 15%	96 12%	22 7%	10 7%	43 13%	172 13%	121 15%	41 13%	30 9%	100 15%	96 15%	91 14%	97 13%	83 11%	153 13%	126 15%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_4 How much do you agree or disagree with each of the following statements?  
 There isn't as much illegal immigration as people believe there is.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or American	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	819 38%	402 39%	417 38%	149 47% FG	313 51% FG	191 39% G	165 24%	463 50%	356 30%	484 35%	380 46% J	158 52% JKM	57 39%	169 51% Jm	564 43% P	255 31%	144 46% s	167 49% S	254 39%	244 37%	217 34%	328 43% IU	353 46% XY	477 39%	317 37%
Strongly agree	245 11%	123 12%	122 11%	43 14% G	108 18% FG	56 11% G	38 6%	151 16%	94 8%	135 10%	122 15% Jm	59 20% JKM	13 9%	51 15% J	189 14% P	56 7%	57 18% S	58 17% S	74 11%	66 10%	63 10%	110 14% IU	113 15% XY	146 12%	85 10%
Somewhat agree	574 27%	279 27%	295 27%	107 34% FG	205 33% FG	136 26% G	127 19%	312 34%	262 22%	349 25%	258 31% J	99 33% J	44 30%	118 35% J	376 29% P	199 24%	87 28%	109 32%	180 27%	179 27%	154 24%	218 29% XY	240 32% XY	331 27%	231 27%
Strongly/Somewhat Disagree (Net)	1315 62%	630 61%	695 62%	167 53% EFG	300 49% DE	338 64% DEF	510 76% DEF	467 50%	848 70% H	892 65% KLN	452 54% L	145 48% Ln	88 61% Ln	164 49% J	745 57% O	570 69% O	169 54%	172 51%	405 61% qR	416 63% v	421 66% V	436 57% W	408 54% W	736 61% W	542 63% W
Somewhat disagree	600 28%	274 27%	326 30%	125 40% EFG	175 29% D	124 20% DE	176 26%	301 32%	299 25% H	362 26% KLMN	255 31% JN	89 29% jn	57 38% jn	82 24% O	373 28% O	227 28%	88 30%	100 30%	185 28%	186 28%	183 29%	208 27% Y	222 29% Y	350 29%	237 28%
Strongly disagree	715 34%	356 34%	359 33%	42 13% D	125 20% DE	214 40% DEF	335 50% DEF	166 18%	549 46% H	530 38% KLMN	197 24% L	56 19% L	36 25%	83 25% O	373 28% O	342 42% O	81 26%	72 21% qR	220 33% v	230 35% V	239 37% V	228 30% W	186 24% W	386 32% W	305 35% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_5 How much do you agree or disagree with each of the following statements?  
 Illegal immigration undermines the rule of law and is unfair to those who enter legally.

Base: All Respondents

	Gender			Generation							Race					Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Agree (Net)	1622 76%	776 75%	846 77%	185 58%	449 73% D	415 79% DEF	573 85% DEF	633 68%	988 82% H	1110 81% KLN	580 70%	217 72% H	107 74% K	237 71% J	973 74% O	649 79% O	229 73%	248 73%	495 75% O	509 77% O	492 77%	571 75%	568 75% W	949 78% W	635 74%	
Strongly agree	869 41%	403 39%	466 42%	66 21%	213 35% D	236 45% DE	354 52% DEF	279 30%	590 49% H	636 46% KLN	255 31%	87 29% H	54 38% K	100 30% J	488 37% O	380 46% O	122 39%	113 33% O	254 39% O	263 40% O	255 40% O	323 42% O	290 38% W	506 42% W	344 40%	
Somewhat agree	753 35%	373 36%	380 34%	119 38%	236 38% g	179 34% g	219 32% g	355 38% i	398 33% I	475 34% JK	325 39% J	130 43% Jk	53 37% Jk	137 41% j	484 37% P	268 33% P	108 34%	136 40% P	241 37% P	247 37% P	237 37% P	248 32% P	278 37% P	443 37% P	291 34%	
Strongly/Somewhat Disagree (Net)	512 24%	256 25%	256 23%	132 42% EFG	165 27% FG	114 22% G	102 15% G	296 32% I	216 18% I	266 19% J	251 30% J	86 26% J	37 18% J	96 29% J	337 26% P	175 21% P	83 27% P	91 27% P	163 25% P	151 23% P	147 23% P	193 25% X	193 25% X	264 22% X	224 26% x	
Somewhat disagree	347 16%	171 17%	177 16%	93 29% EFG	122 20% FG	63 12% G	69 10% G	215 23% I	133 11% I	188 14% J	165 20% J	60 18% J	23 10% J	63 19% j	226 17% P	121 15% P	51 16% P	70 21% P	105 16% P	97 15% P	109 17% P	125 16% X	145 19% X	194 16% X	138 16%	
Strongly disagree	165 8%	86 8%	80 7%	39 12% EG	43 7% G	51 10% G	33 5% G	82 9% I	84 7% I	78 6% J	86 10% J	26 9% j	14 10% j	33 10% J	111 8% j	54 7% j	32 10% j	21 6% j	58 9% j	54 8% j	38 6% j	67 9% j	48 6% j	70 6% j	86 10% Wx	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

**MARV08\_6 How much do you agree or disagree with each of the following statements?**  
 The people entering illegally bring in drugs, commit crimes, and pose security risks.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1368 64%	666 65%	702 64%	180 57%	414 68% D	345 65% d	428 63%	594 64%	773 64%	912 66% kn	511 61%	189 63%	96 66%	198 59%	861 66% p	506 61%	200 64%	214 63%	446 68%	435 66%	408 64%	486 64%	526 69% xy	808 67%	524 61%
Strongly agree	595 28%	294 28%	301 27%	52 16%	176 29% D	158 30% D	209 31%	228 25%	366 30% H	410 30% km	201 24%	80 26%	30 20%	82 25%	369 28%	225 27%	94 30%	80 24%	195 30%	191 29%	190 30%	199 26%	222 29%	349 29%	226 26%
Somewhat agree	773 36%	372 36%	401 36%	128 41% G	238 39% G	187 35% G	219 33%	366 39% i	407 34%	502 36% j	310 37%	110 36%	66 46% jkn	115 35%	492 38%	281 34%	106 34%	134 40%	252 38%	244 37%	218 34%	287 38%	304 40% y	459 38%	297 35%
Strongly/Somewhat Disagree (Net)	766 36%	366 35%	400 36%	136 43% E	199 32% E	184 35% E	247 37%	335 36%	431 36%	464 34% j	320 39%	114 37%	49 34%	135 41% j	449 39% o	318 36%	112 37%	124 32%	212 34%	225 34%	231 36%	278 36%	235 31% w	405 33% wX	335 39%
Somewhat disagree	493 23%	229 22%	263 24%	88 28% I	140 23% I	111 21% I	153 23%	228 25%	264 22% j	309 22% j	199 24%	76 25%	32 22%	81 24%	284 25%	209 24%	75 24%	73 21%	136 21%	147 22%	156 24%	166 22%	166 22% w	280 23%	199 23%
Strongly disagree	274 13%	137 13%	137 12%	48 15% E	59 10% E	73 14% E	94 14% E	107 11%	167 14%	155 11% j	122 15%	37 12% j	17 12%	54 16% j	165 13%	109 13%	37 12%	52 15%	76 12%	78 12%	75 12%	112 15%	69 9% E	125 10% E	136 16% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144* 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_7 How much do you agree or disagree with each of the following statements?  
 The people entering illegally take jobs from Americans and strain public resources.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1291 60%	645 63%	645 59%	145 46%	393 64%	353 67%	400 59%	538 58%	753 63%	874 63%	484 58%	187 62%	84 58%	197 59%	795 61%	495 60%	194 62%	186 55%	415 63%	410 62%	384 60%	465 61%	505 66%	772 64%	482 56%
Strongly agree	568 27%	282 27%	286 26%	52 16%	169 28%	158 28%	189 28%	221 24%	346 29%	375 27%	210 25%	73 24%	31 21%	86 26%	332 25%	236 29%	87 28%	64 19%	181 27%	187 28%	179 28%	186 24%	223 29%	348 29%	200 23%
Somewhat agree	723 34%	364 35%	359 33%	93 29%	223 36%	195 37%	212 31%	316 34%	407 34%	499 36%	274 33%	114 38%	53 37%	112 34%	463 35%	260 32%	107 34%	122 36%	234 36%	223 34%	205 32%	278 36%	282 37%	423 35%	282 33%
Strongly/Somewhat Disagree (Net)	843 40%	387 37%	457 41%	171 54%	221 36%	177 33%	275 41%	392 42%	451 37%	503 37%	348 42%	116 38%	60 42%	136 41%	515 39%	329 40%	118 38%	153 45%	244 37%	251 38%	255 40%	300 39%	257 34%	441 36%	376 44%
Somewhat disagree	550 26%	248 24%	302 27%	118 37%	156 25%	92 17%	184 27%	274 29%	276 23%	332 24%	232 28%	76 25%	45 31%	94 26%	329 25%	222 27%	84 27%	95 28%	149 23%	166 25%	173 27%	183 24%	181 24%	304 25%	231 27%
Strongly disagree	293 14%	138 13%	155 14%	53 17%	65 11%	84 16%	91 13%	118 13%	175 15%	171 12%	115 14%	40 13%	16 11%	42 13%	186 14%	107 13%	34 11%	58 17%	94 14%	84 13%	82 13%	116 15%	76 10%	137 11%	145 17%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV08\_8 How much do you agree or disagree with each of the following statements?  
 Illegal immigration is changing the culture and society of the U.S.

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Agree (Net)	1486 70%	736 71%	750 68%	192 61%	416 68%	380 72%	499 74%	608 65%	878 73%	1001 73%	538 65%	186 61%	104 72%	224 67%	903 69%	583 71%	223 71%	232 68%	448 68%	446 68%	449 70%	542 71%	550 72%	864 71%	582 68%	
Strongly agree	572 27%	292 28%	280 25%	64 20%	153 25%	154 29%	201 30%	217 23%	355 29%	380 28%	204 25%	81 27%	28 20%	81 24%	340 26%	232 28%	84 27%	82 24%	174 26%	172 26%	176 28%	209 27%	204 27%	327 27%	225 26%	
Somewhat agree	913 43%	444 43%	469 43%	128 40%	263 43%	225 43%	298 44%	390 42%	523 43%	621 45%	334 40%	105 35%	76 53%	143 43%	563 43%	351 43%	139 44%	150 44%	274 42%	275 42%	273 43%	333 44%	346 46%	537 44%	357 42%	
Strongly/Somewhat Disagree (Net)	648 30%	296 29%	352 32%	124 39%	198 32%	150 28%	177 26%	322 35%	326 27%	375 27%	294 35%	117 39%	40 28%	109 33%	407 31%	241 29%	90 29%	107 32%	211 32%	214 32%	190 30%	222 29%	211 28%	349 29%	277 32%	
Somewhat disagree	473 22%	214 21%	258 23%	93 29%	148 24%	100 19%	131 19%	241 26%	232 19%	277 20%	216 26%	79 26%	33 23%	88 26%	288 22%	185 22%	62 20%	81 24%	145 22%	154 23%	141 22%	162 21%	168 22%	273 23%	185 22%	
Strongly disagree	175 8%	81 8%	94 9%	31 10%	49 8%	49 9%	45 7%	81 9%	95 8%	98 7%	78 9%	38 12%	7 5%	21 6%	119 9%	56 7%	27 9%	26 8%	66 10%	60 9%	49 8%	60 8%	43 6%	76 6%	91 11%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Summary Of Very/Somewhat Concerned

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The additional costs to taxpayers	1593 75%	772 75%	821 74%	180 57%	422 69%	434 82%	557 83%	602 65%	991 82%	1088 79%	577 69%	216 71%	106 74%	226 68%	947 72%	646 78%	229 73%	238 70%	479 73%	490 74%	492 77%	569 74%	573 75%	943 78%	606 71%
Increased crime rates, drugs, and violence	1530 72%	715 69%	816 74%	181 57%	430 70%	407 77%	512 76%	611 66%	919 76%	1039 75%	558 67%	216 71%	105 72%	207 62%	939 72%	591 72%	231 74%	230 68%	478 73%	472 71%	478 75%	534 70%	553 73%	894 74%	596 69%
Stressing our healthcare system	1527 72%	729 71%	797 72%	172 54%	409 67%	407 77%	539 80%	581 62%	946 79%	1061 77%	533 64%	202 67%	109 76%	196 59%	925 71%	602 73%	226 72%	233 69%	466 71%	482 73%	473 74%	527 69%	543 71%	892 74%	601 70%
Risk of terrorism and national security	1506 71%	702 68%	804 73%	164 52%	444 72%	402 76%	496 72%	608 65%	898 75%	1019 74%	558 67%	203 67%	103 71%	219 68%	927 71%	578 70%	221 68%	229 68%	477 72%	478 72%	460 72%	529 69%	562 74%	897 74%	577 67%
Increasing housing prices	1445 68%	687 67%	758 69%	185 59%	435 71%	372 70%	453 67%	620 67%	825 69%	938 68%	583 70%	208 69%	105 73%	240 72%	907 69%	538 65%	218 70%	233 69%	456 69%	466 71%	445 70%	492 64%	559 73%	849 70%	561 65%
Overcrowding classrooms	1388 65%	641 62%	746 68%	150 47%	386 63%	373 70%	479 71%	536 58%	851 71%	947 69%	489 59%	188 62%	92 64%	188 56%	848 65%	540 66%	202 65%	216 64%	430 65%	436 66%	420 66%	493 65%	521 68%	832 69%	520 61%
Taking jobs from Americans and decreasing wages	1327 62%	640 62%	686 62%	150 47%	404 66%	371 70%	401 59%	554 60%	772 64%	874 63%	527 63%	197 65%	95 66%	210 63%	844 64%	483 59%	209 67%	209 62%	426 65%	423 64%	415 65%	457 60%	528 69%	808 67%	485 56%

Proportions/Means: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base



MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Summary Of Not At All/Not Too Concerned

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Taking jobs from Americans and decreasing wages	807 38%	392 38%	415 38%	166 53% EFG	209 34%	158 30%	274 41% EF	375 40% I	432 36%	503 37%	305 37%	106 35%	49 34%	123 37%	466 36%	342 41% O	103 33%	130 38%	232 35%	237 36%	224 36%	307 40%	233 31%	405 33% W	374 44% WX
Overcrowding classrooms	746 35%	391 38%	356 32%	166 53% EFG	227 37% FG	156 30%	196 29%	393 42% I	353 29%	430 31%	342 41% J	115 38%	52 36%	145 44%	462 35%	284 34%	111 35%	122 36%	229 35%	224 34%	219 34%	271 35%	241 32%	381 31% W	338 39% WX
Increasing housing prices	689 32%	345 33%	344 31%	131 41% EFG	179 29%	157 30%	222 33%	310 33% I	379 31%	438 32%	249 30%	95 31%	39 27%	93 28%	403 31%	286 35%	94 30%	106 31%	202 31%	194 29%	194 30%	272 36% Tu	203 27%	364 30% W	298 35% WX
Risk of terrorism and national security	628 29%	330 32% C	298 27%	152 46% EFG	169 28%	127 24%	179 27%	322 35% I	307 25%	358 26%	274 33% J	100 33%	41 29%	114 34% J	382 29%	246 30%	92 29%	109 32%	181 26%	182 28%	178 28%	235 31% Tu	199 26%	316 26% W	281 33% WX
Stressing our healthcare system	607 28%	303 29%	305 28%	144 46% EFG	205 33% FG	122 23%	136 20%	349 38% I	258 21%	316 23%	298 36% JM	101 33%	35 24%	137 41% JKM	385 29%	222 27%	87 28%	106 31%	192 29%	179 27%	166 26%	237 31% u	218 29% x	321 26% W	258 30% WX
Increased crime rates, drugs, and violence	604 28%	317 31% C	286 26%	135 48% EFG	183 30% FG	122 23%	163 24%	318 34% I	285 24%	337 25%	273 33% JL	87 29%	40 28%	126 38% JLM	371 28%	233 28%	81 26%	109 32%	180 27%	189 29%	160 25%	230 30% u	208 27% x	319 26% W	263 31% WX
The additional costs to taxpayers	541 25%	260 25%	281 26%	137 43% EFG	191 31% FG	95 18%	118 17%	328 35% I	213 18%	288 21%	254 31% J	87 29%	38 26%	107 32% J	363 28% P	178 22%	83 27%	101 30%	179 27%	170 26%	147 23%	195 26% x	189 25% X	270 22% W	253 29% WX

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_1 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Increased crime rates, drugs, and violence

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1530 72%	715 69%	816 74%	181 57%	430 70%	407 77%	512 76%	611 66%	919 78%	1039 75%	558 67%	216 71%	105 72%	207 62%	939 72%	591 72%	231 74%	230 68%	478 73%	472 71%	478 75%	534 70%	553 73%	894 74%	596 69%
Very concerned	856 40%	391 38%	465 42%	70 22%	220 36%	242 46%	324 48%	290 31%	566 47%	602 44%	284 34%	116 38%	42 29%	107 32%	494 38%	362 44%	114 37%	114 34%	265 40%	288 44%	265 42%	276 36%	287 38%	490 40%	344 40%
Somewhat concerned	674 32%	324 31%	351 32%	111 35%	210 34%	165 31%	188 28%	321 35%	353 29%	437 32%	274 33%	100 33%	63 44%	100 30%	445 34%	229 28%	117 37%	116 34%	213 32%	184 28%	213 33%	258 34%	266 35%	404 33%	252 29%
Not At All/Not Too Concerned (Net)	604 28%	317 31%	286 26%	135 43%	183 30%	122 23%	163 24%	318 34%	285 24%	337 25%	273 33%	87 29%	40 28%	126 38%	371 28%	233 28%	81 26%	109 32%	180 27%	189 29%	160 25%	230 30%	208 27%	319 28%	263 31%
Not too concerned	400 19%	211 20%	190 17%	90 28%	126 20%	69 13%	115 17%	216 23%	185 15%	228 17%	185 22%	58 19%	25 17%	95 28%	234 18%	166 20%	47 15%	68 20%	120 18%	129 20%	102 16%	154 20%	140 18%	211 17%	172 20%
Not at all concerned	203 10%	107 10%	97 9%	45 14%	58 9%	53 10%	48 7%	103 11%	101 8%	109 8%	88 11%	29 10%	15 10%	32 10%	137 10%	67 8%	35 11%	41 12%	61 9%	60 9%	59 9%	76 10%	68 9%	108 9%	90 11%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_2 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Risk of terrorism and national security

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1506 71%	702 68%	804 73% B	164 52%	444 72% D	402 76% D	496 73% D	608 65%	898 75% H	1019 74% KLN	558 67%	203 67%	103 71%	219 68%	927 71%	578 70%	221 71%	229 68%	477 72%	478 72%	460 72%	529 69%	562 74% Y	897 74% Y	577 67%
Very concerned	856 40%	394 38%	462 42%	63 20%	247 40% D	226 43% D	319 47% DE	311 33%	545 45% H	608 44% KLMN	273 33%	105 35%	43 30%	99 30%	498 38%	358 43% O	109 35%	118 41%	271 43%	283 43%	273 43%	275 36%	296 39%	502 41% w	333 39%
Somewhat concerned	650 30%	308 30%	342 31%	100 32%	197 32% G	176 32% G	177 26% G	298 32%	352 29%	411 30%	285 34% J	97 32% JKI	60 42% JKI	120 36% J	429 33% P	221 27%	112 36%	111 33%	206 31%	195 30%	188 29%	254 33% XY	266 35% XY	396 33% y	244 28%
Not At All/Not Too Concerned (Net)	628 29%	330 32% C	298 27% EFG	152 48% EFG	169 28% G	127 24% G	179 27% G	322 35% I	307 25% I	358 26% I	274 33% J	100 33% J	41 29% J	114 29% P	382 30% F	246 29%	92 29%	109 32%	181 28%	182 28%	178 28%	235 31%	199 26% t	316 26% t	281 33% WX
Not too concerned	429 20%	223 22% C	206 19% EFG	97 31% EFG	118 19% I	76 14% F	137 20% F	216 23% I	213 18% jm	254 18% jm	185 22% jm	70 23% I	23 16% I	82 19% J	250 22% J	179 22%	55 18%	68 20%	127 19%	132 20%	124 19%	150 20%	140 18% t	220 18% t	183 21%
Not at all concerned	199 9%	108 10% t	92 8% EFG	55 17% EFG	51 8% g	51 10% g	42 6% g	106 11% I	93 8% I	104 8% I	89 11% J	30 10% J	19 13% J	32 10% t	133 10% t	67 8% t	37 12% s	42 8% s	54 8% s	50 8% s	55 9% s	85 11% t	60 8% t	95 8% t	99 11% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144* 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_3 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Taking jobs from Americans and decreasing wages

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1327 62%	640 62%	686 62%	150 47%	404 66% DG	371 70% DG	401 59% D	554 60%	772 64% h	874 63%	527 63%	197 65%	95 68%	210 63%	844 64% P	483 59%	209 67%	209 62%	426 65%	423 64%	415 65%	457 60%	528 69% XY	808 67%	485 56%
Very concerned	674 32%	322 31%	352 32%	48 15%	214 35% D	208 39% DG	204 30% D	262 28%	411 34% H	442 32%	253 30%	106 35%	42 29%	99 30%	413 32%	260 32%	91 29%	97 29%	225 34%	232 35%	213 33%	208 27%	260 34% Y	407 34%	245 29%
Somewhat concerned	653 31%	318 31%	335 30%	102 32%	190 31%	163 31%	197 29%	292 31%	361 30%	431 31%	274 33%	90 30%	53 37%	111 33%	431 33% P	222 27%	118 38% s	112 33%	201 31%	191 29%	202 32%	249 33%	268 35% Y	401 33%	239 28%
Not At All/Not Too Concerned (Net)	807 38%	392 38%	415 38%	166 53% EFG	209 34%	158 30%	274 41% EF	375 40%	432 36%	503 37%	305 37%	106 35%	49 34%	123 37%	466 36% F	342 41% O	103 33%	130 38%	232 35%	237 36%	224 35%	307 40%	233 31%	405 33% W	374 44% WX
Not too concerned	509 24%	244 24%	265 24%	99 31% EF	131 21%	89 17%	190 28% EF	230 25%	279 23%	331 24%	190 23%	63 21%	32 22%	75 23%	269 21% O	240 29% O	59 19%	71 21%	139 21%	154 23%	138 22%	194 25%	159 21%	271 22% w	217 25%
Not at all concerned	298 14%	148 14%	150 14%	67 21% EFG	78 13%	69 13%	84 12%	145 16%	153 13%	172 12%	114 14%	43 14%	18 12%	48 14%	197 15% O	102 12%	44 14%	59 17%	93 14%	83 13%	85 13%	113 15%	74 10%	134 11% WX	157 18% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_4 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Stressing our healthcare system

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1527 72%	729 71%	797 72%	172 54%	409 67%	407 77%	539 80%	581 62%	946 79%	1061 77%	533 64%	202 67%	109 78%	196 58%	925 71%	602 73%	226 72%	233 69%	466 71%	482 73%	473 74%	527 69%	543 71%	892 74%	601 70%
Very concerned	846 40%	400 39%	447 41%	71 22%	201 33%	240 45%	334 50%	272 29%	574 48%	590 43%	273 33%	111 37%	49 34%	98 30%	475 36%	371 45%	112 36%	111 33%	252 38%	272 41%	264 41%	284 37%	272 36%	484 40%	341 40%
Somewhat concerned	680 32%	330 32%	351 32%	101 32%	208 34%	167 31%	205 30%	309 33%	372 31%	470 34%	260 31%	91 30%	60 42%	97 29%	450 34%	231 28%	114 36%	121 33%	214 33%	209 32%	209 33%	243 32%	271 36%	408 34%	260 30%
Not At All/Not Too Concerned (Net)	607 28%	303 29%	305 28%	144 46%	205 33%	122 23%	136 20%	349 38%	258 21%	316 23%	298 36%	101 35%	35 24%	137 41%	385 29%	222 27%	87 28%	106 31%	192 29%	179 27%	166 26%	237 31%	218 29%	321 26%	258 30%
Not too concerned	415 19%	212 21%	203 18%	101 32%	132 22%	81 15%	101 15%	233 25%	182 15%	223 16%	208 25%	63 21%	23 18%	105 31%	258 20%	157 19%	54 17%	64 19%	140 21%	122 19%	119 19%	160 21%	163 21%	231 19%	168 20%
Not at all concerned	193 9%	91 9%	102 9%	43 14%	73 12%	42 8%	35 5%	116 12%	77 6%	92 7%	91 11%	38 13%	12 9%	33 10%	127 10%	65 8%	33 11%	42 12%	53 8%	56 9%	47 7%	77 10%	55 7%	89 7%	90 10%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_5 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Overcrowding classrooms

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1388 65%	641 62%	746 68%	150 47%	386 63%	373 70%	479 71%	536 58%	851 71%	947 69%	489 59%	188 62%	92 64%	188 56%	848 65%	540 66%	202 65%	216 64%	430 65%	436 66%	420 66%	493 65%	521 68%	832 68%	520 61%
Very concerned	691 32%	313 30%	378 34%	57 18%	175 28%	209 39%	251 37%	232 25%	459 38%	470 34%	234 28%	95 31%	43 30%	82 25%	404 31%	287 35%	105 34%	81 24%	218 33%	220 33%	219 34%	230 30%	242 32%	404 33%	271 32%
Somewhat concerned	696 33%	328 32%	368 33%	93 29%	211 34%	164 31%	228 34%	305 33%	392 33%	476 35%	255 31%	93 31%	49 34%	106 32%	443 34%	253 31%	96 31%	135 40%	212 32%	216 33%	201 31%	263 34%	279 37%	428 35%	250 29%
Not At All/Not Too Concerned (Net)	746 35%	391 38%	356 32%	166 53%	227 37%	156 30%	196 29%	393 42%	353 29%	430 31%	342 41%	115 38%	52 36%	145 44%	462 35%	284 34%	111 35%	122 36%	229 35%	224 34%	219 34%	271 35%	241 32%	381 31%	338 39%
Not too concerned	501 23%	266 26%	234 21%	106 34%	139 23%	105 20%	151 22%	245 26%	256 21%	308 22%	224 27%	76 25%	42 29%	100 30%	301 23%	200 24%	73 24%	73 22%	154 23%	156 24%	145 23%	177 23%	167 22%	266 22%	221 26%
Not at all concerned	246 12%	124 12%	121 11%	60 19%	88 14%	52 10%	46 7%	148 16%	97 8%	122 9%	118 14%	39 13%	11 7%	45 14%	162 12%	84 10%	37 12%	50 15%	75 11%	68 10%	74 12%	94 12%	74 10%	116 10%	117 14%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_6 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Increasing housing prices

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1445 68%	687 67%	758 69%	185 59%	435 71% D	372 79%	453 67% D	620 67%	825 68%	938 68%	583 70%	208 69%	105 73%	240 72%	907 69%	538 65%	218 70%	233 69%	456 69%	466 71% V	445 70% v	492 64%	559 73% XY	849 70% y	561 65%
Very concerned	709 33%	307 30%	402 37% B	79 25%	212 37% D	198 37% D	220 33% D	291 31%	418 35%	445 32%	288 35%	111 37%	44 30%	112 33%	448 34%	261 32%	101 32%	97 29%	249 38% R	222 34%	234 37% V	229 30%	264 35%	410 34%	282 33%
Somewhat concerned	736 34%	380 37%	356 32% c	106 33%	223 36% c	174 33%	233 35% c	329 35%	407 34%	493 36%	295 35% i	97 32%	61 42% I	128 38%	459 35%	277 34%	117 37%	135 40% S	207 31%	244 37%	211 33%	263 34%	295 39% XY	439 36%	279 32%
Not At All/Not Too Concerned (Net)	689 32%	345 33%	344 31% EFG	131 41%	179 29% EFG	157 30%	222 33% EFG	310 33%	379 31%	438 32%	249 30%	95 31%	39 27%	93 28%	403 31%	286 35%	94 30%	106 31%	202 29%	194 29%	194 30%	272 36% Tu	203 27%	364 30% W	298 35% Wx
Not too concerned	455 21%	230 22%	224 20% EF	90 29% EF	108 18%	101 19%	155 23% E	199 21%	256 21%	294 21%	173 21%	62 20%	26 18%	71 21%	254 19% O	200 24% O	57 18%	68 20%	128 20%	127 19%	135 21%	180 23%	132 17%	243 20% W	197 23% W
Not at all concerned	234 11%	115 11%	119 11% n	41 13%	70 11%	56 11% n	67 10%	111 12%	123 10%	145 11%	76 9%	33 11% n	14 10%	22 7%	148 11%	86 10%	37 12%	38 11%	74 11%	67 10%	59 9%	93 12%	71 9%	122 10%	101 12%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV09\_7 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 The additional costs to taxpayers

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1593 75%	772 75%	821 74%	180 57%	422 69%	434 82%	557 83%	602 65%	991 82%	1088 79%	577 69%	216 71%	106 74%	226 68%	947 72%	646 78%	229 73%	238 70%	479 73%	490 74%	492 77%	569 74%	573 75%	943 78%	606 71%
Very concerned	944 44%	459 45%	484 44%	72 23%	232 38%	275 52%	364 54%	304 33%	639 53%	661 48%	315 38%	116 38%	51 35%	125 38%	538 41%	406 49%	127 41%	125 37%	286 43%	306 46%	289 45%	323 42%	307 40%	544 45%	373 43%
Somewhat concerned	649 30%	312 30%	337 31%	107 34%	190 31%	158 30%	193 29%	298 32%	351 29%	427 31%	262 31%	100 33%	55 38%	101 30%	409 31%	240 29%	102 33%	113 33%	194 29%	184 28%	204 32%	246 32%	266 35%	399 33%	232 27%
Not At All/Not Too Concerned (Net)	541 25%	260 25%	281 26%	137 43%	191 31%	95 18%	118 17%	328 35%	213 18%	288 21%	254 31%	87 29%	38 26%	107 32%	363 28%	178 22%	83 27%	101 30%	179 27%	170 26%	147 23%	195 26%	189 25%	270 22%	253 29%
Not too concerned	349 16%	156 15%	194 18%	88 28%	124 20%	55 10%	83 12%	212 23%	137 11%	203 15%	158 19%	19 13%	55 18%	71 21%	227 17%	122 15%	50 16%	71 21%	107 16%	116 18%	96 15%	118 15%	131 17%	180 15%	158 18%
Not at all concerned	192 9%	105 10%	88 8%	49 15%	67 11%	41 8%	35 5%	116 13%	76 6%	85 6%	96 12%	32 10%	20 14%	36 11%	136 10%	56 7%	33 11%	72 9%	55 8%	51 8%	77 10%	58 8%	90 7%	95 11%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV10 Which one of the following is your greatest concern when it comes to illegal immigration?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Increased crime rates, drugs, and violence	483	208	275	45	133	126	179	178	305	332	162	53	33	68	284	199	71	69	144	151	143	174	158	268	196
The additional costs to taxpayers	364	181	183	38	69	98	159	107	257	268	109	34	30	42	208	155	57	54	98	94	121	142	107	214	141
Risk of terrorism and national security	355	191	164	40	106	91	118	146	209	246	122	46	15	52	220	135	49	51	120	115	118	113	116	187	165
Stressing our healthcare system	193	82	111	35	58	33	67	92	101	126	83	23	14	37	107	86	26	39	43	55	51	81	73	124	63
Taking jobs from Americans and decreasing wages	182	91	91	35	65	54	29	99	83	101	91	49	10	32	131	51	31	26	74	68	57	53	95	123	57
Increasing housing prices	134	78	55	43	58	21	11	101	33	62	81	31	11	29	107	27	20	27	59	37	41	56	68	75	53
Overcrowding classrooms	77	44	32	26	36	10	5	62	15	36	43	7	7	22	62	15	12	21	22	21	32	44	48	25	
Something else	56	29	27	16	11	11	19	27	30	29	25	8	2	6	35	22	4	11	19	21	17	12	21	31	
None of the above - I don't have a greatest concern	290	125	163	40	78	84	88	118	172	175	115	54	21	45	155	134	42	41	73	96	74	86	88	151	128
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11 Would you say illegal immigration has a positive or negative impact on...  
 Summary Of Very/Somewhat Positive

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The U.S. national economy	619 29%	352 34%	267 24%	116 33%	226 37%	141 27%	137 20%	341 37%	278 23%	357 26%	301 36%	116 38%	49 34%	128 38%	451 34%	168 20%	119 38%	131 39%	201 31%	142 22%	179 28%	275 36%	283 37%	361 30%	239 28%
The character of our country	576 27%	317 31%	259 23%	110 35%	235 38%	114 21%	118 17%	344 37%	232 19%	308 22%	290 35%	119 39%	41 29%	127 38%	419 32%	157 19%	123 39%	119 38%	177 27%	144 22%	168 26%	237 31%	274 36%	346 29%	211 25%
Your community	496 23%	270 26%	226 21%	97 31%	213 35%	111 21%	75 11%	310 33%	186 15%	279 20%	246 30%	110 36%	34 24%	94 28%	377 29%	119 14%	96 31%	116 34%	165 25%	128 19%	142 22%	206 27%	264 35%	320 26%	160 19%
Jobs in your area	474 22%	250 24%	223 20%	92 29%	193 32%	92 17%	96 14%	286 31%	188 16%	271 20%	235 28%	105 35%	36 25%	102 30%	359 27%	114 14%	96 31%	107 32%	157 24%	105 16%	142 22%	206 27%	235 31%	295 24%	164 19%
Education in your area	438 21%	239 23%	199 18%	82 26%	188 31%	100 19%	68 10%	270 29%	168 14%	224 16%	235 28%	107 35%	37 26%	93 28%	337 26%	101 12%	98 31%	105 31%	135 20%	110 17%	129 20%	184 24%	248 33%	294 24%	128 15%
Your daily life	438 21%	249 24%	188 17%	80 25%	206 34%	90 17%	62 9%	286 31%	151 13%	226 16%	236 28%	98 32%	41 29%	94 28%	341 26%	96 12%	101 32%	100 30%	140 21%	101 15%	136 21%	186 24%	244 32%	289 24%	129 15%
Wages	434 20%	247 24%	187 17%	67 21%	198 32%	71 18%	71 11%	266 29%	169 16%	223 16%	225 27%	106 35%	35 24%	79 24%	331 25%	103 12%	96 31%	88 26%	147 22%	111 17%	120 19%	189 25%	232 31%	279 23%	140 16%

Proportions/Mean: Columns tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11 Would you say illegal immigration has a positive or negative impact on...  
 Summary Of Very/Somewhat Negative

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The U.S. national economy	1079	488	591	115	237	306	422	351	728	755	339	104	66	133	610	469	131	143	336	344	346	366	349	634	418
The character of our country	978	448	530	99	214	275	391	312	666	700	288	91	56	106	537	442	115	114	307	322	309	325	301	554	396
Wages	911	433	477	99	209	259	343	308	603	647	293	92	58	126	528	382	126	122	280	293	303	291	278	501	382
Your community	848	402	446	80	184	246	338	265	584	597	269	81	55	107	471	378	112	92	267	289	259	284	260	467	358
Jobs in your area	848	403	444	97	195	251	305	291	556	587	282	89	58	109	502	346	117	122	262	294	263	274	277	477	343
Education in your area	806	377	429	81	168	224	335	248	558	589	231	65	52	97	443	363	110	102	231	255	231	300	242	441	345
Your daily life	717	344	373	76	145	214	282	222	496	504	223	63	48	92	411	306	95	84	233	236	216	253	222	398	291

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11\_1 Would you say illegal immigration has a positive or negative impact on...  
 Your daily life

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Positive (Net)	438 21%	249 24% C	188 17%	80 25% FG	206 34% DFG	90 17% G	62 9%	286 31%	151 13%	226 16%	236 28% J	98 32% JK	41 29% J	94 28% J	341 26% P	96 12% S	101 32% S	100 30% S	140 21% T	101 15% T	136 21% T	186 24% T	244 32% XY	289 24% Y	129 15%
Very positive	178 8%	93 9%	85 8%	32 10% G	94 15% dFG	36 7% G	16 2%	126 14%	52 4%	88 6%	102 12% J	44 14% J	14 10% J	44 13% J	143 11% P	35 4% S	47 15% S	42 12% S	55 8% S	37 6% S	47 7% S	88 11% TU	104 14% XY	121 10% Y	48 6%
Somewhat positive	260 12%	156 15% C	103 9%	48 15% IG	113 18% FG	54 10% g	45 7%	160 17% I	99 8%	137 10% J	134 16% J	54 18% J	27 19% J	51 15% J	198 15% P	61 7% P	55 17% S	59 13% S	85 10% S	64 9% S	89 14% T	99 13% T	140 18% XY	169 14% Y	80 9%
No impact	979 46%	439 43% B	540 49% ef	160 51% ef	262 43% ef	226 43%	331 49% ef	422 45%	557 46%	646 47% H	372 45% KLN	142 47% L	55 38% L	146 44% L	557 43% O	422 51% O	116 37% O	155 46% q	286 43% q	324 49% V	287 45% V	325 42% W	295 39% W	525 43% WX	439 51% WX
Very/Somewhat Negative (Net)	717 34%	344 33% C	373 34%	76 24% FG	145 24% DFG	214 40% DE	282 42% DE	222 24%	496 41% H	504 37% KLN	223 27% L	63 21% L	48 33% L	92 28% I	411 31% O	306 37% O	95 30% O	84 25% R	233 35% R	236 36% R	216 34% R	253 33% W	222 29% W	398 33% W	291 34% w
Somewhat negative	461 22%	225 22% C	236 21%	51 16% G	94 15% dFG	143 27% DE	173 26% DE	145 16% H	316 26% H	331 24% KLN	147 18% L	39 13% L	35 24% RL	60 18% o	265 20% o	196 24% o	63 15% R	52 23% R	150 21% R	140 21% R	134 21% R	181 24% W	158 21% W	268 22% W	176 21%
Very negative	257 12%	119 12% C	138 12%	26 8% G	51 8% dFG	71 13% DE	109 16% DE	77 8% H	180 15% H	173 13% KL	76 9% L	24 8% L	13 9% L	32 9% L	147 11% o	110 13% o	32 10% R	32 9% R	83 13% R	95 14% V	82 13% V	72 9% W	64 8% W	130 11% W	115 13% W
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

MARV11\_2 Would you say illegal immigration has a positive or negative impact on...  
 Your community

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomer+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Very/Somewhat Positive (Net)	496	270	226	97	213	111	75	310	186	279	246	110	34	94	377	119	96	116	165	128	142	206	264	320	160	
	23%	26%	21%	31%	35%	21%	11%	33%	15%	20%	30%	36%	24%	28%	29%	14%	31%	34%	25%	19%	22%	27%	35%	28%	19%	
Very positive	178	87	92	29	87	42	20	116	62	94	93	37	13	38	138	41	38	46	53	40	50	80	99	115	54	
	8%	8%	8%	9%	14%	8%	3%	13%	5%	7%	11%	12%	9%	11%	11%	5%	12%	14%	8%	6%	8%	10%	13%	10%	6%	
Somewhat positive	317	183	135	68	126	68	55	194	124	184	153	73	21	56	239	78	58	70	87	92	126	165	204	107		
	15%	18%	12%	21%	21%	13%	8%	21%	10%	13%	18%	24%	15%	17%	18%	9%	19%	21%	13%	14%	17%	22%	17%	12%		
No impact	790	361	429	139	216	173	262	355	435	501	317	112	55	132	462	328	104	130	227	243	238	273	237	426	340	
	37%	35%	39%	44%	35%	33%	39%	38%	36%	36%	38%	37%	38%	40%	35%	40%	33%	39%	35%	37%	37%	36%	31%	35%	40%	
Very/Somewhat Negative (Net)	848	402	446	80	184	246	338	265	584	597	269	81	55	107	471	378	112	92	267	289	259	284	260	467	358	
	40%	39%	41%	25%	30%	49%	50%	26%	48%	43%	32%	27%	38%	32%	36%	27%	27%	40%	44%	40%	37%	34%	39%	42%	35%	
Somewhat negative	529	258	271	62	121	133	213	182	346	367	186	49	38	82	293	236	73	57	162	177	165	178	170	290	226	
	25%	25%	25%	20%	20%	25%	32%	20%	29%	27%	22%	16%	26%	25%	22%	29%	24%	17%	25%	27%	26%	23%	22%	24%	26%	
Very negative	319	144	176	19	63	112	125	82	237	230	83	32	17	25	178	142	38	35	104	112	94	106	91	177	132	
	15%	14%	16%	6%	10%	21%	19%	9%	20%	17%	10%	10%	12%	7%	14%	17%	12%	10%	16%	17%	15%	14%	12%	15%	15%	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11\_3 Would you say illegal immigration has a positive or negative impact on...  
 Education in your area

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Positive (Net)	438	239	199	82	188	100	68	270	168	224	235	107	37	93	337	101	98	105	135	110	129	184	248	294	128
Very positive	184	99	85	35	89	44	15	124	59	90	106	46	18	44	147	37	43	50	54	41	47	89	110	128	45
Somewhat positive	255	140	115	47	99	56	52	146	108	134	129	61	19	49	190	64	55	55	81	69	83	95	138	167	83
No impact	890	416	473	153	258	205	273	411	478	564	366	131	55	143	530	360	105	132	293	295	279	280	271	478	396
Very/Somewhat Negative (Net)	806	377	429	81	168	224	335	248	558	589	231	65	52	97	443	363	110	102	231	255	231	300	242	441	345
Somewhat negative	463	224	239	48	103	116	196	151	312	346	137	29	39	59	252	210	67	58	127	141	122	189	144	250	206
Very negative	344	153	190	32	65	108	138	97	247	243	94	35	13	38	191	153	43	44	103	114	109	110	98	192	139
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11\_4 Would you say illegal immigration has a positive or negative impact on...  
 Jobs in your area

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Positive (Net)	474	250	223	92	193	92	96	286	188	271	235	105	36	102	359	114	96	107	157	105	142	206	235	295	164
Very positive	167	85	81	23	83	40	20	106	60	88	85	40	16	28	132	34	42	37	53	37	41	81	94	113	46
Somewhat positive	307	165	142	69	110	52	75	179	128	182	150	65	19	74	227	80	53	70	68	101	126	140	183	118	
No impact	813	378	434	127	226	185	275	353	460	518	315	109	51	123	449	99	110	239	262	234	283	250	441	352	
Very/Somewhat Negative (Net)	848	403	444	97	195	251	305	291	556	587	282	89	58	109	502	346	117	122	262	294	263	274	277	477	343
Somewhat negative	500	246	254	73	123	132	172	196	304	351	175	44	43	71	306	194	74	87	145	161	145	185	175	282	201
Very negative	347	157	191	24	72	119	133	95	252	237	107	45	15	31	196	152	43	36	117	132	118	89	103	195	142
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11\_5 Would you say illegal immigration has a positive or negative impact on...

Base: All Respondents

Wages

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99k (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	214 (3/29-3/31)	(3/29-3/31)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Very/Somewhat Positive (Net)	434	247	187	67	198	98	71	266	169	223	225	106	35	79	331	103	96	88	147	111	120	189	232	279	140	
Very positive	175	93	82	26	91	40	18	117	58	84	93	45	16	29	138	38	40	42	56	43	39	86	100	116	47	
Somewhat positive	259	154	105	41	108	58	53	148	111	139	132	61	19	50	194	65	57	46	91	68	81	103	133	163	93	
No impact	789	352	437	150	206	172	261	356	433	507	314	104	51	129	450	339	90	129	231	256	216	284	251	433	336	
Very/Somewhat Negative (Net)	911	433	477	99	209	259	343	308	603	647	293	92	58	126	528	362	126	122	280	293	303	291	278	501	382	
Somewhat negative	534	254	280	63	134	139	199	197	337	381	182	56	42	83	318	216	76	83	160	165	173	181	166	296	226	
Very negative	377	179	198	36	75	121	145	111	265	266	111	36	17	43	210	167	51	39	120	129	131	109	111	205	156	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV11\_6 Would you say illegal immigration has a positive or negative impact on...  
 The character of our country

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Positive (Net)	576	317	259	110	235	114	118	344	232	308	290	119	41	127	419	157	123	119	144	168	237	274	346	211	
Very positive	194	99	95	32	89	48	24	122	72	98	101	45	17	39	153	42	49	41	63	48	92	96	116	68	
Somewhat positive	382	218	164	77	145	65	94	222	159	210	189	73	24	88	266	115	74	78	114	96	121	146	178	230	
No impact	580	267	313	108	165	140	166	273	307	369	254	94	47	100	355	225	75	105	175	194	162	202	187	313	
Very/Somewhat Negative (Net)	978	448	530	99	214	275	391	312	666	700	288	91	56	106	537	442	115	114	307	322	309	325	301	554	
Somewhat negative	524	238	286	63	134	127	201	197	327	375	172	55	35	63	293	231	60	73	159	175	153	185	187	319	
Very negative	455	210	244	36	80	149	190	116	339	325	116	36	21	43	244	211	55	41	148	147	156	141	114	235	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV11\_7 Would you say illegal immigration has a positive or negative impact on...  
 The U.S. national economy

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or Color	Asian or Pacific American	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Positive (Net)	619	352	267	116	228	141	137	341	278	357	301	116	49	128	451	168	119	131	201	142	179	275	283	361	239
Very positive	211	134	76	34	92	54	31	126	84	112	109	45	15	46	165	45	56	41	68	48	51	103	108	128	73
Somewhat positive	408	218	191	82	134	87	106	215	193	244	192	70	33	83	286	123	63	90	133	94	127	172	175	233	166
No impact	436	192	244	86	151	83	116	237	199	265	191	83	29	72	249	187	62	65	122	175	114	124	129	218	202
Very/Somewhat Negative (Net)	1079	488	591	115	237	306	422	351	728	755	339	104	66	133	610	469	131	143	336	344	346	366	349	634	418
Somewhat negative	552	248	304	66	141	145	200	207	345	399	175	58	38	75	319	234	72	79	168	166	166	210	203	354	190
Very negative	527	239	287	49	96	160	222	144	382	355	164	46	28	57	291	236	60	63	168	178	179	155	146	280	229
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV12 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
I have seen undocumented immigrants on news reports online or on TV.	1558	782	776	186	397	407	567	584	974	1073	558	203	99	222	939	619	212	251	476	477	491	552	530	897	632
	73%	76%	70%	59%	65%	77%	84%	63%	81%	78%	67%	67%	68%	67%	72%	75%	68%	74%	72%	72%	77%	72%	74%	74%	74%
I believe I have seen undocumented immigrants in my community recently.	1162	603	559	157	354	295	356	510	651	739	477	160	80	199	735	427	157	219	359	369	348	416	455	673	456
	54%	58%	51%	50%	58%	56%	53%	55%	54%	54%	57%	53%	55%	60%	56%	52%	50%	65%	54%	56%	54%	54%	60%	58%	53%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV12 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
I believe I have seen undocumented immigrants in my community recently.	972 46%	429 42%	543 49%	159 50%	260 42%	234 44%	319 47%	419 45%	553 46%	638 46%	355 43%	143 47%	64 45%	134 40%	575 44%	397 48%	155 50%	120 35%	300 48%	291 44%	291 46%	348 46%	307 40%	540 45%	402 47%
I have seen undocumented immigrants on news reports online or on TV.	576 27%	250 24%	326 30%	130 41%	216 35%	122 23%	108 16%	346 37%	230 19%	304 22%	274 33%	100 33%	46 32%	111 33%	371 28%	205 25%	101 32%	88 26%	182 28%	148 23%	212 28%	232 30%	316 26%	227 26%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV12\_1 How much do you agree or disagree with each of the following statements?  
 I believe I have seen undocumented immigrants in my community recently.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Strongly/Somewhat Agree (Net)	1162 54%	603 58% C	559 51%	157 50%	354 58% d	295 56%	356 53%	510 55%	651 54%	739 54%	477 57% L	160 53%	80 59%	199 60%	735 56%	427 52%	157 50%	219 69% QS	358 54%	369 56%	348 54%	416 54%	455 60% XY	673 55%	456 53%
Strongly agree	475 22%	255 25% C	220 20%	47 15%	135 22% D	135 26% D	158 23% D	182 20%	293 24%	301 22%	187 22%	73 24%	28 20%	70 21%	314 24%	161 20%	66 21%	87 26%	160 24%	146 22%	144 23%	177 23%	186 24%	283 23%	181 21%
Somewhat agree	686 32%	348 34%	338 31%	110 35%	218 36% G	160 30%	198 29%	329 35% I	358 30%	438 32%	290 35% L	87 29%	51 36%	129 39% JL	421 32%	265 29%	91 29%	132 39% QS	198 30%	223 34%	204 32%	239 31%	268 35% X	390 32%	276 32%
Strongly/Somewhat Disagree (Net)	972 46%	429 42% B	543 49% e	159 50%	260 42% G	234 44%	319 47%	419 45%	553 46%	638 46%	365 43%	143 47% K	64 45%	134 40%	575 44%	397 48%	155 50% R	120 35% R	300 46% R	291 44%	291 46%	348 46%	307 40% W	540 45% W	402 47% W
Somewhat disagree	629 29%	274 27% B	354 32% B	96 30%	169 28%	148 28%	215 32%	266 29%	363 30%	418 30%	233 28%	84 28% K	45 31%	86 26%	375 29%	253 31%	101 32% R	199 30% R	202 31%	191 30%	211 30%	208 28% W	361 30% W	258 30%	
Strongly disagree	344 16%	155 15%	189 17%	63 20% e	91 15%	86 16%	105 15%	154 17%	190 16%	220 16%	122 15%	58 19% K	20 14%	48 14%	199 15%	144 18%	55 17%	101 15% R	89 14%	100 16%	137 16%	99 13% t	180 15% w	144 17% w	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV12\_2 How much do you agree or disagree with each of the following statements?  
 I have seen undocumented immigrants on news reports online or on TV.

Base: All Respondents

	Gender			Generation				Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Agree (Net)	1558 73%	782 76% C	776 70%	186 59%	397 65%	407 77% DE	567 84% DEF	584 63%	974 81% H	1073 78% KLMN	558 67%	203 67%	99 68%	222 67%	939 72%	619 75%	212 68%	251 74%	476 72%	477 72%	491 77% t	552 72%	530 70%	897 74% W	632 74%	
Strongly agree	773 36%	388 38%	384 35%	70 22%	173 28% d	210 40% DE	320 47% DEF	242 26%	530 44% H	555 40% KLMN	256 31%	92 30%	42 29%	96 29%	448 34%	325 39% O	106 34%	108 32%	235 36%	227 34%	260 41% t	275 36%	253 33%	438 36% W	323 38%	
Somewhat agree	785 37%	393 38%	392 36%	117 37%	225 37%	197 37%	247 37%	341 37%	444 37%	518 38%	301 36%	111 37%	56 39%	126 38%	491 37%	295 36%	106 34%	143 42% q	242 37%	250 38%	231 36%	277 36%	277 36%	459 38%	308 36%	
Strongly/Somewhat Disagree (Net)	576 27%	250 24% B	326 30% FG	130 41% FG	216 35% FG	122 23% G	108 16% G	346 37% I	230 19% I	304 22% J	274 33% J	100 33% J	46 32% J	111 33% J	371 28% J	205 25%	101 26%	88 26%	182 28% u	183 28% u	148 23% u	212 28%	232 30% X	316 26% X	227 26%	
Somewhat disagree	353 17%	154 15% b	199 18% eFG	94 30% FG	139 23% FG	65 12% G	54 8% G	234 25% I	120 10% I	182 13% J	180 22% J	58 19% J	33 23% J	68 20% J	239 18% P	114 14%	60 19%	52 15%	128 19%	121 18% u	90 14% u	124 16%	157 21% Xy	199 16% Xy	143 17%	
Strongly disagree	223 10%	97 9%	126 11%	36 11%	77 13% G	56 11% G	54 8% G	112 12% I	110 9% I	122 9% J	94 11% J	42 14% J	13 9% J	44 13% J	132 10% J	91 11% J	41 13% s	36 11%	55 8%	62 9% s	58 9% s	88 12%	75 10% s	117 10% s	84 10%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV13 Deferred Action for Childhood Arrivals (DACA) was passed in 2012 to allow some individuals who entered the country as minors without proper documentation to receive a renewable two-year period of deferred action from deportation and eligibility for a work permit. Do you support or oppose allowing these recipients to continue to stay in the U.S.?

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Strongly/Somewhat Support (Net)	920	461	459	103	301	219	296	404	515	619	333	118	59	142	585	335	137	185	263	231	277	383	351	557	341	
Strongly support	429	202	227	52	136	102	139	188	241	279	158	59	23	71	263	166	64	81	117	107	119	182	145	234	178	
Somewhat support	491	259	232	51	165	117	158	216	274	340	175	59	36	72	322	169	73	104	145	123	158	201	206	323	162	
Neither oppose nor support	632	281	351	135	190	137	170	326	306	360	291	105	46	98	381	251	100	83	199	224	184	195	219	338	272	
Strongly/Somewhat Oppose (Net)	582	290	292	78	122	173	209	200	382	398	208	80	40	93	344	238	76	71	197	205	178	185	192	318	246	
Somewhat oppose	286	137	149	48	67	72	99	115	171	197	103	42	22	45	176	110	36	40	100	109	83	92	103	166	113	
Strongly oppose	297	153	143	30	55	101	110	85	212	201	105	39	18	48	168	128	40	31	98	97	96	93	89	152	133	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV14 Do you think people who entered the U.S. illegally and without proper documentation should...

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Be allowed to stay if they go through the proper legal channels immediately	1058 50%	503 49%	556 50%	184 58% FG	356 58% FG	242 46%	277 41%	540 58% I	519 43%	645 47%	475 57% JM	172 57% Jm	68 47%	216 65% JKIM	694 53% P	365 44%	166 53%	199 59% S	328 50%	313 47%	326 51%	394 52%	426 56% XY	625 52%	417 49%
Be deported to their home country	818 38%	426 41% C	391 35%	68 21%	171 28% d	232 44% DE	346 51% DEF	239 26%	579 48% H	590 43% KLN	246 30% IN	79 26% KLN	58 40% KLN	79 24%	464 35% O	354 43% O	108 35%	100 29%	256 39% R	252 38%	253 40%	291 38%	247 32%	458 38% W	333 39% W
Not sure	258 12%	103 10%	155 14% B	65 21% EFG	86 14% G	55 10%	52 8%	151 16% I	107 9%	141 10%	111 13% j	51 17% JKn	19 13%	38 11%	153 12%	105 13%	38 12%	40 12%	75 11% Uv	95 14%	60 9%	79 10%	88 12%	130 11%	108 13%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV15 Do you think children who entered the U.S. illegally and without proper documentation should...

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29 - 3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Be allowed to stay if they go through the proper legal channels immediately	1151 54%	532 52%	619 56%	191 60% FG	375 61% FG	270 51%	316 47%	566 61% I	585 49%	728 53%	483 58% J	181 60% j	79 55%	203 61% J	751 57% P	400 49%	167 54%	223 66% QS	360 55%	340 51%	344 54%	439 58% t	446 59% xY	683 56%	447 52%
Be deported to their parents' home country	689 32%	355 34% c	334 30%	73 23%	152 25%	191 36% DE	273 40% DE	225 24%	464 39% H	478 35% KLN	226 27%	78 26%	50 35% kl	85 26%	406 31%	283 34%	104 33% R	81 24%	221 34% R	221 34%	225 35% v	224 29%	235 31%	395 33%	273 32%
Not sure	294 14%	145 14%	149 14%	53 17%	86 14%	68 13%	87 13%	139 15%	155 13%	171 12%	123 15%	44 15%	15 11%	45 14%	153 12%	140 17% O	41 13%	35 10%	77 12%	99 15% u	70 11%	100 13%	80 11%	135 11%	138 16% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV16 Sanctuary cities are municipalities in the U.S. that have policies that may limit their cooperation with federal immigration enforcement authorities, such as the U.S. Immigration and Customs Enforcement (ICE). Which statement do you agree with most?  
 Sanctuary cities should...

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Should work collaborative with ICE in seeking out unauthorized immigrants for deportation.	1090	574	516	122	245	297	425	367	723	772	355	110	71	142	644	446	142	157	345	315	341	412	361	628	444
	51%	56%	47%	39%	40%	56%	63%	40%	60%	56%	43%	36%	49%	43%	49%	54%	46%	52%	48%	53%	54%	47%	52%	52%	
Continue to limit their cooperation with ICE to protect individuals from deportations.	652	285	367	135	259	135	123	394	258	373	317	136	41	142	465	187	124	141	201	192	202	246	295	389	243
	31%	28%	33%	43%	42%	25%	18%	42%	21%	27%	38%	45%	28%	43%	35%	23%	40%	41%	30%	29%	32%	32%	39%	32%	28%
Not sure	392	173	219	59	110	97	127	168	224	232	160	57	32	49	202	191	47	41	113	154	96	106	106	197	172
	18%	17%	20%	19%	18%	18%	19%	18%	19%	17%	19%	19%	22%	15%	15%	23%	15%	12%	17%	23%	15%	14%	14%	16%	20%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* - small base

MARV17 As you may know, asylum-seekers are people fleeing their home countries due to fear of persecution or violence who seek safety in the U.S. Do you believe people coming to the U.S. seeking asylum...

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location		Income			Parents				
	Wave 214 (3/29-3/31)		MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	<\$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Should be protected and processed through the immigration system if their case is proven legitimate	974	463	511	147	313	239	275	460	514	630	377	141	57	163	623	351	122	204	297	279	290	380	382	574	377
	46%	45%	46%	47%	51% G	45%	41%	49%	43%	46%	45%	47%	39%	49%	48% p	43%	39%	60% QS	45%	42%	45%	50% T	50% XY	47%	44%
Should be forced to go through the same legal channels as other immigrants	875	451	424	107	204	221	343	311	564	596	325	114	63	131	526	350	137	102	287	278	281	303	290	495	361
	41%	44% C	39%	34%	33%	42% DE	51% DEF	33%	47% H	43% kl	39%	38%	43%	39%	40%	42%	44% R	30%	44% R	42%	44%	40%	38% W	41%	42%
Not sure	284	118	167	62	97	69	57	158	126	150	130	48	25	39	161	124	53	33	75	103	67	82	89	145	120
	13%	11%	15% B	20% FG	16% G	13% G	8%	17% I	10%	11%	16% Jn	16% J	17%	12%	12%	15% Rs	17% R	10% UV	16% UV	11%	11%	11%	11% 12%	12%	14%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

Fielding Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

MARV18 Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.

1 Apr 2024  
Table 375

Base: All Respondents

	Gender		Generation					Race							Employment Status		Work Location			Income			Parents		
	Wave 214 (3/29 - 3/31) (A)	MALE	FEMALE	Gen Z (age 18-26) (D)	Millennials (age 27-32) (E)	Gen X (age 33-50) (F)	Boomer+ (age 51+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In- person	< \$50K	\$50-\$99K	\$100K+	Parent < 18	Parent	Not Parent
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Mexico	1789	851	938	236	511	451	591	747	1042	1167	697	256	121	272	1097	692	257	269	571	558	538	636	629	1027	720
El Salvador	1542	754	788	175	384	395	588	559	832	74*	561	193	104	215	896	646	215	209	472	477	482	531	485	832	667
Colombia	1506	731	774	200	398	387	535	583	922	1015	544	205	98	208	911	595	225	219	467	468	455	540	500	859	611
Venezuela	1502	758	745	200	377	384	541	577	925	1022	536	184	98	229	885	618	209	233	443	458	440	553	484	817	646
Guatemala	1493	722	771	178	362	382	564	549	946	1030	517	164	97	226	869	624	206	221	441	459	456	534	462	816	641
Honduras	1440	700	740	175	342	392	530	517	923	961	521	185	90	208	816	623	188	206	423	446	434	508	441	788	618
Haiti	1333	645	688	156	319	344	514	476	857	881	483	193	89	177	756	576	193	180	384	402	419	470	416	760	533
Dominican Republic	1253	639	615	187	350	307	409	537	716	812	479	188	90	176	765	489	190	179	396	396	371	445	423	688	531
Cuba	1230	597	633	183	345	312	381	528	702	791	504	184	89	198	763	468	176	198	389	381	377	423	429	683	507
China	900	455	444	144	257	217	281	401	498	566	376	126	74	155	547	352	124	140	284	293	274	298	318	496	375
Brazil	869	452	418	159	281	198	231	440	429	526	384	138	65	168	553	317	136	267	259	256	327	338	487	346	400
Nigeria	818	382	436	96	246	342	421	476	521	316	46	112	45	129	489	329	127	128	234	280	237	281	302	481	317
Somalia	753	368	387	85	188	190	290	272	481	527	237	81	45	87	425	328	108	114	204	217	241	273	254	435	299
Ukraine	652	277	375	107	221	157	167	328	325	422	253	87	38	101	453	200	102	121	230	205	216	206	265	393	238
Philippines	624	285	339	122	222	144	136	345	280	374	280	95	47	124	420	204	92	118	209	201	177	232	266	380	219
India	607	282	325	117	234	141	116	350	257	343	298	112	50	123	416	191	80	124	212	183	167	236	265	360	226
Ethiopia	541	274	267	55	147	156	184	201	340	347	187	70	40	53	322	219	80	86	156	156	150	214	209	332	195
Russia	533	239	294	108	188	102	135	296	237	320	226	86	30	87	347	186	86	87	174	155	168	187	213	308	203
Korea	469	197	272	99	170	115	84	270	200	268	210	81	40	84	315	154	63	94	157	160	132	163	215	283	174
Vietnam	464	206	258	96	177	109	81	273	190	290	208	76	34	96	324	140	64	96	129	135	135	188	214	288	163
United Kingdom	290	149	131	97	119	57	22	211	79	139	163	75	19	67	212	78	62	57	92	104	75	101	159	183	94
Germany	288	134	154	86	128	53	21	214	74	155	143	63	11	57	225	64	56	69	99	78	83	118	152	179	99
Italy	209	115	94	70	96	29	14	166	43	126	101	39	9	57	160	49	49	48	64	61	57	86	108	121	73

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - HI - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
Overlap formulae used. \* small base

MARV18 Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-32)	Gen X (age 33-50)	Boomer+ (age 51+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
A different country	234	101	133	52	64	52	66	116	119	138	91	27	13	37	133	101	38	41	54	79	49	82	88	124	93
	11%	10%	12%	16%	10%	10%	10%	12%	10%	10%	11%	9%	9%	11%	10%	12%	12%	12%	8%	12%	8%	11%	12%	10%	11%
				EFG															U						
Sigma	21340	10320	11020	3163	6134	5291	6752	9297	12043	13764	8316	3029	1443	3329	13098	8242	3125	3388	6585	6603	6388	7641	7615	12130	8586
	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV20 To the best of your knowledge, how many arrests did Border Patrol make at the southern border in February 2024? Your best guess is fine.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location		Income			Parents					
	Wave 214 (3/20-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
4,000	210	91	119	23	50	59	78	72	138	145	76	32	9	38	118	92	18	36	63	82	68	58	73	122	85
14,000	332	166	166	65	98	69	100	163	169	217	128	56	13	52	219	113	44	57	119	110	97	117	108	177	150
40,000	361	200	161	71	108	104	78	179	183	219	174	74	26	70	273	88	70	74	129	111	126	119	159	212	138
140,000	335	200	135	57	115	70	92	173	162	206	143	27	31	68	235	100	73	68	95	59	107	162	138	191	130
400,000	146	73	73	25	43	35	42	69	77	93	57	12	11	21	89	57	24	18	46	34	33	75	62	98	46
Not sure	751	302	449	76	199	192	284	275	477	496	254	102	54	83	376	375	84	85	207	264	207	233	221	413	311
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV21 When Border Patrol agents apprehend individuals attempting to enter the U.S. illegally with drugs, weapons, or ties to terrorism or other national security threats, this indicates our southern border is...

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	<\$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Open and not secure	1069	557	513	143	264	279	383	407	663	698	388	140	76	141	599	471	152	143	304	363	332	338	346	594	441
	50%	54%	47%	45%	43%	53%	57%	44%	55%	51%	47%	46%	53%	42%	46%	57%	49%	42%	46%	55%	52%	44%	45%	49%	51%
Secure and the government is doing its job	1065	475	589	173	350	250	292	523	542	679	444	162	68	192	711	354	160	196	354	298	307	426	416	619	418
	50%	46%	53%	55%	57%	47%	43%	56%	45%	49%	53%	54%	47%	58%	54%	43%	51%	58%	54%	45%	48%	56%	55%	51%	49%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Summary Of Yes

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Ukraine	1170	584	586	175	333	266	395	509	661	779	416	138	84	180	696	474	152	206	338	333	346	460	403	655	483
Israel	1095	547	548	152	307	262	373	460	636	743	389	136	73	165	648	447	146	187	315	319	314	430	373	607	465
Mexico	987	491	496	183	318	213	273	502	486	606	426	158	65	198	631	356	143	183	305	277	292	394	366	559	398
Peru	941	466	475	174	280	204	282	455	486	602	362	135	68	162	591	427	127	175	290	261	291	363	331	514	405
India	937	451	486	160	286	200	291	446	491	593	372	149	58	159	591	347	125	182	284	271	278	361	339	535	375
Cuba	914	467	446	174	293	204	242	467	446	575	367	136	68	169	607	306	139	181	242	287	287	359	347	510	374
Haiti	910	435	475	157	288	204	260	446	464	562	377	146	56	162	573	337	113	172	288	257	270	361	334	519	364
Venezuela	892	433	459	161	287	202	243	448	445	565	358	134	62	167	586	307	131	172	282	241	257	368	340	503	367
Colombia	889	448	441	172	304	185	229	476	413	560	364	136	63	169	596	293	129	186	282	236	273	355	338	506	364
Ecuador	874	431	444	155	277	189	253	432	442	566	336	134	58	155	558	316	126	177	256	237	271	346	320	496	351
Palestine	868	416	452	159	275	190	245	433	435	553	347	119	65	160	549	319	126	160	263	249	264	335	337	508	341
Guatemala	866	437	429	159	265	201	242	423	443	554	344	138	53	156	555	311	120	170	266	245	271	328	313	485	362
Honduras	863	422	440	157	275	192	239	431	431	560	337	130	60	164	553	310	120	172	261	247	261	333	318	488	352
China	800	400	400	166	271	175	189	437	363	478	345	124	55	165	533	268	120	162	251	232	229	315	310	456	318
Russia	777	374	403	143	245	189	201	388	390	507	303	95	60	149	501	276	112	151	238	210	227	317	290	427	325

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



Fielding Period: March 15, 2020 - March 31, 2024  
 COVID-19  
 Weighted To The U.S. General Adult Population - Propensity

1 Apr 2024  
 Table 379

MARV22 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Summary Of No

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
China	819	425	394	72	215	221	311	287	532	579	276	103	50	88	483	336	108	115	260	232	286	283	288	478	323
Russia	813	426	386	104	218	198	292	323	490	548	298	120	41	104	490	322	107	120	264	242	267	282	293	478	320
Palestine	711	387	324	84	193	202	233	277	434	470	267	109	42	90	444	267	108	102	235	213	222	260	250	391	301
Honduras	691	362	329	81	187	190	233	268	423	461	256	85	46	90	423	267	103	98	222	196	219	257	254	387	281
Colombia	689	348	341	78	166	203	243	244	445	470	239	90	41	85	410	279	100	91	220	205	228	242	250	401	267
Guatemala	684	350	334	81	186	183	235	267	417	461	250	90	49	89	410	274	86	103	221	205	220	241	244	389	273
Venezuela	674	362	312	81	175	178	239	256	418	463	242	87	39	27	405	269	89	106	210	199	228	234	231	381	271
Haiti	672	363	309	91	169	187	225	260	412	463	228	80	48	76	417	254	98	210	196	228	232	247	385	274	
Cuba	670	337	333	74	174	188	235	248	423	459	240	89	39	87	395	276	88	93	213	193	219	244	241	392	265
Ecuador	666	345	320	85	185	187	209	270	396	447	248	93	37	92	418	247	98	100	221	203	216	230	255	393	262
Mexico	660	345	315	58	172	191	239	230	430	466	217	77	42	69	396	264	86	97	213	190	230	224	234	382	261
Peru	612	330	282	76	180	174	183	256	356	414	234	87	32	86	392	220	95	94	203	171	196	231	252	374	222
India	607	329	277	81	161	180	185	242	365	418	223	80	42	81	383	223	86	87	210	161	207	223	228	347	245
Israel	507	253	253	93	135	135	144	228	279	316	214	88	32	78	334	172	75	82	177	137	183	172	204	303	187
Ukraine	493	257	236	76	147	135	135	223	270	295	226	89	30	80	331	162	81	73	178	145	169	167	205	299	180

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_1 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Ukraine

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	1170	584	586	175	333	266	395	509	661	779	416	138	84	180	696	474	152	206	338	333	346	460	403	655	483
	55%	57%	53%	55%	54%	50%	59%	55%	55%	57%	50%	46%	58%	54%	53%	58%	49%	61%	51%	50%	54%	60%	53%	54%	56%
No	493	257	236	76	147	135	135	223	270	295	226	89	30	80	331	162	81	73	178	145	169	167	205	299	180
	23%	25%	21%	24%	24%	26%	20%	24%	22%	21%	27%	29%	21%	24%	25%	20%	26%	21%	27%	22%	26%	22%	27%	25%	21%
Unsure	471	191	280	65	134	128	145	198	273	303	189	76	30	73	283	188	80	61	143	182	125	137	154	259	196
	22%	18%	25%	20%	22%	24%	21%	21%	23%	22%	23%	25%	21%	22%	22%	23%	26%	18%	22%	28%	20%	18%	20%	21%	23%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_2 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Russia

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	777	374	403	143	245	189	201	388	390	507	303	95	60	149	501	276	112	151	238	210	227	317	290	427	325
	36%	36%	37%	45%	40%	36%	30%	42%	32%	37%	36%	31%	42%	45%	38%	33%	36%	45%	36%	32%	35%	42%	38%	35%	38%
No	813	426	386	104	218	198	292	323	490	548	298	120	41	104	490	322	107	120	264	242	267	282	293	478	320
	38%	41%	35%	33%	36%	37%	43%	35%	41%	40%	36%	40%	29%	31%	37%	39%	34%	35%	40%	37%	42%	37%	39%	39%	37%
Unsure	544	231	313	69	150	142	182	220	325	322	231	88	43	80	318	226	94	68	156	208	145	165	178	308	214
	26%	22%	28%	22%	24%	27%	27%	24%	27%	23%	28%	29%	30%	24%	24%	27%	30%	20%	24%	32%	23%	22%	23%	25%	25%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_3 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Palestine

Base: All Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	868	416	452	159	275	190	245	433	435	553	347	119	65	160	549	319	126	160	263	249	264	335	337	508	341
	41%	40%	41%	50% FG	45% FG	36%	36%	47% I	36%	40%	42%	39%	45%	48% jkl	42%	39%	40%	47% s	40%	38%	41%	44% t	44% x	42%	40%
No	711	387	324	84	193	202	233	277	434	470	267	109	42	90	444	267	108	102	235	213	222	260	250	391	301
	33%	38%	29%	26% C	32% De	38% D	34% D	30% H	36% H	34% n	32% n	36% n	29%	27% kn	34%	32%	34%	30% UV	36% UV	32% UV	35% UV	34% W	33% W	32% W	35% W
Unsure	554	229	326	74	146	138	197	220	335	353	217	76	37	84	317	238	79	77	161	199	153	170	175	314	217
	26%	22%	30% B	23% B	24% e	26% e	29% e	24% h	28% h	26% h	26% h	25% h	26% h	25% o	24% o	25% o	24% o	23% o	24% o	30% o	24% o	22% o	23% o	26% o	25% o
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_4 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Israel

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	1095	547	548	152	307	262	373	460	636	743	389	136	73	165	648	447	146	187	315	319	314	430	373	607	465
	51%	53%	50%	48%	50%	50%	55%	49%	53%	54%	47%	45%	51%	48%	50%	54%	47%	55%	48%	48%	49%	56%	49%	50%	54%
No	507	253	253	93	135	135	144	228	279	316	214	88	32	78	334	172	75	82	177	137	183	172	204	303	187
	24%	25%	23%	30%	22%	25%	21%	25%	23%	23%	26%	29%	22%	23%	26%	21%	24%	24%	27%	21%	29%	23%	27%	25%	22%
Unsure	532	231	301	70	172	132	158	242	290	317	229	79	39	90	327	205	92	69	166	204	142	162	184	303	207
	25%	22%	27%	22%	28%	25%	23%	26%	24%	23%	27%	26%	27%	27%	25%	25%	20%	20%	25%	31%	22%	21%	24%	25%	24%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_5 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Mexico

Base: All Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomer+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	987	491	496	183	318	213	273	502	486	606	426	158	65	198	631	356	143	183	305	277	292	394	366	559	398
No	660	345	315	58	172	191	239	230	430	466	217	77	42	69	396	264	86	97	213	190	230	224	234	382	261
Unsure	487	196	291	75	123	126	163	198	289	305	188	68	38	66	283	204	83	58	141	193	117	146	161	271	199
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_6 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Haiti

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	910	435	475	157	288	204	260	446	464	562	377	146	56	162	573	337	113	172	288	257	270	361	334	519	364
	43%	42%	43%	50%	47%	39%	39%	48%	38%	41%	45%	48%	39%	48%	44%	41%	36%	51%	44%	39%	42%	47%	44%	43%	42%
No	672	363	309	91	169	187	225	260	412	463	228	80	48	76	417	254	109	98	210	196	228	232	247	385	274
	31%	35%	28%	29%	28%	35%	33%	28%	34%	34%	27%	27%	34%	23%	32%	31%	35%	29%	32%	30%	36%	30%	32%	32%	32%
Unsure	553	235	318	68	156	139	190	224	329	351	227	77	40	95	320	233	91	68	161	208	141	172	181	309	221
	26%	23%	29%	22%	25%	26%	28%	24%	27%	25%	27%	25%	28%	28%	24%	28%	20%	24%	32%	22%	22%	22%	24%	26%	26%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_7 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Venezuela

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	892 42%	433 42%	459 42%	161 51% FG	287 47% FG	202 38%	243 36%	448 48% I	445 37%	565 41%	358 43%	134 44%	62 43%	167 50% JK	586 45% P	307 37%	131 42%	172 51% qS	282 43%	241 37% 40%	257 40%	368 48% TU	340 45% X	503 42%	367 43%
No	674 32%	362 36% C	312 28%	81 26%	175 29% D	178 34% DE	239 35% DE	256 28%	418 35% H	463 34%	242 29%	87 29%	39 27%	87 26%	405 31%	269 33%	89 28%	106 31%	210 32%	199 30%	228 36%	234 31%	231 30%	381 31%	271 32%
Unsure	568 27%	237 23% B	330 30%	75 24%	151 25% D	149 28%	193 29%	226 24%	342 28% h	348 25%	232 28%	82 27%	44 30%	79 24%	320 24% O	248 30% R	93 18% UV	61 18%	166 25% R	220 33% UV	153 24%	162 21%	191 25%	328 27% w	221 26%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



MARV22\_8 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Colombia

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	889	448	441	172	304	185	229	476	413	560	364	136	63	169	596	293	129	186	282	236	273	355	338	506	364
	42%	43%	40%	54% FG	50% FG	35%	34%	51% I	34%	41%	44%	45%	44%	51% JK	45% P	36%	41%	55% QS	43% T	36% T	43% T	46% T	44% x	42% x	42% x
No	689	348	341	78	166	203	243	244	445	470	239	90	41	85	410	279	100	91	220	205	228	242	250	401	267
	32%	34%	31%	25% DE	27% DE	38% DE	36% DE	26% H	37% KN	34% KN	29%	30%	28%	26%	31%	34%	32%	27% I	33% I	31% I	36% I	32% I	33% I	33% I	31% I
Unsure	555	235	320	66	144	142	204	210	346	346	229	77	41	79	303	252	84	62	157	219	138	167	173	306	228
	26%	23%	29% B	21% B	23% B	27% DE	30% DE	23% H	29% H	25% H	28% H	26% H	28% H	24%	23% O	31% R	27% R	18% R	24% UV	33% UV	22% UV	22% W	23% W	25% W	27% W
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_9 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Cuba

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	914 43%	467 45%	446 41%	174 55% eFG	293 48% FG	204 39%	242 36%	467 50% I	446 37%	575 42%	367 44%	136 45%	68 47%	169 51% JK	607 46% P	306 37%	139 44%	181 54% qS	287 44%	242 37%	287 45% T	359 47% T	347 46% X	510 42%	374 44%
No	670 31%	337 33%	333 30%	74 23%	174 28%	188 36% DE	235 35% DE	248 27%	423 35% H	459 33% kn	240 29%	89 29%	39 27%	87 26%	395 30%	276 33%	88 28%	93 27%	213 32%	193 29%	219 34%	244 32%	241 32%	392 32%	265 31%
Unsure	550 26%	228 22%	322 29%	69 22%	146 24%	137 26%	198 29% De	215 23%	335 28% H	342 25%	225 27%	78 26%	37 26%	77 23%	308 23% O	242 29% R	85 19%	64 19%	158 24%	225 34% UV	133 21%	161 21%	174 23%	311 26% W	220 26%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_10 Would you support citizens of the following countries if they were seeking safety in the U.S.?

India

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-42) (E)	Gen X (age 43-58) (F)	Boomer+ (age 59+) (G)	Gen Z/ Millennials (18-42) (H)	Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50k (T)	\$50-\$99k (U)	\$100k+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)
	(A)	(B)																								
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Yes	937	451	486	160	286	200	291	446	491	593	372	149	58	159	591	347	125	182	284	271	278	361	339	535	375	
	44%	44%	44%	51% Fg	47% F	38% DEG	43%	48% I	41% h	43% n	45% L	49% JK	41% L	48% L	45% O	42% O	40% Q	54% QS	43% r	41% T	44% T	47% T	45% W	44% X	44% Y	
No	607	329	277	81	161	180	185	242	365	418	223	80	42	81	383	223	86	87	210	161	207	223	228	347	245	
	28%	32% C	25%	26% C	26% DEG	34% DEG	27%	26% I	30% h	30% n	27% L	27% JK	29% L	24% L	29% O	27% O	28% Q	26% r	32% r	24% T	32% T	29% T	30% W	29% X	29% Y	
Unsure	590	251	339	75	167	149	199	242	348	366	237	74	44	93	336	254	102	70	164	229	154	180	194	331	239	
	28%	24% B	31% B	24% C	27% DEG	28% DEG	30% G	26% I	29% h	27% n	28% L	24% L	30% L	28% L	26% O	31% O	33% Q	21% r	25% r	35% T	24% T	24% T	25% W	27% X	28% Y	
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_11 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 China

Base: All Respondents

	Gender		Generation					Race					Employment Status			Work Location			Income			Parents			
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	800 38%	400 39%	400 36%	166 53% EFG	271 44% FG	175 35%	189 28%	437 47% I	363 30%	478 35%	345 41% J	124 41% J	55 38%	165 50% JKlm	533 41% P	268 32%	120 38%	162 48% qS	251 38%	232 35%	229 36%	315 41% tu	310 41% X	456 38%	318 37%
No	819 38%	425 41%	394 36%	72 23% D	215 35% D	221 42% De	311 46% DE	287 31%	532 44% H	579 42% KLN	276 33% N	103 34% n	50 35%	88 27%	483 37%	336 41%	108 34%	115 34%	260 40%	232 35%	286 45% TV	283 37%	288 38%	478 39%	323 38%
Unsure	514 24%	207 20%	308 28%	78 25%	127 21%	134 25%	175 26% e	205 22%	309 26%	319 23%	211 25%	76 25%	39 27%	79 24%	294 22%	220 27% o	85 18% R	62 18%	148 22%	196 30% UV	124 19%	166 22%	164 21%	278 23%	218 25%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_12 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Peru

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	941	466	475	174	280	204	282	455	486	602	362	135	68	162	591	349	127	175	290	261	291	363	331	514	405
	44%	45%	43%	55%	48%	38%	42%	49%	40%	44%	44%	44%	47%	48%	45%	42%	41%	52%	44%	40%	46%	48%	44%	42%	47%
No	612	330	282	76	180	174	183	256	356	414	234	87	32	86	392	220	95	94	203	171	196	231	252	374	222
	29%	32%	26%	24%	29%	33%	27%	28%	30%	30%	28%	29%	22%	26%	30%	27%	30%	28%	31%	26%	31%	30%	33%	31%	26%
Unsure	581	236	345	66	153	152	210	219	362	361	235	81	44	85	326	255	91	70	166	228	151	170	178	325	231
	27%	23%	31%	21%	25%	29%	31%	24%	30%	26%	28%	27%	31%	26%	25%	31%	21%	25%	35%	24%	22%	22%	23%	27%	27%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_13 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Ecuador

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	874	431	444	155	277	189	253	432	442	566	336	134	58	155	558	316	126	177	256	237	271	346	320	496	351
	41%	42%	40%	49%	45%	36%	37%	46%	37%	41%	40%	44%	40%	46%	43%	38%	40%	52%	39%	36%	42%	45%	42%	41%	41%
No	666	345	320	85	185	187	209	270	396	447	248	93	37	92	418	247	98	100	221	203	216	230	255	393	262
	31%	33%	29%	27%	30%	35%	31%	29%	33%	32%	30%	31%	26%	28%	32%	30%	31%	29%	34%	31%	34%	30%	34%	32%	30%
Unsure	594	256	338	76	152	153	213	228	366	363	247	76	49	86	333	261	89	62	182	220	152	188	186	324	246
	28%	25%	31%	24%	25%	29%	32%	25%	30%	26%	30%	25%	34%	26%	25%	29%	18%	18%	28%	33%	24%	25%	24%	27%	29%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_14 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Guatemala

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	866 41%	437 42%	429 39%	159 50% eFG	265 43% G	201 38%	242 36%	423 46% I	443 37%	554 40%	344 41%	138 45% k	53 37%	156 47% jk	555 42% p	311 38%	120 38%	170 50% QS	266 40%	245 37%	271 42% t	328 43% t	313 41%	485 40%	362 42%
No	684 32%	350 34%	334 30%	81 26%	186 30% D	183 35% D	235 35% D	267 29%	417 35% H	461 33% n	250 30%	90 30%	49 34%	89 27%	410 31%	274 33%	86 28%	103 30%	221 34%	205 31%	220 34%	241 32%	244 32%	389 32%	273 32%
Unsure	584 27%	245 24%	338 31% B	77 24%	163 27%	146 28%	198 29%	240 26%	344 29%	362 26% L	238 29%	75 25%	43 29%	88 27%	345 26%	239 29%	107 34% RS	66 20% f	171 26% UV	211 32% UV	149 23%	195 26%	204 27%	339 28%	223 26%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

MARV22\_15 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Honduras

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Yes	863 40%	422 41%	440 40%	157 50% FG	275 45% FG	192 36%	239 35%	431 46% I	431 36%	560 41%	337 41%	130 43%	60 41%	164 49% JK	553 42% p	310 38%	120 38%	172 51% QS	261 40%	247 37%	261 41%	333 44% t	318 42%	488 40%	352 41%
No	691 32%	362 35% C	329 30%	81 26%	187 31%	190 36% D	233 35% D	268 29%	423 35% H	461 34% In	256 31%	85 28%	46 32%	90 27%	423 32%	267 32%	103 33%	98 29%	222 34%	196 30%	219 34%	257 34%	254 33%	387 32%	281 33%
Unsure	581 27%	248 24% B	333 30%	79 25%	152 25%	147 28%	203 30% e	230 25%	350 29% h	355 26%	238 29%	88 29%	39 27%	79 24%	334 25% o	247 30% R	90 20%	68 20%	175 33% f	218 27% UV	158 25%	175 23%	190 25%	338 28% W	226 26%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base





Filing Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

TND01 How concerned are you about the following issues?  
Summary Of Not At All/Not Too Concerned

Base: All Respondents (Variable Bases)

	Gender			Generation				Wave 214 (3/20-3/31) (A)	Race					Employment Status		Work Location		Income			Parents					
	MALE (B)	FEMALE (C)	Gen Z (age 18-26) (D)	Millennials (age 27-32) (E)	Gen X (age 33-40) (F)	Boomer+ (age 41+) (G)	Gen Z/ Millennials (18-42) (H)		Gen X/ Boomers+ (43+) (I)	White (J)	People of Color (K)	Black or African American (L)	Asian or Pacific Islander (M)	Hispanic (N)	Employed (O)	Not Employed (P)	Remote (Q)	Hybrid (R)	In-person (S)	< \$50K (T)	\$50-\$99K (U)	\$100K+ (V)	Parent < 18 (W)	Parent (X)	Not Parent (Y)	
Losing my job	658 50%	334 49%	323 52%	104 46%	224 44%	199 42%	130 69%	329 44%	329 58%	421 45%	271 36%	92 40%	37 36%	118 47%	658 50%	-	134 43%	161 48%	362 55%	141 46%	212 50%	287 52%	277 42%	388 46%	260 46%	59% WX
Gender inequity	1001 47%	503 49%	498 45%	150 48%	248 40%	258 49%	345 40%	398 45%	603 49%	678 48%	341 43%	109 36%	49 34%	139 44%	580 44%	421 51%	119 38%	133 39%	328 50%	309 47%	305 48%	367 47%	318 42%	551 45%	414 48%	50% WX
A new COVID-19 variant	976 46%	508 49%	468 43%	151 48%	256 42%	260 49%	309 46%	407 44%	569 47%	694 50%	305 37%	95 32%	49 34%	132 46%	586 45%	391 47%	119 38%	134 40%	332 50%	285 43%	295 46%	367 48%	306 40%	515 42%	431 50%	50% WX
The security of my deposits in financial institutions (e.g., banks, etc.)	799 37%	408 39%	392 36%	115 36%	212 34%	187 35%	285 42%	327 35%	472 39%	541 39%	276 33%	101 33%	44 31%	109 33%	467 36%	333 40%	107 34%	112 33%	248 38%	234 35%	235 37%	300 39%	235 31%	424 35%	348 41%	41% WX
A banking crisis	778 36%	403 39%	374 34%	126 40%	219 36%	166 40%	268 40%	344 37%	433 36%	522 38%	264 32%	95 32%	42 29%	100 30%	451 34%	326 40%	100 32%	119 35%	232 35%	229 35%	223 35%	298 39%	256 34%	430 35%	321 37%	37%
Racial inequity	775 36%	432 42%	343 31%	119 38%	211 34%	200 38%	245 36%	330 35%	446 37%	555 40%	242 29%	69 23%	49 34%	101 30%	464 35%	311 38%	108 33%	112 37%	245 37%	251 38%	225 35%	273 36%	240 32%	417 34%	330 38%	38% W
Climate change	746 35%	408 40%	338 31%	115 38%	177 29%	212 40%	242 36%	282 31%	454 38%	487 35%	260 31%	93 31%	44 31%	92 28%	435 33%	311 38%	92 29%	94 28%	248 38%	241 37%	219 34%	260 34%	229 30%	387 32%	328 38%	32% WX
The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)	733 34%	388 38%	345 31%	130 41%	205 33%	165 31%	232 34%	335 36%	398 33%	468 34%	260 31%	95 31%	42 29%	101 30%	445 34%	288 35%	97 31%	118 35%	230 35%	198 30%	216 34%	291 38%	248 33%	406 33%	297 35%	35%
Artificial intelligence (AI)	719 34%	373 36%	347 31%	139 44%	251 41%	163 31%	167 25%	390 42%	330 27%	426 31%	297 36%	107 35%	54 37%	120 36%	461 35%	258 31%	97 31%	132 38%	232 35%	223 34%	198 31%	269 35%	275 36%	391 32%	295 34%	34%
The Russian War on Ukraine	633 30%	341 33%	292 26%	134 42%	206 34%	174 33%	119 18%	340 37%	293 24%	373 27%	286 34%	99 33%	40 28%	125 38%	434 33%	199 24%	99 32%	96 28%	238 36%	219 33%	171 27%	216 28%	249 28%	348 33%	256 29%	30%
Immigration	604 28%	290 28%	313 28%	142 45%	202 33%	130 25%	129 19%	344 37%	259 22%	331 24%	287 34%	103 34%	42 29%	120 36%	394 30%	210 25%	81 26%	110 32%	203 31%	189 29%	171 27%	217 28%	211 28%	315 26%	264 31%	31% X
Affording my living expenses	594 28%	306 30%	288 26%	117 37%	166 27%	115 22%	196 29%	283 30%	311 26%	395 27%	221 27%	79 27%	27 18%	104 31%	363 28%	231 28%	96 31%	98 29%	169 26%	138 21%	173 27%	261 34%	187 25%	331 27%	240 28%	28%
A potential U.S. economic recession	580 27%	313 30%	267 24%	119 38%	155 25%	122 23%	184 27%	273 29%	307 25%	351 25%	227 27%	87 29%	30 21%	81 24%	334 26%	246 24%	75 24%	106 31%	153 23%	166 25%	137 22%	247 32%	173 23%	299 25%	256 30%	30% WX
Political divisiveness	509 24%	237 23%	273 25%	126 40%	179 23%	121 12%	84 12%	305 33%	204 17%	281 20%	236 28%	86 28%	30 21%	95 28%	345 26%	164 20%	83 21%	71 29%	179 27%	134 21%	175 21%	205 23%	280 27%	203 23%	204 24%	24%
Crime rates in the U.S.	460 22%	243 24%	216 20%	125 38%	157 26%	96 18%	82 12%	282 30%	177 15%	250 18%	214 26%	73 24%	34 24%	93 28%	313 24%	147 18%	73 23%	94 28%	147 22%	131 20%	132 21%	177 23%	151 20%	220 18%	214 25%	25% WX
Healthcare	442 21%	234 23%	207 19%	95 30%	152 25%	93 18%	101 15%	248 27%	194 16%	270 20%	185 22%	62 20%	29 20%	69 21%	280 20%	162 20%	59 19%	75 22%	147 22%	115 19%	115 18%	183 23%	156 20%	213 18%	208 24%	24% X
The economy & inflation	403 19%	234 23%	168 15%	105 33%	113 18%	84 16%	101 15%	218 23%	184 15%	224 17%	174 21%	62 32%	21 22%	65 19%	247 19%	155 19%	64 20%	64 19%	119 18%	114 17%	92 14%	174 23%	131 17%	205 17%	180 21%	21% X

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

TND01\_1 How concerned are you about the following issues?  
 The Russian War on Ukraine

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1501	691	810	182	407	355	557	590	912	1003	545	204	105	207	876	625	213	242	421	441	468	548	512	865	603
Very concerned	635	283	352	57	157	144	278	214	421	437	217	99	36	69	359	276	108	98	153	206	187	222	210	363	258
Somewhat concerned	866	408	458	125	251	211	279	376	490	566	329	105	69	139	518	349	106	145	267	236	281	326	302	501	345
Not At All/Not Too Concerned (Net)	633	341	292	134	206	174	119	340	293	373	286	99	40	125	434	199	99	96	238	219	171	216	249	348	256
Not too concerned	420	222	197	84	138	118	79	222	198	270	179	59	22	86	291	129	73	68	151	159	114	137	182	247	164
Not at all concerned	213	119	95	50	68	56	39	118	95	104	108	40	18	39	142	71	27	29	87	61	57	79	68	102	92
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_2 How concerned are you about the following issues?  
 The economy & inflation

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1731 81%	798 77%	934 85%	211 67%	500 82%	445 84%	575 85%	711 77%	1020 85%	1153 84%	657 79%	240 79%	113 78%	268 81%	1062 81%	669 81%	249 80%	274 81%	539 82%	547 83%	547 86%	590 77%	631 83%	1008 83%	679 79%
Very concerned	1046 49%	470 46%	576 52%	112 35%	280 46%	297 56%	358 53%	391 42%	655 54%	701 51%	374 45%	148 49%	62 43%	153 46%	620 47%	426 52%	147 47%	142 42%	331 50%	350 53%	350 55%	318 42%	364 48%	606 50%	412 48%
Somewhat concerned	686 32%	328 32%	358 32%	100 32%	221 36%	149 28%	217 32%	320 34%	366 30%	452 33%	283 34%	93 31%	51 35%	115 35%	443 34%	243 30%	101 32%	132 39%	209 32%	197 30%	197 31%	272 36%	267 35%	402 33%	267 31%
Not At All/Not Too Concerned (Net)	403 19%	234 23%	168 15%	105 33%	113 18%	84 16%	101 15%	218 23%	184 15%	224 16%	174 21%	62 22%	32 22%	65 19%	247 19%	155 19%	64 20%	64 19%	119 18%	114 17%	92 14%	174 23%	131 17%	205 17%	180 21%
Not too concerned	291 14%	167 16%	125 11%	75 24%	79 13%	52 10%	85 13%	154 17%	137 11%	178 13%	115 14%	33 11%	22 15%	44 13%	175 13%	116 14%	48 15%	51 15%	77 12%	75 11%	65 10%	137 18%	93 12%	147 12%	137 15%
Not at all concerned	111 5%	68 7%	44 4%	30 9%	34 6%	16 3%	32 5%	64 7%	47 4%	46 3%	59 7%	30 10%	10 7%	20 6%	72 6%	39 5%	16 5%	14 4%	42 6%	39 6%	27 4%	37 5%	38 5%	58 5%	43 5%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144* 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_3 How concerned are you about the following issues?  
 A new COVID-19 variant

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1158 54%	524 51%	634 57% B	165 52%	357 58% F	269 51%	366 54%	522 56%	635 53%	682 50%	527 63%	207 68% JKn	95 68% J	201 60%	724 55%	434 53%	193 62% S	205 60%	326 50%	375 57%	344 54%	397 52%	455 60% Y	698 58%	428 50%
Very concerned	446 21%	202 20%	245 22%	64 20%	157 26% FG	103 19%	123 18%	221 24%	225 19%	236 17%	228 27%	105 35% JKMN	31 22%	77 23%	292 22%	154 19%	81 26%	79 23%	132 20%	143 22%	142 22%	145 19%	182 24% Y	277 23%	154 18%
Somewhat concerned	711 33%	322 31%	389 35% b	101 32%	200 33%	166 31%	244 36%	301 32%	410 34%	446 32%	299 36%	102 34%	64 44% JKI	124 37%	432 33%	280 34%	112 37% S	125 30%	194 35%	232 32%	203 32%	252 33%	274 36%	422 35%	274 32%
Not At All/Not Too Concerned (Net)	976 46%	508 49% C	468 43%	151 48%	256 42%	260 49% E	309 46%	407 44%	569 47% KLMN	694 50%	305 37% L	95 32%	49 34%	132 40%	586 45%	391 47%	119 38%	134 40%	332 50% OR	285 43%	295 46%	367 48%	306 40%	515 42%	431 50% WX
Not too concerned	634 30%	331 32% c	303 28%	99 31%	176 29%	147 28%	212 31%	275 30%	359 30%	470 34% KLMN	186 22% I	59 19%	34 23%	88 26%	380 29%	255 31%	79 25%	105 31%	196 29%	190 30%	192 30%	239 31%	208 27%	346 29%	277 32% w
Not at all concerned	342 16%	177 17%	165 15%	52 16%	80 13%	113 21% EG	97 14%	132 14%	210 17% h	224 16%	118 14%	37 12%	15 11%	44 13%	206 16%	136 16%	40 13%	30 9%	136 21% OR	96 14%	102 16%	128 17%	98 13%	169 14%	154 18% WX
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_4 How concerned are you about the following issues?  
 Crime rates in the U.S.

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1674	789	886	191	456	433	594	647	1027	1126	617	230	110	240	997	678	240	245	512	529	506	588	611	993	645
	78%	76%	80%	61%	74%	82%	88%	70%	85%	82%	74%	76%	76%	72%	76%	82%	77%	72%	78%	80%	79%	77%	80%	82%	75%
Very concerned	944	411	533	80	245	266	352	325	618	638	338	133	58	126	542	402	133	115	294	314	293	307	320	559	358
	44%	40%	48%	25%	40%	50%	52%	35%	51%	46%	41%	44%	40%	38%	41%	49%	43%	34%	45%	47%	46%	40%	42%	46%	42%
Somewhat concerned	731	378	353	111	211	167	242	322	409	488	280	97	53	114	455	276	107	131	217	214	214	280	291	434	286
	34%	37%	32%	35%	34%	32%	36%	35%	34%	35%	34%	32%	36%	34%	35%	33%	34%	33%	33%	33%	33%	37%	38%	36%	33%
Not At All/Not Too Concerned (Net)	460	243	216	125	157	96	82	282	177	250	214	73	34	93	313	147	73	147	131	132	177	151	220	214	
	22%	24%	20%	39%	26%	18%	12%	30%	15%	18%	24%	24%	24%	28%	24%	18%	23%	22%	20%	21%	23%	23%	20%	18%	25%
Not too concerned	333	177	156	78	117	66	72	195	138	218	127	44	22	54	236	97	57	67	112	91	96	135	116	170	149
	16%	17%	14%	25%	19%	12%	11%	21%	11%	16%	15%	14%	15%	16%	19%	12%	18%	17%	14%	15%	15%	18%	15%	14%	17%
Not at all concerned	126	66	60	47	41	30	9	87	39	33	87	29	12	39	77	49	16	26	35	40	37	41	35	50	65
	6%	6%	5%	15%	7%	6%	1%	9%	3%	2%	10%	10%	9%	12%	6%	6%	5%	8%	5%	6%	6%	5%	5%	4%	8%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_5 How concerned are you about the following issues?

Political divisiveness

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1625 76%	795 77%	829 75%	190 60%	434 71%	408 77%	592 88%	625 67%	1000 83%	1095 80%	596 72%	217 72%	115 79%	238 72%	965 74%	660 80%	230 74%	267 79%	467 71%	482 73%	505 79%	589 77%	557 73%	933 77%	656 76%
Very concerned	835 39%	406 39%	428 39%	69 22%	192 31%	229 43%	345 51%	261 28%	574 48%	592 43%	265 32%	117 39%	51 35%	93 28%	461 35%	374 45%	125 40%	120 36%	216 33%	240 36%	257 40%	310 41%	249 33%	468 39%	349 41%
Somewhat concerned	790 37%	389 38%	401 36%	122 38%	242 39%	179 34%	247 37%	364 39%	426 35%	503 37%	331 40%	99 33%	64 44%	145 44%	504 38%	286 35%	105 34%	147 43%	252 38%	242 37%	248 39%	279 37%	308 40%	465 38%	307 36%
Not At All/Not Too Concerned (Net)	509 24%	237 23%	273 25%	126 40%	179 29%	121 23%	84 12%	305 33%	204 17%	281 20%	236 28%	86 26%	30 21%	95 28%	345 26%	164 20%	83 26%	71 21%	191 29%	179 27%	134 21%	175 23%	205 27%	280 23%	203 24%
Not too concerned	358 17%	166 16%	192 17%	86 27%	131 21%	149 28%	75 10%	217 23%	141 12%	215 16%	152 18%	52 17%	17 12%	61 18%	247 19%	111 13%	67 21%	55 16%	125 19%	126 19%	97 15%	122 16%	149 20%	206 17%	140 16%
Not at all concerned	151 7%	70 7%	81 7%	40 13%	48 8%	45 9%	18 3%	88 9%	63 5%	66 5%	84 10%	34 11%	13 9%	33 10%	98 7%	53 6%	16 5%	16 5%	66 10%	53 8%	37 6%	53 7%	56 7%	74 6%	63 7%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_6 How concerned are you about the following issues?  
 Affording my living expenses

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1540 72%	726 70%	814 74%	199 63%	447 73% D	414 78% DeG	479 71% D	646 70%	893 74% H	981 71%	610 73%	224 74%	118 82% JKN	229 68%	947 72%	593 72%	217 69%	241 71%	489 74%	522 79% UV	466 73% V	503 66%	574 75% X	882 73%	618 72%
Very concerned	829 39%	360 35% B	468 43% B	92 29% D	248 40% D	231 44% D	257 38% D	340 37%	488 41%	535 39%	320 39%	131 43% K	50 35%	119 36%	479 37%	350 42% O	111 36%	96 28% R	271 41% R	338 51% UV	254 40%	215 28%	291 38%	452 37%	348 41%
Somewhat concerned	711 33%	366 35% c	346 31% c	107 34%	199 32% c	183 35% c	222 33% c	306 33%	405 34%	446 32% L	290 35% L	93 31% JKLN	68 47%	110 33% P	468 36% P	243 30% P	106 34%	144 43% qS	218 33% qS	184 28% t	212 33% t	288 38% T	283 37% T	431 35% Y	270 31%
Not At All/Not Too Concerned (Net)	594 28%	306 30% EFG	288 26% EFG	117 37% f	166 27% f	115 22% F	196 29% F	283 30% I	311 26% M	395 29% M	221 27% M	79 26% m	27 18%	104 31% m	363 28% P	231 28% P	96 31% P	98 29% P	169 26% P	138 21% T	173 27% T	261 34% TU	187 25% TU	331 27% W	240 28%
Not too concerned	429 20%	223 22% eF	207 19% eF	81 26% eF	119 19% F	71 13% F	159 23% F	200 21%	230 19% kIM	299 22% m	189 18% m	148 17% m	17 12%	69 21% m	249 19% m	180 22% m	68 17% m	59 17% m	122 19% m	101 15% m	134 21% m	182 24% T	128 17% T	241 20% W	174 20%
Not at all concerned	165 8%	84 8% S	81 7% S	36 11% G	47 8% G	44 8% G	38 6% G	84 9%	81 7% S	96 7% S	74 9%	27 9% S	10 7%	35 11% j	114 9% p	51 6% p	28 9% S	39 12% S	47 7% S	38 6% S	39 6% S	79 10% TU	59 8% TU	90 7% TU	66 8%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



TND01\_7 How concerned are you about the following issues?  
 A potential U.S. economic recession

Base: All Respondents

	Gender			Generation					Race					Employment Status		Work Location			Income			Parents			
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1554	719	835	198	459	407	491	657	898	1026	604	216	114	252	976	578	238	232	505	494	501	517	589	914	602
Very concerned	759	335	423	85	186	232	255	271	488	500	279	113	50	101	458	301	104	97	256	250	252	239	262	432	303
Somewhat concerned	796	383	412	113	273	174	235	386	410	525	326	103	64	151	518	277	134	135	249	244	250	278	327	481	299
Not At All/Not Too Concerned (Net)	580	313	267	119	155	122	184	273	307	351	227	87	30	81	334	246	75	106	153	166	137	247	173	299	256
Not too concerned	412	222	190	81	105	80	146	185	227	274	145	55	21	49	222	190	60	69	94	114	92	186	126	221	176
Not at all concerned	168	91	76	38	50	42	38	88	80	76	82	32	9	32	112	56	15	38	59	45	61	46	78	80	9*
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_8 How concerned are you about the following issues?

Base: Employed

Losing my job

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	1315	673	642	259	537	332	187	796	519	891	507	248	92	170	1315	-	285	354	676	336	477	476	645	812	477
Weighted Base	1310	687	623	227	515	381	187	741	568	788	608	230	103*	254	1310	**	313	339	658	305	425	557	652	838	440
Very/Somewhat Concerned (Net)	652	353	299	122	290	182	57	413	240	367	337	138	66	136	652	-	179	177	296	164	213	270	375	450	180
	50%	51%	48%	54%	58%	48%	31%	56%	42%	47%	55%	60%	64%	53%	50%	-	57%	52%	45%	54%	50%	48%	58%	54%	41%
Very concerned	311	165	146	48	144	98	20	193	119	169	169	63	33	71	311	-	78	75	159	80	106	123	174	207	91
	24%	24%	23%	21%	28%	26%	11%	26%	21%	21%	28%	27%	32%	28%	24%	-	25%	22%	24%	26%	25%	22%	27%	25%	21%
Somewhat concerned	341	187	154	74	146	84	37	220	121	198	168	75	33	65	341	-	101	103	137	84	107	147	202	243	89
	26%	27%	25%	33%	28%	22%	20%	30%	21%	25%	28%	33%	32%	26%	26%	-	32%	30%	21%	27%	25%	26%	31%	29%	20%
Not At All/Not Too Concerned (Net)	658	334	323	104	224	199	130	329	329	421	271	92	37	118	658	-	134	161	362	141	212	287	277	388	260
	50%	49%	52%	46%	44%	52%	44%	44%	58%	53%	45%	40%	36%	47%	50%	-	43%	48%	55%	46%	50%	52%	42%	48%	59%
Not too concerned	372	190	182	65	138	106	64	202	170	230	168	53	27	66	372	-	71	89	212	93	116	155	167	222	144
	28%	28%	29%	28%	27%	28%	34%	27%	30%	29%	28%	23%	27%	26%	28%	-	23%	26%	32%	30%	27%	28%	26%	26%	33%
Not at all concerned	286	145	141	40	87	93	66	127	159	191	103	39	9	53	286	-	63	72	150	49	95	132	111	167	116
	22%	21%	23%	18%	17%	24%	35%	17%	28%	24%	17%	17%	9%	21%	22%	-	20%	21%	23%	16%	22%	24%	17%	20%	26%
Sigma	1310	687	623	227	515	381	187	741	568	788	608	230	103	254	1310	-	313	339	658	305	425	557	652	838	440
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nst level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

TND01\_9 How concerned are you about the following issues?  
 A banking crisis

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1356 64%	629 61%	728 66%	191 60%	395 64%	363 69%	408 60%	585 63%	771 64%	855 62%	567 68%	207 68%	103 71%	233 70%	858 66%	498 60%	212 68%	220 69%	426 65%	431 65%	416 65%	466 61%	506 66%	783 65%	538 63%
Very concerned	556 26%	245 24%	311 28%	63 20%	184 30%	156 30%	153 23%	247 27%	309 26%	329 24%	246 30%	108 36%	40 28%	92 28%	359 27%	197 24%	97 31%	87 26%	175 27%	174 26%	168 26%	197 26%	206 27%	309 25%	221 26%
Somewhat concerned	800 37%	384 37%	416 38%	127 40%	211 34%	207 39%	254 38%	339 36%	462 38%	526 38%	321 39%	100 33%	63 43%	141 42%	500 38%	300 36%	115 37%	133 39%	251 39%	257 39%	247 39%	269 35%	299 39%	474 39%	316 37%
Not At All/Not Too Concerned (Net)	778 36%	403 39%	374 34%	126 40%	219 36%	166 31%	268 40%	344 37%	433 36%	522 41%	264 32%	95 32%	42 29%	100 30%	451 34%	326 40%	100 32%	119 35%	232 35%	229 35%	223 35%	298 39%	256 34%	430 35%	321 37%
Not too concerned	592 28%	299 29%	294 27%	88 28%	162 26%	120 23%	223 33%	250 27%	343 28%	412 30%	191 23%	62 21%	34 23%	67 20%	334 26%	258 31%	74 24%	90 27%	170 26%	173 26%	180 26%	222 29%	202 26%	332 27%	247 29%
Not at all concerned	185 9%	105 10%	81 7%	38 12%	56 9%	46 9%	45 7%	95 10%	91 8%	109 8%	74 9%	33 11%	8 6%	33 10%	117 9%	68 8%	26 8%	29 8%	63 10%	56 9%	43 7%	76 10%	54 7%	98 8%	74 9%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_10 How concerned are you about the following issues?  
 The security of my deposits in financial institutions (e.g., banks, etc.)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents					
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897	
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859	
Very/Somewhat Concerned (Net)	1335 63%	624 61%	710 64%	201 64%	402 66%	342 65%	390 58%	603 65%	732 61%	835 61%	556 67%	202 67%	100 69%	224 67%	843 64%	491 60%	205 66%	227 67%	411 62%	426 65%	404 63%	465 61%	526 69%	789 68%	510 58%	
Very concerned	550 26%	249 24%	302 27%	73 23%	176 29%	158 30%	142 21%	250 27%	300 25%	317 23%	243 29%	107 35%	35 24%	89 27%	353 27%	197 24%	90 29%	90 27%	173 26%	176 27%	161 25%	190 25%	225 29%	333 27%	195 23%	
Somewhat concerned	784 37%	376 36%	409 37%	128 40%	225 37%	183 35%	248 37%	353 38%	432 36%	518 38%	313 38%	95 31%	65 45%	135 41%	490 37%	294 36%	116 40%	137 36%	238 36%	251 38%	242 38%	274 36%	302 40%	456 38%	315 37%	
Not At All/Not Too Concerned (Net)	799 37%	408 39%	392 36%	115 36%	212 34%	187 35%	285 42%	327 35%	472 39%	541 41%	276 33%	101 33%	44 31%	109 33%	467 36%	333 40%	107 34%	112 33%	248 38%	234 35%	235 37%	300 39%	235 31%	424 35%	348 41%	
Not too concerned	573 27%	290 28%	283 26%	77 24%	146 24%	145 27%	206 31%	223 24%	351 29%	402 29%	296 33%	190 66%	56 18%	28 20%	81 24%	333 25%	241 29%	78 25%	81 24%	174 26%	167 25%	166 26%	221 29%	175 23%	308 25%	252 29%
Not at all concerned	226 11%	118 11%	108 10%	39 12%	66 11%	43 8%	79 12%	104 11%	122 10%	140 10%	86 10%	45 15%	16 11%	28 9%	134 10%	92 11%	30 9%	30 9%	74 11%	67 10%	69 11%	79 10%	60 8%	116 10%	96 11%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_11 How concerned are you about the following issues?  
 The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1401 66%	644 62%	757 69%	187 59%	408 67%	364 69%	443 66%	595 64%	806 67%	908 66%	572 69%	208 69%	102 71%	232 70%	865 66%	536 65%	216 69%	221 65%	429 65%	463 70%	423 66%	473 62%	513 67%	807 67%	562 65%
Very concerned	587 27%	270 26%	317 29%	63 20%	199 33%	169 33%	155 23%	262 28%	324 27%	342 25%	275 33%	114 38%	38 26%	107 32%	384 29%	203 25%	91 29%	99 29%	193 29%	179 27%	179 28%	213 28%	229 30%	347 29%	217 25%
Somewhat concerned	815 38%	374 36%	441 40%	124 39%	209 34%	195 37%	288 43%	332 36%	482 40%	566 41%	297 36%	94 31%	65 45%	125 37%	482 37%	333 40%	125 40%	121 36%	236 36%	283 43%	244 38%	259 34%	284 37%	460 38%	345 40%
Not At All/Not Too Concerned (Net)	733 34%	388 38%	345 31%	130 41%	205 33%	165 31%	232 34%	335 36%	398 33%	468 34%	260 31%	95 31%	42 29%	101 30%	445 34%	288 35%	97 31%	118 35%	230 35%	198 30%	216 34%	291 38%	248 33%	406 33%	297 35%
Not too concerned	539 25%	282 27%	257 23%	84 26%	145 24%	116 22%	194 29%	229 25%	310 26%	371 27%	183 22%	59 20%	34 23%	75 23%	329 25%	210 25%	69 22%	95 28%	165 25%	137 21%	165 26%	221 29%	187 25%	307 25%	217 25%
Not at all concerned	194 9%	106 10%	88 8%	46 14%	60 10%	50 9%	38 6%	106 11%	88 7%	97 7%	76 9%	9 12%	6 6%	26 8%	116 9%	78 9%	28 9%	23 7%	65 10%	51 9%	71 8%	61 8%	99 8%	80 9%	
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_12 How concerned are you about the following issues?  
 Racial inequity

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or People of Color	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1359 64%	600 58%	759 69%	198 62%	403 66%	329 62%	430 64%	600 65%	759 63%	821 60%	590 71%	234 77%	95 68%	232 70%	845 65%	514 62%	205 66%	227 67%	414 63%	414 62%	414 65%	491 64%	521 68%	796 66%	529 62%
Very concerned	556 26%	226 22%	330 30%	75 24%	173 28%	139 26%	168 25%	248 27%	308 26%	300 22%	272 33%	133 44%	31 21%	98 29%	346 26%	210 25%	84 27%	101 30%	161 25%	187 28%	162 25%	185 24%	212 28%	320 26%	218 25%
Somewhat concerned	803 38%	374 36%	429 39%	122 39%	229 37%	189 36%	262 39%	352 38%	451 37%	521 38%	318 38%	101 33%	64 45%	134 40%	499 38%	304 37%	121 39%	126 37%	252 38%	223 34%	252 39%	307 40%	310 41%	476 39%	311 36%
Not At All/Not Too Concerned (Net)	775 36%	432 42%	343 31%	119 38%	211 34%	200 38%	245 36%	330 35%	446 37%	555 40%	242 29%	69 23%	49 34%	101 30%	464 35%	311 38%	108 34%	112 33%	245 37%	251 38%	225 35%	273 36%	240 32%	417 34%	330 38%
Not too concerned	450 21%	240 23%	210 19%	78 25%	128 21%	94 18%	150 22%	206 22%	244 20%	341 25%	142 17%	38 13%	32 22%	63 19%	269 21%	181 22%	68 22%	65 19%	137 21%	150 23%	135 21%	152 20%	141 19%	251 21%	185 22%
Not at all concerned	325 15%	191 19%	133 12%	41 13%	83 13%	106 20%	95 14%	124 13%	201 17%	214 16%	99 12%	31 10%	17 12%	38 11%	195 15%	129 16%	40 13%	47 14%	108 16%	101 15%	90 14%	120 16%	99 13%	166 14%	145 17%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_13 How concerned are you about the following issues?  
 Gender inequity

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1133 53%	529 51%	604 55%	166 52%	366 60% dFG	271 51%	331 49%	532 57% I	601 50%	698 51%	491 59% J	194 64% JK	96 68% J	194 58% j	730 56% P	403 49% S	194 62% S	205 61% S	331 50% S	351 53% S	334 52% S	407 53% S	443 58% XY	662 55% X	445 52% Y
Very concerned	437 20%	190 18%	247 22% b	60 19%	142 23% G	115 22%	120 18%	203 22% I	234 19%	261 19%	201 24% J	92 30% JKLm	30 21% J	78 23% P	287 22% P	150 18% P	68 22% P	85 25% P	134 20% P	139 21% P	124 19% P	160 21% P	181 24% P	256 21% P	171 20% P
Somewhat concerned	696 33%	339 33%	357 32%	106 33%	223 36% FG	156 29%	211 31%	329 35% I	367 30%	437 32%	290 35% J	102 34% JKLm	65 45% JKLm	116 35% P	442 34% P	254 31% P	125 40% S	121 36% S	196 30% S	212 32% S	210 33% S	247 32% S	263 34% S	406 33% S	273 32% S
Not At All/Not Too Concerned (Net)	1001 47%	503 49%	498 45%	150 48% e	248 49% E	258 49% E	345 51% E	398 43% I	603 50% H	678 49% KLm	341 41% L	109 36% L	49 34% L	139 42% P	580 44% P	421 51% O	119 38% S	133 39% S	328 47% OR	309 47% OR	305 48% OR	357 47% OR	318 42% OR	551 45% W	414 48% W
Not too concerned	580 27%	275 27%	306 28%	100 32% Ei	146 24% Ei	130 25% Ei	204 30% Ei	246 26% I	335 28% L	400 29% L	213 26% L	67 22% L	31 22% L	91 27% P	347 26% P	233 28% P	73 24% P	83 24% P	191 29% P	177 27% P	180 26% P	210 27% P	188 27% P	327 27% W	239 26% W
Not at all concerned	420 20%	229 22% C	192 17%	51 16% C	102 17% DE	128 24% DE	140 21% DE	152 16% I	268 22% H	278 20% KLm	128 15% L	42 14% L	17 12% L	48 15% P	233 18% P	187 23% P	45 15% P	50 15% P	137 21% P	132 20% P	125 19% P	147 19% P	130 17% P	224 18% P	175 20% P
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_14 How concerned are you about the following issues?  
 Climate change

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1388 65%	624 60%	764 69%	202 64%	436 71%	317 60%	433 64%	638 69%	750 62%	890 65%	572 69%	210 69%	100 69%	241 72%	875 67%	513 62%	220 71%	244 72%	410 62%	419 63%	420 66%	504 66%	533 70%	826 68%	531 62%
Very concerned	727 34%	318 31%	408 37%	96 30%	207 34%	161 31%	263 39%	302 33%	424 35%	470 34%	276 33%	114 38%	46 32%	104 31%	438 33%	289 35%	110 35%	130 38%	198 30%	223 34%	204 32%	272 36%	252 33%	414 34%	302 35%
Somewhat concerned	661 31%	306 30%	356 32%	106 34%	230 37%	155 29%	170 25%	336 36%	326 27%	420 31%	296 36%	96 32%	55 38%	138 41%	437 33%	225 27%	110 35%	115 34%	212 32%	196 30%	216 34%	232 30%	281 37%	411 34%	229 27%
Not At All/Not Too Concerned (Net)	746 35%	408 40%	338 31%	115 36%	177 29%	212 40%	242 36%	292 31%	454 38%	487 35%	260 31%	93 31%	44 31%	92 28%	435 33%	311 38%	92 29%	94 28%	248 37%	241 37%	219 34%	260 34%	229 30%	387 32%	328 38%
Not too concerned	395 19%	215 21%	180 16%	82 26%	95 15%	111 21%	107 16%	177 19%	218 18%	258 19%	149 18%	56 18%	19 13%	60 18%	241 18%	154 19%	55 18%	61 18%	125 19%	126 20%	123 19%	137 18%	134 18%	203 17%	180 21%
Not at all concerned	351 16%	193 19%	158 14%	32 10%	82 13%	101 19%	135 20%	114 12%	236 20%	228 17%	110 13%	37 12%	25 17%	32 9%	194 15%	157 19%	37 12%	33 10%	123 19%	94 18%	118 15%	123 16%	94 12%	184 15%	148 17%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base



TND01\_15 How concerned are you about the following issues?  
 Artificial intelligence (AI)

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1415 66%	659 64%	755 69%	178 56%	362 58%	367 69%	508 75%	540 58%	875 73%	951 69%	534 64%	196 65%	91 63%	213 64%	848 65%	566 69%	215 69%	207 61%	427 65%	438 66%	441 69%	495 65%	486 64%	822 68%	564 66%
Very concerned	601 28%	269 26%	333 30%	64 20%	173 28%	158 30%	207 31%	237 25%	365 30%	395 29%	230 28%	100 33%	28 20%	86 26%	360 28%	241 29%	86 28%	95 27%	179 27%	208 31%	190 30%	181 24%	216 28%	347 29%	243 28%
Somewhat concerned	813 38%	390 38%	423 38%	114 36%	190 31%	209 39%	301 45%	303 33%	510 42%	556 40%	304 37%	96 32%	62 43%	127 38%	488 37%	325 39%	129 41%	112 33%	248 38%	230 35%	250 39%	314 41%	270 36%	476 39%	321 37%
Not At All/Not Too Concerned (Net)	719 34%	373 36%	347 31%	139 44%	251 41%	163 31%	167 25%	390 42%	330 27%	426 31%	297 36%	107 35%	54 37%	120 36%	461 35%	258 31%	97 31%	132 39%	232 35%	223 34%	198 31%	269 35%	275 36%	391 32%	295 34%
Not too concerned	453 21%	239 23%	214 19%	86 27%	150 24%	95 18%	123 18%	235 25%	218 18%	302 22%	166 20%	66 22%	40 28%	65 20%	286 22%	168 20%	68 22%	86 25%	132 20%	146 20%	146 23%	159 21%	168 22%	257 21%	188 22%
Not at all concerned	266 12%	134 13%	132 12%	53 17%	101 17%	68 13%	44 7%	154 17%	112 9%	124 9%	132 16%	41 14%	14 9%	55 16%	176 13%	90 11%	30 10%	47 14%	100 15%	91 14%	52 8%	110 14%	107 14%	134 11%	107 12%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_16 How concerned are you about the following issues?  
 Immigration

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1530 72%	742 72%	789 72%	174 55%	412 67% D	399 79% DE	546 81% DEF	585 63% DEI	945 78% H	1045 76% KLN	545 66% H	200 66% H	102 71% I	213 64% J	916 70% K	615 75% L	231 74% M	229 68% N	455 69% O	471 71% P	467 73% Q	547 72% R	550 72% S	898 74% T	594 69% U
Very concerned	804 38%	400 39%	404 37%	58 18%	192 31% D	219 41% DE	336 50% DEF	249 27% DEI	554 46% H	575 42% KLMN	240 29% H	95 31% I	43 30% J	90 27% K	449 34% L	355 43% M	119 38% N	96 28% O	234 36% P	263 40% Q	256 40% R	262 34% S	266 35% T	464 38% U	316 37% V
Somewhat concerned	726 34%	342 33%	385 35%	116 37%	220 36%	180 34%	210 31%	336 36%	390 32%	470 34%	305 37%	105 35% I	59 41% J	122 37% K	466 36% L	260 32% M	112 36% N	133 39% O	221 34% P	209 32% Q	212 33% R	285 37% S	285 37% T	434 36% U	279 32% V
Not At All/Not Too Concerned (Net)	604 28%	290 28%	313 28%	142 45% EFG	202 33% FG	190 25% g	129 19% g	344 37% I	259 22% I	331 24% J	287 34% J	103 29% J	42 29% K	120 36% L	394 30% M	210 25% N	81 26% O	110 32% P	203 29% Q	189 27% R	171 21% S	217 28% T	211 28% U	315 26% V	264 31% W
Not too concerned	449 21%	221 21%	228 21%	103 33% EFG	139 23% FG	90 17% g	116 17% g	242 26% I	206 17% I	273 20% J	201 24% J	71 23% K	28 19% L	91 27% M	289 22% N	160 19% O	60 19% P	83 24% Q	146 22% R	129 19% S	135 21% T	171 22% U	153 20% V	238 20% W	197 23% X
Not at all concerned	155 7%	70 7%	86 8%	39 12% FG	63 10% G	40 8% G	14 2% G	102 11% I	53 4% I	59 4% J	86 10% J	32 11% K	14 10% L	29 9% M	106 8% N	50 6% O	21 7% P	27 8% Q	57 9% R	61 9% S	36 6% T	46 6% U	58 8% V	78 6% W	67 8% X
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND01\_17 How concerned are you about the following issues?

Base: All Respondents

Healthcare

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)	MALE	FEMALE	Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Very/Somewhat Concerned (Net)	1692	798	895	221	461	436	574	682	1010	1106	647	241	116	263	1030	663	254	264	512	534	524	581	606	1000	651
	79%	77%	81%	70%	75%	82%	85%	73%	84%	80%	78%	80%	80%	78%	79%	80%	81%	78%	81%	82%	76%	80%	82%	82%	76%
Very concerned	785	366	419	95	202	226	263	297	489	506	304	133	54	112	456	330	114	119	223	258	255	242	269	451	315
	37%	36%	38%	30%	33%	43%	39%	32%	41%	37%	37%	44%	37%	34%	35%	40%	36%	34%	39%	40%	32%	35%	37%	37%	
Somewhat concerned	907	431	476	126	259	210	312	385	522	600	343	109	62	152	574	333	140	145	289	276	268	339	337	549	336
	42%	42%	43%	40%	42%	40%	46%	41%	43%	44%	41%	36%	43%	46%	44%	40%	45%	43%	44%	42%	42%	44%	44%	45%	39%
Not At All/Not Too Concerned (Net)	442	234	207	95	152	93	101	248	194	270	185	62	29	69	280	162	59	75	147	126	115	183	156	213	208
	21%	23%	19%	30%	25%	18%	15%	27%	16%	20%	22%	13%	12%	21%	21%	20%	19%	22%	19%	18%	18%	24%	20%	18%	24%
Not too concerned	308	153	154	62	104	60	82	166	142	204	120	38	17	42	189	119	40	51	97	89	87	123	108	148	151
	14%	15%	14%	19%	17%	11%	12%	18%	12%	15%	14%	13%	12%	13%	14%	13%	13%	15%	13%	14%	14%	16%	14%	12%	18%
Not at all concerned	134	81	53	34	48	33	19	82	52	66	65	23	12	27	91	43	19	23	50	37	28	60	48	65	57
	6%	8%	5%	11%	8%	6%	3%	9%	4%	5%	8%	8%	8%	8%	7%	5%	6%	7%	8%	6%	4%	8%	6%	5%	7%
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 Summary Of The Worst Is Behind Us

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
COVID-19	1623	801	823	217	446	403	557	663	960	1132	553	188	104	229	981	643	209	264	508	460	503	612	555	923	662
	76%	78%	75%	69%	73%	76%	83%	71%	80%	82%	67%	62%	72%	68%	75%	78%	67%	78%	77%	70%	79%	80%	73%	76%	77%
Inflation	681	373	308	95	187	156	243	283	399	456	250	83	49	113	399	282	103	118	178	179	178	302	247	389	280
	32%	36%	28%	30%	30%	29%	36%	30%	33%	33%	30%	27%	34%	34%	30%	34%	33%	35%	27%	27%	28%	40%	32%	32%	33%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 Summary Of The Worst Is Still Ahead Of Us

Base: All Respondents

	Gender			Generation					Race					Employment Status			Work Location			Income			Parents		
	Wave 214 (3/29-3/31)			Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
Inflation	1453 68%	659 64%	794 72% B	221 70%	426 70% g	373 71% G	432 64%	647 70%	805 67%	921 67%	581 70%	220 73% j	95 66%	220 68%	911 70%	542 66%	210 67%	220 65%	481 73% R	481 73% V	461 72% V	462 60%	514 68%	824 68%	578 67%
COVID-19	511 24%	231 22%	279 25%	99 31% FG	168 27% G	126 24% G	118 17%	267 29% I	244 20%	244 18%	278 33% J	115 38% JKm	40 28% J	104 31% J	329 25%	182 22%	104 33% RS	75 22%	150 23%	200 30% UV	136 21%	152 20%	207 27% Xy	290 24%	196 23%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I - JK/LMN - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

TND03\_1 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 COVID-19

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50K	\$50-\$99k	\$100K+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The worst is behind us	1623	801	823	217	446	403	557	663	960	1132	553	188	104	229	981	643	209	264	508	460	503	612	555	923	662
	76%	78%	75%	69%	73%	76%	83%	71%	80%	82%	67%	62%	72%	68%	75%	78%	67%	78%	77%	70%	79%	80%	73%	76%	77%
						D	DEF		H	KL MN	L		I			Q	Q		T	T	T		W	w	
The worst is still ahead of us	511	231	279	99	168	126	118	267	244	244	278	115	40	104	329	182	104	75	150	200	136	152	207	290	196
	24%	22%	25%	31%	27%	24%	17%	29%	20%	18%	33%	38%	28%	31%	25%	22%	33%	22%	23%	30%	21%	20%	27%	24%	23%
				FG	G	G		I			J	J		J	RS	RS	UV	UV				XY			
Sigma	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144	333	1310	824	313	339	658	660	639	764	761	1213	859
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/XY  
 Overlap formulae used. \* small base

TND03\_2 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?

Inflation

Base: All Respondents

	Gender		Generation					Race					Employment Status		Work Location			Income			Parents				
	Wave 214 (3/29-3/31)		Gen Z (age 18-26)	Millennials (age 27-42)	Gen X (age 43-58)	Boomer+ (age 59+)	Gen Z/ Millennials (18-42)	Gen X/ Boomers+ (43+)	White	People of Color	Black or African American	Asian or Pacific Islander	Hispanic	Employed	Not Employed	Remote	Hybrid	In-person	< \$50k	\$50-\$99k	\$100k+	Parent < 18	Parent	Not Parent	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	2134	996	1138	350	624	474	686	974	1160	1526	695	336	129	220	1315	819	285	354	676	736	707	621	743	1189	897
Weighted Base	2134	1032	1102	316	613	529	675	930	1204	1376	832	303	144*	333	1310	824	313	339	658	660	639	764	761	1213	859
The worst is behind us	681 32%	373 36%	308 28%	95 30%	187 30%	156 29%	243 36%	283 30%	399 33%	456 33%	250 30%	83 27%	49 34%	113 34%	399 30%	282 34%	103 33%	118 35%	178 27%	179 27%	178 28%	302 40%	247 32%	389 32%	280 33%
The worst is still ahead of us	1453 68%	659 64%	794 72%	221 70%	426 70%	373 71%	432 64%	647 70%	805 67%	921 67%	581 70%	220 73%	95 66%	220 66%	911 70%	542 66%	210 67%	220 65%	481 73%	481 73%	461 72%	462 60%	514 68%	824 68%	578 67%
Sigma	2134 100%	1032 100%	1102 100%	316 100%	613 100%	529 100%	675 100%	930 100%	1204 100%	1376 100%	832 100%	303 100%	144 100%	333 100%	1310 100%	824 100%	313 100%	339 100%	658 100%	660 100%	639 100%	764 100%	761 100%	1213 100%	859 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C - D/E/F/G - H/I - J/K/L/M/N - O/P - Q/R/S - T/U/V - W/X/Y  
 Overlap formulae used. \* small base

1 April 2024

Fielding Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

	<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	VCE1c	Which of the following applies to you regarding the COVID-19 vaccine?
2	2	RTW01B	As of today, where are you working from?
3	3	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Bring People Together
5	4	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Divide People
7	5	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of N/A - I'm Not Familiar With That Word
9	6	STGW01_1	In your opinion, are the following words more likely to bring people together or divide people? Woke
10	7	STGW01_2	In your opinion, are the following words more likely to bring people together or divide people? Freedom
11	8	STGW01_3	In your opinion, are the following words more likely to bring people together or divide people? Sustainability
12	9	STGW01_4	In your opinion, are the following words more likely to bring people together or divide people? DEI (Diversity, Equity, & Inclusion)
13	10	STGW01_5	In your opinion, are the following words more likely to bring people together or divide people? ESG (Environment, Societal, Government)
14	11	STGW01_6	In your opinion, are the following words more likely to bring people together or divide people? Pride
15	12	STGW01_7	In your opinion, are the following words more likely to bring people together or divide people? Cancel culture
16	13	STGW01_8	In your opinion, are the following words more likely to bring people together or divide people? Traditions
17	14	STGW01_9	In your opinion, are the following words more likely to bring people together or divide people? Patriotic
18	15	STGW01_10	In your opinion, are the following words more likely to bring people together or divide people? Intersectional
19	16	STGW01_11	In your opinion, are the following words more likely to bring people together or divide people? Next generation
20	17	STGW01_12	In your opinion, are the following words more likely to bring people together or divide people? Faith-based
21	18	STGW01_13	In your opinion, are the following words more likely to bring people together or divide people? Progressive
22	19	STGW01_14	In your opinion, are the following words more likely to bring people together or divide people? Conservative
23	20	STGW01_15	In your opinion, are the following words more likely to bring people together or divide people? Equity
24	21	STGW01_16	In your opinion, are the following words more likely to bring people together or divide people? Values
25	22	STGW01_17	In your opinion, are the following words more likely to bring people together or divide people? BIPOC
26	23	STGW01_18	In your opinion, are the following words more likely to bring people together or divide people? Latinx
27	24	STGW01_19	In your opinion, are the following words more likely to bring people together or divide people? Hispanic
28	25	STGW01_20	In your opinion, are the following words more likely to bring people together or divide people? Asian American Pacific Islander (AAPI)
29	26	STGW01_21	In your opinion, are the following words more likely to bring people together or divide people? Authenticity
30	27	STGW01_22	In your opinion, are the following words more likely to bring people together or divide people? Progress
31	28	STGW01_23	In your opinion, are the following words more likely to bring people together or divide people? Underrepresented
32	29	STGW01_24	In your opinion, are the following words more likely to bring people together or divide people? Gender
33	30	STGW01_25	In your opinion, are the following words more likely to bring people together or divide people? Parity
34	31	STGW01_26	In your opinion, are the following words more likely to bring people together or divide people? Community
35	32	STGW01_27	In your opinion, are the following words more likely to bring people together or divide people? Inclusion
36	33	STGW01_28	In your opinion, are the following words more likely to bring people together or divide people? Equality



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	<u>Page</u>	<u>Table</u>	<u>Title</u>
37	34	STGW01_29	In your opinion, are the following words more likely to bring people together or divide people? Fetal personhood
38	35	STGW01_30	In your opinion, are the following words more likely to bring people together or divide people? IVF (in-vitro fertilization)
39	36	STGW01_31	In your opinion, are the following words more likely to bring people together or divide people? Illegals
40	37	STGW01_32	In your opinion, are the following words more likely to bring people together or divide people? Asylum seekers
41	38	STGW01_33	In your opinion, are the following words more likely to bring people together or divide people? Illegal immigration
42	39	STGW01_34	In your opinion, are the following words more likely to bring people together or divide people? Undocumented immigration
43	40	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Bring People Together
45	41	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Divide People
47	42	STGW01_1	In your opinion, are the following words more likely to bring people together or divide people? Woke
48	43	STGW01_2	In your opinion, are the following words more likely to bring people together or divide people? Freedom
49	44	STGW01_3	In your opinion, are the following words more likely to bring people together or divide people? Sustainability
50	45	STGW01_4	In your opinion, are the following words more likely to bring people together or divide people? DEI (Diversity, Equity, & Inclusion)
51	46	STGW01_5	In your opinion, are the following words more likely to bring people together or divide people? ESG (Environment, Societal, Government)
52	47	STGW01_6	In your opinion, are the following words more likely to bring people together or divide people? Pride
53	48	STGW01_7	In your opinion, are the following words more likely to bring people together or divide people? Cancel culture
54	49	STGW01_8	In your opinion, are the following words more likely to bring people together or divide people? Traditions
55	50	STGW01_9	In your opinion, are the following words more likely to bring people together or divide people? Patriotic
56	51	STGW01_10	In your opinion, are the following words more likely to bring people together or divide people? Intersectional
57	52	STGW01_11	In your opinion, are the following words more likely to bring people together or divide people? Next generation
58	53	STGW01_12	In your opinion, are the following words more likely to bring people together or divide people? Faith-based
59	54	STGW01_13	In your opinion, are the following words more likely to bring people together or divide people? Progressive
60	55	STGW01_14	In your opinion, are the following words more likely to bring people together or divide people? Conservative
61	56	STGW01_15	In your opinion, are the following words more likely to bring people together or divide people? Equity
62	57	STGW01_16	In your opinion, are the following words more likely to bring people together or divide people? Values
63	58	STGW01_17	In your opinion, are the following words more likely to bring people together or divide people? BIPOC
64	59	STGW01_18	In your opinion, are the following words more likely to bring people together or divide people? Latinx
65	60	STGW01_19	In your opinion, are the following words more likely to bring people together or divide people? Hispanic
66	61	STGW01_20	In your opinion, are the following words more likely to bring people together or divide people? Asian American Pacific Islander (AAPI)
67	62	STGW01_21	In your opinion, are the following words more likely to bring people together or divide people? Authenticity
68	63	STGW01_22	In your opinion, are the following words more likely to bring people together or divide people? Progress
69	64	STGW01_23	In your opinion, are the following words more likely to bring people together or divide people? Underrepresented
70	65	STGW01_24	In your opinion, are the following words more likely to bring people together or divide people? Gender

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Page	Table	Title
71	66	STGW01_25 In your opinion, are the following words more likely to bring people together or divide people? Parity
72	67	STGW01_26 In your opinion, are the following words more likely to bring people together or divide people? Community
73	68	STGW01_27 In your opinion, are the following words more likely to bring people together or divide people? Inclusion
74	69	STGW01_28 In your opinion, are the following words more likely to bring people together or divide people? Equality
75	70	STGW01_29 In your opinion, are the following words more likely to bring people together or divide people? Fetal personhood
76	71	STGW01_30 In your opinion, are the following words more likely to bring people together or divide people? IVF (in-vitro fertilization)
77	72	STGW01_31 In your opinion, are the following words more likely to bring people together or divide people? Illegals
78	73	STGW01_32 In your opinion, are the following words more likely to bring people together or divide people? Asylum seekers
79	74	STGW01_33 In your opinion, are the following words more likely to bring people together or divide people? Illegal immigration
80	75	STGW01_34 In your opinion, are the following words more likely to bring people together or divide people? Undocumented immigration
81	76	SP01 How familiar are you, if at all, with the following sports and/or sports leagues? Summary Of Familiar With Sport/League
82	77	SP01_1 How familiar are you, if at all, with the following sports and/or sports leagues? National Women's Soccer League (NWSL)
83	78	SP01_2 How familiar are you, if at all, with the following sports and/or sports leagues? Major League Soccer (MLS)
84	79	SP01_3 How familiar are you, if at all, with the following sports and/or sports leagues? National Basketball Association (NBA)
85	80	SP01_4 How familiar are you, if at all, with the following sports and/or sports leagues? Women's National Basketball Association (WNBA)
86	81	SP01_5 How familiar are you, if at all, with the following sports and/or sports leagues? National Hockey League (NHL)
87	82	SP01_6 How familiar are you, if at all, with the following sports and/or sports leagues? Professional Women's Hockey League (PWHL)
88	83	SP01_7 How familiar are you, if at all, with the following sports and/or sports leagues? Women's NCAA Basketball
89	84	SP01_8 How familiar are you, if at all, with the following sports and/or sports leagues? Women's NCAA Volleyball
90	85	SP01_9 How familiar are you, if at all, with the following sports and/or sports leagues? Men's NCAA Basketball
91	86	SP01_10 How familiar are you, if at all, with the following sports and/or sports leagues? National Football League (NFL)
92	87	SP02 How much of a fan would you say you are of the following leagues and/or sports? Summary Of Fan
93	88	SP02_1 How much of a fan would you say you are of the following leagues and/or sports? National Women's Soccer League (NWSL)
94	89	SP02_2 How much of a fan would you say you are of the following leagues and/or sports? Major League Soccer (MLS)
95	90	SP02_3 How much of a fan would you say you are of the following leagues and/or sports? National Basketball Association (NBA)
96	91	SP02_4 How much of a fan would you say you are of the following leagues and/or sports? Women's National Basketball Association (WNBA)
97	92	SP02_5 How much of a fan would you say you are of the following leagues and/or sports? National Hockey League (NHL)
98	93	SP02_6 How much of a fan would you say you are of the following leagues and/or sports? Professional Women's Hockey League (PWHL)
99	94	SP02_7 How much of a fan would you say you are of the following leagues and/or sports? Women's NCAA Basketball
100	95	SP02_8 How much of a fan would you say you are of the following leagues and/or sports? Women's NCAA Volleyball
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246	241	SP05_7_4	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball Features non-mainstream faces and voices
247	242	SP05_7_5	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball Is cool to follow and/or to talk about
248	243	SP05_7_6	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball The stars of the sport have influence off the field
249	244	SP05_8	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Summary Of Strongly/Somewhat Agree
250	245	SP05_8	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Summary Of Strongly/Somewhat Disagree
251	246	SP05_8_1	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball I'd watch more of this it was available
252	247	SP05_8_2	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball It benefits society/gives back to its communities
253	248	SP05_8_3	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball I follow this sport/league with my friends and or family
254	249	SP05_8_4	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Features non-mainstream faces and voices
255	250	SP05_8_5	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Is cool to follow and/or to talk about
256	251	SP05_8_6	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball The stars of the sport have influence off the field
257	252	SP05_9	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball Summary Of Strongly/Somewhat Agree
258	253	SP05_9	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball Summary Of Strongly/Somewhat Disagree
259	254	SP05_9_1	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball I'd watch more of this it was available
260	255	SP05_9_2	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball It benefits society/gives back to its communities
261	256	SP05_9_3	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball I follow this sport/league with my friends and or family
262	257	SP05_9_4	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball Features non-mainstream faces and voices
263	258	SP05_9_5	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball Is cool to follow and/or to talk about
264	259	SP05_9_6	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Men's NCAA Basketball The stars of the sport have influence off the field
265	260	SP05_10	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Summary Of Strongly/Somewhat Agree
266	261	SP05_10	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Summary Of Strongly/Somewhat Disagree

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267	262	SP05_10_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) I'd watch more of this if it was available
268	263	SP05_10_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) It benefits society/gives back to its communities
269	264	SP05_10_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) I follow this sport/league with my friends and/or family
270	265	SP05_10_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Features non-mainstream faces and voices
271	266	SP05_10_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Is cool to follow and/or to talk about
272	267	SP05_10_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) The stars of the sport have influence off the field
273	268	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of Yes - Watching March Madness
274	269	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of No But Following Along To March Madness
275	270	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of Not Watching Nor Following March Madness
276	271	NCAA01_1 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? The women's March Madness tournament
277	272	NCAA01_2 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? The men's March Madness tournament
278	273	NCAA02 Can you or would you do any of the following? Summary Of Yes
279	274	NCAA02 Can you or would you do any of the following? Summary Of No
280	275	NCAA02 Can you or would you do any of the following? Summary Of Unsure
281	276	NCAA02_1 Can you or would you do any of the following? Name five women's collegiate basketball players
282	277	NCAA02_2 Can you or would you do any of the following? Name five men's collegiate basketball players
283	278	NCAA02_3 Can you or would you do any of the following? Pay \$500 for a ticket to attend the women's Final Four games
284	279	NCAA02_4 Can you or would you do any of the following? Pay \$500 for a ticket to attend the men's Final Four games
285	280	NCAA02_5 Can you or would you do any of the following? Plan to follow along to the women's 2024-2025 NCAA basketball season
286	281	NCAA02_6 Can you or would you do any of the following? Plan to follow along to the men's 2024-2025 NCAA basketball season
287	282	NCAA03 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree
288	283	NCAA03 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree
289	284	NCAA03_1 How much do you agree or disagree with the following statements? It is exciting to see the growth of women's sports
290	285	NCAA03_2 How much do you agree or disagree with the following statements? Sports are a great way to bring people of diverse mindsets together
291	286	NCAA03_3 How much do you agree or disagree with the following statements? The women's March Madness tournament is the most engaged I've been in watching sports in a long time
292	287	NCAA03_4 How much do you agree or disagree with the following statements? I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.
293	288	NCAA03_5 How much do you agree or disagree with the following statements? I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.
294	289	NCAA04 Which is more exciting this year...?
295	290	NCAA05 Which have you seen more news/media coverage of this year...?
296	291	MARV01 Who was the most recent immigrant to the U.S. in your family?
297	292	MARV01 Who was the most recent immigrant to the U.S. in your family?

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298	293	MARV02 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
299	294	MARV02 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
300	295	MARV02_1 How much do you agree or disagree with each of the following statements? The U.S. is and always should be a nation supportive of immigrants.
301	296	MARV02_2 How much do you agree or disagree with each of the following statements? The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.
302	297	MARV02_3 How much do you agree or disagree with each of the following statements? Illegal immigration isn't fair to those who come here legally.
303	298	MARV02_4 How much do you agree or disagree with each of the following statements? The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.
304	299	MARV02_5 How much do you agree or disagree with each of the following statements? The media often portrays immigration negatively, focusing unfairly on things like crime.
305	300	MARV02_6 How much do you agree or disagree with each of the following statements? I support legal immigration, not illegal immigration.
306	301	MARV02_7 How much do you agree or disagree with each of the following statements? People are only concerned about immigration because they come from ethnic backgrounds they don't like.
307	302	MARV02_8 How much do you agree or disagree with each of the following statements? We shouldn't bear responsibility for other countries' failures to provide for their citizens.
308	303	MARV02_9 How much do you agree or disagree with each of the following statements? The U.S. doesn't need immigrants like it did fifty years ago.
309	304	MARV02_10 How much do you agree or disagree with each of the following statements? We need to take a pause on all future immigration until our borders are secured.
310	305	MARV19_1 Which statement do you believe to be true regarding immigration today? Federal immigration and border security spending increased in 2023 compared to the previous two years/ Federal immigration and border security spending decreased in 2023 compared to the previous two years.
311	306	MARV19_2 Which statement do you believe to be true regarding immigration today? Illegal crossings at the Southern Border have significantly increased compared to five years ago/ Illegal crossings at the Southern Border have significantly decreased compared to five years ago.
312	307	MARV19_3 Which statement do you believe to be true regarding immigration today? The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago/ The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago
313	308	MARV19_4 Which statement do you believe to be true regarding immigration today? Less than 25% of people in the U.S. were foreign-born as of 2022/ More than 25% of people in the U.S. were foreign-born as of 2022
314	309	MARV19_5 Which statement do you believe to be true regarding immigration today? Immigrants are more likely to be in the labor force than people born in the U.S./ Immigrants are less likely to be in the labor force than people born in the U.S.
315	310	MARV19_6 Which statement do you believe to be true regarding immigration today? Immigrants pay more in taxes than they receive in welfare and benefits/ Immigrants receive more in welfare and benefits than they pay in taxes
316	311	MARV19_7 Which statement do you believe to be true regarding immigration today? About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024/ About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024
317	312	MARV19_8 Which statement do you believe to be true regarding immigration today? Illegal immigration isn't linked to a spike in U.S. crime rates/ Illegal immigration is linked to a spike in U.S. crime rates
318	313	MARV19_9 Which statement do you believe to be true regarding immigration today? Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)/ Immigrants are entering America to improve their prospects and access our resources
319	314	MARV19_10 Which statement do you believe to be true regarding immigration today? The number of individuals taken into custody by Border Patrol recently reached the highest levels in history/ The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history
320	315	MARV23 How much would you support or oppose the following immigration policies? Summary Of Strongly/Somewhat Support
321	316	MARV23 How much would you support or oppose the following immigration policies? Summary Of Strongly/Somewhat Oppose
322	317	MARV23_1 How much would you support or oppose the following immigration policies? Implementing mass deportations of unauthorized immigrants.
323	318	MARV23_2 How much would you support or oppose the following immigration policies? Relocating unauthorized immigrants to "sanctuary cities."
324	319	MARV23_3 How much would you support or oppose the following immigration policies? Increasing the number of "sanctuary" cities or states.
325	320	MARV23_4 How much would you support or oppose the following immigration policies? Closing the southern border entirely.

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326	321	MARV23_5	How much would you support or oppose the following immigration policies? Increasing resources to the southern border region.
327	322	MARV23_6	How much would you support or oppose the following immigration policies? Implementing travel bans on people from certain countries.
328	323	MARV23_7	How much would you support or oppose the following immigration policies? Ending automatic citizenship for children born in the U.S.
329	324	MARV23_8	How much would you support or oppose the following immigration policies? Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.
330	325	MARV23_9	How much would you support or oppose the following immigration policies? Implementing the separation of parents and children at the southern border.
331	326	MARV23_10	How much would you support or oppose the following immigration policies? Expanding legal pathways for orderly immigration.
332	327	MARV23_11	How much would you support or oppose the following immigration policies? Implementing an app for individuals to schedule a legal border crossing into the U.S.
333	328	MARV03	Regarding the current situation at the U.S. southern border, do you believe there is a real crisis involving immigration or do you think it is primarily a politically driven media narrative?
334	329	MARV04	Who do you think is most responsible for the current immigration crisis? Please select one.
335	330	MARV04	Who do you think is most responsible for the current immigration crisis? Please select one.
336	331	MARV05	Do you think each of the following creates problems for U.S. communities today? Summary Of Is A Problem
337	332	MARV05	Do you think each of the following creates problems for U.S. communities today? Summary Of Isn't A Problem
338	333	MARV05_1	Do you think each of the following creates problems for U.S. communities today? "Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.
339	334	MARV05_2	Do you think each of the following creates problems for U.S. communities today? "Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.
340	335	MARV06	What is the primary reason you think illegal immigration creates problems for U.S. communities? Please select one.
341	336	MARV07	What is the primary reason you think illegal immigration doesn't create problems for U.S. communities? Please select one.
342	337	MARV08	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
343	338	MARV08	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
344	339	MARV08_1	How much do you agree or disagree with each of the following statements? How an immigrant comes to America doesn't affect my daily life.
345	340	MARV08_2	How much do you agree or disagree with each of the following statements? Any type of immigration benefits the country.
346	341	MARV08_3	How much do you agree or disagree with each of the following statements? People would be immigrating here legally if the immigration system wasn't so complex.
347	342	MARV08_4	How much do you agree or disagree with each of the following statements? There isn't as much illegal immigration as people believe there is.
348	343	MARV08_5	How much do you agree or disagree with each of the following statements? Illegal immigration undermines the rule of law and is unfair to those who enter legally.
349	344	MARV08_6	How much do you agree or disagree with each of the following statements? The people entering illegally bring in drugs, commit crimes, and pose security risks.
350	345	MARV08_7	How much do you agree or disagree with each of the following statements? The people entering illegally take jobs from Americans and strain public resources.
351	346	MARV08_8	How much do you agree or disagree with each of the following statements? Illegal immigration is changing the culture and society of the U.S.
352	347	MARV09	How concerned are you about each of the following aspects as they relate to illegal immigration? Summary Of Very/Somewhat Concerned
353	348	MARV09	How concerned are you about each of the following aspects as they relate to illegal immigration? Summary Of Not At All/Not Too Concerned
354	349	MARV09_1	How concerned are you about each of the following aspects as they relate to illegal immigration? Increased crime rates, drugs, and violence
355	350	MARV09_2	How concerned are you about each of the following aspects as they relate to illegal immigration? Risk of terrorism and national security
356	351	MARV09_3	How concerned are you about each of the following aspects as they relate to illegal immigration? Taking jobs from Americans and decreasing wages
357	352	MARV09_4	How concerned are you about each of the following aspects as they relate to illegal immigration? Stressing our healthcare system
358	353	MARV09_5	How concerned are you about each of the following aspects as they relate to illegal immigration? Overcrowding classrooms
359	354	MARV09_6	How concerned are you about each of the following aspects as they relate to illegal immigration? Increasing housing prices

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360	355	MARV09_7	How concerned are you about each of the following aspects as they relate to illegal immigration? The additional costs to taxpayers
361	356	MARV10	Which one of the following is your greatest concern when it comes to illegal immigration?
362	357	MARV11	Would you say illegal immigration has a positive or negative impact on... Summary Of Very/Somewhat Positive
363	358	MARV11	Would you say illegal immigration has a positive or negative impact on... Summary Of Very/Somewhat Negative
364	359	MARV11_1	Would you say illegal immigration has a positive or negative impact on... Your daily life
365	360	MARV11_2	Would you say illegal immigration has a positive or negative impact on... Your community
366	361	MARV11_3	Would you say illegal immigration has a positive or negative impact on... Education in your area
367	362	MARV11_4	Would you say illegal immigration has a positive or negative impact on... Jobs in your area
368	363	MARV11_5	Would you say illegal immigration has a positive or negative impact on... Wages
369	364	MARV11_6	Would you say illegal immigration has a positive or negative impact on... The character of our country
370	365	MARV11_7	Would you say illegal immigration has a positive or negative impact on... The U.S. national economy
371	366	MARV12	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
372	367	MARV12	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
373	368	MARV12_1	How much do you agree or disagree with each of the following statements? I believe I have seen undocumented immigrants in my community recently.
374	369	MARV12_2	How much do you agree or disagree with each of the following statements? I have seen undocumented immigrants on news reports online or on TV.
375	370	MARV13	Deferred Action for Childhood Arrivals (DACA) was passed in 2012 to allow some individuals who entered the country as minors without proper documentation to receive a renewable two-year period of deferred action from deportation and eligibility for a work permit. Do you support or oppose allowing these recipients to continue to stay in the U.S.?
376	371	MARV14	Do you think people who entered the U.S. illegally and without proper documentation should...
377	372	MARV15	Do you think children who entered the U.S. illegally and without proper documentation should...
378	373	MARV16	Sanctuary cities are municipalities in the U.S. that have policies that may limit their cooperation with federal immigration enforcement authorities, such as the U.S. Immigration and Customs Enforcement (ICE). Which statement do you agree with most? Sanctuary cities should...
379	374	MARV17	As you may know, asylum-seekers are people fleeing their home countries due to fear of persecution or violence who seek safety in the U.S. Do you believe people coming to the U.S. seeking asylum...
380	375	MARV18	Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.
382	376	MARV20	To the best of your knowledge, how many arrests did Border Patrol make at the southern border in February 2024? Your best guess is fine.
383	377	MARV21	When Border Patrol agents apprehend individuals attempting to enter the U.S. illegally with drugs, weapons, or ties to terrorism or other national security threats, this indicates our southern border is...
384	378	MARV22	Would you support citizens of the following countries if they were seeking safety in the U.S.? Summary Of Yes
385	379	MARV22	Would you support citizens of the following countries if they were seeking safety in the U.S.? Summary Of No
386	380	MARV22_1	Would you support citizens of the following countries if they were seeking safety in the U.S.? Ukraine
387	381	MARV22_2	Would you support citizens of the following countries if they were seeking safety in the U.S.? Russia
388	382	MARV22_3	Would you support citizens of the following countries if they were seeking safety in the U.S.? Palestine
389	383	MARV22_4	Would you support citizens of the following countries if they were seeking safety in the U.S.? Israel
390	384	MARV22_5	Would you support citizens of the following countries if they were seeking safety in the U.S.? Mexico
391	385	MARV22_6	Would you support citizens of the following countries if they were seeking safety in the U.S.? Haiti
392	386	MARV22_7	Would you support citizens of the following countries if they were seeking safety in the U.S.? Venezuela
393	387	MARV22_8	Would you support citizens of the following countries if they were seeking safety in the U.S.? Colombia

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394	388	MARV22_9 Would you support citizens of the following countries if they were seeking safety in the U.S.? Cuba
395	389	MARV22_10 Would you support citizens of the following countries if they were seeking safety in the U.S.? India
396	390	MARV22_11 Would you support citizens of the following countries if they were seeking safety in the U.S.? China
397	391	MARV22_12 Would you support citizens of the following countries if they were seeking safety in the U.S.? Peru
398	392	MARV22_13 Would you support citizens of the following countries if they were seeking safety in the U.S.? Ecuador
399	393	MARV22_14 Would you support citizens of the following countries if they were seeking safety in the U.S.? Guatemala
400	394	MARV22_15 Would you support citizens of the following countries if they were seeking safety in the U.S.? Honduras
401	395	TND01 How concerned are you about the following issues? Summary Of Very/Somewhat Concerned
402	396	TND01 How concerned are you about the following issues? Summary Of Not At All/Not Too Concerned
403	397	TND01_1 How concerned are you about the following issues? The Russian War on Ukraine
404	398	TND01_2 How concerned are you about the following issues? The economy & inflation
405	399	TND01_3 How concerned are you about the following issues? A new COVID-19 variant
406	400	TND01_4 How concerned are you about the following issues? Crime rates in the U.S.
407	401	TND01_5 How concerned are you about the following issues? Political divisiveness
408	402	TND01_6 How concerned are you about the following issues? Affording my living expenses
409	403	TND01_7 How concerned are you about the following issues? A potential U.S. economic recession
410	404	TND01_8 How concerned are you about the following issues? Losing my job
411	405	TND01_9 How concerned are you about the following issues? A banking crisis
412	406	TND01_10 How concerned are you about the following issues? The security of my deposits in financial institutions (e.g., banks, etc.)
413	407	TND01_11 How concerned are you about the following issues? The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)
414	408	TND01_12 How concerned are you about the following issues? Racial inequity
415	409	TND01_13 How concerned are you about the following issues? Gender inequity
416	410	TND01_14 How concerned are you about the following issues? Climate change
417	411	TND01_15 How concerned are you about the following issues? Artificial intelligence (AI)
418	412	TND01_16 How concerned are you about the following issues? Immigration
419	413	TND01_17 How concerned are you about the following issues? Healthcare
420	414	TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Summary Of The Worst Is Behind Us
421	415	TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Summary Of The Worst Is Still Ahead Of Us
422	416	TND03_1 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? COVID-19
423	417	TND03_2 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Inflation

VCE1c Which of the following applies to you regarding the COVID-19 vaccine?

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 3/31	GOP (A)	DEM (B)	IND/OTH (C)	North- east (D)	Mid- west (E)	South (F)	West (G)	Urban (H)	Rural (I)	Subur- ban (J)	LGBTQ (K)	Non- LGBTQ (L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
I am vaccinated (i.e., I have received an initial and/or booster vaccines since they've become available)	1643 77%	387 68%	692 89% BD	563 71%	308 83% FG	342 77%	596 74%	397 78%	551 81% J	298 66%	793 79% J	171 79%	1439 77%
I am not vaccinated (i.e., I have never received any vaccine for COVID since becoming available)	491 23%	178 32% C	81 11%	232 29% C	64 17%	104 23% E	211 26%	112 22%	129 19%	151 34% IK	211 21%	47 21%	422 23%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

RTW01B As of today, where are you working from?

Base: Employed

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1315	355	539	421	261	258	518	278	518	205	592	164	1133
Weighted Base	1310	346	500	464	232	256	517	304	496	205	608	142	1147
I work fully remote	313 24%	63 18%	108 22%	141 30% BC	52 22%	48 19%	124 24%	89 29% F	114 23%	57 28%	142 23%	47 33% M	256 22%
I work hybrid (i.e., between home and office)	339 26%	68 20%	158 32% BD	113 24%	70 30% g	73 28%	120 23%	76 25% J	148 30%	37 18%	154 25% j	36 25%	300 26%
I work fully in-person (e.g., office, worksite, etc.)	658 50% CD	215 62%	234 47%	210 45%	110 47%	135 53%	274 53%	139 46%	234 47%	112 55%	313 51%	60 42%	592 52% l
Sigma	1310 100%	346 100%	500 100%	464 100%	232 100%	256 100%	517 100%	304 100%	496 100%	205 100%	608 100%	142 100%	1147 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Community	1741	464 82% d	665 86% bD	613 77%	306 82%	377 85% g	643 80%	415 81%	553 81%	361 80%	827 82%	161 74%	1553 85% L
Freedom	1692	471 79% D	637 83% D	585 74%	294 78%	366 82%	632 78%	400 79%	544 80%	356 79%	792 79%	152 70%	1515 81%
Values	1544	439 72% D	569 74% D	536 67% FGH	292 78% FGH	306 69%	578 72%	367 72%	520 76% JK	319 71%	705 70%	140 64%	1380 74% L
Progress	1498	391 70% d	598 69% BD	508 64%	267 72%	318 71%	565 70%	348 68%	510 75% JK	296 66%	692 69%	136 63%	1340 72% L
Authenticity	1496	415 70% D	582 73% D	499 63%	261 70%	325 73% g	542 67%	367 72%	486 71%	316 70%	693 69%	138 65%	1335 72% L
Traditions	1492	429 70% cD	547 76% D	516 71% D	268 72% H	329 74% H	572 71% H	323 63% H	465 68%	333 74% I	694 69%	127 58%	1340 72% L
Equality	1478	380 69% D	592 67% BD	505 64%	256 69%	314 70%	558 69%	350 69%	505 74% JK	296 66%	677 67%	139 64%	1315 71% L
Sustainability	1382	365 65% D	566 65% BD	450 57%	243 65%	275 62%	530 66%	334 66%	473 69% JK	280 65% JK	648 65% j	122 56%	1236 68% L
Patriotic	1334	427 63% CD	454 65% CD	452 57%	241 65%	292 65%	485 60%	315 62%	432 63%	295 66%	606 60%	104 48%	1214 65% L
Equity	1276	324 60% BD	535 57% BD	417 52%	216 58%	266 58%	471 60%	323 58%	461 68% JK	242 54%	573 57%	114 52%	1145 62% L
Next generation	1167	299 55% BD	492 53% BD	377 47%	216 58%	238 53%	451 56%	262 51%	421 62% JK	222 50%	524 52%	117 54%	1032 55% L
Inclusion	1105	268 52% BD	475 47% BD	363 46%	199 53%	227 51%	396 49%	283 56% g	384 56% JK	210 47%	511 51%	124 57%	964 52% L
Faith-based	1100	350 52% CD	387 62% D	363 46%	186 50%	216 48%	438 54%	259 51% JK	391 57% JK	228 51%	481 48%	69 32%	1010 54% L
Progressive	1087	278 51% D	480 49% BD	328 41%	193 52%	205 46%	417 52%	271 53% JK	402 59% JK	216 48%	470 47%	112 51%	953 51% L
Pride	1079	259 51% BD	469 46% BD	351 44%	214 57% GH	228 51%	389 48%	248 49% JK	399 59% JK	210 47%	470 47%	118 54%	945 51% L
Hispanic	1056	281 49% D	414 50% D	361 45%	190 51% F	187 42%	415 51% F	264 52% JK	359 53% JK	194 43%	503 50% J	113 52%	927 50% L
Asian American Pacific Islander (AAPI)	965	231 45% BD	409 37% BD	324 41%	166 45%	184 41%	357 44%	258 51% FG	326 48%	187 42%	452 45%	100 46%	856 46% L
DEI (Diversity, Equity, & Inclusion)	962	207 45% BD	451 37% BD	303 38%	187 50% F	181 41%	356 44%	238 47% JK	385 57% JK	160 36%	417 42% J	103 47%	842 45% L
Gender	923	231 43% d	415 41% BD	277 35% BD	156 42% BD	172 38% BD	363 45% f	233 46% f	333 49% JK	175 39%	415 41% JK	95 44%	816 44% L
Conservative	871	332 41% CD	266 58% CD	272 34%	149 40%	165 37% F	334 41% F	223 44% K	304 45% K	191 43%	376 37%	67 31%	781 42% L
IVF (in-vitro fertilization)	829	222 39% d	338 39% D	269 34%	150 40%	151 34%	318 39%	210 41% f	284 42% JK	166 37%	379 38%	88 40%	728 39% L
Parity	701	159 33% BD	338 28% BD	204 26%	138 37% G	138 31% G	237 29% FG	189 37% JK	285 42% JK	117 26%	300 30% JK	60 27%	630 34% L
ESG (Environment, Societal, Government)	692	160 32% BD	341 28% BD	190 24%	127 34% f	123 28%	259 32% F	183 36% JK	301 44% JK	98 22%	293 29% J	73 33%	602 32% L

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Latinx	580	109	289	182	104	106	216	154	238	88	253	84	488
	27%	19%	37%	23%	28%	24%	27%	30%	35%	20%	25%	39%	26%
			BD					I	JK		J	M	
Woke	567	120	262	185	99	93	251	125	265	81	221	65	485
	27%	21%	34%	23%	27%	21%	31%	25%	39%	18%	22%	30%	26%
			BD		I		FH		JK				
Intersectional	511	127	225	160	95	93	192	130	221	80	211	79	425
	24%	22%	29%	20%	26%	21%	24%	26%	32%	18%	21%	36%	23%
			BD						JK			M	
Underrepresented	510	115	247	147	94	90	199	126	204	73	233	68	430
	24%	20%	32%	18%	25%	20%	25%	25%	30%	16%	23%	31%	23%
			BD						JK		J	M	
Asylum seekers	505	108	248	149	90	81	203	132	214	90	202	70	429
	24%	19%	32%	19%	24%	18%	25%	26%	31%	20%	20%	32%	23%
			BD		I		F		JK			M	
Fetal personhood	362	91	176	95	63	54	155	90	169	52	140	46	308
	17%	16%	23%	12%	17%	12%	19%	18%	25%	12%	14%	21%	17%
		d	BD		I		F		JK				
BIPOC	354	64	181	99	71	51	134	99	174	40	140	66	279
	17%	11%	25%	12%	19%	11%	17%	19%	26%	9%	14%	30%	15%
			BD		F		F		JK		J	M	
Illegal immigration	348	75	151	122	55	55	153	85	141	53	154	47	291
	16%	13%	19%	15%	15%	12%	19%	17%	21%	12%	15%	21%	16%
			Bd				F		JK			m	
Undocumented immigration	333	75	150	108	52	44	161	76	135	50	148	48	276
	16%	13%	19%	14%	14%	10%	20%	15%	20%	11%	15%	22%	15%
			BD				EFH		JK		M		
Illegals	327	72	142	114	49	48	146	84	124	39	165	41	280
	15%	13%	18%	14%	13%	11%	18%	17%	18%	9%	16%	19%	15%
			Bd				eF		J		J		
Cancel culture	303	73	139	91	49	41	116	97	157	37	108	35	255
	14%	13%	18%	11%	13%	9%	14%	19%	23%	8%	11%	16%	14%
			BD				F	eFg	JK				

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation				
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ			
	3/31	GOP	DEM	IND/OTH										(A)	(B)	(C)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861			
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860			
Illegal immigration	1582 74%	457 81% CD	557 72%	568 71%	290 75%	342 77% g	577 72%	383 75%	465 68%	349 78% i	768 76%	143 66%	1405 76% L			
Illegals	1573 74%	449 78% CD	559 72%	565 71%	284 76%	347 78% G	571 71%	372 73%	476 70%	355 79% ik	742 74%	147 68%	1391 75%			
Undocumented immigration	1522 71%	432 76% CD	536 69%	554 70%	268 72% g	346 78% G	531 66%	376 74% G	454 67%	333 74% i	735 73%	136 62%	1360 73% L			
Cancel culture	1461 68%	396 70%	518 67%	547 69%	248 66%	326 73% eh	547 68%	340 67%	417 61%	308 69% i	736 73%	154 71%	1287 69%			
Asylum seekers	1234 58%	380 67% CD	406 53%	448 56%	217 58%	278 62% G	432 54%	307 60% g	341 50%	273 61% i	621 62%	107 49%	1100 59% L			
Underrepresented	1217 57%	340 60% c	418 54%	460 58%	209 56%	264 59% i	445 55%	300 59%	355 52%	280 62% c	582 58%	105 48%	1085 58% L			
Woke	1173 55%	352 62% CD	386 50%	435 55%	192 52%	260 58%	436 54%	284 56%	294 43%	272 60% i	607 60%	113 52%	1041 56%			
Conservative	1001 47%	179 32% BD	437 48% B	385 48%	178 49%	217 49%	368 46%	238 47%	298 44%	193 43% ij	511 51% ij	117 54%	867 47%			
Gender	1000 47%	291 51% C	299 39%	409 51% C	183 49%	214 46% C	370 46%	233 46%	284 42% i	217 48% i	499 49%	94 43%	877 47%			
ESG (Environment, Societal, Government)	899 42%	271 48% C	264 34%	365 46% C	158 42%	199 45% C	324 40%	218 43% C	228 34%	217 48% i	454 45%	90 41%	791 42%			
Fetal personhood	867 41%	218 39% C	321 41%	329 41%	168 45% g	180 40% C	311 39% C	209 41% C	243 36% C	191 43% i	433 43% i	94 43% i	752 40% L			
Pride	863 40%	261 46% C	254 33% C	348 44% C	132 35% C	178 40% C	339 42% e	214 42% C	224 33% C	199 44% i	440 44% i	76 35% i	762 41% L			
Faith-based	829 39%	159 28% B	338 44% B	332 42% B	148 40% B	194 43% C	287 36% C	201 40% C	234 34% C	163 36% ij	432 43% ij	127 58% M	689 37%			
DEI (Diversity, Equity, & Inclusion)	827 39%	261 46% Cd	242 31% C	324 41% C	129 35% C	189 42% e	316 39% C	193 38% C	195 29% C	206 46% i	426 42% i	81 37% i	728 39% L			
Hispanic	824 39%	224 40% C	295 38% C	305 38% C	129 35% C	195 44% Eh	309 38% C	190 37% C	235 35% C	203 45% ik	385 38% i	73 33% i	727 39% L			
Progressive	819 38%	243 43% C	228 30% C	347 44% C	149 40% C	184 41% C	295 37% C	189 37% C	212 31% C	185 41% i	421 42% i	76 35% i	727 39% L			
IVF (in-vitro fertilization)	817 35%	215 36% C	305 39% C	297 37% C	155 36% C	179 42% C	290 40% C	193 36% C	244 36% C	170 38% C	404 40% C	91 42% C	709 38% L			
Latinx	753 35%	205 36% C	260 34% C	289 36% C	131 35% C	159 36% C	271 34% C	191 38% C	219 32% C	166 37% C	368 37% C	66 30% C	661 36% L			
Intersectional	752 35%	220 39% c	259 33% C	273 34% C	140 38% C	148 33% C	287 35% C	178 35% C	223 33% C	161 36% C	369 37% C	69 31% C	658 35% L			
Asian American Pacific Islander (AAPI)	718 34%	204 36% C	242 31% C	272 34% C	134 36% C	140 31% C	275 34% C	169 33% C	211 31% C	150 33% C	357 36% C	75 35% C	617 33% L			
Inclusion	707 33%	223 39% C	188 24% C	296 37% C	127 34% C	147 33% C	267 33% C	166 33% C	182 27% C	166 37% C	360 36% C	60 28% C	629 34% L			
Next generation	693 32%	211 37% C	207 27% C	276 35% C	116 31% C	143 32% C	253 31% C	181 36% C	187 27% C	148 33% C	358 36% C	77 35% C	600 32% L			
Parity	607 28%	176 31% C	194 25% C	238 30% c	107 29% C	117 26% C	227 28% C	157 31% C	170 25% C	117 26% ij	320 32% ij	65 30% ij	529 28% L			

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Equity	602	182	166	254	106	120	236	140	143	145	315	62	519
	28%	32%	21%	32%	29%	27%	29%	28%	21%	32%	31%	29%	28%
Patriotic	567	100	252	215	96	105	220	146	173	94	299	80	465
	27%	18%	33%	27%	26%	24%	27%	29%	25%	21%	30%	37%	25%
Sustainability	509	146	153	210	89	113	179	127	136	130	243	63	432
	24%	26%	20%	26%	24%	25%	22%	25%	20%	29%	24%	29%	23%
Equality	495	150	141	204	92	94	184	125	137	107	251	53	428
	23%	27%	18%	28%	25%	21%	23%	25%	20%	24%	25%	24%	23%
BIPOC	489	139	155	195	82	113	181	113	143	89	257	49	421
	23%	25%	20%	24%	22%	25%	22%	22%	21%	20%	26%	23%	23%
Progress	446	127	128	191	85	76	168	118	115	105	226	53	373
	21%	23%	17%	24%	23%	17%	21%	23%	17%	23%	22%	25%	20%
Traditions	439	95	170	174	69	79	161	129	164	74	201	65	359
	21%	17%	22%	22%	19%	18%	20%	25%	24%	16%	20%	30%	19%
Values	419	90	160	170	55	92	157	115	112	90	217	51	349
	20%	16%	21%	21%	15%	21%	19%	23%	16%	20%	22%	23%	19%
Authenticity	397	96	133	167	63	63	175	95	128	83	185	48	336
	19%	17%	17%	21%	17%	14%	22%	19%	19%	18%	18%	22%	18%
Freedom	321	75	112	134	61	50	127	83	104	53	164	47	258
	15%	13%	14%	17%	16%	11%	16%	16%	15%	12%	16%	21%	14%
Community	242	62	80	100	46	37	90	69	86	45	111	36	194
	11%	11%	10%	13%	12%	8%	11%	14%	13%	10%	11%	16%	10%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of N/A - I'm Not Familiar With That Word

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation									
	Wave 214 (3/29)	GOP (B)	DEM (C)	IND/OTH (D)	North- east (E)	Mid- west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur- ban (K)	LGBTQ (L)	Non- LGBTQ (M)								
														3/31	3/31	3/31	3/31	3/31	3/31	3/31	3/31
														(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861								
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860								
BIPOC	1291	362 60% C	427 55% C	501 63% C	220 59%	282 63%	491 61%	298 58%	363 53%	320 71% IK	608 61%	103 47%	1160 62% L								
Fetal personhood	905	257 42% C	277 46% C	371 47% C	142 38%	212 48% E	341 42%	211 41%	268 42%	206 39%	431 46%	78 43%	800 48%								
Intersectional	870	219 41% C	289 39% C	362 46% C	137 37% E	205 46% Eh	327 41%	201 39%	237 35%	208 46%	425 42%	71 33%	778 42% L								
Parity	825	230 38% C	241 41% C	353 44% C	128 34%	191 43% EH	343 43% EH	163 32%	225 33%	215 48% IK	385 38% i	94 43%	702 38%								
Latinx	801	252 38% C	225 45% C	324 29% C	138 37%	181 41% H	319 40% H	164 32%	224 33%	195 43%	383 38% I	68 31%	711 36%								
ESG (Environment, Societal, Government)	542	134 25% C	168 24% C	240 30% BC	88 24%	123 28% b	223 28% H	108 21%	151 22%	134 30%	257 26% I	56 26%	467 25%								
IVF (in-vitro fertilization)	487	128 23% C	131 23% C	229 17% C	68 29% E	116 26% E	198 25% E	106 21%	152 22%	114 25%	222 22% I	40 18%	423 23%								
Asian American Pacific Islander (AAPI)	451	130 21% C	122 23% C	199 16% C	73 20%	122 27% EGH	174 22% H	82 16%	144 21%	112 25% K	185 19% K	42 19%	388 19%								
Underrepresented	407	110 19% C	109 19% C	188 24% C	70 19%	92 21% H	162 20% H	83 16%	122 18%	95 21% I	190 19% I	45 21%	345 19%								
Asylum seekers	394	78 18% C	119 14% C	198 25% BC	66 18%	87 19% H	172 21% H	70 14%	126 19%	86 19%	182 18% I	41 19%	332 18%								
Woke	394	93 18% C	125 16% C	175 22% C	81 22% G	93 21% G	120 15% G	100 20% g	121 18%	96 21% g	176 18% I	39 18%	334 18%								
Cancel culture	370	96 17% C	116 15% C	157 20% C	76 20% H	79 20% H	143 18% H	72 14%	106 16%	104 23% IK	160 16% I	29 13%	318 17%								
DEI (Diversity, Equity, & Inclusion)	346	97 16% C	80 17% C	168 21% C	57 15%	76 17% H	135 17% H	78 15%	101 15%	83 18% IK	161 16% I	34 16%	290 16%								
Inclusion	322	74 15% C	111 13% C	137 17% C	47 13%	72 16% b	143 18% eH	60 12%	115 17%	73 16% k	134 13% k	34 16%	267 14%								
Undocumented immigration	279	58 13% C	87 10% C	133 17% C	53 14% BC	56 13% BC	114 14% BC	56 11% BC	91 13% BC	66 15% BC	122 12% BC	34 16%	224 12%								
Next generation	273	56 12% C	75 10% C	142 18% BC	41 11% BC	65 15% BC	102 13% BC	66 13% BC	72 11% BC	78 17% IK	123 12% IK	24 11%	228 12%								
Conservative	262	54 12% C	70 10% C	138 17% BC	45 12% BC	64 14% h	105 13% h	48 9% h	78 11% h	65 15% h	118 12% h	34 16%	213 11%								
Equity	256	59 12% C	72 11% C	125 16% BC	50 14% h	60 14% h	100 12% h	45 9% h	77 11% h	63 14% h	117 12% h	41 19% M	196 11%								
Hispanic	254	60 12% C	64 11% C	129 16% BC	54 14% g	64 14% g	82 10% g	55 11% g	86 13% g	51 11% g	117 12% g	33 15%	207 11%								
Sustainability	244	54 11% C	54 10% C	136 17% BC	41 11% BC	58 13% BC	98 12% BC	47 9% BC	72 11% BC	59 13% BC	113 11% BC	34 16% m	193 10%								
Authenticity	242	54 11% C	58 10% C	129 16% BC	48 13% BC	58 13% BC	89 11% BC	47 9% BC	66 10% BC	49 11% BC	126 13% BC	33 15% m	190 10%								
Illegals	234	44 11% C	73 8% C	116 15% BC	40 11% BC	51 11% BC	90 11% BC	53 10% BC	81 12% BC	55 12% BC	98 10% BC	30 14%	189 10%								
Patriotic	233	38 11% C	67 9% C	128 16% BC	36 10% BC	49 11% BC	101 12% BC	48 9% BC	75 11% BC	59 13% BC	99 10% BC	34 16% M	182 10%								

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of N/A - I'm Not Familiar With That Word

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Progressive	228	44	65	119	30	56	94	49	67	48	114	30	181
	11%	8%	8%	15%	8%	13%	12%	10%	10%	11%	11%	14%	10%
Gender	212	44	59	109	34	61	74	43	64	58	90	29	167
	10%	8%	8%	14%	9%	14%	9%	9%	9%	13%	9%	13%	9%
Faith-based	205	57	48	100	39	36	82	49	56	58	92	22	161
	10%	10%	6%	13%	10%	8%	10%	10%	8%	13%	9%	10%	9%
Illegal immigration	204	33	66	105	37	49	77	41	74	47	83	26	164
	10%	6%	9%	13%	10%	11%	10%	8%	11%	10%	8%	13%	9%
Traditions	203	41	56	106	35	38	73	57	52	42	109	25	161
	10%	7%	7%	13%	9%	9%	9%	11%	8%	9%	11%	12%	9%
Pride	192	46	51	95	27	39	78	48	58	40	95	24	153
	9%	8%	7%	12%	7%	9%	10%	9%	8%	9%	9%	11%	8%
Progress	190	47	48	96	21	53	73	43	55	48	87	28	147
	9%	8%	6%	12%	6%	12%	9%	9%	8%	11%	9%	13%	8%
Values	171	37	44	89	26	48	71	27	49	40	82	27	131
	8%	7%	6%	11%	7%	11%	9%	5%	7%	9%	8%	12%	7%
Equality	161	36	40	85	25	37	64	35	38	46	77	26	117
	8%	6%	5%	11%	7%	8%	8%	7%	6%	10%	8%	12%	6%
Community	150	39	29	82	21	32	73	25	41	42	67	21	114
	7%	7%	4%	10%	6%	7%	9%	5%	6%	9%	7%	10%	6%
Freedom	121	20	25	77	17	30	48	26	33	39	49	19	88
	6%	3%	3%	10%	5%	7%	6%	5%	5%	9%	5%	9%	5%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_1 In your opinion, are the following words more likely to bring people together or divide people?  
 Woke

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	567 27%	120 21%	262 34% BD	185 23%	99 27% I	93 21%	251 31% FH	125 25%	265 39% JK	81 18%	221 22%	65 30%	485 26%
Divide people	1173 55%	352 62% CD	386 50%	435 55%	192 52%	260 58%	436 54%	284 56%	294 43%	272 43%	607 60%	113 52%	1041 56%
N/A - I'm not familiar with that word	394 18%	93 16%	125 16%	175 22% EC	81 22% G	93 21% G	120 15%	100 20%	121 18%	96 21%	176 18%	39 18%	334 18%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_2 In your opinion, are the following words more likely to bring people together or divide people?  
 Freedom

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1692 79%	471 83% D	637 82% D	585 74%	294 79%	366 82%	632 78%	400 79%	544 80%	356 79%	792 79%	152 70%	1515 81% L
Divide people	321 15%	75 13%	112 14%	134 17%	61 16%	50 11%	127 16%	83 16%	104 15%	53 12%	164 16%	47 21% M	258 14%
N/A - I'm not familiar with that word	121 6%	20 3%	25 3%	77 10% BC	17 5%	30 7%	48 6%	26 5%	33 5%	39 9% JK	49 5%	19 9% M	88 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_3 In your opinion, are the following words more likely to bring people together or divide people?  
 Sustainability

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1382 65%	365 65% D	566 73% BD	450 57%	243 65%	275 62%	530 66%	334 66%	473 69% JK	260 58%	648 65% J	122 56%	1236 66% L
Divide people	509 24%	146 26% C	153 20% C	210 26% C	89 24%	113 25%	179 22%	127 25%	136 20%	130 29% I	243 24% I	63 29%	432 23%
N/A - I'm not familiar with that word	244 11%	54 10%	54 7%	136 17% BC	41 11%	58 13%	98 12%	47 9%	72 11%	59 13%	113 11% m	34 16%	193 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_4 In your opinion, are the following words more likely to bring people together or divide people?  
 DEI (Diversity, Equity, & Inclusion)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	962 45%	207 37%	451 58% BD	303 38%	187 50% F	181 41%	356 44%	238 47%	385 57% JK	160 36%	417 42% J	103 47%	842 45%
Divide people	827 39%	261 46% Cd	242 31% C	324 41% C	129 35%	189 42% e	316 39%	193 38%	195 29%	206 46%	426 42% I	81 37%	728 39%
N/A - I'm not familiar with that word	346 16%	97 17% C	80 10%	168 21% C	57 15%	76 17%	135 17%	78 15%	101 15%	83 18%	161 16% I	34 16%	290 16%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_5 In your opinion, are the following words more likely to bring people together or divide people?  
 ESG (Environment, Societal, Government)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	692 32%	160 28%	341 44% BD	190 24%	127 34% f	123 28%	259 32%	183 36% F	301 44% JK	98 22%	293 29% J	73 33%	602 32%
Divide people	899 42%	271 48% C	264 34%	365 46% C	158 42%	199 45%	324 40%	218 43%	228 34%	217 48%	454 45% I	90 41%	791 42%
N/A - I'm not familiar with that word	542 25%	134 24%	168 22%	240 30% EC	88 24%	123 28% h	223 28% H	108 21%	151 22%	134 30% I	257 26% I	56 26%	467 25%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_6 In your opinion, are the following words more likely to bring people together or divide people?  
 Pride

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1079 51%	259 46%	469 61%	351 44%	214 57%	228 51%	389 48%	248 49%	399 59%	210 47%	470 47%	118 54%	945 51%
Divide people	863 40%	261 46%	254 33%	348 44%	132 35%	178 40%	339 42%	214 42%	224 33%	199 44%	440 44%	76 35%	762 41%
N/A - I'm not familiar with that word	192 9%	46 8%	51 7%	95 12%	27 7%	39 9%	78 10%	48 9%	58 8%	40 9%	95 9%	24 11%	153 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_7 In your opinion, are the following words more likely to bring people together or divide people?  
 Cancel culture

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	303 14%	73 13%	139 18% BD	91 11%	49 13%	41 9%	116 14% F	97 19% eFg	157 23% JK	37 8%	108 11%	35 16%	255 14%
Divide people	1461 68%	396 70%	518 67%	547 69%	248 66%	326 73% eh	547 68%	340 67%	417 61%	308 61%	736 73%	154 71%	1287 69%
N/A - I'm not familiar with that word	370 17%	96 17%	116 15%	157 20% C	76 20% H	79 18%	143 18%	72 14%	106 16%	104 23% IK	160 16%	29 13%	318 17%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_8 In your opinion, are the following words more likely to bring people together or divide people?  
 Traditions

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1492 70%	429 76% cD	547 71% D	516 65%	268 72% H	329 74% H	572 71% H	323 63%	465 68%	333 74% i	694 69%	127 58%	1340 72% L
Divide people	439 21%	95 17% B	170 22% b	174 22%	69 19% b	79 18% b	161 20%	129 25% eFG	164 24% JK	74 16% i	201 20%	65 30% M	359 19%
N/A - I'm not familiar with that word	203 10%	41 7%	56 7%	106 13% BC	35 9%	38 9%	73 9%	57 11%	52 8%	42 9%	109 11% i	25 12%	161 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_9 In your opinion, are the following words more likely to bring people together or divide people?  
 Patriotic

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1334 63%	427 76% CD	454 59%	452 57%	241 65%	292 65%	485 60%	315 62%	432 63%	295 66%	606 60%	104 48%	1214 65% L
Divide people	567 27%	100 18% BD	252 33% B	215 27%	96 26%	105 24%	220 27%	146 29%	173 25%	94 21%	299 30% J	80 37% M	465 25%
N/A - I'm not familiar with that word	233 11%	38 7%	67 9%	128 16% BC	36 10%	49 11%	101 12%	48 9%	75 11%	59 13%	99 10% M	34 16% M	182 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_10 In your opinion, are the following words more likely to bring people together or divide people?  
 Intersectional

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	511 24%	127 22%	225 29% BD	160 20%	95 26%	93 21%	192 24%	130 26%	221 32% JK	80 18%	211 21%	79 36% M	425 23%
Divide people	752 35%	220 39%	259 33% c	273 34%	140 38%	148 33%	287 36%	178 35%	223 33%	161 36%	369 37%	69 31%	658 35%
N/A - I'm not familiar with that word	870 41%	219 39%	289 37%	362 46% EC	137 37%	205 46% EH	327 41%	201 39%	237 35%	208 46% I	425 42% I	71 33%	778 42% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_11 In your opinion, are the following words more likely to bring people together or divide people?  
 Next generation

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1167 55%	299 53%	492 64% BD	377 47%	216 58%	238 53%	451 56%	262 51%	421 62% JK	222 50%	524 52%	117 54%	1032 56%
Divide people	693 32%	211 37% C	207 27%	276 35% C	116 31%	143 32%	253 31%	181 36%	187 27%	148 33%	358 36%	77 35%	600 32%
N/A - I'm not familiar with that word	273 13%	56 10%	75 10%	142 18% BC	41 11%	65 15%	102 13%	66 13%	72 11%	78 17% IK	123 12%	24 11%	228 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_12 In your opinion, are the following words more likely to bring people together or divide people?

Faith-based

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1100 52%	350 62%	387 50%	363 46%	186 50%	216 48%	438 54%	259 51%	391 57%	228 51%	481 48%	69 32%	1010 54%
Divide people	829 39%	159 28%	338 44%	332 42%	148 40%	194 43%	287 36%	201 40%	234 34%	163 36%	432 43%	127 59%	689 37%
N/A - I'm not familiar with that word	205 10%	57 10%	48 6%	100 13%	39 10%	36 8%	82 10%	49 10%	56 8%	58 13%	92 9%	22 10%	161 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_13 In your opinion, are the following words more likely to bring people together or divide people?  
 Progressive

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1087 51%	278 49% D	480 52% BD	328 41%	193 52%	205 46%	417 52%	271 53% f	402 59% JK	216 48%	470 47%	112 51%	953 51%
Divide people	819 38%	243 43% C	228 30% C	347 44% C	149 40%	184 41%	295 37%	189 37%	212 31%	185 41%	421 42% i	76 35%	727 39%
N/A - I'm not familiar with that word	228 11%	44 8%	65 8%	119 15% BC	30 8%	56 13% e	94 12%	49 10%	67 10%	48 11%	114 11%	30 14%	181 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_14 In your opinion, are the following words more likely to bring people together or divide people?  
 Conservative

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	871 41%	332 59% CD	266 34%	272 34%	149 40%	165 37%	334 41%	223 44% f	304 45% K	191 43%	376 37%	67 31%	781 42% L
Divide people	1001 47%	179 32%	437 57% BD	385 48% B	178 48%	217 49%	368 46%	238 47%	298 44%	193 43%	511 51% I	117 54%	867 47%
N/A - I'm not familiar with that word	262 12%	54 10%	70 9%	138 17% BC	45 12%	64 14% h	105 13%	48 9%	78 11%	65 15%	118 12%	34 16%	213 11%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_15 In your opinion, are the following words more likely to bring people together or divide people?  
 Equity

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1276 60%	324 57%	535 69%	417 52%	216 58%	266 60%	471 58%	323 64%	461 68%	242 54%	573 57%	114 52%	1145 62%
Divide people	602 28%	182 32%	166 21%	254 32%	106 29%	120 27%	236 29%	140 28%	143 21%	145 32%	315 31%	62 29%	519 28%
N/A - I'm not familiar with that word	256 12%	59 11%	72 9%	125 16%	50 14%	60 14%	100 12%	45 9%	77 11%	63 14%	117 12%	41 19%	196 11%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_16 In your opinion, are the following words more likely to bring people together or divide people?

Values

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1544 72%	439 78% D	569 74% D	536 67%	292 78% FGh	306 68%	578 72%	367 72%	520 76% JK	319 71%	705 70%	140 64%	1380 74% L
Divide people	419 20%	90 16%	160 21% b	170 21% B	55 15%	92 21% e	157 19%	115 23% E	112 16%	90 20%	217 22%	51 23%	349 19%
N/A - I'm not familiar with that word	171 8%	37 7%	44 6%	89 11% BC	26 7%	48 11% H	71 9%	27 5% h	49 7%	40 9%	82 8%	27 12% M	131 7%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_17 In your opinion, are the following words more likely to bring people together or divide people?

BIPOC

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	354 17%	64 11%	191 25% BD	99 12%	71 19%	51 11%	134 17%	99 19%	174 26% JK	40 9%	140 14% J	66 30% M	279 15%
Divide people	489 23%	139 25% c	155 20%	195 24% c	82 22%	113 25%	181 22%	113 22%	143 21%	89 20%	257 26% i	49 23%	421 23%
N/A - I'm not familiar with that word	1291 60%	362 64% C	427 55%	501 63% C	220 59%	282 63%	491 61%	298 58%	363 53%	320 71% IK	608 61% I	103 47%	1160 62% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_18 In your opinion, are the following words more likely to bring people together or divide people?

Latinx

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	580 27%	109 19%	289 37% BD	182 23%	104 28%	106 24%	216 27%	154 30% f	238 35% JK	88 20%	253 25% j	84 39% M	488 26%
Divide people	753 35%	205 36%	260 34%	289 36%	131 35%	159 36%	271 34%	191 38%	219 32%	166 37%	368 37%	66 30%	661 36%
N/A - I'm not familiar with that word	801 38% C	252 45%	225 29%	324 41% C	138 37%	181 41% H	319 40% H	164 32%	224 33%	195 43% j	383 38% j	68 31% i	711 38% i
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_19 In your opinion, are the following words more likely to bring people together or divide people?  
 Hispanic

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1056 49%	281 50%	414 54% D	361 45%	190 51% F	187 42%	415 51% F	264 52% F	359 53% J	194 43%	503 50% J	113 52%	927 50%
Divide people	824 39%	224 40%	295 38%	305 38%	129 35%	195 44% Eh	309 38%	190 37%	235 35%	203 45% Ik	385 38%	73 33%	727 39%
N/A - I'm not familiar with that word	254 12%	60 11%	64 8%	129 16% BC	54 14% 9	64 14% 9	82 10%	55 11%	86 13%	51 11%	117 12%	33 15%	207 11%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_20 In your opinion, are the following words more likely to bring people together or divide people?  
 Asian American Pacific Islander (AAPI)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	965 45%	231 41%	409 53% BD	324 41%	166 45%	184 41%	357 44%	258 51%	326 48% Fg	187 42%	452 45%	100 46%	856 46%
Divide people	718 34%	204 36%	242 31%	272 34%	134 36%	140 31%	275 34%	169 33%	211 31%	150 33%	357 36%	75 35%	617 33%
N/A - I'm not familiar with that word	451 21%	130 23% C	122 16%	199 25% C	73 20%	122 27% EGH	174 22% H	82 16%	144 21%	112 25% R	195 19%	42 19%	388 21%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_21 In your opinion, are the following words more likely to bring people together or divide people?  
 Authenticity

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1496 70%	415 73% D	582 75% D	499 63%	261 70%	325 73% g	542 67%	367 72%	486 71%	316 70%	693 69%	138 63%	1335 72% L
Divide people	397 19%	96 17%	133 17%	167 21%	63 17%	63 14%	175 22% F	95 19%	128 19%	83 19%	185 18%	48 22%	336 18%
N/A - I'm not familiar with that word	242 11%	54 10%	58 7%	129 16% BC	48 13%	58 13%	89 11%	47 9%	66 10%	49 11%	126 13%	33 15% m	190 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_22 In your opinion, are the following words more likely to bring people together or divide people?

Progress

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1498 70%	391 69% d	598 77% BD	508 64%	267 72%	318 71%	565 70%	348 68%	510 75% JK	296 66%	692 69%	136 63%	1340 72% L
Divide people	446 21%	127 23% C	128 17%	191 24% C	85 23% I	76 17%	168 21%	118 23% I	115 17%	105 23% I	226 22% I	53 25% I	373 20% M
N/A - I'm not familiar with that word	190 9%	47 8%	48 6%	96 12% BC	21 6%	53 12% E	73 9% e	43 9%	55 8%	48 11%	87 9%	28 13% M	147 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_23 In your opinion, are the following words more likely to bring people together or divide people?  
 Underrepresented

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	510 24%	115 20%	247 32% BD	147 18%	94 25%	90 20%	199 25%	126 25%	204 30% JK	73 16%	233 23% J	68 31% M	430 23%
Divide people	1217 57%	340 60% c	418 54%	460 58%	209 56%	264 59%	445 55%	300 59%	355 52%	280 62% I	582 58% I	105 48%	1085 58% L
N/A - I'm not familiar with that word	407 19%	110 19% C	109 14%	188 24% C	70 19%	92 21%	162 20%	83 16%	122 18%	95 21%	190 19%	45 21%	345 19%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_24 In your opinion, are the following words more likely to bring people together or divide people?  
 Gender

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	923 43%	231 41% d	415 54% BD	277 35%	156 42%	172 38%	363 45%	233 46% f	333 49% JK	175 39%	415 41%	95 44%	816 44%
Divide people	1000 47%	291 51% C	299 39% C	409 51% C	183 49%	214 48%	370 46%	233 46%	284 42%	217 42%	499 50%	94 43%	877 47%
N/A - I'm not familiar with that word	212 10%	44 8%	59 8%	109 14% BC	34 9%	61 14% eGH	74 9%	43 9%	64 9%	58 13% k	90 9%	29 13% m	167 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_25 In your opinion, are the following words more likely to bring people together or divide people?

Parity

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	701	159 23%	338 44% BD	204 26%	138 37% G	138 31%	237 29%	189 37%	285 42% JK	117 26%	300 30%	60 27%	630 34%
Divide people	607	176 28% C	194 31% 25%	238 30% c	107 29%	117 26%	227 28%	157 31%	170 25%	117 26%	320 32% I	65 30%	529 28%
N/A - I'm not familiar with that word	825	230 39% C	241 41% 31%	353 44% C	128 34%	191 43% EH	343 43% EH	163 32%	225 33%	215 48% IK	385 38% I	94 43%	702 38%
Sigma	2134	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_26 In your opinion, are the following words more likely to bring people together or divide people?  
 Community

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1741 82%	464 82%	665 86%	613 77%	306 82%	377 85%	643 80%	415 81%	553 81%	361 80%	827 82%	161 74%	1553 83%
Divide people	242 11%	62 11%	80 10%	100 13%	46 12%	37 8%	90 11%	69 14%	86 13%	45 10%	111 11%	36 16%	194 10%
N/A - I'm not familiar with that word	150 7%	39 7%	29 4%	82 10%	21 6%	32 7%	73 9%	25 5%	41 6%	42 9%	67 7%	21 10%	114 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_27 In your opinion, are the following words more likely to bring people together or divide people?  
 Inclusion

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1105 52%	268 47%	475 61% BD	363 46%	199 53%	227 51%	396 49%	283 56% g	384 56% JK	210 47%	511 51%	124 57%	964 52%
Divide people	707 33%	223 39% C	188 24%	296 37% C	127 34%	147 33%	267 33%	166 33%	182 27%	166 37%	360 36%	60 28%	629 34%
N/A - I'm not familiar with that word	322 15%	74 13%	111 14%	137 17% b	47 13%	72 16%	143 18% eH	60 12%	115 17% k	73 16%	134 13%	34 16%	267 14%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_28 In your opinion, are the following words more likely to bring people together or divide people?  
 Equality

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 5 (A)	GOP (B)	DEM (C)	IND/OTH (D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	1478 69%	380 67%	592 77% BD	505 64%	256 69%	314 70%	558 69%	350 69%	505 74% JK	296 66%	677 67%	139 64%	1315 71%
Divide people	495 23%	150 27% C	141 18%	204 26% C	92 25%	94 21%	184 23%	125 25%	137 20%	107 24%	251 25%	53 24%	428 23%
N/A - I'm not familiar with that word	161 8%	36 6%	40 5%	85 11% BC	25 7%	37 8%	64 8%	35 7%	38 6%	46 10% I	77 8%	26 12% M	117 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_29 In your opinion, are the following words more likely to bring people together or divide people?  
 Fetal personhood

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	362 17%	91 16%	176 23%	95 12%	63 17%	54 12%	155 19%	90 18%	169 25%	52 12%	140 14%	46 21%	308 17%
Divide people	867 41%	218 39%	321 41%	329 41%	168 45%	180 40%	311 39%	209 41%	243 36%	191 43%	433 43%	94 43%	752 40%
N/A - I'm not familiar with that word	905 42%	257 45%	277 36%	371 47%	142 38%	212 48%	341 42%	211 41%	268 39%	206 46%	431 43%	78 36%	800 43%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_30 In your opinion, are the following words more likely to bring people together or divide people?  
 IVF (in-vitro fertilization)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	829 39%	222 39% d	338 44% D	269 34%	150 40%	151 34%	318 39%	210 41% f	284 42%	166 37%	379 38%	88 40%	728 39%
Divide people	817 38%	215 38%	305 39%	297 37%	155 42%	179 40%	290 36%	193 38%	244 36%	170 38%	404 40%	91 42%	709 38%
N/A - I'm not familiar with that word	487 23%	128 23% C	131 17%	229 29% EC	68 18%	116 26% E	198 25% E	106 21%	152 22%	114 25%	222 22%	40 18%	423 23%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_31 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegals

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	327 15%	72 13%	142 18% Bd	114 14%	49 13%	48 11%	148 18% eF	84 17% F	124 18% J	39 9%	165 16% J	41 19%	280 15%
Divide people	1573 74%	449 78% CD	559 72%	565 71%	284 76%	347 78% G	571 71%	372 73%	476 70%	355 79% Ik	742 74%	147 68%	1391 75% I
N/A - I'm not familiar with that word	234 11%	44 8%	73 9%	116 15% BC	40 11%	51 11%	90 11%	53 10%	81 12%	55 12%	98 10%	30 14%	189 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_32 In your opinion, are the following words more likely to bring people together or divide people?  
 Asylum seekers

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	505 24%	108 19%	248 32% BD	149 19%	90 24% I	81 18%	203 25% F	132 28% F	214 31% JK	90 20%	202 20%	70 32% M	429 23%
Divide people	1234 58% CD	380 67%	406 53%	448 56%	217 58%	278 62% G	432 54%	307 60% 9	341 50%	273 61%	621 62% I	107 49%	1100 59% L
N/A - I'm not familiar with that word	394 18%	78 14%	119 15%	198 25% EC	66 18%	87 19% H	172 21% H	70 14%	126 19%	86 19%	182 18%	41 19%	332 18%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_33 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegal immigration

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	348 16%	75 13%	151 19% Bd	122 15%	55 15%	55 12%	153 19% F	85 17%	141 21% JK	53 12%	154 15%	47 21% m	291 16%
Divide people	1582 74%	457 81% CD	557 72%	568 71%	280 75%	342 77% G	577 72%	383 75%	465 68%	349 78%	768 76% l	143 66%	1405 76% L
N/A - I'm not familiar with that word	204 10%	33 6%	66 9%	105 13% BC	37 10%	49 11%	77 10%	41 8%	74 11%	47 10%	83 8%	28 13%	164 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_34 In your opinion, are the following words more likely to bring people together or divide people?  
 Undocumented immigration

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Bring people together	333 16%	75 13%	150 19% BD	108 14%	52 14%	44 10%	161 20% EFH	76 15% F	135 20% JK	50 11%	148 15%	48 22% M	276 15%
Divide people	1522 71%	432 76% CD	536 69%	554 70%	268 72% G	346 78%	531 66%	376 74% G	454 67%	333 74%	735 73%	136 62%	1360 73% L
N/A - I'm not familiar with that word	279 13%	58 10%	87 11%	133 17% BC	53 14%	56 13%	114 14%	56 11%	91 13%	66 15%	122 12%	34 16%	224 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: Excluding Those N/A Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			IND/OTH	North-	Mid-	South	West	Urban	Rural	Subur-	LGBTQ	Non-
	3(31)	GOP	DEM		east	west				ban	LGBTQ		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Community	1741 88%	464 88%	665 89%	613 86%	306 87%	377 91% H	643 88%	415 86%	553 86%	361 89%	827 88%	161 82%	1553 89% L
Freedom	1692 84%	471 86% d	637 85%	585 81%	294 83%	368 88% egh	632 83%	400 84%	544 83%	356 87%	792 83%	152 77%	1515 82% L
Authenticity	1496 79%	415 81% D	582 81%	499 75%	261 81%	325 84% G	542 76%	367 79%	486 79%	316 79%	693 79%	138 74%	1335 80% L
Values	1544 79%	439 83% cD	569 78%	536 76%	292 84% Fgh	306 77%	578 79%	367 76%	520 82%	319 78%	705 76%	140 73%	1380 80% I
Traditions	1492 77%	429 82% CD	547 76%	516 75%	268 79% H	329 81% H	572 78% H	323 71%	465 74%	333 82% I	694 78%	127 66%	1340 79% L
Progress	1498 77%	391 75%	598 75% BD	508 73%	267 76%	318 81% h	565 77%	348 75%	510 82% JK	296 74%	692 75%	136 72%	1340 78% L
Equality	1478 75%	380 72%	592 81% BD	505 71%	256 74%	314 77%	558 75%	350 74%	505 73%	296 73% IK	677 73%	139 72%	1315 75% L
Sustainability	1382 73%	365 71%	566 79% BD	450 68%	243 73%	275 71%	530 75%	334 72%	473 78% JK	260 67%	648 73% JK	122 66%	1236 74% L
Patriotic	1334 70%	427 81% CD	454 64%	452 68%	241 72%	292 73%	485 69%	315 68%	432 71%	295 76% K	606 67%	104 56%	1214 72% L
Equity	1276 68%	324 64% BD	535 76% BD	417 62%	216 67%	266 69% G	471 67%	323 70%	461 82% JK	242 63% JK	573 65%	114 65%	1145 69% L
Next generation	1167 63%	299 59% BD	492 79% BD	377 58%	216 65%	238 63%	451 64%	262 59%	421 69% JK	222 60%	524 59%	117 60%	1032 63% L
Inclusion	1105 61%	268 55%	475 72% BD	363 55%	199 61%	227 61%	396 60%	283 63%	384 68% JK	210 56%	511 59%	124 67%	964 61% L
Asian American Pacific Islander (AAPI)	965 57%	231 53% BD	409 63% BD	324 54%	166 55%	184 57%	357 57%	258 60%	326 61%	187 56%	452 56%	100 57%	856 58% L
Progressive	1087 57%	278 53% BD	480 69% BD	328 49%	193 56%	205 53%	417 59%	271 59%	402 65% JK	216 54%	470 53%	112 60%	953 57% L
Faith-based	1100 57%	350 69% CD	387 53%	363 52%	186 56%	216 53%	438 53%	259 56%	391 63% JK	228 58%	481 53%	69 35%	1010 59% L
Hispanic	1056 56%	281 56%	414 58%	361 54%	190 59%	187 49%	415 57% F	264 58% F	359 60% J	194 49%	503 57% J	113 61%	927 56% L
Pride	1079 56%	259 50% BD	469 65% BD	351 50%	214 62% Gh	228 56%	389 53%	248 54%	399 64% JK	210 51%	470 52%	118 61%	945 55% L
DEI (Diversity, Equity, & Inclusion)	962 54%	207 44% BD	451 69% BD	303 48%	187 59% F	181 49%	356 53%	238 55%	385 66% JK	160 44%	417 49%	103 56%	842 54% L
Parity	701 54%	159 47% BD	338 64% BD	204 46%	138 56%	138 54%	237 51%	189 55%	285 63% JK	117 50%	300 48%	60 48%	630 54% L
IVF (in-vitro fertilization)	829 50%	222 51% BD	338 53%	269 47%	150 49%	151 46%	318 52% I	210 52%	284 54%	166 49%	379 48%	88 49%	728 51% L
Gender	923 48%	231 44% BD	415 68% BD	277 40%	156 46%	172 45%	363 50%	233 48%	333 50% JK	175 45%	415 45%	95 50%	816 48% L
Conservative	871 47%	332 65% CD	266 38%	272 41%	149 41%	165 43%	334 48%	223 48%	304 51% K	191 42%	376 41%	67 36%	781 47% L
Latinx	580 44%	109 35% BD	289 53% BD	182 39%	104 44%	106 40%	216 44%	154 45%	238 52% JK	88 35%	253 41%	84 56%	488 42% L

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Bring People Together

Base: Excluding Those N/A Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	3(31)	GOP	DEM										IND/OTH
ESG (Environment, Societal, Government)	692 43%	160 37%	341 56% BD	190 34%	127 45%	123 38%	259 44%	183 46% f	301 57% JK	98 31%	293 39% J	73 45%	602 43%
BIPOC	354 42%	64 32%	191 55% BD	99 34%	71 46% F	51 31%	134 42% F	99 47% F	174 55% JK	40 31%	140 35% J	66 57% M	279 40%
Intersectional	511 40%	127 37%	225 46% BD	160 37%	95 41%	93 39%	192 40%	130 42% JK	221 50% JK	80 33%	211 36% M	79 53% M	425 39%
Woke	567 33%	120 25%	262 40% BD	185 30%	99 34%	93 26%	251 37% F	125 31% JK	265 47% JK	81 23%	221 27% J	65 37% M	485 32%
Underrepresented	510 30%	115 25%	247 37% BD	147 24%	94 31%	90 25%	199 31% F	126 30% JK	204 36% JK	73 21%	233 29% J	68 39% M	430 28%
Fetal personhood	362 29%	91 23% d	176 35% D	95 22%	63 27%	54 23%	155 33% F	90 30% JK	169 41% JK	52 21%	140 24% J	46 35% M	308 29%
Asylum seekers	505 29%	108 22%	248 38% BD	149 25%	90 29% f	81 22%	203 32% F	132 30% JK	214 39% JK	90 25%	202 25% M	70 40% M	429 28%
Illegal immigration	348 18%	75 14%	151 21% B	122 18%	55 16%	55 14%	153 21% F	85 18% F	141 23% JK	53 13%	154 17% M	47 25% M	291 17%
Undocumented immigration	333 18%	75 15%	150 22% BD	108 16%	52 16%	44 11%	161 23% EFH	76 17% f	135 19% JK	50 13%	148 17% J	48 26% M	276 17%
Illegals	327 17%	72 14%	142 20% B	114 17%	49 15%	48 12%	146 20% eF	84 18% F	124 21% J	39 10%	165 18% J	41 22% M	280 17%
Cancel culture	303 17%	73 16%	139 21% BD	91 14%	49 17% f	41 11%	116 18% F	97 22% F	157 27% JK	37 11%	108 13% J	35 18% M	255 17%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: Excluding Those N/A Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP (B)	DEM (C)	IND/OTH (D)	North- east (E)	Mid- west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur- ban (K)	LGBTQ (L)	Non- LGBTQ (M)
Cancel culture	1461 83%	396 84%	518 79%	547 86%	248 83%	326 89%	547 82%	340 78%	417 73%	308 89%	736 87%	154 82%	1287 83%
Illegals	1573 83%	449 86%	559 80%	565 83%	284 85%	347 88%	571 80%	372 82%	476 79%	355 80%	742 82%	147 78%	1391 83%
Undocumented immigration	1522 82%	432 85%	536 78%	554 82%	268 84%	346 84%	531 77%	376 83%	454 77%	333 87%	735 83%	136 74%	1360 85%
Illegal immigration	1582 82%	457 86%	557 79%	568 82%	280 84%	342 86%	577 79%	383 82%	465 77%	349 87%	768 83%	143 75%	1405 83%
Asylum seekers	1234 71%	380 78%	406 62%	448 75%	217 71%	278 78%	432 68%	307 70%	341 61%	273 75%	621 75%	107 60%	1100 72%
Fetal personhood	867 71%	218 71%	321 65%	329 79%	168 73%	180 77%	311 67%	209 70%	243 59%	191 74%	433 76%	94 67%	752 71%
Underrepresented	1217 67%	340 75%	418 63%	460 76%	209 69%	264 75%	445 69%	300 70%	355 64%	280 79%	582 71%	105 61%	1085 72%
Woke	1173 60%	352 63%	386 60%	435 66%	192 66%	260 74%	436 63%	284 69%	294 53%	272 77%	607 73%	113 63%	1041 68%
Intersectional	752 60%	220 63%	259 54%	273 63%	140 59%	148 61%	287 60%	178 58%	223 50%	161 67%	369 64%	69 47%	658 61%
BIPOC	489 58%	139 68%	155 45%	195 68%	82 54%	113 63%	181 58%	113 53%	143 45%	89 69%	257 65%	49 43%	421 60%
ESG (Environment, Societal, Government)	899 57%	271 63%	264 44%	365 66%	158 55%	199 62%	324 56%	218 54%	228 43%	217 69%	454 61%	90 55%	791 57%
Latinx	753 56%	205 65%	260 47%	289 61%	131 56%	159 60%	271 56%	191 55%	219 48%	166 65%	368 59%	66 44%	661 58%
Conservative	1001 53%	179 35%	437 62%	385 59%	178 54%	217 57%	368 52%	238 62%	298 49%	193 50%	511 58%	117 64%	867 53%
Gender	1000 52%	291 56%	299 42%	409 60%	183 54%	214 55%	370 50%	233 50%	284 46%	217 55%	499 55%	94 50%	877 52%
IVF (in-vitro fertilization)	817 46%	215 53%	305 47%	297 53%	155 51%	179 54%	290 48%	193 48%	244 46%	170 51%	404 52%	91 51%	709 49%
Parity	607 46%	176 53%	194 36%	238 54%	107 44%	117 46%	227 49%	157 45%	170 37%	117 50%	320 52%	65 52%	529 46%
DEI (Diversity, Equity, & Inclusion)	827 46%	261 56%	242 35%	324 52%	129 41%	189 51%	316 47%	193 45%	195 34%	206 56%	426 51%	81 44%	728 46%
Pride	863 44%	261 50%	254 35%	348 50%	132 38%	178 44%	339 47%	214 46%	224 36%	199 49%	440 48%	76 39%	762 45%
Hispanic	824 44%	224 44%	295 42%	305 46%	129 41%	195 51%	309 43%	190 42%	235 40%	203 51%	385 43%	73 39%	727 44%
Faith-based	829 43%	159 31%	338 47%	332 48%	148 44%	194 47%	287 40%	201 44%	234 37%	163 42%	432 47%	127 65%	689 41%
Progressive	819 43%	243 47%	228 32%	347 51%	149 44%	184 47%	295 41%	189 41%	212 35%	185 46%	421 47%	76 40%	727 43%
Asian American Pacific Islander (AAPI)	718 43%	204 47%	242 37%	272 46%	134 45%	140 43%	275 43%	169 40%	211 39%	150 44%	357 44%	75 43%	617 42%
Inclusion	707 39%	223 45%	188 28%	296 45%	127 39%	147 39%	267 40%	166 37%	182 32%	166 44%	360 41%	60 33%	629 39%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01 In your opinion, are the following words more likely to bring people together or divide people?  
 Summary Of Divide People

Base: Excluding Those N/A Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Next generation	693 37%	211 41%	207 30%	276 42%	116 35%	143 37%	253 36%	181 41%	187 31%	148 40%	358 41%	77 40%	600 37%
Equity	602 32%	182 36%	166 24%	254 38%	106 33%	120 31%	236 33%	140 30%	143 24%	145 37%	315 35%	62 35%	519 31%
Patriotic	567 30%	100 19%	252 36%	215 32%	96 28%	105 27%	220 31%	146 32%	173 29%	94 24%	299 33%	80 44%	465 28%
Sustainability	509 27%	146 29%	153 21%	210 32%	89 27%	113 29%	179 25%	127 28%	136 22%	130 33%	243 27%	63 34%	432 26%
Equality	495 25%	150 28%	141 19%	204 29%	92 26%	94 23%	184 25%	125 26%	137 21%	107 27%	251 27%	53 28%	428 25%
Progress	446 23%	127 25%	128 18%	191 27%	85 24%	76 19%	168 23%	118 25%	115 18%	105 26%	226 25%	53 28%	373 22%
Traditions	439 23%	95 18%	170 24%	174 25%	69 21%	79 19%	161 22%	129 29%	164 26%	74 18%	201 22%	65 34%	359 21%
Values	419 21%	90 17%	160 22%	170 24%	55 16%	92 23%	157 21%	115 24%	112 18%	90 22%	217 24%	51 27%	349 20%
Authenticity	397 21%	96 19%	133 19%	167 25%	63 19%	63 16%	175 24%	95 21%	128 21%	83 21%	185 21%	48 26%	336 20%
Freedom	321 16%	75 14%	112 15%	134 19%	61 17%	50 12%	127 17%	83 17%	104 16%	53 13%	164 17%	47 23%	258 15%
Community	242 12%	62 12%	80 11%	100 14%	46 13%	37 9%	90 12%	69 14%	86 14%	45 11%	111 12%	36 18%	194 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01\_1 In your opinion, are the following words more likely to bring people together or divide people?  
 Woke

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1763	489	700	574	322	371	705	365	579	363	821	196	1537
Weighted Base	1740	472	648	620	292	353	686	409	559	353	828	179	1527
Bring people together	567 33%	120 25%	262 40% BD	185 30%	99 34% I	93 26%	251 37% F	125 31%	265 47% JK	81 23%	221 27%	65 37%	485 32%
Divide people	1173 67%	352 75% C	386 60%	435 70% C	192 66%	260 74% eG	436 63%	284 69%	294 53%	272 77% I	607 73% I	113 63%	1041 68%
Sigma	1740 100%	472 100%	648 100%	620 100%	292 100%	353 100%	686 100%	409 100%	559 100%	353 100%	828 100%	179 100%	1527 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_2 In your opinion, are the following words more likely to bring people together or divide people?  
 Freedom

Base: Excluding Those N/A Respondents

	Wave 214 (3/29)	Political			Region				Urbanicity			Sexual Orientation		
		3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2020	558	802	660	383	433	783	421	663	422	935	216	1769	
Weighted Base	2013	546	749	718	355	416	759	483	648	410	956	199	1772	
Bring people together	1692	471 84%	637 86%	585 85%	294 81%	366 83%	632 88%	400 83%	544 84%	356 87%	792 83%	152 77%	1515 85%	
Divide people	321	75 16%	112 14%	134 15%	134 19%	61 17%	50 12%	127 17%	83 16%	104 13%	53 17%	164 23%	47 15%	
Sigma	2013	546	749	718	355	416	759	483	648	410	956	199	1772	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_3 In your opinion, are the following words more likely to bring people together or divide people?  
 Sustainability

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1915	526	774	615	364	405	743	403	628	401	886	204	1678
Weighted Base	1890	511	719	660	332	388	709	462	608	390	892	184	1668
Bring people together	1382 73%	365 71%	566 79% BD	450 68%	243 73%	275 71%	530 75%	334 72%	473 78% JK	260 67%	648 73% J	122 66%	1236 74% L
Divide people	509 27%	146 28% C	153 21% C	210 32% C	89 27%	113 29%	179 25%	127 28%	136 22%	130 33% IK	243 27% I	63 34% M	432 26%
Sigma	1890 100%	511 100%	719 100%	660 100%	332 100%	388 100%	709 100%	462 100%	608 100%	390 100%	892 100%	184 100%	1668 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_4 In your opinion, are the following words more likely to bring people together or divide people?  
 DEI (Diversity, Equity, & Inclusion)

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1814	493	745	576	344	385	705	380	604	376	834	198	1585
Weighted Base	1788	469	693	627	316	370	671	431	579	366	843	184	1570
Bring people together	962 54%	207 44%	451 65% BD	303 48%	187 59% F	181 49%	356 53%	238 55%	385 66% JK	160 44%	417 49%	103 56%	842 54%
Divide people	827 46%	261 56% C	242 35%	324 52% C	129 41%	189 51% E	316 47%	193 45%	195 34%	206 56% I	426 51% I	81 44%	728 46%
Sigma	1788 100%	469 100%	693 100%	627 100%	316 100%	370 100%	671 100%	431 100%	579 100%	366 100%	843 100%	184 100%	1570 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_5 In your opinion, are the following words more likely to bring people together or divide people?  
 ESG (Environment, Societal, Government)

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1621	445	660	516	308	333	618	362	550	328	743	173	1416
Weighted Base	1592	431	605	555	285	323	583	401	530	314	747	162	1393
Bring people together	692 43%	160 37%	341 56% BD	190 34%	127 45%	123 38%	259 44%	183 46% f	301 57% JK	98 31%	293 39% J	73 45%	602 43%
Divide people	899 57%	271 63% C	264 44%	365 66% C	158 55%	199 62% h	324 56%	218 54%	228 43%	217 69% IK	454 61% I	90 55%	791 57%
Sigma	1592 100%	431 100%	605 100%	555 100%	285 100%	323 100%	583 100%	401 100%	530 100%	314 100%	747 100%	162 100%	1393 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_6 In your opinion, are the following words more likely to bring people together or divide people?  
 Pride

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1965	542	776	647	373	423	761	408	641	422	902	206	1725
Weighted Base	1942	519	723	700	345	406	729	461	623	409	910	194	1707
Bring people together	1079 56%	259 50%	469 65% BD	351 50%	214 62% Gh	228 56%	389 53%	248 54%	399 64% JK	210 51%	470 52%	118 61%	945 55%
Divide people	863 44%	261 50% C	254 35% C	348 50% C	132 38%	178 44%	339 47% E	214 46% e	224 36%	199 49%	440 48% I	76 39%	762 45%
Sigma	1942 100%	519 100%	723 100%	700 100%	345 100%	406 100%	729 100%	461 100%	623 100%	409 100%	910 100%	194 100%	1707 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_7 In your opinion, are the following words more likely to bring people together or divide people?  
 Cancel culture

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (3/29)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1795	489	714	592	327	380	699	389	602	355	838	201	1565
Weighted Base	1764	469	657	638	297	367	664	437	575	345	844	189	1542
Bring people together	303 17%	73 16%	139 21% BD	91 14%	49 17% I	41 11%	116 18% F	97 22% F	157 27% JK	37 11%	108 13%	35 18%	255 17%
Divide people	1461 83%	396 84% C	518 79% C	547 86% C	248 83% C	326 89% GHI	547 82% GHI	340 78% GHI	417 73% GHI	308 89% I	736 87% I	154 82% I	1287 83% I
Sigma	1764 100%	469 100%	657 100%	638 100%	297 100%	367 100%	664 100%	437 100%	575 100%	345 100%	844 100%	189 100%	1542 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_8 In your opinion, are the following words more likely to bring people together or divide people?  
 Traditions

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1972	549	779	644	374	422	769	407	649	419	904	212	1726
Weighted Base	1931	524	717	689	337	408	734	452	629	407	895	193	1699
Bring people together	1492 77%	429 82% CD	547 76%	516 75%	268 73% H	329 81% H	572 78% H	323 71%	465 74%	333 82% I	694 78%	127 66%	1340 79% L
Divide people	439 23%	95 18% B	170 24% B	174 25% B	69 21%	79 19%	161 22%	129 28% EFG	164 26% J	74 18%	201 22%	65 34%	359 21% M
Sigma	1931 100%	524 100%	717 100%	689 100%	337 100%	408 100%	734 100%	452 100%	629 100%	407 100%	895 100%	193 100%	1699 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_9 In your opinion, are the following words more likely to bring people together or divide people?  
 Patriotic

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1920	545	754	621	360	415	737	408	621	403	896	200	1687
Weighted Base	1901	527	706	667	337	397	706	461	606	390	905	184	1679
Bring people together	1334 70%	427 81% CD	454 64%	452 68%	241 72%	292 73%	485 68%	315 68%	432 71%	295 76% K	606 67%	104 56%	1214 72% L
Divide people	567 30%	100 19% B	252 36% B	215 32% B	96 28%	105 27%	220 31%	146 32%	173 29%	94 24% J	299 33% J	80 44% M	465 28%
Sigma	1901 100%	527 100%	706 100%	667 100%	337 100%	397 100%	706 100%	461 100%	606 100%	390 100%	905 100%	184 100%	1679 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_10 In your opinion, are the following words more likely to bring people together or divide people?  
 Intersectional

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (3/29)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1294	360	528	406	260	251	507	276	464	244	586	164	1102
Weighted Base	1264	347	484	433	235	241	479	308	443	240	580	147	1082
Bring people together	511 40%	127 37%	225 46% BD	160 37%	95 41%	93 38%	192 40%	130 42%	221 50% JK	80 33%	211 36%	79 53%	425 39% M
Divide people	752 60%	220 63%	259 54% C	273 63% C	140 59%	148 61%	287 60%	178 58%	223 50%	161 50%	369 64%	69 47%	658 61% L
Sigma	1264 100%	347 100%	484 100%	433 100%	235 100%	241 100%	479 100%	308 100%	443 100%	240 100%	580 100%	147 100%	1082 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_11 In your opinion, are the following words more likely to bring people together or divide people?  
 Next generation

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1875	522	752	601	355	394	731	395	628	382	865	202	1644
Weighted Base	1861	510	698	653	332	381	705	443	608	370	882	194	1632
Bring people together	1167 63%	299 59%	492 70% BD	377 58%	216 65%	238 63%	451 64%	262 59%	421 69% JK	222 60%	524 59%	117 60%	1032 63%
Divide people	693 37% C	211 41%	207 30%	276 42% C	116 35%	143 37%	253 36%	181 41%	187 31%	148 40%	358 41%	77 40%	600 37%
Sigma	1861 100%	510 100%	698 100%	653 100%	332 100%	381 100%	705 100%	443 100%	608 100%	370 100%	882 100%	194 100%	1632 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_12 In your opinion, are the following words more likely to bring people together or divide people?  
 Faith-based

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1955	533	783	639	361	426	761	407	646	407	902	211	1714
Weighted Base	1929	509	726	695	334	410	725	460	625	391	913	196	1700
Bring people together	1100 57%	350 69% CD	387 53%	363 52%	186 56%	216 53%	438 60% E	259 56%	391 63% K	228 58%	481 53%	69 35%	1010 59% L
Divide people	829 43%	159 31% B	338 47% B	332 48% B	148 44%	194 47% G	287 40%	201 44%	234 37%	163 42%	432 47% I	127 65% M	689 41%
Sigma	1929 100%	509 100%	726 100%	695 100%	334 100%	410 100%	725 100%	460 100%	625 100%	391 100%	913 100%	196 100%	1700 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_13 In your opinion, are the following words more likely to bring people together or divide people?  
 Progressive

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1926	534	764	628	366	409	743	408	634	409	883	204	1688
Weighted Base	1906	521	709	676	343	390	713	460	614	401	891	188	1680
Bring people together	1087 57%	278 53%	480 68% BD	328 49%	193 56%	205 53%	417 58%	271 59%	402 65% JK	216 54%	470 53%	112 60%	953 57%
Divide people	819 43%	243 47% C	228 32%	347 51% C	149 44%	184 47%	295 41%	189 41%	212 35%	185 46%	421 47%	76 40%	727 43%
Sigma	1906 100%	521 100%	709 100%	676 100%	343 100%	390 100%	713 100%	460 100%	614 100%	401 100%	891 100%	188 100%	1680 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_14 In your opinion, are the following words more likely to bring people together or divide people?  
 Conservative

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1903	533	760	610	359	403	733	408	622	398	883	198	1670
Weighted Base	1872	512	704	657	327	382	701	461	602	384	886	184	1647
Bring people together	871 47%	332 65% CD	266 38%	272 41%	149 46%	165 43%	334 48%	223 48%	304 51% K	191 50% K	376 42%	67 36%	781 47% L
Divide people	1001 53%	179 35% B	437 62% B	385 59% B	178 54%	217 57%	368 52%	238 52%	298 49%	193 50%	511 58% L	117 64% M	867 53% M
Sigma	1872 100%	512 100%	704 100%	657 100%	327 100%	382 100%	701 100%	461 100%	602 100%	384 100%	886 100%	184 100%	1647 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_15 In your opinion, are the following words more likely to bring people together or divide people?  
 Equity

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
	3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1890	517	762	611	351	402	736	401	620	391	879	194	1665
Weighted Base	1878	506	701	671	322	386	706	464	603	386	888	177	1665
Bring people together	1276 68%	324 64%	535 76% BD	417 62%	216 67%	266 69%	471 67%	323 70%	461 76% JK	242 63%	573 65%	114 65%	1145 69%
Divide people	602 32%	182 36% C	166 24%	254 38% C	106 33%	120 31%	236 33%	140 30%	143 24%	145 37%	315 35% I	62 35%	519 31%
Sigma	1878	506	701	671	322	386	706	464	603	386	888	177	1665
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_16 In your opinion, are the following words more likely to bring people together or divide people?  
 Values

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1985	546	788	651	376	418	769	422	650	423	912	209	1740
Weighted Base	1963	528	729	706	347	398	736	482	632	409	923	191	1730
Bring people together	1544 79%	439 83% cD	569 78%	536 76%	292 84% FgH	306 77%	578 79%	367 76%	520 82% K	319 78%	705 76%	140 73%	1380 80% I
Divide people	419 21%	90 17%	160 22%	170 24%	55 16%	92 23% E	157 21%	115 24%	112 18%	90 22%	217 24%	51 27%	349 20% m
Sigma	1963 100%	528 100%	729 100%	706 100%	347 100%	398 100%	736 100%	482 100%	632 100%	409 100%	923 100%	191 100%	1730 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_17 In your opinion, are the following words more likely to bring people together or divide people?

BIPOC

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	210	387	284	174	172	341	194	345	134	402	133	723
Weighted Base	843	203	346	294	153	164	315	211	318	129*	397	115*	700
Bring people together	354 42%	64 32%	191 55%	99 34%	71 46%	51 31%	134 42%	99 47%	174 55%	40 31%	140 35%	66 57%	279 40%
Divide people	489 58%	139 68%	155 45%	195 66%	82 54%	113 69%	181 58%	113 53%	143 45%	89 69%	257 65%	49 43%	421 60%
Sigma	843 100%	203 100%	346 100%	294 100%	153 100%	164 100%	315 100%	211 100%	318 100%	129 100%	397 100%	115 100%	700 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01\_18 In your opinion, are the following words more likely to bring people together or divide people?

Latinx

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1350	333	591	426	260	278	511	301	472	254	624	170	1152
Weighted Base	1333	313	548	471	235	265	488	345	457	254	621	150	1149
Bring people together	580 44%	109 35%	289 53% BD	182 39%	104 44%	106 40%	216 44%	154 45%	238 52% JK	88 35%	253 41%	84 56% M	488 42%
Divide people	753 56% C	205 65%	260 47%	289 61% C	131 56%	159 60%	271 56%	191 55%	219 48%	166 65% I	368 59% I	66 44%	661 58% L
Sigma	1333 100%	313 100%	548 100%	471 100%	235 100%	265 100%	488 100%	345 100%	457 100%	254 100%	621 100%	150 100%	1149 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_19 In your opinion, are the following words more likely to bring people together or divide people?  
 Hispanic

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1891	522	756	613	347	396	742	406	610	401	880	201	1657
Weighted Base	1880	505	709	666	319	382	724	454	594	398	888	186	1653
Bring people together	1056 56%	281 56%	414 58%	361 54%	190 59%	187 49%	415 57%	264 58%	359 60%	194 49%	503 57%	113 61%	927 56%
Divide people	824 44%	224 44%	295 42%	305 46%	129 41%	195 51%	309 43%	190 42%	235 40%	203 51%	385 43%	73 39%	727 44%
Sigma	1880 100%	505 100%	709 100%	666 100%	319 100%	382 100%	724 100%	454 100%	594 100%	398 100%	888 100%	186 100%	1653 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_20 In your opinion, are the following words more likely to bring people together or divide people?  
 Asian American Pacific Islander (AAPI)

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1709	455	709	545	323	350	662	374	563	340	806	191	1489
Weighted Base	1683	436	651	596	300	323	632	427	536	337	810	176	1473
Bring people together	965 57%	231 53%	409 63%	324 54%	166 55%	184 57%	357 57%	258 60%	326 61%	187 56%	452 56%	100 57%	856 58%
Divide people	718 43%	204 47%	242 37%	272 46%	134 45%	140 43%	275 43%	169 40%	211 39%	150 44%	357 44%	75 43%	617 42%
Sigma	1683 100%	436 100%	651 100%	596 100%	300 100%	323 100%	632 100%	427 100%	536 100%	337 100%	810 100%	176 100%	1473 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_21 In your opinion, are the following words more likely to bring people together or divide people?  
 Authenticity

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1918	530	771	617	356	403	752	407	629	408	881	201	1686
Weighted Base	1892	511	716	666	324	388	718	462	614	400	879	186	1671
Bring people together	1496 79%	415 81% D	582 81% D	499 75%	281 81%	325 84% G	542 76%	367 79%	486 79%	316 79%	693 79%	138 74%	1335 80%
Divide people	397 21%	96 19%	133 19%	167 25% BC	63 19%	63 16%	175 24% F	95 21%	128 21%	83 21%	185 21%	48 26%	336 20%
Sigma	1892 100%	511 100%	716 100%	666 100%	324 100%	388 100%	718 100%	462 100%	614 100%	400 100%	879 100%	186 100%	1671 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_22 In your opinion, are the following words more likely to bring people together or divide people?  
 Progress

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1952	531	778	643	374	413	758	407	644	416	892	202	1714
Weighted Base	1944	519	726	699	352	393	733	466	625	401	918	190	1713
Bring people together	1498 77%	391 75%	598 82% BD	508 73%	267 76%	318 81% h	565 77%	348 75%	510 82% JK	296 74%	692 75%	136 72%	1340 78%
Divide people	446 23%	127 25% C	128 18%	191 27% C	85 24%	76 19%	168 23%	118 25% I	115 18%	105 26% I	226 25% I	53 28%	373 22%
Sigma	1944 100%	519 100%	726 100%	699 100%	352 100%	393 100%	733 100%	466 100%	625 100%	401 100%	918 100%	190 100%	1713 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_23 In your opinion, are the following words more likely to bring people together or divide people?  
 Underrepresented

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1765	475	725	565	332	372	685	376	580	365	820	193	1540
Weighted Base	1727	456	665	607	303	354	645	426	559	353	815	173	1515
Bring people together	510 30%	115 25%	247 37% BD	147 24%	94 31%	90 26%	199 31%	126 30%	204 36% JK	73 21%	233 29% J	68 39% M	430 28%
Divide people	1217 70%	340 75% C	418 63%	460 76% C	209 69%	264 75%	445 69%	300 70%	355 64%	280 79% IK	582 71% I	105 61%	1085 72% L
Sigma	1727 100%	456 100%	665 100%	607 100%	303 100%	354 100%	645 100%	426 100%	559 100%	353 100%	815 100%	173 100%	1515 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_24 In your opinion, are the following words more likely to bring people together or divide people?  
 Gender

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGHTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1956	543	777	636	366	411	763	416	641	409	906	207	1715
Weighted Base	1922	522	715	686	339	385	733	466	617	391	914	189	1693
Bring people together	923 48%	231 44%	415 58% BD	277 40%	156 46%	172 45%	363 50%	233 50%	333 54% JK	175 45%	415 45%	95 50%	816 48%
Divide people	1000 52%	291 56% C	299 42%	409 60% C	183 54%	214 55%	370 50%	233 50%	284 46%	217 55%	499 55%	94 50%	877 52%
Sigma	1922 100%	522 100%	715 100%	686 100%	339 100%	385 100%	733 100%	466 100%	617 100%	391 100%	914 100%	189 100%	1693 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_25 In your opinion, are the following words more likely to bring people together or divide people?  
 Parity

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
	3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1315	343	574	398	255	261	493	306	470	235	610	134	1158
Weighted Base	1309	335	532	442	245	254	464	346	455	234	620	124*	1159
Bring people together	701	159	338	204	138	138	237	189	285	117	300	60	630
	54%	47%	64%	46%	56%	54%	51%	55%	63%	50%	48%	48%	54%
Divide people	607	176	194	238	107	117	227	157	170	117	320	65	529
	46%	53%	36%	54%	44%	46%	49%	45%	37%	50%	52%	52%	46%
Sigma	1309	335	532	442	245	254	464	346	455	234	620	124	1159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01\_26 In your opinion, are the following words more likely to bring people together or divide people?  
 Community

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2008	547	805	656	380	431	774	423	659	424	925	212	1761
Weighted Base	1984	526	745	713	352	414	734	484	639	407	938	197	1746
Bring people together	1741 88%	464 88%	665 89%	613 86%	306 87%	377 91% H	643 88%	415 86%	553 86%	361 89%	827 88%	161 82%	1553 89% L
Divide people	242 12%	62 12%	80 11%	100 14%	46 13%	37 9%	90 12%	69 14%	86 14%	45 11%	111 12%	36 18%	194 11% M
Sigma	1984 100%	526 100%	745 100%	713 100%	352 100%	414 100%	734 100%	484 100%	639 100%	407 100%	938 100%	197 100%	1746 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_27 In your opinion, are the following words more likely to bring people together or divide people?  
 Inclusion

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1848	514	726	608	349	397	707	395	591	393	864	202	1615
Weighted Base	1812	491	663	658	326	374	663	449	566	376	871	184	1594
Bring people together	1105 61%	268 55%	475 72% BD	363 55%	199 61%	227 61%	396 60%	283 63%	384 68% JK	210 58%	511 59%	124 67%	964 61%
Divide people	707 39%	223 45% C	188 28%	296 45% C	127 39%	147 39%	267 40%	166 37%	182 32%	166 44%	360 41%	60 33%	629 39%
Sigma	1812 100%	491 100%	663 100%	658 100%	326 100%	374 100%	663 100%	449 100%	566 100%	376 100%	871 100%	184 100%	1594 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_28 In your opinion, are the following words more likely to bring people together or divide people?  
 Equality

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1996	553	790	653	378	424	773	421	663	418	915	211	1753
Weighted Base	1973	530	734	710	348	408	742	474	642	403	928	192	1743
Bring people together	1478 75%	380 72%	592 81%	505 71%	256 74%	314 77%	558 75%	350 74%	505 79%	296 73%	677 73%	139 72%	1315 75%
Divide people	495 25%	150 28%	141 19%	204 29%	92 26%	94 23%	184 25%	125 26%	137 21%	107 27%	251 27%	53 28%	428 25%
Sigma	1973 100%	530 100%	734 100%	710 100%	348 100%	408 100%	742 100%	474 100%	642 100%	403 100%	928 100%	192 100%	1743 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



STGW01\_29 In your opinion, are the following words more likely to bring people together or divide people?  
 Fetal personhood

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1258	325	533	400	249	249	488	272	436	252	570	155	1077
Weighted Base	1229	308	497	424	231	234	466	298	412	243	574	140*	1060
Bring people together	362 29%	91 29%	176 35%	95 22%	63 27%	54 23%	155 33%	90 30%	169 41%	52 21%	140 24%	46 33%	308 29%
Divide people	867 71%	218 71%	321 65%	329 78%	168 73%	180 77%	311 67%	209 70%	243 59%	191 79%	433 76%	94 67%	752 71%
Sigma	1229 100%	308 100%	497 100%	424 100%	231 100%	234 100%	466 100%	298 100%	412 100%	243 100%	574 100%	140 100%	1060 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

STGW01\_30 In your opinion, are the following words more likely to bring people together or divide people?  
 IVF (in-vitro fertilization)

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1702	464	698	540	328	361	653	360	557	355	790	193	1480
Weighted Base	1647	438	643	566	305	330	609	403	528	335	783	178	1437
Bring people together	829 50%	222 51%	338 53%	269 47%	150 49%	151 46%	318 52%	210 52%	284 54%	166 49%	379 48%	88 49%	728 51%
Divide people	817 50%	215 49%	305 47%	297 53%	155 51%	179 54%	290 48%	193 48%	244 46%	170 51%	404 52%	91 51%	709 49%
Sigma	1647 100%	438 100%	643 100%	566 100%	305 100%	330 100%	609 100%	403 100%	528 100%	335 100%	783 100%	178 100%	1437 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_31 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegals

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1911	537	745	629	355	409	746	401	613	407	891	200	1675
Weighted Base	1900	521	700	679	333	395	717	456	600	394	907	188	1672
Bring people together	327 17%	72 14%	142 20% B	114 17%	49 15%	48 12%	146 20% eF	84 19% F	124 21% J	39 10%	165 18% J	41 22%	280 17%
Divide people	1573 83% C	449 86% C	559 80% C	565 83% g	284 85% g	347 88% GH	571 80% GH	372 82% GH	476 79% IK	355 90% IK	742 82% IK	147 78% IK	1391 83% IK
Sigma	1900 100%	521 100%	700 100%	679 100%	333 100%	395 100%	717 100%	456 100%	600 100%	394 100%	907 100%	188 100%	1672 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_32 In your opinion, are the following words more likely to bring people together or divide people?  
 Asylum seekers

Base: Excluding Those N/A Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1758	495	703	560	330	377	671	380	574	372	812	189	1538
Weighted Base	1740	488	655	597	307	359	635	439	555	363	822	177	1528
Bring people together	505 29%	108 22%	248 38% BD	149 25%	90 29% I	81 22%	203 32% F	132 30% JK	214 39%	90 25%	202 25%	70 40% M	429 28%
Divide people	1234 71%	380 78% C	406 62% C	448 75% C	217 71% C	278 78% eGH	432 68%	307 70%	341 61%	273 75% I	621 75% I	107 60%	1100 72% L
Sigma	1740 100%	488 100%	655 100%	597 100%	307 100%	359 100%	635 100%	439 100%	555 100%	363 100%	822 100%	177 100%	1528 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_33 In your opinion, are the following words more likely to bring people together or divide people?  
 Illegal immigration

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1939	546	763	630	362	411	757	409	629	413	897	206	1698
Weighted Base	1930	532	707	690	335	397	729	468	606	402	921	190	1696
Bring people together	348 18%	75 14%	151 21% B	122 18%	55 16%	55 14%	153 21% F	85 18%	141 23% JK	53 13%	154 17%	47 26% M	291 17%
Divide people	1582 82% C	457 86%	557 79%	568 82%	280 84%	342 86% G	577 79%	383 82%	465 77%	349 87%	768 83%	143 75%	1405 83% L
Sigma	1930	532	707	690	335	397	729	468	606	402	921	190	1696
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

STGW01\_34 In your opinion, are the following words more likely to bring people together or divide people?  
 Undocumented immigration

Base: Excluding Those N/A Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1875	526	740	609	344	405	728	398	609	396	870	198	1646
Weighted Base	1855	507	686	662	320	390	693	453	590	383	883	184	1636
Bring people together	333 18%	75 15%	150 22% BD	108 16%	52 16%	44 11%	161 23% EFH	76 17% f	135 23% JK	50 13%	148 17%	48 26% M	276 17%
Divide people	1522 82% C	432 85% C	536 78% C	554 84% C	268 84% G	346 89% Gh	531 77% G	376 83% G	454 77% G	333 87% I	735 83% I	136 74% L	1360 83% L
Sigma	1855 100%	507 100%	686 100%	662 100%	320 100%	390 100%	693 100%	453 100%	590 100%	383 100%	883 100%	184 100%	1636 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Summary Of Familiar With Sport/League

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
National Football League (NFL)	1789 84%	486 86% D	660 85% D	643 81%	305 82%	383 86%	675 84%	426 84%	588 86% J	361 81%	839 84%	169 77%	1587 85% L
National Basketball Association (NBA)	1717 80%	459 81% d	652 84% D	606 76%	283 76%	364 82% e	646 80%	424 83%	590 87% JK	328 73%	800 80%	166 76%	1518 82%
Men's NCAA Basketball	1546 72%	427 76% D	585 76% D	534 67%	252 68%	331 74% b	591 73% e	373 73%	530 78% JK	298 66%	718 71%	145 67%	1371 74% I
National Hockey League (NHL)	1498 70%	424 75% CD	531 69% D	543 68%	271 73% g	318 71% g	535 66%	375 74% G	496 73% J	283 63%	720 72% J	144 66%	1330 71%
Women's National Basketball Association (WNBA)	1439 67%	385 68% D	569 74% bD	486 61%	242 65%	289 65%	543 67%	366 72% ef	510 75% JK	269 60%	660 66%	148 68%	1265 68%
Women's NCAA Basketball	1414 66%	383 68% D	543 70% D	488 61%	221 59%	292 66%	547 68% E	354 69% E	492 72% JK	269 60%	653 65%	141 65%	1243 67%
Major League Soccer (MLS)	1361 64%	351 62% D	525 68% bD	486 61%	238 64%	268 60%	516 64%	339 67% f	488 72% JK	232 52%	641 64% J	139 64%	1204 65%
Women's NCAA Volleyball	1183 55%	308 55% D	459 59% D	416 52%	185 50%	242 54%	449 56%	306 60% E	427 63% JK	221 49%	535 53% J	117 53%	1044 56%
National Women's Soccer League (NWSL)	1116 52%	298 53% D	437 56% D	381 48%	187 50%	221 50%	404 50%	304 60% EFG	402 59% JK	185 41%	529 53% J	122 56%	973 52%
Professional Women's Hockey League (PWHL)	791 37%	206 37% D	320 41% D	264 33%	143 38%	152 34%	291 36%	204 40%	312 46% JK	139 31%	340 34% JK	84 39%	689 37%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_1 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Women's Soccer League (NWSL)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1116 52%	298 53%	437 56%	381 48%	187 50%	221 50%	404 50%	304 50%	402 59%	185 41%	529 53%	122 56%	973 52%
Very familiar	293 14%	83 15%	123 16%	86 11%	55 15%	58 13%	108 13%	71 14%	138 20%	40 9%	115 11%	30 14%	258 14%
Somewhat familiar	348 16%	88 16%	148 19%	112 14%	53 14%	59 13%	128 16%	108 16%	138 21%	56 12%	155 15%	37 17%	306 16%
Slightly familiar	476 22%	128 23%	165 21%	183 23%	79 21%	104 23%	168 21%	126 25%	126 19%	90 20%	260 26%	55 25%	409 22%
Just know the name	705 33%	207 37%	229 30%	269 34%	130 35%	165 37%	251 31%	159 31%	209 31%	186 42%	309 31%	66 30%	622 33%
Never heard of	313 15%	60 11%	108 14%	145 18%	56 15%	60 13%	151 19%	46 9%	70 10%	77 17%	166 17%	30 14%	265 14%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



SP01\_2 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Major League Soccer (MLS)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1361 64%	351 62%	525 68%	486 61%	238 64%	268 60%	516 64%	339 67%	488 72%	232 52%	641 64%	139 64%	1204 65%
Very familiar	429 20%	112 20%	188 24%	129 16%	69 19%	88 20%	173 21%	98 19%	187 28%	48 11%	194 19%	37 17%	384 21%
Somewhat familiar	393 18%	103 18%	154 20%	135 17%	59 16%	65 14%	154 19%	115 23%	132 19%	71 16%	190 19%	50 23%	338 18%
Slightly familiar	540 25%	136 24%	183 24%	221 28%	110 30%	115 26%	189 23%	126 25%	169 25%	113 25%	257 26%	53 24%	482 26%
Just know the name	623 29%	184 33%	201 26%	238 30%	106 28%	144 32%	234 29%	139 27%	157 23%	170 38%	295 29%	55 25%	544 29%
Never heard of	150 7%	31 5%	48 6%	72 9%	29 8%	34 8%	56 7%	31 6%	35 5%	47 10%	68 7%	24 11%	113 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_3 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Basketball Association (NBA)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave												
	214 (3/29)	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1717 80%	459 81%	652 84%	606 76%	283 76%	364 82%	646 80%	424 60%	590 85%	328 47%	800 113%	166 23%	1518 82%
Very familiar	872 41%	228 40%	370 48%	274 34%	137 37%	178 40%	338 42%	219 30%	342 49%	131 18%	399 55%	72 10%	786 42%
Somewhat familiar	483 23%	128 23%	167 22%	188 24%	83 22%	106 24%	173 21%	121 17%	151 21%	100 14%	232 32%	49 7%	425 23%
Slightly familiar	362 17%	103 18%	115 15%	144 18%	63 17%	80 18%	135 17%	84 12%	97 14%	97 13%	169 23%	46 6%	307 16%
Just know the name	357 17%	96 17%	105 14%	157 20%	75 20%	69 15%	143 18%	70 10%	81 11%	100 14%	176 24%	37 5%	306 16%
Never heard of	60 3%	11 2%	16 2%	33 4%	14 4%	13 3%	18 2%	15 2%	10 1%	21 3%	29 4%	14 2%	36 2%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_4 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's National Basketball Association (WNBA)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1439 67%	385 68%	569 74%	486 61%	242 65%	289 65%	543 67%	366 72%	510 75%	269 60%	660 66%	148 68%	1265 68%
Very familiar	431 20%	111 20%	197 25%	124 16%	76 20%	74 17%	191 24%	89 18%	195 24%	54 12%	182 18%	48 22%	374 20%
Somewhat familiar	481 23%	120 21%	208 27%	153 19%	71 19%	100 22%	173 22%	137 27%	169 25%	102 23%	210 21%	42 19%	428 23%
Slightly familiar	527 25%	154 27%	164 21%	209 26%	95 25%	115 26%	178 22%	140 27%	146 21%	114 25%	268 27%	58 27%	464 25%
Just know the name	567 27%	148 26%	171 22%	248 31%	100 27%	127 28%	217 27%	124 24%	146 21%	138 31%	283 28%	49 23%	500 27%
Never heard of	128 6%	33 6%	33 4%	62 8%	31 8%	30 7%	47 6%	20 4%	25 4%	41 9%	62 6%	20 9%	95 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_5 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Hockey League (NHL)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1498 70%	424 75%	531 69%	543 68%	271 73%	318 71%	535 66%	375 74%	496 73%	283 63%	720 72%	144 66%	1330 71%
Very familiar	567 27%	185 33%	199 26%	183 23%	112 30%	121 27%	204 25%	129 25%	212 31%	85 19%	270 27%	52 24%	502 27%
Somewhat familiar	464 22%	103 18%	181 23%	180 23%	87 23%	88 20%	150 19%	139 27%	147 22%	92 20%	225 22%	38 17%	419 23%
Slightly familiar	468 22%	136 24%	151 20%	181 23%	72 19%	108 24%	180 22%	108 21%	137 20%	106 24%	225 22%	54 25%	410 22%
Just know the name	528 25%	128 23%	208 27%	193 24%	81 22%	105 24%	220 27%	122 24%	154 23%	137 31%	237 24%	54 25%	454 24%
Never heard of	107 5%	14 2%	35 4%	59 7%	21 6%	23 5%	52 6%	12 2%	30 4%	29 6%	48 5%	20 9%	76 4%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_6 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Professional Women's Hockey League (PWHL)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	791	206	320	264	143	152	291	204	312	139	340	84	689
	37%	37%	41%	33%	38%	34%	36%	40%	46%	31%	34%	39%	37%
Very familiar	190	53	92	46	37	32	81	40	98	32	60	25	161
	9%	8%	12%	6%	10%	7%	10%	8%	14%	7%	6%	11%	9%
Somewhat familiar	251	63	105	82	39	49	83	80	93	43	114	26	219
	12%	11%	14%	10%	10%	11%	10%	16%	14%	10%	11%	12%	12%
Slightly familiar	350	91	123	136	68	71	127	85	120	64	166	34	309
	16%	16%	16%	17%	18%	16%	16%	17%	18%	14%	17%	15%	17%
Just know the name	646	177	235	235	107	136	232	171	181	163	302	69	557
	30%	31%	30%	29%	29%	30%	29%	34%	27%	36%	30%	32%	30%
Never heard of	697	183	218	296	122	158	283	134	187	147	363	65	614
	33%	32%	28%	37%	33%	35%	35%	26%	28%	33%	36%	30%	33%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_7 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's NCAA Basketball

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1414 66%	383 68%	543 70%	488 61%	221 59%	292 66%	547 68%	354 69%	492 72%	269 60%	653 65%	141 65%	1243 67%
Very familiar	453 21%	120 21%	196 25%	137 17%	65 17%	94 21%	196 24%	98 24%	180 27%	70 16%	202 20%	44 20%	396 21%
Somewhat familiar	451 21%	114 20%	188 24%	150 19%	69 18%	83 19%	177 22%	122 24%	169 25%	90 20%	192 19%	36 17%	402 22%
Slightly familiar	510 24%	149 26%	160 21%	201 25%	87 23%	115 26%	174 22%	133 26%	143 21%	109 24%	259 26%	61 28%	445 24%
Just know the name	571 27%	151 27%	183 24%	236 30%	115 31%	132 30%	201 25%	123 24%	154 23%	136 30%	281 28%	55 25%	501 27%
Never heard of	149 7%	31 5%	47 6%	71 9%	37 10%	21 5%	58 7%	32 6%	34 5%	44 10%	70 7%	22 10%	117 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_8 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Women's NCAA Volleyball

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1183 55%	308 55%	459 59%	416 52%	185 50%	242 54%	449 56%	306 60%	427 63%	221 49%	535 53%	117 53%	1044 56%
Very familiar	283 13%	84 15%	116 15%	83 10%	46 12%	56 12%	128 16%	54 11%	127 19%	51 11%	105 10%	35 16%	243 13%
Somewhat familiar	369 17%	94 17%	149 19%	127 16%	53 14%	74 17%	126 16%	117 23%	143 21%	60 13%	167 17%	32 15%	331 18%
Slightly familiar	530 25%	131 23%	194 25%	205 26%	86 23%	113 28%	195 24%	136 27%	157 23%	110 24%	264 26%	49 23%	470 25%
Just know the name	708 33%	203 36%	239 31%	265 33%	135 36%	152 34%	262 32%	158 31%	202 30%	156 35%	349 35%	68 31%	623 33%
Never heard of	243 11%	54 10%	75 10%	114 14%	53 14%	51 11%	95 12%	44 9%	51 7%	72 16%	120 12%	34 15%	193 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP01\_9 How familiar are you, if at all, with the following sports and/or sports leagues?  
 Men's NCAA Basketball

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1546 72%	427 76% D	585 76% D	534 67%	252 68%	331 74% e	591 73% e	373 73%	530 78% JK	298 68%	718 71%	145 67%	1371 74% I
Very familiar	671 31%	185 33% d	267 35% D	219 28%	96 26%	151 34% E	276 34% E	147 29%	231 34% J	110 25%	329 33% J	49 22%	612 33% L
Somewhat familiar	441 21%	125 22% D	175 23% D	141 18%	75 20%	95 21%	156 19%	115 23%	171 25% K	96 21%	174 17%	40 18%	389 21%
Slightly familiar	434 20%	118 21%	142 18%	175 22%	81 22%	84 19%	158 20%	111 22%	128 19%	92 20%	215 21%	57 26% m	370 20%
Just know the name	474 22%	117 21%	147 19%	210 26% BC	98 26% g	92 21%	169 21%	115 23%	116 17%	119 26% I	239 24% I	50 23%	410 22%
Never heard of	114 5%	22 4%	42 5%	51 6%	23 6%	23 5%	47 6%	21 4%	34 5%	32 7%	48 5%	23 11% M	80 4%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



SP01\_10 How familiar are you, if at all, with the following sports and/or sports leagues?  
 National Football League (NFL)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Familiar With Sport/League (Net)	1789 84%	486 86%	660 85%	643 81%	305 82%	383 86%	675 84%	426 84%	588 86%	361 81%	839 84%	169 77%	1587 85%
Very familiar	1082 51%	309 55%	414 53%	360 45%	181 49%	240 54%	414 51%	247 49%	377 55%	198 44%	507 51%	90 41%	977 53%
Somewhat familiar	408 19%	116 21%	151 19%	141 18%	66 18%	87 19%	140 17%	115 23%	118 17%	96 21%	194 19%	42 19%	352 19%
Slightly familiar	299 14%	61 11%	96 12%	142 18%	57 15%	57 13%	121 15%	64 13%	93 14%	68 15%	138 14%	37 17%	258 14%
Just know the name	287 13%	70 12%	95 12%	122 15%	57 15%	54 12%	106 13%	70 14%	80 12%	68 15%	139 14%	39 18%	238 13%
Never heard of	58 3%	9 2%	18 2%	30 4%	10 3%	9 2%	26 3%	13 3%	12 2%	19 4%	26 3%	11 5%	35 2%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

SP02 How much of a fan would you say you are of the following leagues and/or sports?  
 Summary Of Fan

Base: All Respondents Familiar With At Least One Row (R1-10) In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			IND/OTH (D)	North-east (E)	Mid-west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Suburban (K)	LGBTQ (L)	Non-LGBTQ (M)
	GOP (A)	DEM (B)	IND/OTH (C)										
National Football League (NFL)	721 81%	199 83%	250 82%	272 78%	123 80%	172 84% G	250 75%	175 85% G	234 85% k	155 82%	332 78%	52 69%	649 81% L
National Basketball Association (NBA)	648 73%	161 70%	250 76%	237 72%	95 60%	140 73% E	238 75% E	175 79% E	235 78% J	106 62%	307 73% J	73 74%	565 72%
Men's NCAA Basketball	630 72%	174 72%	237 75%	219 69%	97 66%	138 72%	255 75% e	140 72%	192 70%	132 70%	306 74%	54 64%	562 73%
National Hockey League (NHL)	563 64%	175 64%	166 59%	221 69% C	110 67%	124 66%	197 63%	131 62%	157 65%	103 57% j	303 67% j	64 70%	492 64%
Women's NCAA Basketball	526 60%	125 53%	243 70% BD	158 53%	84 61%	105 57%	211 61%	127 59%	207 68% JK	89 53%	230 56% JK	54 64%	459 59%
Women's NCAA Volleyball	522 59%	123 55%	223 65% BD	176 55%	83 62%	101 57%	213 60%	125 58%	216 65% K	96 58%	210 54%	53 65%	453 58%
Professional Women's Hockey League (PWHL)	460 58%	101 49%	210 65% BD	150 57%	81 56%	81 53%	178 61%	121 59%	217 70% JK	63 46%	180 53%	61 72% M	388 56%
Major League Soccer (MLS)	504 57%	118 53%	197 60%	188 57%	92 60%	94 50%	203 62% F	115 55%	172 59% J	68 44%	264 61% J	64 63%	432 57%
National Women's Soccer League (NWSL)	470 54%	119 52%	200 59%	150 51%	74 52%	88 50%	179 58%	129 55%	195 63% JK	66 45%	208 51% JK	54 56%	411 55%
Women's National Basketball Association (WNBA)	472 54%	111 46%	210 63% BD	151 52%	86 58%	91 54%	189 56%	106 49%	195 63% JK	91 54%	185 47%	56 58%	404 54%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* - small base

SP02\_1 How much of a fan would you say you are of the following leagues and/or sports?  
 National Women's Soccer League (NWSL)

Base: All Respondents Familiar With At Least National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Fan (Net)	470 54%	119 52%	200 59%	150 51%	74 52%	88 50%	179 58%	129 55%	195 63% JK	66 45%	208 51%	54 56%	411 55%
Diehard fan	110 13%	25 11%	53 16%	32 11%	25 18% n	17 10%	46 15%	23 10%	61 20% JK	11 7%	39 10%	20 21%	89 12%
Casual fan	359 42%	94 41%	147 43%	119 41%	49 35%	71 40%	134 43%	106 45%	134 44%	56 38%	169 42%	34 35%	322 43%
Not at all a fan	393 46%	109 48%	142 41%	142 49%	67 48%	89 50%	130 42%	106 45%	113 37%	80 55% I	199 49% I	43 44%	337 45%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_2 How much of a fan would you say you are of the following leagues and/or sports?  
 Major League Soccer (MLS)

Base: All Respondents Familiar With At Least Major League Soccer

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Fan (Net)	504 57%	118 53%	197 60%	188 57%	92 60%	94 50%	203 62%	115 55%	172 59%	68 44%	264 61%	64 63%	432 57%
Diehard fan	151 17%	49 22%	56 17%	46 14%	28 18%	20 11%	70 21%	33 16%	68 23%	12 8%	71 16%	14 14%	134 18%
Casual fan	353 40%	69 31%	141 43%	142 43%	63 41%	74 39%	133 41%	82 39%	104 36%	56 37%	193 44%	50 49%	297 39%
Not at all a fan	374 43%	104 47%	131 40%	139 43%	62 40%	95 50%	123 38%	94 45%	119 41%	85 56%	170 39%	37 37%	331 43%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_3 How much of a fan would you say you are of the following leagues and/or sports?  
 National Basketball Association (NBA)

Base: All Respondents Familiar With At Least National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Fan (Net)	648 73%	161 70%	250 76%	237 72%	95 60%	140 73%	238 75%	175 79%	235 78%	106 62%	307 73%	73 74%	565 72%
Diehard fan	239 27%	59 25%	103 31%	77 23%	42 27%	43 23%	92 29%	61 28%	107 35%	19 11%	114 27%	27 27%	212 27%
Casual fan	409 46%	102 44%	147 45%	160 48%	52 33%	97 51%	146 46%	114 51%	128 42%	87 51%	194 46%	46 47%	354 45%
Not at all a fan	244 27%	71 30%	79 24%	94 28%	64 40%	52 27%	81 25%	47 21%	67 22%	66 38%	112 27%	25 26%	215 28%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_4 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's National Basketball Association (WNBA)

Base: All Respondents Familiar With At Least Women's National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Fan (Net)	472 54%	111 46%	210 63% BD	151 52%	86 58%	91 54%	189 56%	106 49%	195 63% JK	91 54%	185 47%	56 58%	404 54%
Diehard fan	109 13%	33 14%	42 13%	33 11%	18 12%	14 8%	62 19% FH	14 7%	59 19% JK	15 9%	35 9%	12 12%	96 13%
Casual fan	363 42%	78 32%	168 50% BD	117 40%	68 46%	77 46%	126 38%	92 42%	136 44%	76 45%	151 39%	44 46%	308 41%
Not at all a fan	397 46%	130 54% C	126 37%	142 48% C	63 42%	78 46%	145 44%	111 51%	113 37%	79 46% i	206 53% I	41 42%	348 46%
Sigma	869 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_5 How much of a fan would you say you are of the following leagues and/or sports?  
 National Hockey League (NHL)

Base: All Respondents Familiar With At Least National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Fan (Net)	563 64%	175 64%	166 59%	221 69% C	110 67%	124 68%	197 63%	131 62%	157 65%	103 57%	303 67% J	64 70%	492 64%
Diehard fan	157 18%	57 21% d	57 20% d	43 13%	34 21%	28 15%	59 19%	36 17%	52 21% J	24 14%	80 18%	23 26%	132 17%
Casual fan	406 46%	119 43%	110 39%	178 55% BC	77 47%	97 51%	138 44%	95 45%	106 43%	78 43%	223 49%	41 44%	360 47%
Not at all a fan	313 36%	98 36%	115 41% D	101 31%	53 33%	64 34%	114 37%	82 38%	86 35%	78 43% K	150 33%	28 30%	280 36%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_6 How much of a fan would you say you are of the following leagues and/or sports?  
 Professional Women's Hockey League (PWHL)

Base: All Respondents Familiar With At Least Professional Women's Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Fan (Net)	460 58%	101 49%	210 65% Bd	150 57%	81 56%	81 53%	178 61%	121 59%	217 70% JK	63 46%	180 53%	61 72% M	388 56%
Diehard fan	126 16%	37 18%	64 20% D	25 10%	23 16%	18 12%	62 21% FH	23 11%	70 23% JK	12 8%	44 13%	19 23%	103 15%
Casual fan	334 42%	64 31%	146 45% B	125 47% B	58 40%	63 42%	115 40%	98 48%	147 47%	52 37%	136 40%	42 49%	285 41%
Not at all a fan	331 42%	106 51% C	111 35%	114 43% c	63 44%	71 47%	114 39%	83 41%	95 30%	76 54% I	160 47% I	24 28%	301 44% L
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP02\_7 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's NCAA Basketball

Base: All Respondents Familiar With At Least Women's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Fan (Net)	526 60%	125 53%	243 70% BD	158 53%	84 61%	105 57%	211 61%	127 59%	207 68% JK	89 53%	230 56%	54 64%	459 59%
Diehard fan	125 14%	37 16%	54 16%	33 11%	17 13%	18 10%	72 21% EFH	18 8%	67 22% JK	13 8%	45 11%	15 18%	110 14%
Casual fan	401 45%	88 37%	189 54% BD	124 41%	66 49%	87 47%	139 40%	108 50% 9	140 46%	76 45%	184 45%	40 47%	349 45%
Not at all a fan	356 40%	110 47%	104 30% C	142 47% C	53 39%	80 43%	134 39%	89 41%	97 32%	80 47% I	179 44% I	30 36%	317 41%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_8 How much of a fan would you say you are of the following leagues and/or sports?  
 Women's NCAA Volleyball

Base: All Respondents Familiar With At Least Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Fan (Net)	522 59%	123 55%	223 65% BD	176 55%	83 62%	101 57%	213 60%	125 58%	216 65% K	96 58%	210 54%	53 65%	453 58%
Diehard fan	120 14%	33 15%	54 16%	33 10%	21 16%	17 10%	59 16%	23 11%	63 19% JK	19 12%	38 10%	10 13%	106 14%
Casual fan	401 46%	89 40%	170 49% b	142 45%	62 46%	83 47%	155 43%	102 48%	154 46% I	76 46%	171 45%	43 52%	348 45%
Not at all a fan	360 41%	98 45% C	120 35%	142 45% C	52 38%	76 43%	144 40%	89 42%	115 35% I	69 42%	175 46% I	29 35%	327 42%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_9 How much of a fan would you say you are of the following leagues and/or sports?  
 Men's NCAA Basketball

Base: All Respondents Familiar With At Least Men's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Fan (Net)	630 72%	174 72%	237 75%	219 69%	97 66%	138 72%	255 75% e	140 72%	192 70%	132 70%	306 74%	54 64%	562 73%
Diehard fan	226 26%	60 25%	92 29%	73 23%	30 21%	49 26%	111 33% EH	36 18%	81 30%	40 21%	105 26%	8 9%	215 28% L
Casual fan	404 46%	114 47%	144 46%	145 46%	66 45%	89 46%	144 42%	104 53% g	111 40%	92 49%	201 49%	47 55%	347 45%
Not at all a fan	245 28%	67 28%	81 25%	98 31%	51 34% g	55 28%	85 25%	55 28%	82 30%	57 30%	106 26%	31 36%	209 27%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP02\_10 How much of a fan would you say you are of the following leagues and/or sports?  
 National Football League (NFL)

Base: All Respondents Familiar With At Least National Football League (NFL)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Fan (Net)	721 81%	199 83%	250 82%	272 78%	123 80%	172 84%	250 75%	175 85%	234 85%	155 82%	332 78%	52 69%	649 81%
Diehard fan	346 39%	107 44%	124 41%	115 33%	47 31%	83 41%	131 39%	85 41%	109 39%	75 39%	162 38%	27 36%	310 39%
Casual fan	375 42%	93 38%	126 41%	157 45%	76 50%	89 44%	120 36%	90 44%	125 45%	80 42%	170 40%	25 33%	339 42%
Not at all a fan	173 19%	42 17%	55 18%	76 22%	30 20%	32 16%	82 25%	30 15%	43 15%	35 18%	96 22%	23 31%	149 19%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_1 How long have you been a fan of the following leagues and/or sports?  
 National Women's Soccer League (NWSL)

Base: Casual Or Diehard Fan Of National Women's Soccer League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	492	118	227	147	86	93	198	115	219	62	211	62	424
Weighted Base	470	119*	200	150	74*	88*	179	129*	195	66*	208	54*	411
I recently became a fan (in the past 1-3 years)	172 37%	45 38%	73 37%	54 36%	24 32%	29 33%	63 35%	57 44%	69 36%	24 36%	79 38%	18 33%	152 37%
I have been a fan for a while (past 4-9 years)	189 40%	43 36%	84 42%	62 41%	35 48%	34 39%	69 38%	50 39%	77 39%	31 46%	81 39%	23 43%	164 40%
I am a long-term fan (for 10 years or more)	109 23%	31 26%	43 22%	34 23%	15 20%	25 28%	48 27%	21 16%	49 25%	12 18%	48 23%	13 24%	95 23%
Sigma	470 100%	119 100%	200 100%	150 100%	74 100%	88 100%	179 100%	129 100%	195 100%	66 100%	208 100%	54 100%	411 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_2 How long have you been a fan of the following leagues and/or sports?  
 Major League Soccer (MLS)

Base: Casual Or Diehard Fan Of Major League Soccer

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	486	110	201	175	97	92	199	98	185	63	238	59	420
Weighted Base	504	118*	197	188	92*	94*	203	115*	172	68*	264	64*	432
I recently became a fan (in the past 1-3 years)	142 28%	29 25%	63 32%	50 27%	22 24%	30 32%	57 28%	33 29%	55 32%	25 37% k	62 24%	13 21%	127 29%
I have been a fan for a while (past 4-9 years)	226 45%	45 39%	91 46%	90 48%	44 48%	44 47%	86 42%	51 45%	68 39%	26 38%	132 50%	38 59%	184 43%
I am a long-term fan (for 10 years or more)	135 27% C	43 37%	44 22%	48 26%	25 27%	20 21%	61 30%	30 26%	49 29%	17 25%	69 26%	13 20%	121 28%
Sigma	504 100%	118 100%	197 100%	188 100%	92 100%	94 100%	203 100%	115 100%	172 100%	68 100%	264 100%	64 100%	432 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_3 How long have you been a fan of the following leagues and/or sports?  
 National Basketball Association (NBA)

Base: Casual Or Diehard Fan Of National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	625	160	262	203	102	140	241	142	229	103	293	81	535
Weighted Base	648	161	250	237	95*	140*	238	175*	235	106*	307	73*	565
I recently became a fan (in the past 1-3 years)	113 17%	28 17%	43 17%	43 18%	13 14%	22 15%	46 19%	33 19%	49 21%	15 14%	49 16%	17 23%	92 16%
I have been a fan for a while (past 4-9 years)	179 28%	32 20%	71 28%	76 32%	25 26%	36 25%	73 31%	45 26%	64 27%	38 36%	77 25%	27 37%	151 27%
I am a long-term fan (for 10 years or more)	356 55%	101 63%	137 55%	119 50%	56 60%	83 59%	119 50%	97 56%	122 52%	54 50%	181 59%	29 40%	323 57%
Sigma	648 100%	161 100%	250 100%	237 100%	95 100%	140 100%	238 100%	175 100%	235 100%	106 100%	307 100%	73 100%	565 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_4 How long have you been a fan of the following leagues and/or sports?  
 Women's National Basketball Association (WNBA)

Base: Casual Or Diehard Fan Of Women's National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east (E)	Mid-west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur-ban (K)	LGBTQ (L)	Non-LGBTQ (M)
	3/31 (A)	GOP (B)	DEM (C)	IND/OTH (D)									
Unweighted Base	494	104	238	152	100	95	195	104	217	80	197	69	416
Weighted Base	472	111*	210	151*	86*	91*	189	106*	195	91*	185	56*	404
I recently became a fan (in the past 1-3 years)	162 34%	39 35%	80 38%	43 29%	37 43% G	35 39% g	51 27%	38 36%	57 29%	30 33%	74 40% i	19 33%	138 34%
I have been a fan for a while (past 4-9 years)	194 41%	49 44%	84 40%	62 41%	34 39%	41 45%	74 39%	45 42%	70 36%	42 46%	83 45%	24 43%	167 41%
I am a long-term fan (for 10 years or more)	116 25%	24 21%	46 22%	46 30%	15 17%	15 16%	64 34% E/FH	23 21%	68 35% JK	20 21%	28 15%	13 24%	98 24%
Sigma	472	111	210	151	86	91	189	106	195	91	185	56	404
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP03\_5 How long have you been a fan of the following leagues and/or sports?  
 National Hockey League (NHL)

Base: Casual Or Diehard Fan Of National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	558	172	189	197	117	125	198	118	175	103	280	64	488
Weighted Base	563	175	166	221	110*	124*	197	131*	157	103*	303	64*	492
I recently became a fan (in the past 1-3 years)	108 19%	24 14%	38 23% b	46 21%	13 12%	16 13%	53 27% EF	26 20%	42 26% JK	16 15%	51 17%	10 16%	93 19%
I have been a fan for a while (past 4-9 years)	169 30%	53 30%	55 33%	61 28%	30 27%	38 31%	55 28%	46 35%	49 31%	41 31%	79 26%	24 37%	144 29%
I am a long-term fan (for 10 years or more)	286 51% c	98 56%	74 44%	114 52%	68 62% GH	70 56% I	89 45%	59 45%	67 43%	46 45%	173 57% J	30 46%	255 52%
Sigma	563 100%	175 100%	166 100%	221 100%	110 100%	124 100%	197 100%	131 100%	157 100%	103 100%	303 100%	64 100%	492 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_6 How long have you been a fan of the following leagues and/or sports?  
 Professional Women's Hockey League (PWHL)

Base: Casual Or Diehard Fan Of Professional Women's Hockey League

	Political			Region				Urbanicity			Sexual Orientation					
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ				
	3/31	GOP	DEM										IND/OTH	(A)	(B)	(C)
Unweighted Base	481	109	231	141	98	85	189	109	240	55	186	69	403			
Weighted Base	460	101*	210	150*	81*	81*	178	121*	217	63*	180	61*	388			
I recently became a fan (in the past 1-3 years)	172 37%	42 41%	84 40%	46 31%	34 42%	38 47%	56 32%	43 36%	78 36%	21 33%	73 41%	18 29%	152 39%			
I have been a fan for a while (past 4-9 years)	189 41%	29 29%	82 39%	78 52%	33 40%	24 30%	82 46%	50 42%	89 41%	30 47%	70 39%	27 44%	153 39%			
I am a long-term fan (for 10 years or more)	100 22%	30 30%	43 21%	26 18%	14 18%	18 22%	40 22%	28 23%	51 23%	12 19%	37 20%	16 27%	83 21%			
Sigma	460 100%	101 100%	210 100%	150 100%	81 100%	81 100%	178 100%	121 100%	217 100%	63 100%	180 100%	61 100%	388 100%			

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_7 How long have you been a fan of the following leagues and/or sports?  
 Women's NCAA Basketball

Base: Casual Or Diehard Fan Of Women's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 5	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	538	131	259	148	97	113	221	107	218	96	224	60	472
Weighted Base	526	125*	243	158*	84*	105*	211	127*	207	89*	230	54*	459
I recently became a fan (in the past 1-3 years)	165 31%	27 22%	83 34% B	54 35% b	27 32%	42 40% G	58 27%	39 31%	63 30%	25 27%	78 34%	17 31%	146 32%
I have been a fan for a while (past 4-9 years)	217 41%	59 47%	98 40%	60 38%	34 40%	44 42%	85 40%	54 43%	82 40%	35 39%	100 43%	22 41%	190 41%
I am a long-term fan (for 10 years or more)	144 27%	39 31%	62 25%	43 27%	24 28%	19 18%	68 32% F	33 26%	62 30%	30 33% k	52 23%	15 28%	124 27%
Sigma	526 100%	125 100%	243 100%	158 100%	84 100%	105 100%	211 100%	127 100%	207 100%	89 100%	230 100%	54 100%	459 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_8 How long have you been a fan of the following leagues and/or sports?  
 Women's NCAA Volleyball

Base: Casual Or Diehard Fan Of Women's NCAA Volleyball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	521	119	241	161	91	105	210	115	233	83	205	56	454
Weighted Base	522	123*	223	176	83*	101*	213	125*	216	96*	210	53*	453
I recently became a fan (in the past 1-3 years)	191 37%	41 34%	89 40%	61 35%	33 40%	42 41%	75 35%	42 34%	85 39%	25 26%	81 39%	15 28%	171 38%
I have been a fan for a while (past 4-9 years)	205 39%	44 36%	89 40%	72 41%	30 37%	41 41%	79 37%	55 44%	76 35%	48 51%	81 39%	24 45%	178 39%
I am a long-term fan (for 10 years or more)	125 24%	37 30%	45 20%	42 24%	20 24%	18 18%	59 28%	28 22%	55 25%	22 24%	48 23%	14 27%	104 23%
Sigma	522 100%	123 100%	223 100%	176 100%	83 100%	101 100%	213 100%	125 100%	216 100%	96 100%	210 100%	53 100%	453 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_9 How long have you been a fan of the following leagues and/or sports?  
 Men's NCAA Basketball

Base: Casual Or Diehard Fan Of Men's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	636	180	259	197	110	138	260	128	201	134	301	63	565
Weighted Base	630	174	237	219	97*	138*	255	140*	192	132*	306	54*	562
I recently became a fan (in the past 1-3 years)	104 17%	26 15%	37 16%	41 19%	20 21%	21 15%	40 16%	23 17%	30 16%	20 15%	54 18%	10 18%	91 16%
I have been a fan for a while (past 4-9 years)	187 30%	48 28%	82 35%	57 26%	27 28%	37 27%	73 29%	50 36%	67 35%	35 27%	85 28%	24 45%	160 28%
I am a long-term fan (for 10 years or more)	338 54%	100 57%	118 50%	120 55%	50 51%	80 58%	142 56%	66 47%	95 50%	76 58%	166 54%	20 37%	311 55%
Sigma	630 100%	174 100%	237 100%	219 100%	97 100%	138 100%	255 100%	140 100%	192 100%	132 100%	306 100%	54 100%	562 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP03\_10 How long have you been a fan of the following leagues and/or sports?  
 National Football League (NFL)

Base: Casual Or Diehard Fan Of National Football League (NFL)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	703	193	260	250	130	167	265	141	214	152	337	58	632
Weighted Base	721	199	250	272	123*	172	250	175*	234	155	332	52*	649
I recently became a fan (in the past 1-3 years)	85 12%	27 13%	33 13%	26 9%	16 13%	17 10%	33 13%	20 11%	40 17% K	15 10%	30 9%	11 22% M	71 11%
I have been a fan for a while (past 4-9 years)	145 20%	29 14%	58 23% B	58 21%	30 24%	43 25% 9	40 16%	32 18%	55 24%	34 22%	56 17%	12 24%	125 19%
I am a long-term fan (for 10 years or more)	491 68%	144 72%	159 64%	188 69%	78 63%	113 65%	178 71%	123 70%	139 59%	105 68%	247 74% I	28 54%	453 70% L
Sigma	721 100%	199 100%	250 100%	272 100%	123 100%	172 100%	250 100%	175 100%	234 100%	155 100%	332 100%	52 100%	649 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM										IND/OTH
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
It welcomes me as a fan	383 44%	94 41%	190 55% BD	89 34%	60 43%	81 46%	146 47%	96 41%	174 56% JK	41 28%	168 41% J	47 48%	328 44%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	346 40%	89 39% d	170 50% BD	87 30%	57 40%	62 35%	140 45% f	87 37%	155 50% JK	38 26%	153 37% J	40 41%	300 40%
I watch as many games/matches/competitions as I can	302 35%	68 30%	163 48% BD	71 24%	57 40% h	56 32%	118 38%	71 30%	144 47% JK	37 25%	120 30%	44 45% m	253 34%
I talk about this sport/league with others or post about it on social media	300 35%	75 33% d	157 46% BD	69 24%	56 40% h	54 30%	122 40% fH	68 29%	136 44% JK	40 27%	125 31%	43 44%	250 33%
I identify with this sport/league - it is a part of my personal identity	283 33%	68 30%	147 43% BD	68 23%	56 40% F	48 27%	108 35%	71 30%	137 44% JK	29 20%	116 29% j	43 44% M	234 31%
I purchase merchandise that supports this sport/league	267 31%	65 29%	140 41% BD	62 21%	53 37% f	47 26%	99 32%	69 29%	138 45% JK	30 20%	99 24%	40 41% m	224 30%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I purchase merchandise that supports this sport/league	368 43%	109 48% C	125 37%	134 46% c	55 39%	76 43%	124 40%	113 48%	103 33%	78 53% I	187 46% I	32 33%	331 44%
I identify with this sport/league - It is a part of my personal identity	353 41%	111 49% C	118 34%	125 43% c	53 38%	83 47% g	116 37%	102 43%	95 31%	77 52% I	181 44% I	32 33%	315 42%
I watch as many games/matches/competitions as I can	323 37%	102 45% C	101 30%	120 41% C	45 32%	66 37%	110 36%	102 44% e	83 27%	78 53% IK	162 40% I	30 31%	288 39%
I talk about this sport/league with others or post about it on social media	302 35%	101 44% C	94 28%	108 37% C	47 33%	68 39%	98 32%	89 38%	82 26%	73 50% IK	148 36% I	25 25%	274 37% I
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	291 34%	95 42% C	87 25%	108 37% C	48 34%	57 32%	97 32%	88 38%	80 26%	68 47% IK	143 35% I	26 27%	262 35%
It welcomes me as a fan	183 21%	75 33% CD	52 15%	57 19%	27 19%	32 18%	66 21%	58 25%	45 15%	58 39% IK	81 20%	13 14%	163 22%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_1\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGQTQ	Non-LGQTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	302 35%	68 30%	163 48% BD	71 24%	57 40% h	56 32%	118 38%	71 30%	144 47% JK	37 25%	120 30%	44 45% n	253 34%
Strongly agree	130 15%	37 16% D	73 21% D	20 7%	31 22% H	27 15%	46 15%	26 11%	68 22% JK	10 7%	52 13% J	19 20%	110 15%
Somewhat agree	172 20%	30 13%	90 26% BD	51 17%	26 18%	29 17%	71 23%	45 19%	76 25% K	27 19%	68 17%	25 25%	143 19%
Neutral	237 27%	58 26%	78 23% bC	101 34%	39 28%	55 31%	81 26%	62 26%	80 26%	32 22%	125 31% I	23 23%	207 28%
Strongly/Somewhat Disagree (Net)	323 37%	102 45% C	101 30% C	120 41% C	45 32%	66 37%	110 36%	102 44% e	83 27%	78 53% IK	162 40% I	30 31%	288 39%
Somewhat disagree	122 14%	35 15%	42 12%	46 16%	16 12%	22 12%	42 13%	42 18%	23 8%	25 17% I	73 18% I	17 18%	102 14%
Strongly disagree	202 23%	67 30% C	60 17% C	75 26% C	28 20%	44 25%	69 22%	60 26%	60 26%	52 36% IK	89 22% I	13 13%	187 25% I
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	300 35%	75 33%	157 46%	69 24%	56 40%	54 30%	122 40%	68 29%	136 44%	40 27%	125 31%	43 44%	250 33%
Strongly agree	120 14%	30 13%	67 19%	23 8%	21 15%	19 11%	51 17%	29 12%	68 22%	13 9%	39 10%	19 19%	96 13%
Somewhat agree	181 21%	45 20%	90 26%	45 16%	35 25%	35 20%	71 23%	39 17%	68 22%	27 18%	86 21%	24 25%	154 21%
Neutral	259 30%	52 23%	91 27%	116 40%	38 27%	55 31%	89 29%	77 33%	91 30%	34 23%	134 33%	30 31%	224 30%
Strongly/Somewhat Disagree (Net)	302 35%	101 44%	94 28%	108 37%	47 33%	68 39%	98 32%	89 38%	82 26%	73 50%	148 36%	25 25%	274 37%
Somewhat disagree	80 9%	27 12%	26 8%	27 9%	16 11%	21 12%	25 8%	19 8%	19 6%	19 13%	42 10%	4 4%	74 10%
Strongly disagree	222 26%	74 32%	68 20%	80 27%	31 22%	47 27%	73 24%	71 30%	63 20%	53 38%	106 26%	21 21%	200 27%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	267 31%	65 29%	140 41% BD	62 21%	53 37% I	47 26%	99 32%	69 29%	138 45% JK	30 20%	99 24%	40 41% m	224 30%
Strongly agree	133 15%	34 15%	73 21% d BD	26 9%	28 20%	26 14%	48 16%	31 13%	74 24% JK	13 9%	45 11%	19 20%	111 15%
Somewhat agree	135 16%	31 14%	67 20% D	36 12%	25 18%	21 12%	51 17%	38 16%	64 21% JK	16 11%	54 13%	21 21%	112 15%
Neutral	227 26%	54 24%	76 22% bC	97 33% c	33 24% I	54 31%	86 28%	53 23%	67 22%	39 28%	121 30% I	25 25%	193 26%
Strongly/Somewhat Disagree (Net)	368 43%	109 48% C	125 37% c	134 46% c	55 39%	76 43%	124 40%	113 48%	103 33% I	78 53% I	187 46% I	32 33%	331 44%
Somewhat disagree	104 12%	27 12%	41 12%	36 12%	18 13%	25 14%	30 10%	30 13%	36 12%	21 15%	46 11%	10 11%	93 12%
Strongly disagree	264 31%	82 36% C	84 25% C	88 33% C	37 26% C	51 29% C	94 30% C	82 35% C	67 22% I	57 39% I	141 35% I	22 23%	238 32%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	283 33%	68 30%	147 43% BD	68 23%	56 40% F	48 27%	108 35%	71 30%	137 44% JK	29 20%	116 29% I	43 44% M	234 31%
Strongly agree	131 15%	35 15%	70 21% D	25 9%	26 18%	19 11%	52 17%	33 14%	74 24% JK	13 9%	44 11% I	18 19% M	112 15%
Somewhat agree	152 18%	33 14%	77 22% BD	42 14%	30 21%	28 16%	56 18%	38 16%	63 20% J	17 11%	72 18% I	25 25% m	122 16%
Neutral	226 26%	49 21%	77 23% BC	100 34% BC	32 23%	46 26%	85 28%	62 27%	76 25%	40 28%	110 27% I	22 22% I	199 27%
Strongly/Somewhat Disagree (Net)	353 41%	111 48% C	118 34% c	125 43% c	53 38% g	83 47% g	116 37%	102 43%	95 31%	77 52% I	181 44% I	32 33% I	315 42%
Somewhat disagree	116 14%	40 18% C	34 10% C	42 14%	25 18%	23 13%	43 14%	25 11%	23 8%	22 15% I	71 18% I	13 13% I	101 14%
Strongly disagree	237 27%	71 31%	84 25%	83 28%	28 20% EG	60 34% EG	73 24%	76 32% Eg	72 23% IK	55 38% IK	110 27% I	20 20% I	213 29%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	383 44%	94 41%	190 55%	99 34%	60 43%	81 46%	146 47%	96 41%	174 56%	41 28%	168 41%	47 48%	328 44%
Strongly agree	175 20%	44 19%	91 27%	40 14%	32 23%	33 19%	57 18%	52 22%	88 28%	18 12%	69 17%	29 30%	145 19%
Somewhat agree	208 24%	50 22%	99 29%	59 20%	29 20%	47 27%	89 29%	43 18%	86 28%	23 16%	99 24%	17 18%	183 25%
Neutral	296 34%	59 26%	100 29%	137 47%	53 38%	64 36%	97 31%	82 35%	89 29%	48 33%	158 39%	37 38%	256 34%
Strongly/Somewhat Disagree (Net)	183 21%	75 33%	52 15%	57 19%	27 19%	32 18%	66 21%	58 25%	45 15%	58 39%	81 20%	13 14%	163 22%
Somewhat disagree	71 8%	31 13%	22 6%	19 6%	12 8%	14 8%	27 9%	19 8%	14 5%	19 13%	37 9%	6 6%	62 8%
Strongly disagree	113 13%	44 19%	30 9%	38 13%	16 11%	19 11%	39 13%	39 17%	31 10%	38 26%	44 11%	7 7%	101 14%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_1\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political												Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)								
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766								
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748								
Strongly/Somewhat Agree (Net)	346 40%	89 39%	170 51%	87 30%	57 40%	62 35%	140 45%	87 37%	155 50%	38 26%	153 37%	40 41%	300 40%								
Strongly agree	153 18%	35 15%	82 24%	37 13%	28 20%	29 17%	63 20%	34 14%	75 24%	13 9%	65 16%	24 24%	126 17%								
Somewhat agree	193 22%	54 24%	88 26%	50 17%	29 21%	33 19%	77 25%	54 23%	80 26%	25 17%	88 21%	16 16%	175 23%								
Neutral	225 26%	43 19%	85 25%	97 33%	36 26%	58 33%	72 23%	59 25%	73 24%	40 27%	112 28%	32 32%	186 25%								
Strongly/Somewhat Disagree (Net)	291 34%	95 42%	87 25%	108 37%	48 34%	57 32%	97 32%	88 38%	80 26%	68 47%	143 35%	26 27%	262 35%								
Somewhat disagree	107 12%	33 14%	35 10%	39 13%	24 17%	20 12%	32 10%	29 12%	27 9%	21 14%	59 14%	13 14%	92 12%								
Strongly disagree	184 21%	63 28%	52 15%	70 24%	23 17%	36 21%	65 21%	59 25%	53 17%	48 33%	84 21%	13 13%	170 23%								
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%								

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	380 43%	96 43%	155 47% d	123 38%	66 43%	88 47%	148 45%	78 38%	148 51% Jk	44 28%	188 43% J	51 50%	326 43%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	318 36%	86 39% D	143 43% D	90 27%	57 37%	64 34%	138 42% H	60 29%	129 44% JK	37 24%	152 35% J	39 39%	274 36%
I watch as many games/matches/competitions as I can	302 34%	79 36% d	134 41% D	89 27%	60 39%	56 30%	121 37%	65 31%	131 45% JK	27 18%	144 33% J	35 34%	261 34%
I talk about this sport/league with others or post about it on social media	291 33%	76 34%	125 38% D	89 27%	52 34%	51 27%	127 39% Fh	61 29%	121 42% JK	36 24%	133 31%	36 36%	249 33%
I purchase merchandise that supports this sport/league	287 33%	68 31%	128 39% D	91 28%	55 36%	54 29%	114 35%	63 30%	123 42% JK	31 21%	133 31% J	46 46% M	235 31%
I identify with this sport/league - it is a part of my personal identity	278 32%	76 34% d	118 36% D	84 26%	52 34%	52 28%	118 36% fh	56 27%	118 41% JK	32 21%	128 30% j	37 37%	236 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	393 45%	117 53% Cd	137 42%	139 43%	72 47%	90 48%	130 40%	101 49%	101 35%	83 55% I	209 48% I	30 29%	360 47% L
I identify with this sport/league - It is a part of my personal identity	380 43%	102 46%	132 40%	147 45%	66 43%	95 50% G	123 38%	96 46%	110 38%	87 57% IK	183 42%	33 33%	343 45% I
I talk about this sport/league with others or post about it on social media	376 43%	106 48%	134 41%	136 42%	64 41%	93 49% G	123 38%	96 46%	99 34%	87 57% IK	190 44% I	38 38%	333 44% I
I watch as many games/matches/competitions as I can	357 41%	103 46% c	121 37%	133 41%	62 40%	90 48% G	113 35%	93 44%	94 32% g	84 55% IK	179 41% I	31 31%	322 42% I
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	343 39%	92 41%	112 34%	139 43% c	57 37%	78 41%	114 35%	94 45% g	92 32%	74 49% I	177 41% I	41 40%	297 39% I
It welcomes me as a fan	205 23%	62 28% C	59 18%	83 25% C	40 26%	43 23%	61 19%	61 29% G	60 20%	47 31% IK	98 23% I	16 16%	183 24% L

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_2\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Major League Soccer

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773									
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762									
Strongly/Somewhat Agree (Net)	302	79	134	89	60	56	121	65	131	27	144	35	261									
	34%	36%	41%	27%	39%	30%	37%	31%	45%	18%	33%	34%	34%									
Strongly agree	136	41	61	33	24	23	54	35	62	12	62	18	116									
	15%	19%	19%	10%	16%	12%	16%	17%	21%	8%	14%	18%	15%									
Somewhat agree	166	38	73	55	37	33	67	30	69	15	82	17	145									
	19%	17%	22%	17%	24%	17%	20%	14%	24%	10%	19%	17%	19%									
Neutral	219	40	74	105	32	43	93	51	66	41	112	35	179									
	25%	18%	23%	32%	21%	23%	28%	24%	23%	27%	26%	35%	24%									
Strongly/Somewhat Disagree (Net)	357	103	121	133	62	90	113	93	94	84	179	31	322									
	41%	46%	37%	41%	40%	48%	35%	44%	32%	55%	41%	31%	42%									
Somewhat disagree	113	36	41	35	18	35	35	25	30	26	57	13	98									
	13%	16%	12%	11%	12%	18%	11%	12%	10%	17%	13%	13%	13%									
Strongly disagree	244	66	80	98	44	55	78	67	64	59	121	18	224									
	28%	30%	24%	30%	28%	29%	24%	32%	22%	39%	28%	18%	29%									
Sigma	878	222	329	328	154	189	327	208	291	152	434	101	762									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Major League Soccer

	Demographic												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29 - 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	291 33%	76 34%	125 38%	89 27%	52 34%	51 27%	127 39%	61 29%	121 42%	36 24%	133 31%	36 36%	249 33%
Strongly agree	134 15%	41 18%	58 18%	35 11%	24 15%	22 12%	61 19%	27 13%	61 21%	14 9%	58 13%	14 14%	118 15%
Somewhat agree	157 18%	35 16%	68 21%	55 17%	28 18%	28 15%	66 20%	34 16%	60 21%	22 15%	75 17%	22 22%	131 17%
Neutral	211 24%	40 18%	70 21%	102 31%	38 25%	45 24%	76 23%	52 25%	71 24%	29 19%	111 26%	27 27%	180 24%
Strongly/Somewhat Disagree (Net)	376 43%	106 48%	134 41%	136 42%	64 41%	93 49%	123 38%	96 46%	99 34%	87 57%	190 44%	38 38%	333 44%
Somewhat disagree	124 14%	38 17%	48 15%	38 12%	18 12%	38 20%	43 13%	25 12%	36 12%	32 21%	57 13%	12 12%	110 14%
Strongly disagree	251 29%	68 31%	86 26%	98 30%	45 29%	55 29%	80 25%	71 34%	63 22%	55 36%	134 31%	26 26%	223 29%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Major League Soccer

	Wave 214 (3/29)												
	Political				Region				Urbanicity			Sexual Orientation	
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	287	68	128	91	55	54	114	63	123	31	133	46	235
	33%	31%	39%	28%	36%	29%	35%	30%	42%	21%	31%	46%	31%
Strongly agree	117	36	54	27	23	18	47	30	56	13	48	21	93
	13%	16%	16%	8%	15%	10%	14%	14%	19%	9%	11%	21%	12%
Somewhat agree	170	33	74	63	32	37	67	33	67	18	85	25	142
	19%	15%	22%	19%	21%	19%	21%	16%	23%	12%	19%	25%	19%
Neutral	198	36	64	98	27	44	83	44	68	38	92	25	167
	23%	16%	19%	30%	18%	23%	25%	21%	23%	25%	21%	25%	22%
Strongly/Somewhat Disagree (Net)	393	117	137	139	72	90	130	101	83	209	30	360	47%
	45%	53%	42%	43%	47%	48%	40%	49%	35%	58%	48%	29%	47%
Somewhat disagree	102	35	34	33	18	25	35	24	23	20	58	7	94
	12%	16%	10%	10%	12%	13%	11%	11%	8%	13%	13%	6%	12%
Strongly disagree	292	82	103	106	54	65	95	78	77	63	151	23	266
	33%	37%	31%	32%	35%	38%	29%	37%	27%	41%	35%	23%	35%
Sigma	878	222	329	328	154	189	327	208	291	152	434	101	762
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	278 32%	76 34%	118 36%	84 26%	52 34%	52 28%	118 36%	56 27%	118 41%	32 21%	128 30%	37 37%	236 31%
Strongly agree	123 14%	38 17%	55 17%	31 9%	20 13%	18 9%	59 18%	27 13%	57 20%	7 4%	59 14%	18 18%	103 14%
Somewhat agree	155 18%	39 17%	63 19%	53 16%	32 21%	35 18%	59 18%	29 14%	61 21%	25 16%	69 16%	19 18%	133 17%
Neutral	220 25%	44 20%	79 24%	97 30%	36 23%	42 22%	85 26%	57 27%	63 22%	34 22%	123 28%	31 31%	183 24%
Strongly/Somewhat Disagree (Net)	380 43%	102 46%	132 40%	147 45%	66 43%	95 50%	123 38%	96 46%	110 38%	87 57%	183 42%	33 33%	343 45%
Somewhat disagree	110 12%	29 13%	43 13%	38 12%	14 9%	35 19%	33 10%	27 13%	32 11%	26 17%	52 12%	11 11%	98 13%
Strongly disagree	270 31%	73 33%	89 27%	108 33%	52 34%	60 32%	89 27%	69 33%	78 27%	61 40%	131 30%	22 22%	246 32%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Major League Soccer

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	Political			Region				Urbanicity		Suburban		LGBTQ		Non-LGBTQ							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)							
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773									
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762									
Strongly/Somewhat Agree (Net)	380 43%	96 43%	155 47%	129 39%	66 43%	88 47%	148 45%	78 38%	148 51%	44 29%	188 43%	51 50%	326 43%									
Strongly agree	162 18%	47 21%	76 23%	38 12%	28 18%	30 16%	69 21%	34 16%	69 24%	14 9%	79 18%	20 19%	142 19%									
Somewhat agree	219 25%	49 22%	79 24%	91 28%	38 24%	58 31%	79 24%	44 21%	79 27%	31 20%	109 25%	31 31%	185 24%									
Neutral	293 33%	63 29%	114 35%	115 35%	48 31%	58 31%	118 36%	69 33%	83 29%	61 40%	148 34%	34 34%	253 33%									
Strongly/Somewhat Disagree (Net)	205 23%	62 28%	59 18%	83 25%	40 26%	43 23%	61 19%	61 29%	60 20%	47 31%	98 23%	16 16%	183 24%									
Somewhat disagree	71 8%	23 11%	19 6%	29 9%	17 11%	18 9%	24 7%	13 6%	22 7%	18 12%	31 7%	8 8%	59 8%									
Strongly disagree	133 15%	39 18%	40 12%	54 17%	24 15%	25 13%	37 11%	48 23%	38 13%	29 19%	67 15%	8 8%	124 16%									
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_2\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	318 36%	86 38% D	143 43% D	90 27%	57 37%	64 34%	138 42% H	60 29%	129 44% JK	37 24%	152 35% J	39 39%	274 36%
Strongly agree	144 16%	41 18% D	73 22% D	30 9%	27 17%	28 15%	63 19%	26 13%	71 24% JK	12 8%	61 14% J	16 16%	125 16%
Somewhat agree	174 20%	45 20%	70 21%	60 18%	30 19%	36 19%	75 23%	34 16%	58 20%	25 17%	91 21%	24 23%	148 19%
Neutral	216 25%	44 20%	74 22%	99 30% Bc	40 26%	47 25%	76 23%	54 26%	70 24%	41 27%	105 24%	21 21%	192 25%
Strongly/Somewhat Disagree (Net)	343 39%	92 41%	112 34%	139 43% c	57 37%	78 41%	114 35%	94 45% g	92 32%	74 49% I	177 41% I	41 40%	297 39%
Somewhat disagree	111 13%	31 14%	40 12%	40 12%	20 13%	31 16%	37 11%	23 11%	38 13%	23 15%	49 11%	12 11%	96 13%
Strongly disagree	233 26%	61 28%	72 22%	99 30% C	37 24%	47 25%	77 24%	71 34% IG	54 18%	51 33% I	128 29% I	29 29%	201 26%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	413 46%	117 50% D	177 54% D	119 36%	63 40%	84 44%	152 46%	113 51% e	150 50% J	60 35%	202 48% J	46 47%	360 46%
I talk about this sport/league with others or post about it on social media	339 38%	89 38%	148 45% D	102 31%	60 38%	66 35%	121 38%	92 41%	136 45% J	37 22%	166 40% J	39 39%	298 38%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	337 38%	86 37% d	156 47% BD	95 29%	61 38%	59 31%	125 39%	92 41% f	146 48% JK	42 24%	150 36% J	44 45%	290 37%
I watch as many games/matches/competitions as I can	330 37%	90 39% D	146 44% D	94 29%	55 35%	68 35%	125 39%	82 37%	142 47% JK	34 20%	155 37% J	36 37%	291 37%
I purchase merchandise that supports this sport/league	306 34%	84 36% D	139 42% D	83 25%	46 29%	60 31%	123 39%	77 35%	133 44% JK	33 19%	140 33% J	34 34%	267 34%
I identify with this sport/league - it is a part of my personal identity	273 31%	72 31% d	126 38% D	75 23%	37 23%	54 28%	107 34%	75 34% e	117 39% Jk	27 16%	130 31% J	32 32%	240 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	362 41%	94 41%	121 37%	147 44%	65 41%	73 38%	127 40%	97 44%	88 29%	97 57%	176 42%	36 39%	316 40%
I talk about this sport/league with others or post about it on social media	343 38%	97 42%	104 32%	142 43%	65 41%	73 38%	120 37%	85 38%	86 29%	96 56%	161 38%	38 39%	297 38%
I identify with this sport/league - it is a part of my personal identity	341 38%	97 42%	104 31%	140 42%	71 45%	75 39%	120 38%	75 34%	91 30%	92 53%	158 38%	37 38%	295 38%
I watch as many games/matches/competitions as I can	332 37%	96 41%	102 31%	134 41%	70 44%	73 38%	121 38%	68 31%	87 29%	91 53%	154 37%	29 29%	295 38%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	326 37%	96 41%	96 29%	134 41%	61 38%	71 37%	112 35%	82 37%	79 26%	93 54%	153 37%	28 28%	288 37%
It welcomes me as a fan	177 20%	47 20%	47 14%	84 25%	31 19%	36 19%	71 22%	39 18%	43 14%	52 30%	83 20%	16 17%	158 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_3\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LG	BQTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	330 37%	90 38% D	146 44% D	94 29%	55 35%	68 35%	125 39%	82 37%	142 47% JK	34 20%	155 37% J	36 37%	291 37%
Strongly agree	152 17%	38 16%	69 21% D	44 13%	25 15%	30 16%	60 19%	37 17%	78 26% JK	7 4%	66 16% J	17 18%	132 17%
Somewhat agree	179 20%	52 22% d	77 23% D	50 15%	31 19%	37 19%	65 20%	45 20%	63 21%	27 16%	88 21% J	19 19%	160 20%
Neutral	230 26%	46 20%	81 25% B	102 31% B	33 21%	52 27%	74 23%	71 32% eg	73 24%	47 27%	110 26% J	33 34%	193 25%
Strongly/Somewhat Disagree (Net)	332 37%	96 41% C	102 31% C	134 41% C	70 44% H	73 38%	121 38%	68 31%	87 29%	91 53% IK	154 37% I	29 29%	295 38%
Somewhat disagree	105 12%	36 15% C	29 9%	40 12%	25 16%	22 11%	35 11%	23 10%	34 11%	24 14%	47 11% I	10 10%	92 12%
Strongly disagree	226 25%	60 26%	73 22%	84 28% C	45 28% H	51 27%	85 27%	45 20%	53 17% IK	67 39% IK	107 25% I	19 19%	203 26%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	339 38%	89 38%	148 45% D	102 31%	60 38%	66 35%	121 38%	92 41%	136 45% J	37 22%	166 40% J	39 39%	298 38%
Strongly agree	145 16%	40 17%	65 20% D	40 12%	23 14%	30 16%	54 17%	38 17%	71 23% JK	9 5%	65 16% J	19 19%	125 16%
Somewhat agree	194 22%	49 21%	83 25% D	62 19%	37 23%	36 19%	68 21%	53 24%	65 22% J	28 16%	101 24% j	19 20%	173 22%
Neutral	210 24%	46 20%	78 24%	86 26%	34 21%	52 27%	78 25%	46 21%	80 26%	38 22%	92 22% j	22 22%	185 24%
Strongly/Somewhat Disagree (Net)	343 38%	97 42% C	104 32% C	142 43% C	65 41%	73 38%	120 37%	85 38%	86 29%	96 56% IK	161 38% I	38 39%	297 38%
Somewhat disagree	120 13%	40 17%	38 11%	43 13%	17 11%	33 17%	42 13%	28 13%	29 10%	30 18% I	60 14%	16 16%	103 13%
Strongly disagree	223 25%	57 25%	66 20% C	100 30% C	48 30% f	40 21%	77 24%	57 26%	57 19% IK	66 38% IK	100 24% J	22 23%	194 25%
Sigma	892 100%	232 100%	329 100% C	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100% J	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Basketball Association

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767									
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780									
Strongly/Somewhat Agree (Net)	306	84	139	83	46	60	123	77	133	33	140	34	267									
Strongly agree	129	37	56	36	18	20	54	37	65	10	54	16	109									
Somewhat agree	177	47	83	47	28	40	69	40	68	23	86	18	159									
Neutral	224	54	69	101	48	59	69	48	80	42	103	26	197									
Strongly/Somewhat Disagree (Net)	362	94	121	147	65	73	127	97	88	97	176	38	316									
Somewhat disagree	99	27	40	33	15	26	33	25	25	21	53	12	83									
Strongly disagree	263	67	81	114	50	48	93	72	63	76	124	26	233									
Sigma	892	232	329	331	159	192	319	222	301	172	419	98	780									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	273 31%	72 31%	126 38%	75 23%	37 23%	54 28%	107 34%	75 34%	117 39%	27 16%	130 31%	32 32%	240 31%
Strongly agree	132 15%	32 14%	67 20%	33 10%	21 13%	18 9%	53 17%	40 18%	66 22%	8 5%	58 14%	17 17%	114 15%
Somewhat agree	141 16%	40 17%	60 18%	42 13%	16 10%	36 19%	54 17%	36 16%	51 17%	19 11%	72 17%	14 15%	126 16%
Neutral	278 31%	63 27%	99 30%	116 35%	51 32%	63 33%	93 29%	72 32%	93 31%	54 31%	131 31%	29 30%	246 31%
Strongly/Somewhat Disagree (Net)	341 38%	97 42%	104 31%	140 42%	71 45%	75 39%	120 38%	75 34%	91 30%	92 53%	158 38%	37 38%	295 38%
Somewhat disagree	106 12%	35 15%	31 9%	40 12%	22 14%	25 13%	37 12%	22 10%	33 11%	21 12%	51 12%	17 17%	84 11%
Strongly disagree	235 26%	62 27%	73 22%	100 30%	49 31%	50 26%	83 26%	53 24%	58 19%	70 41%	107 25%	20 21%	210 27%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	413 46%	117 50%	177 54%	119 36%	63 40%	84 44%	152 48%	113 51%	150 50%	60 35%	202 48%	46 47%	360 46%
Strongly agree	187 21%	48 21%	90 27%	49 15%	29 18%	35 18%	70 22%	52 23%	83 28%	17 10%	86 21%	23 24%	162 21%
Somewhat agree	226 25%	69 30%	87 27%	70 21%	34 22%	49 26%	82 26%	61 27%	67 22%	43 25%	116 28%	23 23%	197 25%
Neutral	302 34%	69 30%	105 32%	128 39%	64 41%	71 37%	96 30%	71 32%	108 36%	60 35%	133 32%	36 36%	263 34%
Strongly/Somewhat Disagree (Net)	177 20%	47 20%	47 14%	84 25%	31 19%	36 19%	71 22%	39 18%	43 14%	52 30%	83 20%	16 17%	158 20%
Somewhat disagree	73 8%	20 8%	19 6%	35 10%	11 7%	14 7%	31 10%	16 7%	15 5%	20 11%	38 9%	9 9%	63 8%
Strongly disagree	105 12%	27 12%	28 9%	49 15%	20 12%	22 11%	40 12%	23 11%	27 9%	32 19%	45 11%	7 8%	95 12%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_3\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	337 38%	86 37% d	156 47% BD	95 29%	61 38%	59 31%	125 39%	92 41% I	146 48%	42 24%	150 36% J	44 45%	290 37%
Strongly agree	133 15%	30 13%	70 21% BD	33 10%	22 14%	19 10%	50 16%	42 19% F	70 23% JK	9 5%	55 13% J	18 18%	114 15%
Somewhat agree	204 23%	57 24%	86 26% d	62 19%	39 24%	41 21%	75 23%	50 22%	76 25%	33 19%	95 23%	26 27%	176 23%
Neutral	229 26%	50 21%	78 24%	102 31% Bc	38 24%	61 32% h	82 26%	49 22%	76 25%	37 22%	116 28%	26 27%	202 26%
Strongly/Somewhat Disagree (Net)	326 37%	96 41% C	96 29%	134 41% C	61 38%	71 37%	112 35%	82 37%	79 26%	93 54% IK	153 37% I	28 28%	288 37%
Somewhat disagree	122 14%	38 16% c	35 11%	50 15%	20 13%	30 16%	47 15%	26 12%	27 9%	33 19% I	62 15% I	11 11%	109 14%
Strongly disagree	203 23%	58 25%	61 19%	85 26% c	41 26%	41 21%	66 21%	56 25%	52 17%	60 35% IK	92 22%	17 18%	179 23%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	377 43%	92 38%	197 59% BD	88 30%	66 44%	70 41%	160 48% h	81 37%	161 52% JK	54 32%	162 42% j	48 50%	320 43%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	293 34%	70 29%	150 45% BD	73 25%	48 32%	47 28%	136 41% FH	62 29%	133 43% JK	42 25%	119 30%	44 45% M	242 32%
I talk about this sport/league with others or post about it on social media	262 30%	61 25%	134 40% BD	66 23%	49 33% i	39 23%	122 37% FH	52 24%	132 43% JK	31 19%	98 25%	31 32%	227 30%
I watch as many games/matches/competitions as I can	258 30%	69 28%	124 37% BD	65 22%	50 34% H	45 27%	116 35% H	47 22%	131 42% JK	33 20%	94 24%	30 31%	223 30%
I purchase merchandise that supports this sport/league	242 28%	63 26%	116 35% BD	63 21%	37 25%	41 24%	115 35% eFH	48 22%	118 38% JK	30 18%	94 24%	29 30%	210 28%
I identify with this sport/league - it is a part of my personal identity	235 27%	60 25%	116 34% BD	59 20%	37 25%	36 21%	118 35% eFH	44 20%	115 37% JK	27 16%	93 24% j	30 31%	201 27%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	427 49%	136 56% C	146 43%	145 50%	81 54% G	89 53% G	139 42%	118 54% G	115 37%	111 66% IK	200 51% I	33 34%	381 51% L
I identify with this sport/league - it is a part of my personal identity	407 47%	134 55% C	137 41%	136 46%	77 51% G	83 48% G	137 41%	111 51% G	98 32%	108 63% IK	201 51% I	38 39%	362 48% L
I talk about this sport/league with others or post about it on social media	394 45%	125 52% C	124 37%	145 50% C	70 47%	86 51% G	128 38%	110 51% G	105 34%	107 63% IK	182 47% I	32 33%	354 47% L
I watch as many games/matches/competitions as I can	385 44%	110 46%	136 41%	138 47%	70 47% G	83 48% G	126 38%	105 48% G	102 33%	100 59% IK	183 47% I	35 36%	343 46% L
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	340 39%	109 45% C	109 32%	122 42% C	63 42%	69 41%	116 35%	91 42%	85 28%	94 55% IK	160 41% I	21 22%	314 42% L
It welcomes me as a fan	189 22%	61 25% C	55 16%	74 25% C	26 18%	40 24%	62 19%	61 28% eG	46 15%	58 34% IK	85 22% i	12 13%	172 23% L

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_4\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	258 30%	69 28%	124 37%	65 22%	50 34%	45 27%	116 35%	47 22%	131 42%	33 20%	94 24%	30 31%	223 30%
Strongly agree	110 13%	26 11%	59 17%	26 9%	23 15%	17 10%	49 15%	21 10%	65 21%	11 7%	35 9%	8 9%	101 13%
Somewhat agree	147 17%	43 18%	66 20%	39 13%	27 18%	28 17%	66 20%	26 12%	66 21%	22 13%	59 15%	21 22%	122 16%
Neutral	227 26%	62 26%	75 22%	89 31%	29 19%	41 24%	92 28%	65 30%	76 25%	37 22%	114 29%	32 33%	185 25%
Strongly/Somewhat Disagree (Net)	385 44%	110 46%	136 41%	138 47%	70 47%	83 49%	126 38%	105 33%	102 33%	100 59%	183 47%	35 36%	343 46%
Somewhat disagree	132 15%	37 15%	52 15%	43 15%	22 15%	33 20%	36 11%	41 19%	33 11%	37 22%	62 16%	18 19%	110 15%
Strongly disagree	252 29%	73 30%	84 25%	85 33%	48 32%	50 30%	91 27%	64 29%	68 22%	63 37%	121 31%	17 18%	233 31%
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	262 30%	61 25%	134 40%	66 23%	49 33%	39 23%	122 37%	52 24%	132 43%	31 19%	98 25%	31 32%	227 30%
Strongly agree	116 13%	28 12%	63 19%	25 8%	22 15%	16 10%	55 16%	23 11%	65 21%	12 7%	39 10%	15 16%	98 13%
Somewhat agree	146 17%	33 14%	71 21%	42 14%	27 18%	23 13%	68 20%	29 13%	67 22%	20 12%	59 15%	15 16%	128 17%
Neutral	213 25%	55 23%	78 23%	81 28%	31 21%	44 26%	83 25%	55 26%	71 23%	31 18%	111 28%	34 36%	171 23%
Strongly/Somewhat Disagree (Net)	394 45%	125 52%	124 37%	145 50%	70 47%	86 51%	128 38%	110 51%	105 34%	107 63%	182 47%	32 33%	354 47%
Somewhat disagree	123 14%	33 14%	43 13%	46 16%	23 15%	37 22%	36 11%	27 12%	29 9%	40 23%	54 14%	12 12%	107 14%
Strongly disagree	271 31%	92 38%	80 24%	99 34%	47 31%	49 29%	93 28%	83 29%	76 25%	67 40%	128 33%	20 20%	247 33%
Sigma	869 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	242 28%	63 26%	116 35% BD	63 21%	37 25%	41 24%	115 35% eFH	48 22%	118 38%	30 18%	94 24%	29 30%	210 28%
Strongly agree	103 12%	31 13%	42 13%	29 10%	15 10%	14 8%	50 15%	23 11%	52 17%	12 7%	38 10%	10 10%	90 12%
Somewhat agree	139 16%	32 13%	74 22% BD	33 11%	21 14%	27 16%	65 20% h	25 12%	65 21% JK	18 11%	55 14%	19 20%	120 16%
Neutral	200 23%	42 17%	74 22% Bc	84 29%	32 21%	39 23%	79 24%	50 23%	75 24% j	28 17%	97 25%	35 36% M	161 21%
Strongly/Somewhat Disagree (Net)	427 49%	136 56% C	146 43%	145 50%	81 54% G	89 53% G	139 42%	118 54% G	115 37%	111 66% IK	200 51% I	33 34%	381 51% L
Somewhat disagree	122 14%	40 16%	49 15%	33 11%	27 18% g	30 18% g	36 11%	29 13%	34 11%	33 19% I	55 14%	10 10%	107 14%
Strongly disagree	304 35%	96 40% C	96 29%	112 38% C	54 36% G	59 35% G	103 31%	89 41% g	81 26% IK	79 46% I	145 37% I	23 24%	274 36% L
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757									
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751									
Strongly/Somewhat Agree (Net)	235	60	116	59	37	36	118	44	115	27	93	30	201									
	27%	25%	34%	20%	25%	21%	35%	20%	37%	16%	24%	31%	27%									
Strongly agree	91	23	46	22	17	18	41	15	58	10	23	9	81									
	10%	10%	14%	7%	11%	11%	12%	7%	19%	6%	6%	9%	11%									
Somewhat agree	144	36	70	38	21	18	77	29	57	17	70	21	120									
	17%	15%	21%	13%	14%	11%	23%	13%	19%	10%	18%	22%	16%									
Neutral	227	48	83	97	35	50	80	62	94	35	98	29	189									
	26%	20%	25%	33%	24%	30%	24%	29%	31%	21%	25%	30%	25%									
Strongly/Somewhat Disagree (Net)	407	134	137	136	77	83	137	111	98	108	201	38	362									
	47%	55%	41%	46%	51%	49%	41%	51%	32%	63%	51%	39%	48%									
Somewhat disagree	127	48	47	32	24	34	36	33	26	37	63	17	106									
	15%	20%	14%	11%	16%	20%	11%	15%	8%	22%	16%	18%	14%									
Strongly disagree	280	86	90	104	53	48	101	78	72	70	137	21	256									
	32%	36%	27%	36%	36%	28%	30%	36%	23%	41%	35%	22%	34%									
Sigma	868	241	336	292	149	169	334	217	308	170	391	97	751									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	377 43%	92 38%	197 59% BD	88 30%	66 44%	70 41%	160 48% h	81 37%	161 52% JK	54 32%	162 42% I	48 50%	320 43%
Strongly agree	170 20%	38 16%	93 28% BD	38 13%	30 20%	28 17%	84 25% IH	28 13%	85 28% JK	31 18%	54 14% I	18 19%	147 20%
Somewhat agree	207 24%	54 22%	104 31% bD	50 17%	36 24%	41 24%	76 23% J	53 25%	76 25% J	23 14%	108 28% J	30 31%	174 23%
Neutral	303 35%	88 37% C	84 25% C	131 45% C	57 38%	59 35%	111 33%	75 35%	101 33% eG	58 34%	144 37% I	36 38%	258 34%
Strongly/Somewhat Disagree (Net)	189 22%	61 25% C	55 16% C	74 25% C	26 18%	40 24%	62 19%	61 28% eG	46 15%	58 34% IK	85 22% I	12 13%	172 23% L
Somewhat disagree	78 9%	29 12% c	24 7% c	25 9% c	11 7%	17 10%	19 6% eG	31 14% eG	11 3% eG	22 13% I	46 12% I	5 5%	72 10%
Strongly disagree	111 13%	32 13% c	31 9% c	48 16% C	15 10%	23 14%	43 13%	30 14% eG	36 12% eG	37 22% IK	39 10% I	7 7%	101 13%
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_4\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's National Basketball Association (WNBA)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	293 34%	70 29%	150 45% BD	73 25%	48 32%	47 28%	136 41% FH	62 29%	133 43%	42 25%	119 30%	44 45% M	242 32%
Strongly agree	127 15%	28 12%	68 20% BD	31 11%	16 11%	20 12%	64 19% ef	28 13%	69 23% JK	16 9%	42 11%	13 13%	112 15%
Somewhat agree	166 19%	42 17%	82 24% bD	42 14%	32 21%	27 16%	73 22%	34 16%	63 20%	26 16%	77 20%	31 32% M	130 17%
Neutral	236 27%	63 26%	76 23% C	97 33% C	38 25%	53 31%	81 24%	64 30%	91 29% j	34 20%	112 29%	32 33% M	195 26%
Strongly/Somewhat Disagree (Net)	340 39%	109 45% C	109 32% C	122 42% C	63 42%	69 41%	116 35%	91 42%	85 28%	94 55% IK	160 41% I	21 22% L	314 42% L
Somewhat disagree	116 13%	45 18% C	36 11% C	35 12% C	20 13%	26 16%	34 10% g	36 16% g	28 9% I	32 19% I	56 14% I	8 8% L	105 14% L
Strongly disagree	224 26%	64 27%	73 22% c	87 30% c	44 29%	43 26%	82 25%	55 25%	57 19% IK	62 36% IK	105 27% I	13 13% L	209 28% L
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
It welcomes me as a fan	443 51%	143 52%	150 53%	150 47%	86 52%	92 49%	157 50%	109 51%	127 52%	74 41%	241 53%	47 51%	393 51%
I watch as many games/matches/competitions as I can	342 39%	117 43%	117 42%	108 34%	69 42%	59 31%	133 43%	80 38%	108 44%	51 28%	183 40%	35 38%	306 40%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	340 39%	120 44%	122 43%	98 30%	63 39%	56 30%	136 44%	85 40%	111 46%	44 24%	184 41%	39 42%	300 39%
I purchase merchandise that supports this sport/league	324 37%	108 40%	109 39%	107 33%	57 35%	65 34%	117 38%	85 40%	104 43%	48 26%	172 38%	41 45%	282 36%
I talk about this sport/league with others or post about it on social media	318 36%	110 40%	112 40%	96 30%	65 40%	57 30%	123 39%	73 34%	105 43%	51 28%	162 36%	38 41%	275 38%
I identify with this sport/league - it is a part of my personal identity	284 32%	102 37%	98 35%	84 26%	60 36%	50 26%	104 34%	70 33%	101 42%	41 23%	142 31%	42 46%	237 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I identify with this sport/league - it is a part of my personal identity	364 42%	110 40%	120 43%	134 42%	72 44%	89 47% h	125 40%	77 36%	89 37%	98 54% IK	177 39%	25 27%	333 43% L
I purchase merchandise that supports this sport/league	350 40%	111 41%	114 41%	125 39%	69 42%	83 44%	118 38%	80 38%	90 37%	93 51% IK	168 37%	26 29%	318 41% I
I talk about this sport/league with others or post about it on social media	344 39%	105 39%	106 38%	133 41%	64 39%	78 41%	115 37%	87 41%	91 37%	90 50% IK	163 36%	23 25%	315 41% L
I watch as many games/matches/competitions as I can	328 37%	98 36%	107 38%	123 38%	62 38%	85 45% G	104 34%	77 36%	82 34%	86 48% IK	160 35%	32 34%	290 38% I
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	318 36%	99 36%	99 35%	120 37%	61 37%	77 41%	104 33%	76 36%	77 31%	85 47% IK	156 34%	27 29%	284 37% I
It welcomes me as a fan	182 21%	45 17%	58 21%	79 25% b	36 22%	41 22%	62 20%	43 20%	53 22%	51 28% K	78 17%	19 21%	155 20% I

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_5\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	342 39%	117 43%	117 42%	108 34%	69 42%	59 31%	133 43%	80 38%	108 44%	51 28%	183 40%	35 38%	306 40%
Strongly agree	135 15%	53 19%	48 17%	33 10%	21 13%	29 15%	54 17%	31 15%	42 17%	20 11%	72 16%	17 18%	117 15%
Somewhat agree	208 24%	64 23%	69 25%	75 23%	49 30%	30 16%	80 25%	49 23%	66 27%	31 17%	111 25%	18 20%	189 24%
Neutral	206 24%	58 21%	57 20%	92 28%	32 20%	45 24%	73 24%	55 26%	53 22%	43 24%	110 24%	25 28%	176 23%
Strongly/Somewhat Disagree (Net)	328 37%	98 36%	107 38%	123 38%	62 38%	85 45%	104 34%	77 36%	82 34%	86 48%	160 35%	32 34%	290 38%
Somewhat disagree	94 11%	32 12%	27 9%	36 11%	15 9%	32 17%	29 9%	18 9%	24 10%	22 12%	48 11%	14 15%	79 10%
Strongly disagree	234 27%	67 25%	80 29%	86 27%	47 29%	52 28%	76 24%	59 28%	58 24%	64 36%	112 25%	18 20%	212 27%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	318 36%	110 40%	112 40%	96 30%	65 40%	57 30%	123 39%	73 34%	105 43%	51 28%	162 36%	38 41%	275 36%
Strongly agree	121 14%	46 17%	46 16%	29 9%	25 15%	18 10%	50 16%	28 13%	39 16%	15 9%	66 15%	12 13%	109 14%
Somewhat agree	197 22%	64 23%	66 24%	67 21%	41 25%	39 21%	72 23%	45 21%	65 27%	36 20%	96 21%	26 28%	166 22%
Neutral	215 24%	58 21%	63 22%	94 29%	34 21%	54 26%	74 24%	53 25%	47 19%	39 22%	128 28%	31 34%	182 24%
Strongly/Somewhat Disagree (Net)	344 39%	105 39%	106 38%	133 41%	64 39%	78 41%	115 37%	87 41%	91 37%	90 50%	163 36%	23 25%	315 41%
Somewhat disagree	93 11%	27 10%	29 10%	36 11%	17 10%	20 11%	35 11%	21 10%	31 13%	20 11%	42 9%	8 9%	81 11%
Strongly disagree	251 29%	78 29%	77 27%	97 30%	47 29%	58 31%	80 26%	66 31%	61 25%	70 39%	121 27%	15 16%	234 30%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Hockey League

	Demographic												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	324 37%	108 40%	109 39%	107 33%	57 35%	65 34%	117 38%	85 40%	104 43%	48 26%	172 38%	41 45%	282 36%
Strongly agree	115 13%	50 18%	41 15%	23 7%	18 11%	22 12%	43 14%	32 15%	41 17%	17 10%	56 12%	9 10%	105 14%
Somewhat agree	209 24%	58 21%	68 24%	84 26%	39 24%	43 23%	75 24%	52 25%	63 26%	30 17%	116 26%	32 35%	176 23%
Neutral	203 23%	54 20%	58 21%	91 28%	37 23%	41 22%	76 25%	48 23%	49 20%	40 22%	113 25%	25 27%	173 22%
Strongly/Somewhat Disagree (Net)	350 40%	111 41%	114 41%	125 39%	69 42%	83 44%	118 38%	80 38%	90 37%	93 51%	168 37%	26 29%	318 41%
Somewhat disagree	98 11%	38 14%	24 9%	35 11%	26 16%	24 13%	32 10%	15 7%	27 11%	19 11%	52 11%	11 12%	85 11%
Strongly disagree	252 29%	72 27%	91 32%	89 28%	44 27%	59 31%	85 27%	65 30%	63 26%	73 41%	115 26%	16 17%	233 30%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	284 32%	102 37%	98 35%	84 26%	60 36%	50 26%	104 34%	70 33%	101 42%	41 23%	142 31%	42 46%	237 31%
Strongly agree	118 13%	47 17%	44 16%	27 8%	27 17%	22 12%	38 12%	31 14%	46 19%	12 6%	60 13%	16 17%	102 13%
Somewhat agree	166 19%	55 20%	54 19%	58 18%	32 20%	28 15%	67 21%	40 19%	55 23%	29 16%	82 18%	27 29%	135 18%
Neutral	228 26%	61 22%	63 22%	104 32%	32 19%	50 26%	81 26%	65 31%	53 22%	41 23%	134 30%	24 26%	202 26%
Strongly/Somewhat Disagree (Net)	364 42%	110 40%	120 43%	134 42%	72 44%	89 47%	125 40%	77 36%	89 37%	98 54%	177 39%	25 27%	333 43%
Somewhat disagree	104 12%	34 12%	33 12%	37 11%	20 12%	23 12%	40 13%	20 10%	26 11%	26 14%	52 11%	9 9%	94 12%
Strongly disagree	260 30%	76 28%	87 31%	87 27%	52 32%	66 35%	85 27%	57 27%	63 28%	72 40%	125 28%	16 18%	240 31%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	443 51%	143 52%	150 53%	150 47%	86 52%	92 49%	157 50%	109 51%	127 52%	74 41%	241 53%	47 51%	393 51%
Strongly agree	211 24%	86 31%	76 27%	50 15%	44 27%	40 21%	74 24%	54 25%	68 28%	27 15%	116 26%	23 25%	188 24%
Somewhat agree	231 26%	57 21%	74 26%	101 31%	42 26%	52 27%	83 27%	55 26%	59 24%	47 26%	125 28%	24 26%	205 27%
Neutral	252 29%	85 31%	73 26%	93 29%	42 26%	56 30%	93 30%	61 29%	63 26%	55 31%	133 29%	25 28%	225 29%
Strongly/Somewhat Disagree (Net)	182 21%	45 17%	58 21%	79 25%	36 22%	41 22%	62 20%	43 20%	53 22%	51 28%	78 17%	19 21%	155 20%
Somewhat disagree	51 6%	9 3%	18 6%	24 7%	10 6%	8 4%	21 7%	11 5%	11 4%	11 6%	29 6%	8 9%	38 5%
Strongly disagree	131 15%	36 13%	40 14%	55 17%	26 16%	33 17%	40 13%	32 15%	42 17%	40 22%	49 11%	11 12%	117 15%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_5\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	340 39%	120 44%	122 43%	98 30%	63 39%	56 30%	136 44%	85 40%	111 46%	44 24%	184 41%	39 42%	300 39%
Strongly agree	139 16%	58 21%	51 18%	31 10%	29 18%	22 12%	51 16%	37 18%	56 23%	19 10%	65 14%	13 14%	126 16%
Somewhat agree	200 23%	62 23%	71 25%	67 21%	34 21%	34 18%	85 27%	48 22%	56 23%	26 14%	119 26%	26 28%	175 23%
Neutral	219 25%	54 20%	60 21%	105 32%	40 24%	55 29%	72 23%	52 24%	55 23%	51 28%	113 25%	26 28%	188 24%
Strongly/Somewhat Disagree (Net)	318 36%	99 36%	99 35%	120 37%	61 37%	77 41%	104 33%	76 36%	77 31%	85 47%	156 34%	27 29%	284 37%
Somewhat disagree	106 12%	33 12%	29 10%	45 14%	22 13%	21 11%	36 12%	27 13%	27 11%	26 14%	53 12%	18 19%	86 11%
Strongly disagree	211 24%	66 24%	70 25%	75 23%	38 24%	56 30%	68 22%	48 23%	50 20%	59 33%	103 23%	9 10%	198 26%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	387 49%	96 46%	187 58% BD	105 40%	75 52%	66 43%	151 52%	96 47%	186 60% JK	45 32%	156 46% J	50 59%	335 49%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	357 45%	84 41%	180 56% BD	94 35%	70 49%	60 39%	143 49% f	85 41%	186 60% JK	40 29%	131 39%	50 59% M	305 44%
I watch as many games/matches/competitions as I can	349 44%	93 45% D	167 52% D	89 34%	66 46%	57 38%	140 48% f	85 42%	173 56% JK	38 27%	138 40% J	46 54% n	297 43%
I talk about this sport/league with others or post about it on social media	333 42%	86 42%	157 49% D	90 34%	65 46% f	52 34%	130 45% f	86 42%	175 56% JK	36 26%	122 36% J	46 55% M	283 41%
I purchase merchandise that supports this sport/league	329 42%	87 42% D	162 51% BD	80 30%	57 40%	51 34%	141 48% Fn	80 39%	177 57% JK	34 24%	118 35% J	42 50%	282 41%
I identify with this sport/league - it is a part of my personal identity	319 40%	83 40% D	163 51% BD	73 28%	62 44%	52 34%	129 44% f	76 37%	165 53% JK	31 22%	123 36% J	42 50%	271 39%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	263 33%	85 41% C	86 27%	91 35% c	46 32%	59 39%	92 32%	66 32%	68 22%	68 49% IK	126 37% I	21 25%	237 34%
I identify with this sport/league - it is a part of my personal identity	256 32%	83 40% C	77 24%	96 36% C	41 28%	60 40% e	90 31%	65 32%	70 22%	67 48% IK	119 35% I	23 27%	228 33%
I talk about this sport/league with others or post about it on social media	252 32%	82 40% C	78 24%	92 35% C	41 28%	56 37%	95 33%	60 30%	61 19%	66 47% IK	125 37% I	22 26%	222 32%
I watch as many games/matches/competitions as I can	237 30%	71 34% C	76 24%	91 34% C	41 29%	54 35%	82 28%	60 29%	65 21%	61 44% IK	111 33% I	21 25%	212 31%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	216 27%	73 35% C	69 22%	74 28%	36 25%	49 32%	80 27%	51 25%	57 18%	60 43% IK	99 29% I	17 21%	192 28%
It welcomes me as a fan	160 20%	50 24% C	48 15%	61 23% C	29 20%	30 20%	56 19%	45 22%	45 14%	46 33% IK	68 20% i	14 17%	139 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_6\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	349 44%	93 45% D	167 52% D	89 34%	66 46% H	57 38%	140 48% I	85 42%	173 56% JK	38 27%	138 40% J	46 54% m	297 43%
Strongly agree	151 19%	44 21% D	76 24% D	31 12%	34 24% H	27 18%	64 22% H	26 13%	90 29% JK	12 8%	50 15% J	22 26% m	127 18%
Somewhat agree	198 25%	49 24%	91 28%	58 22%	32 22% H	31 20%	76 26% H	59 29%	83 27%	26 19%	88 26% J	24 29% m	170 25%
Neutral	205 26%	42 21%	78 24%	85 32% Bc	36 25%	41 27%	69 24%	59 29%	73 23%	40 29%	91 27% J	17 20% m	180 26%
Strongly/Somewhat Disagree (Net)	237 30%	71 34% C	76 24% C	91 34% C	41 29%	54 35%	82 28%	60 29%	65 21%	61 44% Ik	111 33% I	21 25% m	212 31%
Somewhat disagree	75 9%	21 10%	22 7%	32 12% c	12 9%	19 12%	26 9%	18 9%	21 7%	17 13% I	36 11% J	8 10% m	65 9%
Strongly disagree	163 21%	51 24% c	53 17% c	59 22% c	29 20%	35 23%	56 19% c	42 21%	45 14% Ik	43 31% Ik	75 22% I	13 16% m	147 21%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Demographics												
	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	333 42%	86 42%	157 49%	90 34%	65 46%	52 34%	130 45%	86 42%	175 56%	36 26%	122 36%	46 55%	283 41%
Strongly agree	157 20%	36 17%	83 26%	38 14%	33 23%	22 14%	67 23%	35 17%	90 29%	15 11%	51 15%	21 25%	133 19%
Somewhat agree	176 22%	50 24%	74 23%	52 20%	32 23%	30 20%	63 22%	51 25%	84 27%	21 15%	71 21%	25 30%	151 22%
Neutral	206 26%	39 19%	85 27%	82 31%	37 26%	45 29%	66 23%	58 28%	76 25%	37 27%	93 27%	16 19%	184 27%
Strongly/Somewhat Disagree (Net)	252 32%	82 40%	78 24%	92 35%	41 28%	56 37%	95 33%	60 30%	61 19%	66 47%	125 37%	22 26%	222 32%
Somewhat disagree	92 12%	26 13%	30 9%	37 14%	15 10%	20 13%	39 13%	19 9%	21 7%	24 18%	47 14%	10 12%	74 11%
Strongly disagree	160 20%	56 27%	48 15%	56 21%	26 18%	36 23%	57 19%	41 20%	39 13%	42 30%	79 23%	11 14%	148 21%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Wave 214 (3/29 - 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	329 42%	87 42%	162 51%	80 30%	57 40%	51 34%	141 48%	80 39%	177 57%	34 24%	118 35%	42 50%	282 41%
Strongly agree	151 19%	36 18%	77 24%	38 14%	31 22%	22 15%	70 24%	28 14%	85 27%	13 10%	53 16%	20 23%	130 19%
Somewhat agree	178 22%	50 24%	85 27%	42 16%	26 18%	29 19%	71 24%	52 26%	92 30%	21 15%	65 19%	22 27%	152 22%
Neutral	200 25%	34 17%	72 23%	93 35%	41 29%	42 27%	58 20%	59 29%	67 21%	37 26%	96 28%	21 25%	171 25%
Strongly/Somewhat Disagree (Net)	263 33%	85 41%	86 27%	91 35%	46 32%	59 39%	92 32%	66 32%	68 22%	68 49%	126 37%	21 25%	237 34%
Somewhat disagree	79 10%	20 10%	33 10%	26 10%	13 9%	20 13%	28 10%	18 9%	21 7%	20 14%	39 11%	11 13%	64 9%
Strongly disagree	183 23%	66 32%	53 16%	65 25%	33 23%	40 26%	64 22%	47 23%	47 15%	49 35%	88 26%	10 12%	173 25%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Demographic Breakdown												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	319	83	163	73	62	52	129	76	165	31	123	42	271
	40%	40%	51%	28%	44%	34%	44%	37%	53%	22%	36%	50%	39%
Strongly agree	155	39	79	37	32	32	66	26	88	14	53	22	127
	20%	19%	25%	14%	22%	21%	23%	13%	28%	10%	16%	27%	18%
Somewhat agree	164	45	83	36	30	20	64	50	77	17	70	19	143
	21%	22%	26%	14%	21%	13%	22%	24%	25%	12%	20%	23%	21%
Neutral	217	40	81	96	40	41	72	64	77	42	98	20	191
	27%	19%	25%	36%	28%	27%	25%	31%	25%	30%	29%	24%	28%
Strongly/Somewhat Disagree (Net)	256	83	77	96	41	60	90	65	70	67	119	23	228
	32%	40%	24%	36%	28%	40%	31%	32%	22%	48%	35%	27%	33%
Somewhat disagree	95	26	30	39	13	25	36	21	26	22	47	11	79
	12%	13%	9%	15%	9%	16%	12%	10%	8%	16%	14%	13%	12%
Strongly disagree	160	57	47	56	28	35	54	44	44	45	72	11	148
	20%	28%	15%	21%	19%	23%	18%	22%	14%	32%	21%	13%	22%
Sigma	791	206	320	264	143	152	291	204	312	139	340	84	689
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	387 49%	96 46%	187 58%	105 40%	75 52%	66 43%	151 52%	96 47%	186 60%	45 32%	156 46%	50 59%	335 49%
Strongly agree	180 23%	40 19%	99 31%	41 16%	36 25%	36 24%	71 25%	36 18%	92 30%	15 10%	73 22%	27 33%	151 22%
Somewhat agree	207 26%	56 27%	88 28%	64 24%	39 27%	30 20%	79 27%	59 29%	94 30%	30 22%	83 24%	22 26%	184 27%
Neutral	244 31%	61 29%	86 27%	98 37%	39 28%	56 37%	84 29%	64 31%	80 26%	48 34%	116 34%	21 25%	215 31%
Strongly/Somewhat Disagree (Net)	160 20%	50 24%	48 15%	61 23%	29 20%	30 20%	56 19%	45 22%	45 14%	46 33%	68 20%	14 17%	139 20%
Somewhat disagree	60 8%	19 9%	18 6%	23 9%	9 6%	16 11%	22 8%	13 6%	19 6%	18 13%	24 7%	4 5%	53 8%
Strongly disagree	100 13%	31 15%	30 9%	38 14%	20 14%	14 9%	34 12%	32 16%	26 8%	29 21%	45 13%	10 11%	87 13%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_6\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political		Region				Urbanicity			Sexual Orientation			
	Wave 214 (3/29)		IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ	
	3/31	GOP											DEM
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	357	84	180	94	70	60	143	85	186	40	131	50	305
	45%	41%	56%	35%	49%	39%	49%	41%	60%	29%	39%	59%	44%
Strongly agree	155	32	87	36	32	25	66	31	87	17	51	26	128
	20%	16%	27%	14%	23%	17%	23%	15%	28%	12%	15%	31%	19%
Somewhat agree	202	51	93	58	37	34	77	53	99	23	80	24	177
	26%	25%	29%	22%	26%	23%	26%	26%	32%	16%	24%	29%	26%
Neutral	218	50	71	97	38	43	69	69	69	39	110	17	193
	28%	24%	22%	37%	26%	28%	24%	34%	22%	28%	32%	20%	28%
Strongly/Somewhat Disagree (Net)	216	73	69	74	36	49	80	51	57	60	99	17	192
	27%	35%	22%	28%	25%	32%	27%	25%	18%	43%	29%	21%	28%
Somewhat disagree	82	26	29	27	13	22	29	18	21	25	36	8	67
	10%	12%	9%	10%	9%	14%	10%	9%	7%	18%	11%	10%	10%
Strongly disagree	134	47	40	47	23	28	50	34	36	35	63	9	124
	17%	23%	13%	18%	16%	18%	17%	16%	12%	25%	19%	11%	18%
Sigma	791	206	320	264	143	152	291	204	312	139	340	84	689
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	412 47%	107 45%	190 55% BD	115 38%	65 48%	77 41%	181 52% FH	89 41%	161 53% JK	70 42%	180 44%	39 46%	367 47%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	317 36%	79 33%	151 43% BD	88 29%	64 47% FH	57 31%	137 40% IH	59 27%	143 47% JK	50 30%	123 30%	42 49% M	268 35%
I watch as many games/matches/competitions as I can	297 34%	73 31%	139 40% BD	85 28%	52 38% h	52 28%	135 39% FH	58 27%	134 44% JK	38 23%	124 30%	35 41%	258 33%
I talk about this sport/league with others or post about it on social media	296 34%	80 34%	135 39% D	80 27%	48 35%	50 27%	133 39% F	65 30%	135 45% JK	41 24%	119 29%	32 37%	256 33%
I identify with this sport/league - it is a part of my personal identity	265 30%	61 26%	123 36% BD	80 27%	49 35% H	49 26%	117 34% H	51 24%	131 43% JK	36 21%	98 24%	33 39%	226 29%
I purchase merchandise that supports this sport/league	246 28%	68 29% d	115 33% D	63 21%	44 32% IH	40 22%	122 35% FH	39 18%	119 39% JK	37 22%	91 22%	25 30%	218 28%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	434 49%	131 56% cd	164 47%	140 47%	66 48%	96 52% g	146 42%	127 59% G	114 37%	106 63% lk	214 52% l	34 40%	391 50%
I identify with this sport/league - It is a part of my personal identity	408 46%	129 55% Cd	143 41%	136 45%	66 48%	96 52% G	142 41%	104 49%	108 36%	94 56% l	206 50% l	34 41%	367 47%
I watch as many games/matches/competitions as I can	364 41%	116 49% Cd	127 37%	121 40%	56 41%	85 46% G	123 36%	100 46% G	95 31%	89 53% l	181 44% l	31 36%	328 42%
I talk about this sport/league with others or post about it on social media	359 41%	114 48% C	123 35%	122 41%	53 39%	90 49% G	130 38%	86 40%	84 28%	90 53% l	184 45% l	26 31%	328 42%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	310 35%	106 45% CD	103 30%	102 34%	45 33%	70 38%	112 33%	83 38%	79 26%	79 47% lk	152 37% l	21 24%	283 37% l
It welcomes me as a fan	180 20%	58 25% c	60 17%	62 21%	26 19%	33 18%	75 22%	46 21%	54 18%	42 25%	83 20%	20 23%	157 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_7\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780									
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776									
Strongly/Somewhat Agree (Net)	297 34%	73 31%	139 40%	85 28%	52 38%	52 28%	135 39%	58 27%	134 44%	38 23%	124 30%	35 41%	258 33%									
Strongly agree	116 13%	34 15%	52 15%	30 10%	25 18%	11 6%	66 19%	14 7%	58 19%	12 7%	46 11%	17 20%	98 13%									
Somewhat agree	181 21%	38 16%	87 25%	55 18%	27 20%	41 22%	69 20%	44 20%	76 25%	26 16%	78 19%	17 21%	159 21%									
Neutral	221 25%	46 20%	81 23%	94 31%	29 21%	47 26%	87 25%	58 27%	75 25%	42 25%	104 26%	19 23%	190 24%									
Strongly/Somewhat Disagree (Net)	364 41%	116 49%	127 37%	121 40%	56 41%	85 46%	123 36%	100 46%	95 31%	89 53%	181 44%	31 36%	328 42%									
Somewhat disagree	132 15%	45 19%	43 12%	43 14%	20 14%	35 19%	34 10%	44 20%	38 13%	35 20%	59 14%	7 9%	122 16%									
Strongly disagree	232 26%	71 30%	84 24%	78 26%	36 27%	51 27%	89 26%	56 26%	57 19%	54 32%	121 30%	23 28%	206 27%									
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	296 34%	80 34%	135 39%	80 27%	48 35%	50 27%	133 39%	65 30%	135 45%	41 24%	119 29%	32 37%	256 33%
Strongly agree	105 12%	28 12%	48 14%	29 10%	20 14%	14 7%	53 15%	18 8%	54 18%	12 7%	39 10%	16 19%	86 11%
Somewhat agree	191 22%	53 22%	87 25%	51 17%	28 21%	36 19%	80 23%	47 22%	81 27%	29 17%	80 20%	16 19%	170 22%
Neutral	228 26%	41 17%	88 25%	99 33%	36 26%	45 25%	82 24%	64 30%	84 28%	38 22%	106 26%	27 31%	192 25%
Strongly/Somewhat Disagree (Net)	359 41%	114 48%	123 35%	122 41%	53 39%	90 49%	130 38%	86 40%	84 28%	90 53%	184 45%	26 31%	328 42%
Somewhat disagree	120 14%	40 17%	39 11%	41 14%	17 12%	41 22%	42 12%	20 9%	30 10%	32 19%	57 14%	4 5%	115 15%
Strongly disagree	239 27%	74 31%	84 24%	81 27%	36 26%	48 26%	88 25%	67 31%	54 18%	58 35%	127 31%	22 26%	212 27%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	246	68	115	63	44	40	122	39	119	37	91	25	218
	28%	29%	33%	21%	32%	22%	35%	18%	39%	22%	22%	30%	28%
Strongly agree	103	32	47	24	22	15	54	12	59	11	33	16	87
	12%	14%	14%	8%	16%	8%	16%	6%	19%	6%	8%	19%	11%
Somewhat agree	143	36	68	39	22	25	68	27	60	26	58	9	132
	16%	15%	20%	13%	17%	14%	20%	12%	20%	16%	14%	11%	17%
Neutral	201	36	68	98	26	49	77	49	71	26	104	26	166
	23%	15%	19%	32%	19%	26%	22%	23%	23%	15%	25%	30%	21%
Strongly/Somewhat Disagree (Net)	434	131	164	140	66	96	146	127	114	106	214	34	391
	49%	56%	47%	47%	48%	52%	42%	59%	37%	63%	52%	40%	50%
Somewhat disagree	124	43	46	35	21	33	37	34	36	34	54	12	109
	14%	18%	13%	12%	15%	18%	11%	16%	12%	20%	13%	14%	14%
Strongly disagree	310	88	117	105	46	63	109	93	78	72	160	22	282
	35%	37%	34%	35%	33%	34%	32%	43%	28%	42%	39%	25%	36%
Sigma	882	235	347	300	137	185	345	215	304	169	409	85	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	265 30%	61 26%	123 36% BD	80 27%	49 35% H	49 26%	117 34% H	51 24%	131 43% JK	36 21%	98 24%	33 39%	226 29%
Strongly agree	111 13%	28 12%	47 14%	36 12%	24 17% H	17 9%	55 16% H	15 7%	55 18% JK	17 10%	40 10%	14 17%	95 12%
Somewhat agree	153 17%	33 14%	76 22% Ed	45 15%	25 18% H	31 17%	62 18% H	35 16%	77 25% JK	19 11%	58 14%	19 22%	131 17%
Neutral	209 24%	45 19%	81 23% b	84 28% b	22 16%	40 22% e	87 25% E	60 28% E	64 21%	39 23%	105 26%	17 20%	183 24%
Strongly/Somewhat Disagree (Net)	408 46%	129 55% Cd	143 41%	136 45%	66 48% G	96 52% G	142 41%	104 49%	108 36%	94 56% I	206 50% I	34 41%	367 47%
Somewhat disagree	149 17%	46 20%	56 16%	47 15%	24 17% G	43 23% G	49 14%	34 16%	39 13%	36 21% I	74 18%	13 15%	136 17%
Strongly disagree	259 29%	83 35% C	86 25%	89 30%	42 31%	53 29% G	93 27%	71 33%	69 23%	58 34% I	132 32% I	22 26%	232 30%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	412 47%	107 45%	190 55% BD	115 38%	65 48%	77 41%	181 52% FH	89 41%	161 53% JK	70 42%	180 44%	39 46%	367 47%
Strongly agree	166 19%	45 19%	80 23% D	42 14%	30 22% IH	24 13%	83 24% FH	29 13%	77 25% JK	24 14%	65 16%	17 20%	145 19%
Somewhat agree	246 28%	62 26%	111 32% d	73 24%	35 26%	53 28%	98 28%	60 28%	85 28%	46 27%	115 28%	22 26%	222 29%
Neutral	290 33%	70 30%	97 28% BC	124 41%	45 33%	76 41% G	89 26% G	80 37% G	88 29%	56 33%	148 36%	26 31%	251 32%
Strongly/Somewhat Disagree (Net)	180 20%	58 25% c	60 17%	62 21%	26 19%	33 18%	75 22%	46 21%	54 18%	42 25%	83 20%	20 23%	157 20%
Somewhat disagree	69 8%	22 9%	24 7%	23 8%	11 8%	14 8%	29 8%	15 7%	25 8%	13 8%	31 7%	11 13%	56 7%
Strongly disagree	110 13%	36 15%	36 10%	38 13%	15 11%	19 10%	46 13%	31 14%	29 9%	29 17% I	53 13%	9 10%	101 13%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_7\_6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	317 36%	79 33%	151 43% BD	88 29%	64 47% FH	57 31%	137 40% IH	59 27%	143 47% JK	50 30%	123 30%	42 49% M	268 35%
Strongly agree	125 14%	30 13%	63 18% D	33 11%	28 20% FH	15 8%	63 18% FH	19 9%	63 21% JK	17 10%	45 11%	14 17% M	108 14%
Somewhat agree	192 22%	49 21%	88 25% d	55 18%	36 26% e	42 23%	74 21%	40 18%	80 26% k	33 20%	78 19%	28 33% M	159 21%
Neutral	255 29%	51 21%	93 27% BC	111 37%	28 20% BC	58 31% e	96 28% E	74 34% E	81 27% E	40 24%	134 33% J	23 27% J	225 29%
Strongly/Somewhat Disagree (Net)	310 35%	106 45% CD	103 30%	102 34%	45 33%	70 38%	112 33%	83 38%	79 26%	79 47% IK	152 37% I	21 24% I	283 37% I
Somewhat disagree	96 11%	31 13%	39 11%	26 9%	9 7%	27 15% e	33 10%	27 12%	28 9%	29 17% IK	39 9%	5 6% I	90 12% I
Strongly disagree	214 24%	75 32% C	63 18%	76 25% c	36 26% c	44 24%	79 23%	56 26%	51 17%	50 29% I	113 28% I	16 19% I	193 25% I
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LG&TQ	Non-LG&TQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
It welcomes me as a fan	404 46%	93 42%	196 57% BD	115 36%	64 48%	75 43%	169 47%	85 44%	181 55% JK	55 33%	167 43% j	44 53%	351 45%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	343 39%	88 40% D	170 50% BD	85 27%	60 45% F	57 32%	146 41%	80 37%	173 52% JK	39 24%	132 34% J	38 46%	299 38%
I watch as many games/matches/competitions as I can	315 36%	72 33%	156 46% BD	87 27%	51 38%	52 29%	140 39% i	73 34%	163 49% JK	37 22%	116 30%	30 37%	278 36%
I talk about this sport/league with others or post about it on social media	304 35%	73 33% d	152 44% BD	79 25%	53 39%	56 32%	127 36%	68 32%	161 49% JK	30 18%	114 30% J	33 40%	267 34%
I purchase merchandise that supports this sport/league	295 34%	65 29%	151 44% BD	80 25%	50 37%	51 29%	126 35%	68 32%	155 47% JK	27 16%	113 29% J	35 42%	255 33%
I identify with this sport/league - it is a part of my personal identity	292 33%	57 26%	156 45% BD	80 25%	46 34%	51 29%	126 35%	70 33%	152 46% JK	36 22%	104 27% J	36 43% m	249 32%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	384 44%	116 52% Cd	133 39%	136 43%	53 40%	87 49%	148 41%	97 45%	104 31%	101 61% IK	180 47% I	31 38%	347 44%
I identify with this sport/league - it is a part of my personal identity	360 41%	116 53% CD	123 36%	121 38%	47 35%	80 45%	141 39%	91 43%	103 31%	86 52% I	171 44% I	34 41%	319 41%
I talk about this sport/league with others or post about it on social media	358 41%	113 51% CD	120 35%	125 39%	49 37%	80 45%	136 38%	93 44%	87 26%	92 56% I	179 47% I	30 36%	323 41%
I watch as many games/matches/competitions as I can	342 39%	97 44% C	116 34%	130 41%	45 34%	77 44%	132 37%	88 41%	82 25%	90 54% IK	170 44% I	28 34%	310 40%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social media, etc.	299 34%	91 41% C	89 26%	119 37% C	44 33%	65 37%	118 33%	72 34%	64 19%	87 52% IK	148 38% I	21 26%	271 35%
It welcomes me as a fan	194 22%	60 27% C	61 18%	73 23%	30 22%	36 21%	72 20%	56 26%	62 19%	53 32% IK	79 21% I	13 16%	176 23%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_8\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	Political			Region				Urbanicity		Suburban		LGBTQ		Non-LGBTQ							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)							
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775									
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780									
Strongly/Somewhat Agree (Net)	315	72	156	87	51	52	140	73	163	37	116	30	278									
Strongly agree	130	28	69	33	21	21	60	27	69	15	46	9	118									
Somewhat agree	185	44	88	54	30	30	80	45	94	22	69	21	160									
Neutral	224	52	71	101	38	47	86	53	86	39	99	24	191									
Strongly/Somewhat Disagree (Net)	342	97	116	130	45	77	132	88	82	90	170	28	310									
Somewhat disagree	132	40	41	51	12	29	53	38	28	32	72	9	121									
Strongly disagree	211	57	75	78	33	48	79	50	54	58	98	19	190									
Sigma	882	221	343	317	134	176	358	213	332	165	385	82	780									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Wave 214 (3/29)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	304 35%	73 33%	152 44%	79 25%	53 39%	56 32%	127 36%	68 32%	161 49%	30 18%	114 30%	33 40%	267 34%
Strongly agree	127 14%	23 11%	68 20%	35 11%	23 17%	22 13%	54 15%	27 13%	70 21%	14 9%	43 11%	15 18%	108 14%
Somewhat agree	177 20%	50 22%	84 24%	44 14%	30 22%	34 19%	73 20%	41 19%	91 27%	15 9%	71 18%	18 22%	159 20%
Neutral	219 25%	35 16%	71 21%	113 36%	32 24%	40 23%	94 26%	52 24%	83 25%	44 26%	92 24%	19 24%	190 24%
Strongly/Somewhat Disagree (Net)	358 41%	113 51%	120 35%	125 39%	49 37%	80 45%	136 38%	93 44%	87 26%	92 56%	179 47%	30 36%	323 41%
Somewhat disagree	125 14%	43 19%	37 11%	45 14%	11 8%	31 18%	49 14%	34 16%	26 8%	29 18%	70 18%	10 12%	113 14%
Strongly disagree	234 26%	70 32%	84 24%	80 25%	38 28%	49 28%	88 24%	59 28%	62 19%	63 38%	109 28%	20 25%	211 27%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	295 34%	65 29%	151 44% BD	80 25%	50 37%	51 29%	126 35%	68 32%	155 47% JK	27 16%	113 29% J	35 42%	255 33%
Strongly agree	134 15%	44 20% D	54 16% h	37 12%	28 21% h	27 15%	55 15%	25 12%	66 20% JK	14 9%	54 14% J	11 14%	120 15%
Somewhat agree	161 18%	21 10%	97 28% BD	43 13%	22 16% h	24 14%	71 20%	44 21%	89 27% JK	13 8%	59 15% J	23 28% M	135 17%
Neutral	202 23%	41 18%	60 17%	102 32% BC	31 23%	38 22%	84 23%	48 23%	73 22%	37 23%	92 24%	16 20%	178 23%
Strongly/Somewhat Disagree (Net)	384 44%	116 52% Cd	133 39%	136 43%	53 40%	87 49%	148 41%	97 45%	104 31% IK	101 61% IK	180 47% I	31 38%	347 44%
Somewhat disagree	120 14%	42 19% C	34 10%	44 14%	14 11%	28 16%	44 12%	34 16%	28 9% I	30 18% I	61 16% I	11 14%	107 14%
Strongly disagree	265 30%	74 33%	99 29%	93 29%	38 29%	59 33%	104 29%	63 23%	75 23% IK	70 43% IK	119 31% I	20 25%	240 31%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8\_4 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	292	57	156	80	46	51	126	70	152	36	104	36	249
	33%	26%	45%	25%	34%	29%	35%	33%	46%	22%	27%	43%	32%
Strongly agree	126	26	66	34	26	21	50	28	72	14	40	18	102
	14%	12%	19%	11%	20%	12%	14%	13%	22%	8%	10%	22%	13%
Somewhat agree	167	31	90	46	20	30	75	42	80	22	64	18	146
	19%	14%	26%	15%	15%	17%	21%	20%	24%	13%	17%	22%	19%
Neutral	230	48	65	117	41	46	91	52	77	43	110	12	212
	26%	22%	19%	37%	30%	26%	25%	24%	23%	26%	29%	15%	27%
Strongly/Somewhat Disagree (Net)	360	116	123	121	47	80	141	91	103	86	171	34	319
	41%	53%	36%	38%	35%	45%	39%	43%	31%	52%	44%	41%	41%
Somewhat disagree	120	45	36	39	11	25	48	37	41	28	51	16	100
	14%	20%	10%	12%	8%	14%	13%	17%	12%	17%	13%	19%	13%
Strongly disagree	240	72	87	81	37	55	94	54	61	59	120	18	219
	27%	32%	25%	26%	27%	31%	26%	25%	18%	36%	31%	22%	28%
Sigma	882	221	343	317	134	176	358	213	332	165	385	82	780
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	Political			Region				Urbanicity		Suburban		LGBTQ									
	(A)	GOP (B)	DEM (C)	IND/OTH (D)	North- east (E)	Mid- west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur- ban (K)	LGBTQ (L)	Non- LGBTQ (M)									
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775									
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780									
Strongly/Somewhat Agree (Net)	404 46%	93 42%	196 57%	115 36%	64 48%	75 43%	169 47%	95 44%	181 55%	55 33%	167 43%	44 53%	351 45%									
Strongly agree	187 21%	50 23%	87 25%	50 16%	33 25%	27 15%	84 24%	43 20%	85 26%	27 17%	75 19%	20 25%	162 21%									
Somewhat agree	217 25%	42 19%	110 32%	65 20%	31 23%	48 27%	85 24%	52 24%	96 29%	28 17%	93 24%	24 29%	189 24%									
Neutral	284 32%	68 31%	86 25%	130 41%	40 30%	65 37%	116 33%	62 29%	88 27%	57 35%	139 36%	25 31%	253 32%									
Strongly/Somewhat Disagree (Net)	194 22%	60 27%	61 18%	73 23%	30 22%	36 21%	72 20%	56 26%	62 19%	53 32%	79 21%	13 16%	176 23%									
Somewhat disagree	60 7%	17 8%	21 6%	22 7%	7 5%	14 8%	24 7%	15 7%	19 6%	16 9%	25 7%	6 7%	53 7%									
Strongly disagree	134 15%	43 20%	41 12%	50 16%	23 17%	22 13%	48 13%	42 20%	44 13%	37 23%	54 14%	7 9%	123 16%									
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_8\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	343 39%	88 40% D	170 50% BD	85 27%	60 45% F	57 32%	146 41%	80 37%	173 52% JK	39 24%	132 34% J	38 46%	299 38%
Strongly agree	140 16%	37 17% D	75 22% D	29 9%	30 22% I	24 14%	54 15%	32 15%	80 24% JK	14 8%	46 12% J	14 17%	122 16%
Somewhat agree	203 23%	51 23% D	96 28% D	57 18%	31 23% I	33 19%	92 26%	48 22%	93 28% J	25 15%	86 22% J	24 29%	177 23%
Neutral	240 27%	43 19%	84 24% BC	113 36% BC	30 22%	54 31%	94 26%	61 29%	95 29%	40 24%	105 27% I	23 28%	210 27%
Strongly/Somewhat Disagree (Net)	299 34%	91 41% C	89 26% C	119 37% C	44 33%	65 37% F	118 33% G	72 34%	64 19% I	87 52% IK	148 38% I	21 26%	271 35%
Somewhat disagree	107 12%	34 15% C	27 8% C	46 15% C	12 9%	23 13% F	44 12% G	28 13%	20 6% I	27 16% I	60 16% I	9 11%	94 12%
Strongly disagree	192 22%	57 26% c	62 18% c	73 23% C	31 23% F	42 24% F	74 21% G	44 21% G	44 13% I	59 36% IK	88 23% I	12 14%	177 23%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 7/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
It welcomes me as a fan	425 49%	122 51% D	182 57% D	120 38%	66 45%	87 45%	176 52% E	96 50%	149 54% J	74 39%	202 49% j	29 34%	390 51% L
I talk about this sport/league with others or post about it on social media	374 43%	112 46% D	150 47% D	112 35%	55 38%	76 39%	166 49% E	77 40%	125 46% J	65 34%	184 45% j	29 34%	338 44%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	373 43%	105 44% d	160 51% D	108 34%	63 43%	66 34%	163 48% F	80 41%	142 52% JK	61 32%	170 41% j	36 42%	332 43%
I watch as many games/matches/competitions as I can	340 39%	97 40% D	150 47% D	92 29%	51 35%	73 38%	146 43% F	70 36%	126 46% JK	56 30%	158 38% j	23 27%	313 41% L
I identify with this sport/league - it is a part of my personal identity	317 36%	90 37% d	135 43% D	92 29%	50 34%	54 28%	138 41% F	75 39% i	119 43% J	43 23%	155 38% j	33 38%	278 36%
I purchase merchandise that supports this sport/league	293 34%	88 37% D	131 41% D	74 23%	52 36%	56 29%	128 38% f	57 30%	116 42% JK	46 24%	131 32% j	27 32%	262 34%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I purchase merchandise that supports this sport/league	359 41%	87 36%	127 40%	145 46%	73 49% b	76 39%	128 38%	83 43%	98 36%	90 48%	171 42%	37 43%	311 40%
I identify with this sport/league - It is a part of my personal identity	323 37%	93 39%	106 33%	124 39%	67 45% G	85 44%	102 30%	69 36%	91 33%	97 51% IK	136 33%	31 36%	283 37%
I watch as many games/matches/competitions as I can	305 35%	85 35%	100 31%	120 38%	63 43% G	66 34%	101 30%	76 39%	87 32%	81 43% IK	136 33%	33 39%	263 34%
I talk about this sport/league with others or post about it on social media	298 34%	80 33%	104 33%	113 36%	62 42% g	66 34%	108 32%	62 32%	75 27%	82 43% IK	142 34%	31 36%	259 34%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	291 33%	83 35%	93 29%	115 36%	53 36%	68 35%	104 30%	67 35%	74 27%	75 40%	142 34% I	26 31%	256 33%
It welcomes me as a fan	145 17%	38 16%	39 12%	68 21% C	32 22%	29 15%	57 17%	27 14%	38 14%	46 25% IK	60 15%	23 27% M	117 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_9\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	340 39%	97 40% D	150 47% D	92 29%	51 35%	73 38%	146 43%	70 36%	126 46% JK	56 30%	158 38%	23 27%	313 41% L
Strongly agree	148 17%	39 16%	68 21% D	42 13%	25 17%	25 13%	70 21%	28 14%	62 23% J	15 8%	71 17% J	10 12%	138 18%
Somewhat agree	192 22%	59 24% D	83 26% D	50 16%	27 18%	48 25%	75 22%	42 22%	64 23%	41 22%	87 21%	13 15%	175 23%
Neutral	230 26%	58 24%	67 21%	104 33% BC	33 22%	55 28%	93 27%	49 25%	60 22%	51 27%	118 29%	29 34%	195 25%
Strongly/Somewhat Disagree (Net)	305 35%	85 35%	100 31%	120 38%	63 43% G	66 34%	101 30%	76 39% g	87 32%	81 43% IK	136 33%	33 39%	263 34%
Somewhat disagree	107 12%	30 13%	38 12%	38 12%	17 11%	18 9%	39 12%	32 17% f	38 14%	28 15%	40 10%	17 20% m	88 11%
Strongly disagree	198 23%	55 23%	61 19%	82 26%	46 31% G	48 25%	61 18%	43 22%	49 18%	54 28% I	96 23%	16 18%	175 23%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9\_2 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	374 43%	112 46%	150 47%	112 35%	55 38%	76 39%	166 49%	77 40%	125 46%	65 34%	184 45%	29 34%	338 44%
Strongly agree	151 17%	45 19%	65 21%	41 13%	25 17%	27 14%	69 20%	30 16%	60 22%	25 13%	66 16%	12 14%	139 18%
Somewhat agree	223 25%	66 27%	85 27%	71 23%	31 21%	48 25%	97 29%	47 24%	65 24%	40 21%	118 29%	18 20%	199 26%
Neutral	203 23%	49 20%	63 20%	91 29%	30 20%	52 27%	65 19%	55 28%	74 27%	43 23%	86 21%	26 30%	174 23%
Strongly/Somewhat Disagree (Net)	298 34%	80 33%	104 33%	113 36%	62 42%	66 34%	108 32%	62 32%	75 27%	82 43%	142 34%	31 36%	259 34%
Somewhat disagree	98 11%	36 15%	37 12%	24 8%	17 11%	21 11%	45 13%	15 8%	26 9%	29 15%	43 10%	10 11%	88 11%
Strongly disagree	201 23%	44 18%	67 21%	89 28%	45 31%	45 23%	63 19%	47 24%	49 18%	52 25%	99 24%	21 24%	171 22%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	293 34%	88 37% D	131 41% D	74 23%	52 36%	56 29%	128 38% I	57 30%	116 42% JK	46 24%	131 32%	27 32%	262 34%
Strongly agree	143 16%	48 20% D	63 20% D	31 10%	26 18%	24 12%	65 19% I	28 14%	56 20% J	19 10%	68 16%	9 10%	134 17%
Somewhat agree	151 17%	41 17% D	67 21% D	43 13%	26 18%	32 17%	63 18% I	30 15% I	61 22% JK	27 14%	63 15%	18 21%	129 17%
Neutral	222 25%	65 27% C	60 19%	98 31% C	22 15%	61 32% E	85 25% E	54 28% E	60 22% E	53 28%	110 27%	22 25%	198 26%
Strongly/Somewhat Disagree (Net)	359 41%	87 36% C	127 40% C	145 46% b	73 49% S	76 39%	128 38% I	83 43% I	98 36% I	90 48% I	171 42% I	37 43%	311 40%
Somewhat disagree	109 12%	31 13%	35 11% D	43 14%	22 15% h	20 10%	52 15% H	15 8% H	33 12% H	27 14% H	48 12% H	12 14% H	95 12%
Strongly disagree	250 29%	56 23% C	82 26% C	102 32% b	51 34% G	56 29% G	76 22% G	68 35% G	64 24% G	63 33% i	123 30% i	25 29%	217 28%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball

I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	317 36%	90 37% d	135 43% D	92 29%	50 34%	54 28%	138 41% F	75 39% I	119 43% J	43 23% J	155 38% J	33 38% J	278 36% J
Strongly agree	139 16%	41 17%	61 19% D	38 12%	26 18%	27 14%	58 17% F	29 15% F	55 20% J	16 8% J	69 17% J	7 8% J	132 17% J
Somewhat agree	177 20%	49 20%	75 24% d	54 17% c	24 16% G	27 14% G	80 24% F	46 24% F	64 23% j	28 15% j	86 21% m	26 30% m	146 19% m
Neutral	235 27%	58 24%	76 24% c	100 32% c	31 21% G	54 26% C	100 29% C	50 26% e	64 23% e	49 23% e	122 30% e	22 26% e	211 27% e
Strongly/Somewhat Disagree (Net)	323 37%	93 39%	106 33% G	124 39% G	67 45% G	85 44% C	102 30% C	69 36% K	91 33% K	97 51% K	136 33% K	31 36% K	283 37% K
Somewhat disagree	106 12%	35 15%	38 12% G	33 10% G	26 18% Gh	32 16% Gh	30 9% K	18 9% K	41 15% K	38 20% K	28 7% K	13 15% K	92 12% K
Strongly disagree	217 25%	58 24%	68 21% c	91 29% c	41 28% G	53 28% C	72 21% C	51 26% I	50 18% I	59 31% I	108 26% I	18 21% I	190 25% I
Sigma	875 100%	241 100%	317 100% c	317 100% G	147 100% G	193 100% C	340 100% C	195 100% K	274 100% K	189 100% K	412 100% K	86 100% K	771 100% K

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political		Region				Urbanicity			Sexual Orientation			
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	425 49%	122 51% D	182 57% D	120 38%	66 45%	87 45%	176 52%	96 50%	149 54%	74 39%	202 49%	29 34%	390 51%
Strongly agree	190 22%	57 24%	80 25% D	53 17%	30 20%	37 19%	83 25%	40 21%	72 26%	35 18%	83 20%	7 8%	181 24% L
Somewhat agree	234 27%	65 27%	102 32% D	67 21%	36 24%	50 26%	93 27%	56 29%	77 28%	39 21%	118 29% j	22 26%	209 27%
Neutral	305 35%	81 34%	96 30%	129 41% C	50 34%	78 40% g	107 32%	71 36%	87 32%	68 36%	150 36%	33 39%	265 34%
Strongly/Somewhat Disagree (Net)	145 17%	38 16%	39 12%	68 21% C	32 22%	29 15%	57 17%	27 14%	38 14%	46 25% k	60 15%	23 27% M	117 15%
Somewhat disagree	43 5%	12 5%	10 3%	21 7% c	13 9% m	6 3%	17 5%	6 3%	16 6%	13 7%	14 3%	8 10% m	34 4%
Strongly disagree	102 12%	26 11%	30 9%	47 15% c	19 13%	22 12%	40 12%	21 11%	22 8%	33 18% k	47 11%	15 17%	82 11%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_9\_6 How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	373	105	160	108	63	66	163	80	142	61	170	36	332
	43%	44%	51%	34%	43%	34%	48%	41%	52%	32%	41%	42%	43%
Strongly agree	138	37	63	39	23	23	56	37	61	16	61	11	126
	16%	15%	20%	12%	15%	12%	16%	19%	22%	9%	15%	13%	16%
Somewhat agree	235	68	98	69	41	44	107	43	81	44	109	25	206
	27%	28%	31%	22%	28%	23%	31%	22%	30%	24%	26%	29%	27%
Neutral	211	53	64	94	31	59	73	47	57	53	100	23	184
	24%	22%	20%	30%	21%	31%	22%	24%	21%	28%	24%	27%	24%
Strongly/Somewhat Disagree (Net)	291	83	93	115	53	68	104	67	74	75	142	26	256
	33%	35%	29%	36%	36%	35%	30%	35%	27%	40%	34%	31%	33%
Somewhat disagree	89	27	31	32	20	17	39	13	28	22	39	8	80
	10%	11%	10%	10%	13%	9%	12%	7%	10%	12%	9%	10%	10%
Strongly disagree	202	57	62	84	33	50	64	54	47	53	103	18	176
	23%	24%	20%	26%	23%	28%	19%	28%	17%	28%	25%	21%	23%
Sigma	875	241	317	317	147	193	340	195	274	189	412	86	771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
It welcomes me as a fan	509 57%	152 63% D	186 61% D	171 49%	86 56%	111 54%	191 57%	121 59%	158 57%	105 55%	246 58%	38 50%	455 57%
I watch as many games/matches/competitions as I can	430 48%	137 57% D	153 50% D	141 40%	60 39%	104 51%	158 48%	108 53% E	132 48%	82 43%	216 50%	30 40%	391 49%
I talk about this sport/league with others or post about it on social media	428 48%	124 51%	155 51%	150 43%	64 42%	101 50%	171 52% e	92 45%	132 48%	77 41%	219 51% J	39 53%	383 48%
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.	419 47%	121 50% d	156 51% D	142 41%	60 39%	96 47%	163 49% e	100 49%	131 47%	78 41%	210 49%	33 44%	379 47%
I purchase merchandise that supports this sport/league	402 45%	124 51% D	149 49% D	129 37%	52 34%	97 48% E	159 48% E	95 46% e	131 47%	72 38%	199 47%	34 45%	358 45%
I identify with this sport/league - it is a part of my personal identity	372 42%	121 50% D	139 46% D	112 32%	55 36%	96 47% e	136 41%	85 41%	121 44%	76 40%	175 41%	30 40%	334 42%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I purchase merchandise that supports this sport/league	304 34%	74 31%	103 34%	127 36%	62 41% F	58 28%	117 35%	66 32%	74 27%	80 42%	150 35% i	17 23%	280 35% i
I identify with this sport/league - it is a part of my personal identity	294 33%	78 32%	90 29%	127 36%	64 42% FH	61 30%	110 33%	59 29%	77 28%	72 38% i	144 34%	16 21%	269 34% i
I talk about this sport/league with others or post about it on social media	282 32%	65 27%	94 31%	124 36% b	57 37% i	53 26%	107 32%	65 32%	67 24%	76 40% i	140 33% i	15 19%	255 32% i
I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on social, etc.	263 29%	62 26%	80 26%	120 35% bc	44 29%	60 29%	106 32%	53 26%	50 18%	72 38% i	141 33% i	17 22%	242 30% i
I watch as many games/matches/competitions as I can	246 28%	61 26%	82 27%	102 29%	45 29%	53 26%	101 30%	47 23%	61 22%	60 32% i	125 29% i	20 27%	223 28% i
It welcomes me as a fan	113 13%	27 11%	35 11%	52 15%	21 14%	28 14%	43 13%	22 11%	29 10%	25 13%	59 14% i	9 12%	103 13% i

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP04\_10\_1 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I watch as many games/matches/competitions as I can

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	430 48%	137 57%	153 50%	141 40%	60 39%	104 51%	158 48%	108 53%	132 48%	82 43%	216 50%	30 40%	391 49%
Strongly agree	245 27%	83 35%	87 29%	74 21%	27 18%	62 30%	96 29%	59 28%	79 28%	48 25%	118 28%	12 16%	230 29%
Somewhat agree	185 21%	53 22%	65 21%	67 19%	33 22%	42 21%	62 19%	48 24%	54 19%	34 18%	98 23%	18 24%	161 20%
Neutral	218 24%	43 18%	70 23%	105 30%	48 31%	47 23%	73 22%	50 24%	84 30%	47 25%	87 20%	25 33%	184 23%
Strongly/Somewhat Disagree (Net)	246 28%	61 26%	82 27%	102 29%	45 29%	53 26%	101 30%	47 23%	61 22%	60 32%	125 29%	20 27%	223 28%
Somewhat disagree	87 10%	27 11%	33 11%	27 8%	14 9%	22 11%	32 10%	18 9%	27 10%	23 12%	37 9%	7 9%	80 10%
Strongly disagree	159 18%	34 14%	49 16%	75 22%	31 20%	30 15%	69 21%	29 14%	33 12%	38 20%	88 21%	13 18%	143 18%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10\_2 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)

I talk about this sport/league with others or post about it on social media

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political		Region				Urbanicity			Sexual Orientation				
	Wave 214 (3/29)		IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ		
	3/31	GOP DEM											(A)	(B)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790	
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798	
Strongly/Somewhat Agree (Net)	428	124	155	150	64	101	171	92	132	77	219	39	383	
Strongly agree	225	73	82	70	27	50	90	58	78	39	107	19	202	
Somewhat agree	203	51	72	80	37	51	81	34	54	37	112	20	180	
Neutral	184	53	56	75	32	50	53	47	78	37	69	21	161	
Strongly/Somewhat Disagree (Net)	282	65	94	124	57	53	107	65	67	76	140	15	255	
Somewhat disagree	77	24	27	26	16	18	23	20	17	26	34	2	70	
Strongly disagree	205	41	67	98	41	34	84	45	50	50	105	12	185	
Sigma	894	241	305	348	153	204	332	205	277	189	428	75	798	

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10\_3 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I purchase merchandise that supports this sport/league

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	402 45%	124 51% D	149 49% D	129 37%	52 34%	97 48% E	159 48% E	95 46% e	131 47%	72 38%	199 47%	34 45%	358 45%
Strongly agree	199 22%	67 28% D	78 25% D	54 16%	25 16%	45 22% D	74 22% D	55 27% e	64 23%	36 19%	99 23%	15 20%	182 23%
Somewhat agree	203 23%	56 23%	72 24%	75 21%	27 18%	52 25% D	84 25%	39 19%	67 24%	36 19%	100 23%	19 25%	176 22%
Neutral	188 21%	43 18%	53 17%	93 27% BC	39 25% g	49 24% g	56 17%	44 22%	72 26% k	37 19%	79 19%	24 32% M	161 20%
Strongly/Somewhat Disagree (Net)	304 34%	74 31%	103 34%	127 36%	62 41% F	58 28%	117 35%	66 32%	74 27%	80 42% l	150 35% l	17 23%	280 35% l
Somewhat disagree	97 11%	27 11%	36 12%	34 10%	25 16%	20 10% F	33 10%	19 9%	28 10% k	32 17% k	38 9%	6 8%	89 11%
Strongly disagree	206 23%	47 20%	67 22%	92 27%	37 24%	38 18% F	84 25%	48 17% l	46 17%	49 26% l	111 26% l	11 15%	190 24%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10\_4 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I identify with this sport/league - it is a part of my personal identity

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	372 42%	121 50%	139 46%	112 32%	55 36%	96 47%	136 41%	85 41%	121 44%	76 40%	175 41%	30 40%	334 42%
Strongly agree	195 22%	70 29%	69 23%	56 16%	18 12%	47 23%	76 23%	54 26%	63 23%	38 20%	93 22%	10 13%	183 23%
Somewhat agree	178 20%	51 21%	71 23%	56 16%	38 25%	49 24%	60 18%	30 15%	57 21%	38 20%	82 19%	20 27%	151 19%
Neutral	228 25%	42 17%	76 25%	110 32%	34 22%	47 23%	86 26%	61 30%	79 28%	41 21%	109 25%	29 39%	195 24%
Strongly/Somewhat Disagree (Net)	294 33%	78 32%	90 29%	127 36%	64 42%	61 30%	110 33%	59 29%	77 28%	72 38%	144 34%	16 21%	269 34%
Somewhat disagree	96 11%	27 11%	30 10%	39 11%	29 19%	20 10%	27 8%	20 10%	29 10%	21 11%	47 11%	6 7%	84 11%
Strongly disagree	198 22%	51 21%	60 20%	87 25%	35 23%	41 20%	83 25%	39 19%	49 18%	51 27%	98 23%	10 13%	185 23%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10\_5 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 It welcomes me as a fan

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	509 57%	152 63% D	186 61% D	171 49%	86 56%	111 54%	191 57%	121 59%	158 57%	105 55%	246 58%	38 50%	455 57%
Strongly agree	273 31%	81 34% D	107 35% D	84 24%	41 27%	62 31%	102 31%	68 33%	97 35% J	47 25%	129 30%	17 23%	249 31%
Somewhat agree	236 26%	71 29%	79 26%	86 25%	45 30%	48 24%	89 27%	53 26%	61 22%	57 30% I	117 27%	20 27%	206 26%
Neutral	272 30%	63 26%	84 28%	126 36% Bc	46 30%	66 32%	99 30%	62 30%	90 33%	59 31%	123 29%	29 38%	241 30%
Strongly/Somewhat Disagree (Net)	113 13%	27 11%	35 11%	52 15%	21 14%	28 14%	43 13%	22 11%	29 10%	25 13%	59 14%	9 12%	103 13%
Somewhat disagree	31 3%	11 5%	8 2%	12 3%	3 2%	10 5%	13 4%	6 3%	8 3%	8 4%	15 3%	1 1%	28 4%
Strongly disagree	82 9%	15 6%	27 9%	40 12% b	18 12%	18 9%	30 9%	16 8%	21 8%	17 9%	44 10%	8 10%	75 9%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP04\_10.6 How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)

I like to learn about this sport/league - e.g., by reading stories online, listening to podcasts, following players on socials, etc.

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	419	121	156	142	60	96	163	100	131	78	210	33	379
Strongly agree	216	69	77	69	26	47	80	62	80	32	103	13	201
Somewhat agree	203	52	78	73	34	49	83	38	51	46	106	21	178
Neutral	212	58	69	85	49	48	63	52	96	39	78	25	178
Strongly/Somewhat Disagree (Net)	263	62	80	120	44	60	106	53	50	72	141	17	242
Somewhat disagree	90	25	27	39	16	20	36	18	14	31	45	4	84
Strongly disagree	173	38	54	82	28	39	70	35	36	41	96	13	158
Sigma	894	241	305	348	153	204	332	205	277	189	428	75	798

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	415 48%	94 41%	205 60% BD	117 40%	66 47%	91 51%	149 48%	109 47%	175 57% JK	57 39%	183 45%	55 36%	356 48%
It benefits society/gives back to its communities	399 46%	95 42%	201 59% BD	103 35%	70 50%	84 48%	145 47%	99 42%	168 54% JK	59 41%	171 42%	57 59% M	333 45%
Features non-mainstream faces and voices	398 46%	94 41%	190 56% BD	114 39%	66 47%	92 52%	142 46%	99 42%	176 57% JK	53 36%	169 42%	54 56%	338 45%
I'd watch more of this it was available	339 39%	81 35%	178 52% BD	81 28%	59 42%	65 36%	130 42%	86 36%	152 49% JK	42 29%	146 36%	51 52% M	282 38%
Is cool to follow and/or to talk about	336 39%	80 35% d	179 52% BD	77 26%	59 42%	68 38%	126 41%	83 35%	154 50% JK	39 26%	143 35%	44 45%	281 38%
I follow this sport/league with my friends and or family	318 37%	68 30%	172 50% BD	78 27%	54 39%	52 30%	126 41% F	85 36%	152 48% JK	34 23%	132 32% J	49 50% M	264 35%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)												
3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I follow this sport/league with my friends and/or family	310 36%	103 45% Cd	100 29%	106 36%	50 35%	68 38%	104 34%	89 38%	90 29%	72 49% IK	148 36% i	24 25%	280 37% l
I'd watch more of this it was available	272 32%	85 38% C	81 24%	106 36% C	35 25%	54 31%	101 33%	82 35%	71 23%	73 50% IK	128 31% i	15 15%	251 34% L
Is cool to follow and/or to talk about	250 29%	94 41% CD	69 20%	86 30% C	34 24%	44 25%	84 27%	88 37% EFG	66 21%	68 46% IK	116 28% i	21 21%	227 30% L
The stars of the sport have influence off the field	187 22%	69 30% C	49 14%	69 23% C	34 24%	37 21%	65 21%	51 22% EFG	53 17%	50 34% IK	84 21% i	11 11%	170 23% L
Features non-mainstream faces and voices	172 20%	61 27% Cd	55 16%	55 19%	23 16%	25 14%	68 22% i	56 24% F	54 17%	44 30% IK	74 18% i	9 9%	159 21% L
It benefits society/gives back to its communities	167 19%	66 28% C	38 11%	63 22% C	29 21%	23 13%	65 21% F	51 21% i	48 16%	43 29% IK	76 19% i	12 13%	151 20% L

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_1\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Demographics												
	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	339 39%	81 35%	178 52%	81 28%	59 42%	65 36%	130 42%	86 36%	152 49%	42 29%	146 36%	51 52%	282 38%
Strongly agree	154 18%	33 15%	89 26%	32 11%	30 21%	31 18%	49 16%	44 19%	74 24%	14 10%	67 16%	30 31%	123 16%
Somewhat agree	185 21%	47 21%	89 26%	49 17%	29 21%	33 19%	81 26%	42 18%	78 25%	28 19%	79 19%	21 21%	159 21%
Neutral	251 29%	62 27%	83 24%	106 36%	47 33%	58 33%	79 25%	67 29%	85 28%	32 22%	134 33%	32 33%	215 29%
Strongly/Somewhat Disagree (Net)	272 32%	85 38%	81 24%	106 36%	35 25%	54 31%	101 33%	82 35%	71 23%	73 50%	128 31%	15 15%	251 34%
Somewhat disagree	103 12%	24 11%	33 10%	45 16%	16 11%	21 12%	39 13%	27 12%	22 7%	28 19%	52 13%	6 7%	93 12%
Strongly disagree	169 20%	61 27%	47 14%	61 21%	20 14%	33 19%	62 20%	55 23%	49 16%	44 30%	76 19%	8 9%	158 21%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Women's Soccer League

	National Women's Soccer League (NWSL)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	399 46%	95 42%	201 53%	103 35%	70 50%	84 48%	145 47%	99 42%	168 54%	59 41%	171 42%	57 59%	333 45%
Strongly agree	169 20%	38 17%	98 29%	33 11%	33 23%	41 23%	57 18%	39 17%	86 28%	18 12%	65 16%	30 31%	137 18%
Somewhat agree	229 27%	57 25%	103 30%	69 24%	37 26%	44 25%	88 28%	61 26%	82 27%	41 28%	106 26%	27 28%	196 26%
Neutral	296 34%	67 29%	103 30%	126 43%	42 30%	70 40%	99 32%	85 36%	92 30%	44 30%	160 39%	28 29%	263 35%
Strongly/Somewhat Disagree (Net)	167 19%	66 28%	38 11%	63 22%	29 21%	23 13%	65 21%	51 21%	48 16%	43 29%	76 19%	12 13%	151 20%
Somewhat disagree	68 8%	26 11%	19 5%	24 8%	16 11%	10 5%	22 7%	21 9%	17 6%	17 12%	34 8%	9 9%	59 8%
Strongly disagree	99 11%	40 18%	19 6%	40 14%	14 10%	13 7%	43 14%	29 12%	31 10%	25 17%	43 10%	3 3%	92 12%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	Political			Region				Urbanicity		Suburban		LGBTQ		Non-LGBTQ							
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	LGBTQ	Non-LGBTQ							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)							
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766									
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748									
Strongly/Somewhat Agree (Net)	318 37%	68 30%	172 49%	78 27%	54 39%	52 30%	126 41%	85 36%	152 49%	34 23%	132 32%	49 50%	264 35%									
Strongly agree	131 15%	24 10%	75 22%	33 11%	24 17%	24 14%	57 19%	26 11%	69 22%	11 8%	51 13%	21 22%	109 15%									
Somewhat agree	186 22%	44 19%	97 28%	46 16%	31 22%	28 16%	68 22%	59 25%	83 27%	23 16%	81 20%	28 28%	155 21%									
Neutral	234 27%	57 25%	70 20%	108 37%	37 26%	56 32%	80 26%	61 26%	67 22%	40 27%	127 31%	24 25%	204 27%									
Strongly/Somewhat Disagree (Net)	310 36%	103 45%	100 29%	106 36%	50 35%	68 39%	104 34%	89 38%	90 29%	72 49%	148 36%	24 25%	280 37%									
Somewhat disagree	103 12%	34 15%	37 11%	33 11%	22 15%	24 14%	35 11%	22 9%	27 9%	22 15%	54 13%	9 9%	92 12%									
Strongly disagree	207 24%	70 31%	64 19%	74 25%	28 20%	44 25%	68 22%	67 28%	63 20%	50 34%	84 23%	15 16%	187 25%									
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Women's Soccer League

	National Women's Soccer League (NWSL) Features non-mainstream faces and voices												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	398 46%	94 41%	190 56%	114 39%	66 47%	92 52%	142 46%	99 42%	176 57%	53 36%	169 42%	54 56%	338 45%
Strongly agree	146 17%	35 15%	74 22%	36 12%	20 14%	29 16%	56 18%	40 17%	83 27%	15 10%	48 12%	24 25%	120 16%
Somewhat agree	252 29%	59 26%	115 34%	78 27%	45 32%	63 38%	86 28%	59 25%	93 30%	38 26%	121 30%	30 31%	218 29%
Neutral	293 34%	73 32%	97 28%	123 42%	52 37%	60 34%	99 32%	80 34%	79 26%	50 34%	164 40%	34 35%	251 34%
Strongly/Somewhat Disagree (Net)	172 20%	61 27%	55 16%	55 19%	23 16%	25 14%	68 22%	56 24%	54 17%	44 30%	74 18%	9 9%	159 21%
Somewhat disagree	71 8%	24 10%	26 8%	21 7%	12 9%	11 6%	28 9%	19 8%	18 6%	18 12%	35 9%	7 7%	62 8%
Strongly disagree	101 12%	37 16%	29 8%	35 12%	11 8%	14 8%	40 13%	36 15%	35 11%	26 18%	39 10%	2 2%	97 13%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Women's Soccer League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	336 39%	80 35%	179 57%	77 26%	59 42%	68 38%	126 41%	83 35%	154 50%	39 26%	143 35%	44 45%	281 38%
Strongly agree	148 17%	33 15%	86 25%	29 10%	31 22%	30 17%	53 17%	34 15%	79 26%	16 11%	53 13%	19 19%	123 16%
Somewhat agree	188 22%	46 20%	94 27%	48 16%	29 20%	38 21%	73 24%	48 21%	75 24%	23 15%	90 22%	25 26%	158 21%
Neutral	277 32%	54 24%	93 27%	129 44%	48 34%	66 37%	99 32%	64 27%	88 29%	40 27%	148 36%	33 34%	240 32%
Strongly/Somewhat Disagree (Net)	250 29%	94 41%	69 20%	86 30%	34 24%	44 25%	84 27%	88 37%	66 21%	68 46%	116 28%	21 21%	227 30%
Somewhat disagree	95 11%	34 15%	30 9%	32 11%	12 8%	21 12%	31 10%	32 13%	22 7%	26 18%	47 11%	12 12%	83 11%
Strongly disagree	154 18%	60 26%	40 12%	55 19%	22 16%	22 13%	54 17%	56 24%	43 14%	42 29%	69 17%	9 9%	144 19%
Sigma	862 100%	228 100%	342 100%	293 100%	141 100%	177 100%	309 100%	235 100%	308 100%	146 100%	407 100%	97 100%	748 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_1\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Women's Soccer League (NWSL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Women's Soccer League

	National Women's Soccer League (NWSL)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	880	234	379	267	156	189	329	206	337	146	397	98	766
Weighted Base	862	228	342	293	141*	177	309	235	308	146	407	97*	748
Strongly/Somewhat Agree (Net)	415	94	205	117	66	91	149	109	175	57	183	55	356
	48%	41%	60%	40%	47%	51%	48%	47%	57%	39%	45%	56%	48%
Strongly agree	170	40	94	36	30	33	62	44	89	15	67	27	141
	20%	18%	27%	12%	22%	19%	20%	19%	29%	10%	16%	28%	19%
Somewhat agree	245	54	111	80	35	57	87	65	86	43	116	28	215
	28%	24%	32%	27%	25%	32%	28%	28%	28%	29%	29%	28%	29%
Neutral	260	65	88	107	41	49	95	75	81	40	140	32	221
	30%	28%	26%	37%	29%	28%	31%	32%	26%	27%	34%	33%	30%
Strongly/Somewhat Disagree (Net)	187	69	49	69	34	37	65	51	53	50	84	11	170
	22%	30%	14%	23%	24%	21%	21%	22%	17%	34%	21%	11%	23%
Somewhat disagree	77	29	23	24	17	19	24	16	20	19	38	4	71
	9%	13%	7%	8%	12%	11%	8%	7%	6%	13%	9%	4%	9%
Strongly disagree	110	40	26	45	17	17	40	35	33	30	46	7	100
	13%	18%	8%	15%	12%	10%	13%	15%	11%	21%	11%	7%	13%
Sigma	862	228	342	293	141	177	309	235	308	146	407	97	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	432 49%	105 48%	185 56% BD	142 43%	66 43%	100 53%	168 52%	99 47%	166 57% Jk	57 38%	210 48% j	54 54%	371 49%
It benefits society/gives back to its communities	388 44%	90 40%	177 54% BD	121 37%	70 45%	89 47%	143 44%	86 41%	145 50% J	53 35%	190 44%	45 45%	334 44%
Features non-mainstream faces and voices	376 43%	97 44%	168 51% d	111 34%	62 40%	88 47%	142 43%	85 41%	139 48% J	43 28%	193 44% J	51 51%	315 41%
Is cool to follow and/or to talk about	337 38%	93 42% D	150 46% D	94 29%	56 36%	78 42% h	136 42% h	67 32% h	132 45% Jk	43 28%	162 37% J	39 39%	294 39%
I follow this sport/league with my friends and or family	306 35%	77 35% D	137 42% D	82 28%	56 36%	58 31%	130 40% fh	62 30% J	118 41% J	33 22% J	154 36% J	36 36%	266 35%
I'd watch more of this it was available	306 35%	82 37% D	134 41% D	89 27%	59 38%	54 29%	124 36% f	69 33%	125 43% JK	35 23% J	146 34% J	44 44%	257 34%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I follow this sport/league with my friends and or family	354 40%	100 45%	121 37%	133 41%	62 40%	80 42%	123 37%	90 43%	94 32%	84 55%	176 41%	29 28%	320 42%
I'd watch more of this it was available	327 37%	92 41%	102 31%	133 40%	55 36%	81 43%	110 34%	80 39%	88 30%	75 43%	164 38%	25 25%	296 39%
Is cool to follow and/or to talk about	252 29%	81 37%	72 22%	99 30%	42 28%	50 26%	97 30%	63 30%	67 23%	67 44%	118 27%	23 23%	226 30%
Features non-mainstream faces and voices	182 21%	64 29%	53 16%	66 20%	36 23%	30 16%	76 23%	40 19%	58 20%	49 32%	75 17%	11 11%	170 22%
The stars of the sport have influence off the field	181 21%	56 25%	53 16%	71 22%	33 21%	37 19%	59 18%	53 25%	51 18%	44 23%	86 20%	18 18%	161 21%
It benefits society/gives back to its communities	168 19%	52 24%	47 14%	69 21%	32 20%	29 16%	64 20%	43 21%	51 18%	39 25%	78 18%	19 19%	148 19%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_2\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Major League Soccer

	Major League Soccer (MLS)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/29 3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	306 35%	82 37%	134 41%	89 27%	59 38%	54 29%	124 38%	69 33%	125 43%	35 23%	146 34%	44 44%	257 34%
Strongly agree	142 16%	40 18%	71 22%	31 10%	22 14%	22 12%	65 20%	32 16%	62 21%	13 9%	67 15%	22 21%	119 16%
Somewhat agree	164 19%	43 19%	63 19%	58 18%	36 24%	32 17%	59 18%	37 18%	63 22%	22 14%	79 18%	23 22%	139 18%
Neutral	246 28%	47 21%	92 28%	106 32%	40 26%	53 28%	93 28%	59 28%	78 27%	42 28%	125 29%	32 31%	209 27%
Strongly/Somewhat Disagree (Net)	327 37%	92 41%	102 31%	133 40%	55 36%	81 43%	110 34%	80 39%	88 30%	75 49%	164 38%	25 25%	296 39%
Somewhat disagree	103 12%	33 15%	32 10%	38 12%	12 8%	37 19%	35 11%	19 9%	28 10%	24 16%	51 12%	13 13%	89 12%
Strongly disagree	223 25%	58 26%	71 22%	84 26%	43 28%	45 24%	74 23%	61 29%	60 21%	51 33%	112 26%	12 12%	207 27%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Major League Soccer

	Major League Soccer (MLS)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	388 44%	90 40%	177 54% BD	121 37%	70 45%	89 47%	143 44%	86 41%	145 50%	53 35%	190 44%	45 45%	334 44%
Strongly agree	151 17%	36 16%	74 23% D	40 12%	29 19%	31 16%	56 17%	36 17%	65 22% J	10 6%	77 18%	17 16%	128 17%
Somewhat agree	237 27%	53 24%	102 31%	81 25%	41 27%	58 31%	88 27%	50 24%	81 28%	43 28%	113 26%	29 28%	206 27%
Neutral	322 37%	80 36%	105 32%	138 42% C	53 34%	70 37%	119 36%	80 38%	95 33%	61 40%	166 38%	37 36%	281 37%
Strongly/Somewhat Disagree (Net)	168 19%	52 24% C	47 14%	69 21% c	32 20%	29 16%	64 20%	43 21%	51 18%	39 25%	78 18%	19 19%	148 19%
Somewhat disagree	69 8%	21 10%	21 6%	27 8%	11 7%	19 10%	27 8%	12 6%	19 7%	16 10%	34 8%	10 10%	58 8%
Strongly disagree	99 11%	31 14% c	26 8%	41 13% F	20 13%	10 5%	37 11% F	31 15% F	32 11%	23 15%	44 10%	9 9%	90 12%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	306 35%	77 35%	137 42%	92 28%	56 36%	58 31%	130 40%	62 30%	118 41%	33 22%	154 36%	36 36%	266 35%
Strongly agree	131 15%	34 15%	64 19%	33 10%	24 15%	21 11%	62 19%	24 12%	56 19%	13 9%	61 14%	12 12%	118 16%
Somewhat agree	175 20%	43 19%	73 22%	59 18%	32 21%	37 20%	68 21%	38 18%	62 21%	20 13%	93 21%	24 24%	148 19%
Neutral	218 25%	44 20%	71 22%	102 31%	36 24%	51 27%	74 23%	56 27%	79 27%	35 23%	104 24%	36 36%	176 23%
Strongly/Somewhat Disagree (Net)	354 40%	100 45%	121 37%	133 41%	62 40%	80 42%	123 37%	90 43%	94 32%	84 55%	176 41%	29 28%	320 42%
Somewhat disagree	113 13%	30 14%	51 16%	31 10%	14 9%	34 18%	39 12%	25 12%	25 9%	26 17%	62 14%	11 11%	101 13%
Strongly disagree	242 28%	70 32%	70 21%	102 31%	48 31%	46 24%	83 25%	65 31%	69 24%	58 38%	114 26%	18 18%	219 29%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	376 43%	97 44%	168 51%	111 34%	62 40%	88 47%	142 43%	85 41%	139 48%	43 28%	193 44%	51 51%	315 41%
Strongly agree	137 16%	33 15%	70 21%	34 10%	20 13%	33 17%	49 15%	36 17%	60 21%	17 JK	61 14%	19 19%	114 15%
Somewhat agree	238 27%	64 29%	98 30%	77 23%	42 27%	55 29%	93 28%	49 23%	79 27%	27 JK	133 31%	32 32%	201 26%
Neutral	320 36%	61 28%	108 33%	151 46%	57 37%	71 38%	108 33%	84 40%	94 32%	60 39%	166 38%	39 38%	277 36%
Strongly/Somewhat Disagree (Net)	182 21%	64 29%	53 16%	66 20%	36 23%	30 16%	76 23%	40 19%	58 20%	49 32%	75 17%	11 11%	170 22%
Somewhat disagree	74 8%	32 14%	26 8%	16 5%	14 9%	13 7%	34 10%	12 6%	23 8%	19 12%	32 7%	3 3%	70 9%
Strongly disagree	108 12%	32 14%	27 8%	50 15%	22 14%	17 9%	42 13%	28 13%	35 12%	31 20%	43 10%	8 8%	100 13%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Major League Soccer (MLS)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	337 38%	93 42% D	150 46% D	94 29%	56 36%	78 42% h	136 42% h	67 32%	132 45% JK	43 28%	162 37% J	39 39%	294 39%
Strongly agree	142 16%	43 19% D	72 22% D	28 9%	27 17%	27 14% h	64 20% h	25 12% JK	66 23% JK	12 8%	65 15% J	14 14%	127 17%
Somewhat agree	195 22%	50 23%	78 24%	66 20%	29 19%	52 27%	72 22%	42 20%	67 23% JK	31 21%	97 22% J	25 24%	167 22%
Neutral	288 33%	47 21%	107 32% B	134 41% Bc	55 36%	60 32% g	94 29% g	79 28% g	91 31%	43 28%	154 36% J	39 38%	242 32%
Strongly/Somewhat Disagree (Net)	252 29%	81 37% C	72 22% C	99 30% C	42 28%	50 26% h	97 30% h	63 23% IK	67 23% IK	67 44% IK	118 27% J	23 23%	226 30%
Somewhat disagree	84 10%	36 16% CD	25 8%	23 7%	18 12%	23 12% h	31 9% h	13 6% IK	20 7% IK	25 17% IK	39 9% J	6 6%	76 10%
Strongly disagree	168 19%	45 20%	47 14%	76 23% C	24 16%	27 14% h	66 20% F	50 18% F	48 16% IK	41 27% IK	79 18% J	18 17%	150 20%
Sigma	878 100%	222 100%	329 100%	328 100%	154 100%	189 100%	327 100%	208 100%	291 100%	152 100%	434 100%	101 100%	762 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_2\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Major League Soccer (MLS)

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Major League Soccer

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	225	354	302	166	193	340	182	303	152	426	95	773
Weighted Base	878	222	329	328	154	189	327	208	291	152	434	101*	762
Strongly/Somewhat Agree (Net)	432	105	185	142	66	100	168	99	166	57	210	54	371
	49%	48%	56%	43%	43%	53%	52%	47%	57%	38%	48%	54%	49%
Strongly agree	171	38	89	44	31	33	66	42	74	15	81	15	151
	19%	17%	27%	13%	20%	17%	20%	20%	25%	10%	19%	15%	20%
Somewhat agree	262	67	96	98	35	67	103	57	91	42	129	39	220
	30%	30%	29%	30%	23%	36%	31%	27%	31%	27%	30%	39%	29%
Neutral	265	60	90	114	56	52	100	57	74	51	139	29	231
	30%	27%	28%	35%	36%	28%	31%	27%	26%	34%	32%	28%	30%
Strongly/Somewhat Disagree (Net)	181	56	53	71	33	37	59	53	51	44	86	18	161
	21%	25%	16%	22%	21%	19%	18%	25%	18%	29%	20%	18%	21%
Somewhat disagree	84	29	25	31	17	21	23	23	23	20	41	11	71
	10%	13%	8%	9%	11%	11%	7%	11%	8%	13%	9%	11%	9%
Strongly disagree	97	28	28	41	16	16	35	30	28	25	44	7	90
	11%	12%	9%	12%	10%	8%	11%	14%	10%	16%	10%	7%	12%
Sigma	878	222	329	328	154	189	327	208	291	152	434	101	762
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	510 57%	144 62%	210 64%	155 47%	83 52%	107 56%	184 58%	135 61%	195 65%	84 49%	231 55%	46 47%	457 59%
It benefits society/gives back to its communities	457 51%	118 51%	204 62%	135 41%	73 46%	100 52%	162 51%	122 55%	187 62%	71 41%	199 48%	54 55%	396 51%
Is cool to follow and/or to talk about	377 42%	103 44%	167 51%	108 32%	70 44%	78 41%	147 46%	83 37%	152 50%	47 27%	179 43%	42 43%	334 43%
I follow this sport/league with my friends and or family	355 40%	91 39%	161 49%	102 31%	55 35%	77 40%	138 43%	85 38%	137 46%	45 26%	172 41%	44 44%	307 39%
I'd watch more of this it was available	328 37%	87 38%	153 46%	88 26%	55 34%	64 34%	117 37%	92 41%	142 47%	33 19%	154 37%	42 43%	283 36%
Features non-mainstream faces and voices	322 36%	81 35%	150 46%	91 28%	59 37%	67 35%	115 36%	81 36%	134 45%	44 26%	144 34%	38 39%	277 35%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I'd watch more of this it was available	304 34%	84 36% c	92 28%	128 39% C	63 39%	70 36%	106 33%	66 30%	65 22%	93 54% IK	146 35% I	27 27%	273 35%
I follow this sport/league with my friends and/or family	295 33%	81 35%	91 28%	124 37% C	59 37%	59 31%	107 33%	71 32%	71 24%	87 51% IK	137 33% I	33 34%	254 33%
Features non-mainstream faces and voices	208 23%	60 26%	72 22%	76 23%	37 24%	46 24%	74 23%	51 23%	56 18%	59 34% IK	94 22%	27 28%	178 23%
Is cool to follow and/or to talk about	196 22%	52 22%	61 18%	83 25% c	34 22%	38 20%	72 23%	51 23%	50 16%	64 37% IK	82 20%	15 15%	176 23%
It benefits society/gives back to its communities	153 17%	46 20% C	41 13%	66 20% C	34 21%	31 16%	55 17%	33 15%	33 11%	53 31% IK	67 16%	12 13%	137 18%
The stars of the sport have influence off the field	142 16%	40 17%	46 14%	56 17%	30 19%	26 14%	49 15%	37 16%	33 11%	33 23% I	40 16% I	69 21%	118 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_3\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Basketball Association

	Demographic Breakdown												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LG&BQ	Non-LG&BQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	328 37%	87 38% D	153 48% BD	88 26%	55 34%	64 34%	117 37%	92 41%	142 47% JK	33 19%	154 37% J	42 43%	283 36%
Strongly agree	127 14%	39 17% D	57 17% D	31 9%	24 15%	20 10%	53 16%	30 14%	59 19% J	8 5%	60 14% J	16 16%	110 14%
Somewhat agree	201 22%	49 21%	96 29% BD	56 17%	30 19%	44 23%	64 20%	62 28%	83 28% J	25 14%	93 22% J	26 27%	173 22%
Neutral	260 29%	60 26%	84 26%	115 35% BC	42 26%	58 30%	97 30%	64 29%	95 31%	46 27%	119 28% J	29 29%	224 29%
Strongly/Somewhat Disagree (Net)	304 34%	84 36% C	92 28% C	128 39% C	63 39%	70 36%	106 33%	66 30%	65 22% IK	93 54% IK	146 35% I	27 27%	273 35%
Somewhat disagree	103 11%	28 12%	26 8%	48 14% C	19 12%	27 14%	33 10%	24 11%	18 6% I	32 19% I	53 13% I	8 8%	92 12%
Strongly disagree	202 23%	56 24%	66 20%	80 24%	43 27%	43 23%	73 23%	42 16%	47 16% IK	62 36% IK	94 22% I	19 19%	181 23%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	457 51%	118 51% d	204 52% BD	135 41%	73 46%	100 52%	162 51%	122 55%	187 62% JK	71 41%	199 48%	54 55%	396 51%
Strongly agree	178 20%	35 15%	90 27% BD	53 16%	32 20%	37 19%	65 20%	44 20%	81 27% JK	14 8%	83 20% J	22 22%	151 19%
Somewhat agree	280 31%	84 36% D	114 34% D	82 25%	41 26%	63 33%	97 31%	78 35%	106 35% k	57 33%	116 28% J	32 33%	245 31%
Neutral	282 32%	68 29%	84 26% BC	130 39% BC	51 32%	61 32%	103 32%	67 30%	81 27% JK	48 28%	153 36% I	32 32%	248 32%
Strongly/Somewhat Disagree (Net)	153 17%	46 20% C	41 13% C	66 20% C	34 21%	31 16%	55 17%	33 15%	33 11% IK	53 31% IK	67 16% I	12 13%	137 18%
Somewhat disagree	66 7%	20 9% C	12 4% C	34 10% C	19 12% H	15 8% H	22 7% H	10 4% H	17 6% IK	18 10% IK	31 7% I	7 7%	59 8%
Strongly disagree	87 10%	26 11% C	29 9% C	32 10% C	15 9% H	16 8% H	33 10% H	23 11% H	16 5% IK	35 21% IK	36 9% I	6 6%	78 10%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Basketball Association (NBA)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	355 40%	91 39%	161 49%	102 31%	55 35%	77 40%	138 43%	85 38%	137 46%	45 26%	172 41%	44 44%	307 39%
Strongly agree	154 17%	41 18%	74 22%	38 12%	27 17%	27 14%	58 18%	42 19%	69 23%	13 8%	72 17%	18 18%	135 17%
Somewhat agree	201 22%	49 21%	87 27%	64 19%	28 18%	50 26%	79 25%	43 19%	68 23%	32 19%	100 24%	26 26%	172 22%
Neutral	242 27%	60 26%	77 23%	105 32%	45 28%	56 29%	75 23%	67 30%	93 31%	40 23%	110 26%	21 22%	219 28%
Strongly/Somewhat Disagree (Net)	295 33%	81 35%	91 28%	124 37%	59 37%	59 31%	107 33%	71 32%	71 24%	87 51%	137 33%	33 34%	254 33%
Somewhat disagree	96 11%	27 12%	33 10%	37 11%	17 11%	20 10%	36 11%	23 10%	21 7%	23 13%	53 13%	16 17%	79 10%
Strongly disagree	199 22%	54 23%	58 18%	87 26%	42 27%	39 20%	70 22%	48 21%	50 17%	64 37%	84 20%	17 18%	175 22%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Basketball Association

	Wave 214 (3/29 - 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	322 36%	81 35%	150 46%	91 28%	59 37%	67 35%	115 36%	81 36%	134 45%	44 26%	144 34%	38 39%	277 35%
Strongly agree	132 15%	28 12%	71 22%	33 10%	19 12%	33 17%	52 16%	29 13%	63 21%	14 8%	56 13%	18 18%	112 14%
Somewhat agree	190 21%	53 23%	79 24%	58 18%	40 25%	34 18%	63 20%	52 24%	72 24%	30 17%	88 21%	20 20%	164 21%
Neutral	362 41%	91 39%	107 32%	164 50%	62 39%	79 41%	130 41%	91 41%	112 37%	69 40%	181 43%	33 34%	326 42%
Strongly/Somewhat Disagree (Net)	208 23%	60 26%	72 22%	76 23%	37 24%	46 24%	74 23%	51 23%	56 18%	59 34%	94 22%	27 28%	178 23%
Somewhat disagree	104 12%	33 14%	34 10%	37 11%	17 11%	26 14%	38 12%	22 10%	27 9%	30 18%	47 11%	18 18%	84 11%
Strongly disagree	104 12%	27 12%	39 12%	39 12%	20 13%	20 10%	36 11%	28 13%	29 9%	28 16%	47 11%	10 10%	93 12%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	377 42%	103 44%	167 51%	108 32%	70 44%	78 41%	147 46%	83 37%	152 50%	47 27%	179 43%	42 43%	334 43%
Strongly agree	146 16%	39 17%	69 21%	38 12%	28 18%	27 14%	53 17%	37 17%	73 24%	12 7%	61 15%	17 17%	128 16%
Somewhat agree	231 26%	64 28%	98 30%	69 21%	42 26%	51 26%	93 29%	45 20%	79 26%	35 20%	117 28%	25 25%	206 26%
Neutral	319 36%	77 33%	102 31%	140 42%	54 34%	76 40%	100 31%	88 40%	100 33%	61 35%	158 38%	41 42%	271 35%
Strongly/Somewhat Disagree (Net)	196 22%	52 22%	61 18%	83 25%	34 22%	38 20%	72 23%	51 23%	50 16%	64 37%	82 20%	15 15%	176 23%
Somewhat disagree	74 8%	24 11%	14 4%	36 11%	13 8%	17 9%	27 9%	17 8%	19 6%	29 17%	27 6%	7 7%	68 9%
Strongly disagree	122 14%	27 12%	46 14%	48 14%	21 13%	21 11%	45 14%	34 15%	31 10%	36 21%	55 13%	8 8%	109 14%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_3\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Basketball Association (NBA)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Basketball Association

	Wave 214 (3/29)												
	Political				Region				Urbanicity			Sexual Orientation	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	240	351	295	172	201	328	185	296	182	408	107	767
Weighted Base	892	232	329	331	159	192	319	222	301	172	419	98*	780
Strongly/Somewhat Agree (Net)	510 57%	144 62% D	210 64% D	155 47%	83 52%	107 56%	184 58%	135 61%	195 65%	84 49%	231 55%	46 47%	457 59%
Strongly agree	241 27%	56 24%	111 34% BD	74 22%	42 26%	49 26%	87 27%	62 28%	101 33% JK	35 20%	105 25%	29 29%	205 26%
Somewhat agree	269 30%	88 38% cD	99 30%	82 25%	42 26%	57 30%	97 30%	73 33%	94 31%	49 28%	126 30%	17 18%	251 32% L
Neutral	240 27%	48 21%	73 22%	120 36% BC	45 28%	59 31%	86 27%	51 23%	73 24%	48 28%	119 28%	32 32%	205 26%
Strongly/Somewhat Disagree (Net)	142 16%	40 17%	46 14%	56 17%	30 19%	26 14%	49 15%	37 16%	33 11%	40 23% I	69 16% I	20 21%	118 15%
Somewhat disagree	63 7%	20 9%	19 6%	24 7%	11 7%	10 5%	21 6%	21 9%	16 5%	14 8%	33 8%	11 11%	51 7%
Strongly disagree	79 9%	20 9%	27 8%	32 10%	19 12%	16 9%	29 9%	16 7%	17 6%	26 15% IK	37 9%	9 9%	68 9%
Sigma	892 100%	232 100%	329 100%	331 100%	159 100%	192 100%	319 100%	222 100%	301 100%	172 100%	419 100%	98 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)			North-east (E)	Mid-west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Suburban (K)	LGBTQ (L)	Non-LGBTQ (M)	
	3/31 (A)	GOP (B)	DEM (C)										IND/OTH (D)
The stars of the sport have influence off the field	451 52%	119 49%	197 59% BD	135 46%	85 57%	81 48%	173 52%	113 52%	193 62% JK	68 40%	180 49%	51 53%	392 52%
It benefits society/gives back to its communities	403 46%	104 43% d	201 60% BD	97 33%	68 45%	81 48%	164 49%	90 42%	174 56% JK	59 35%	170 43%	41 42%	354 47%
Features non-mainstream faces and voices	364 42%	98 40% d	175 52% BD	92 31%	64 43%	71 42%	148 44%	81 38%	155 50% JK	56 33%	152 39%	46 48%	310 41%
Is cool to follow and/or to talk about	327 38%	76 31% BD	163 48% BD	88 30%	59 40%	58 34%	139 42% h	71 33%	151 49% JK	41 24%	135 35% J	49 50% M	269 36%
I'd watch more of this if it was available	286 33%	73 30% BD	137 41% BD	77 26%	49 33%	48 28%	128 38% fh	61 26%	140 45% JK	37 22%	109 28%	36 38%	246 33%
I follow this sport/league with my friends and or family	276 32%	72 30% BD	135 40% BD	69 24%	45 30%	41 24%	132 40% eFH	58 27%	128 42% JK	43 26%	105 27%	29 30%	244 33%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ	
	3/31	GOP	DEM										IND/OTH
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I follow this sport/league with my friends and/or family	380 44%	128 53% C	121 36%	131 45% c	69 46%	83 49% G	124 37%	105 49% G	99 32%	95 56% I	167 46% I	26 27%	340 45% L
I'd watch more of this it was available	339 39%	105 43% c	114 34%	120 41% c	65 43% g	71 42%	114 34%	90 42% G	82 27%	83 49% I	174 45% I	26 27%	304 40% L
Is cool to follow and/or to talk about	254 29%	94 39% Cd	74 22%	87 22% c	39 30%	51 30%	93 28%	71 33%	56 18%	68 40% I	130 33% I	21 22%	229 31% L
It benefits society/gives back to its communities	187 21%	61 25% C	54 16%	72 25% C	34 22%	32 19%	59 18%	62 28% FG	49 16%	51 30% Ik	86 22% I	22 22%	157 21% L
The stars of the sport have influence off the field	176 20%	58 24% C	52 16%	65 22% c	31 21%	33 19%	60 18%	52 24% G	40 13%	43 25% I	93 24% I	13 14%	158 21% L
Features non-mainstream faces and voices	175 20%	61 25% C	52 16%	61 21%	27 18%	38 23%	62 19%	47 22% G	52 17%	41 24% I	82 21% I	17 17%	154 20% L

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_4\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)			Wave 214 (3/29)			Wave 214 (3/29)			Wave 214 (3/29)			Wave 214 (3/29)			Wave 214 (3/29)		Wave 214 (3/29)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)			
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757									
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751									
Strongly/Somewhat Agree (Net)	286 33%	73 30%	137 41% BD	77 26%	49 33%	48 28%	128 38% b	61 28%	140 45% JK	37 22%	109 28%	36 38%	246 33%									
Strongly agree	126 14%	28 12%	64 19% BD	33 11%	20 13%	21 12%	60 18%	25 12%	73 24% JK	8 5%	46 12% J	16 16%	108 14%									
Somewhat agree	160 18%	45 19%	72 22% d	43 15%	29 20%	27 16%	68 20%	36 17%	67 22%	29 17%	64 16%	21 21%	138 18%									
Neutral	243 28%	64 26%	84 25% c	96 33% c	36 24%	50 30%	92 28%	65 30%	86 28%	50 29%	107 27%	34 36%	201 27%									
Strongly/Somewhat Disagree (Net)	339 39% c	105 43%	114 34%	120 41%	65 43% g	71 42%	114 34%	90 42%	82 27%	83 49% I	174 45% I	26 27%	304 40% L									
Somewhat disagree	127 15%	39 16%	42 13%	46 16%	22 15%	29 17%	41 12%	35 16%	33 11%	27 16%	67 17% I	12 12%	110 15%									
Strongly disagree	212 24%	66 27%	72 21%	74 25%	43 29%	42 25%	72 22%	55 26%	49 16%	56 33% I	108 28% I	14 15%	193 26% L									
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757									
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751									
Strongly/Somewhat Agree (Net)	403	104	201	97	68	81	164	90	174	59	170	41	354									
	46%	43%	60%	33%	45%	48%	49%	42%	56%	35%	43%	42%	47%									
Strongly agree	162	44	86	33	30	27	72	33	86	23	54	18	138									
	19%	18%	26%	11%	20%	16%	22%	15%	28%	13%	14%	19%	18%									
Somewhat agree	240	61	116	64	38	53	92	57	88	36	116	23	216									
	28%	25%	35%	22%	26%	32%	27%	26%	29%	21%	30%	23%	29%									
Neutral	280	76	80	123	48	57	110	65	86	60	135	34	240									
	32%	32%	24%	42%	32%	33%	33%	30%	28%	35%	34%	35%	32%									
Strongly/Somewhat Disagree (Net)	187	61	54	72	34	32	59	62	49	51	86	22	157									
	21%	25%	16%	25%	22%	19%	18%	28%	16%	30%	22%	22%	21%									
Somewhat disagree	82	25	30	26	17	12	27	27	17	21	43	13	65									
	9%	11%	9%	9%	11%	7%	8%	12%	6%	12%	11%	14%	9%									
Strongly disagree	105	35	23	46	17	20	33	35	32	30	43	8	92									
	12%	15%	7%	16%	11%	12%	10%	16%	10%	18%	11%	9%	12%									
Sigma	868	241	336	292	149	169	334	217	308	170	391	97	751									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757									
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751									
Strongly/Somewhat Agree (Net)	276 32%	72 30%	135 40%	69 24%	45 30%	41 24%	132 40%	58 27%	128 42%	43 26%	105 27%	29 30%	244 33%									
Strongly agree	106 12%	21 9%	57 17%	28 9%	17 12%	17 10%	52 16%	19 9%	60 19%	14 8%	32 8%	9 10%	95 13%									
Somewhat agree	170 20%	51 21%	78 23%	41 14%	28 19%	24 14%	80 24%	38 18%	68 22%	29 17%	73 19%	20 21%	149 20%									
Neutral	212 24%	42 17%	79 24%	92 31%	35 24%	46 27%	78 23%	54 25%	81 26%	31 18%	100 26%	41 43%	167 22%									
Strongly/Somewhat Disagree (Net)	380 44%	128 53%	121 36%	131 45%	69 46%	83 49%	124 37%	105 49%	99 32%	95 56%	187 48%	26 27%	340 45%									
Somewhat disagree	127 15%	46 19%	43 13%	38 13%	18 12%	37 22%	42 13%	30 14%	28 9%	31 19%	68 17%	11 11%	110 15%									
Strongly disagree	253 29%	82 34%	78 23%	93 32%	51 34%	46 27%	82 24%	75 35%	71 23%	64 37%	119 30%	15 16%	231 31%									
Sigma	869 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%									

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	364 42%	98 40%	175 52%	92 31%	64 43%	71 42%	148 44%	81 38%	155 50%	56 33%	152 39%	46 48%	310 41%
Strongly agree	150 17%	43 18%	76 23%	30 10%	28 19%	27 16%	64 19%	32 15%	70 23%	17 10%	63 16%	22 23%	124 17%
Somewhat agree	214 25%	54 22%	98 29%	62 21%	36 24%	44 26%	84 25%	50 23%	85 28%	39 23%	90 23%	24 25%	186 25%
Neutral	330 38%	82 34%	109 32%	139 48%	58 39%	60 35%	124 37%	88 41%	101 33%	73 43%	156 40%	34 35%	288 38%
Strongly/Somewhat Disagree (Net)	175 20%	61 25%	52 16%	61 21%	27 18%	38 23%	62 19%	47 22%	52 17%	41 24%	82 21%	17 17%	154 20%
Somewhat disagree	73 8%	28 11%	25 7%	21 7%	13 8%	13 8%	26 8%	22 10%	19 6%	14 8%	40 10%	11 11%	60 8%
Strongly disagree	102 12%	34 14%	28 8%	40 14%	15 10%	25 15%	37 11%	25 12%	33 11%	26 15%	42 11%	6 6%	94 12%
Sigma	868 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Wave 214 (3/29)												
	Political			Region				Urbanicity			Sexual Orientation		
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	327	76	163	88	59	58	139	71	151	41	135	49	269
	38%	31%	48%	30%	40%	34%	42%	33%	49%	24%	35%	50%	36%
Strongly agree	148	31	80	37	24	26	65	33	81	16	52	26	118
	17%	13%	24%	13%	16%	15%	19%	15%	26%	9%	13%	27%	16%
Somewhat agree	178	45	83	51	35	32	75	37	70	25	84	23	151
	21%	19%	25%	17%	23%	19%	22%	17%	23%	15%	21%	23%	20%
Neutral	288	72	99	117	51	60	102	75	101	61	125	27	253
	33%	30%	29%	40%	34%	36%	30%	35%	33%	36%	32%	28%	34%
Strongly/Somewhat Disagree (Net)	254	94	74	87	39	51	93	71	56	68	130	21	229
	29%	39%	22%	30%	26%	30%	28%	33%	18%	40%	33%	22%	31%
Somewhat disagree	104	41	29	34	15	21	37	31	17	31	56	15	87
	12%	17%	9%	11%	10%	12%	11%	14%	6%	18%	14%	16%	12%
Strongly disagree	150	52	45	53	24	30	56	40	39	37	74	6	143
	17%	22%	13%	18%	16%	18%	17%	19%	13%	22%	19%	6%	19%
Sigma	868	241	336	292	149	169	334	217	308	170	391	97	751
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_4\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's National Basketball Association (WNBA)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's National Basketball Association

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	231	376	275	168	179	351	184	318	168	396	109	757
Weighted Base	869	241	336	292	149	169	334	217	308	170	391	97*	751
Strongly/Somewhat Agree (Net)	451 52%	119 49%	197 59% BD	135 46%	85 57%	81 48%	173 52%	113 52%	193 62% JK	68 40%	190 49%	51 53%	392 52%
Strongly agree	188 22%	39 16%	101 30% ED	49 17%	32 22%	33 19%	88 26% H	34 16%	99 32% JK	21 12%	68 17%	27 28%	157 21%
Somewhat agree	263 30%	80 33%	97 29%	87 30%	52 35% g	48 28%	84 25% G	78 36% G	93 30%	47 28%	123 31%	24 25%	235 31%
Neutral	242 28%	64 27%	86 26%	92 31%	34 23%	55 33% e	101 30%	52 24%	76 25%	59 35% i	107 27%	32 33%	202 27%
Strongly/Somewhat Disagree (Net)	176 20%	58 24% C	52 16%	65 22% c	31 21%	33 19%	60 18%	52 24%	40 13%	43 25% l	93 24% i	13 14%	158 21%
Somewhat disagree	71 8%	23 10%	21 6%	27 9%	15 10%	12 7%	23 7%	21 10%	11 4%	14 8% l	46 12% i	7 7%	61 8%
Strongly disagree	105 12%	35 15% c	31 9%	38 13%	16 11%	21 12%	37 11%	31 14%	29 9%	29 17% l	47 12%	6 6%	97 13%
Sigma	869 100%	241 100%	336 100%	292 100%	149 100%	169 100%	334 100%	217 100%	308 100%	170 100%	391 100%	97 100%	751 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation		
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LG	BQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	447 51%	141 52%	157 56%	149 46%	83 50%	101 53%	154 50%	110 52%	144 59%	70 39%	233 51%	57 63%	385 50%	
It benefits society/gives back to its communities	418 48%	145 53%	142 51%	131 41%	76 47%	91 48%	159 51%	92 43%	125 51%	62 35%	231 51%	54 58%	362 47%	
Is cool to follow and/or to talk about	378 43%	117 43%	135 48%	125 39%	71 44%	74 39%	144 46%	88 42%	109 45%	64 36%	204 45%	48 53%	324 42%	
I follow this sport/league with my friends and or family	355 41%	116 42%	119 43%	120 37%	81 50%	71 37%	122 39%	81 38%	110 45%	50 28%	195 43%	46 50%	307 40%	
Features non-mainstream faces and voices	349 40%	123 45%	115 41%	111 34%	65 40%	75 40%	126 40%	82 39%	111 46%	54 30%	184 41%	90 54%	299 39%	
I'd watch more of this it was available	338 39%	105 38%	121 43%	112 35%	64 39%	54 29%	130 42%	89 42%	106 43%	50 28%	182 40%	46 50%	287 37%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
I follow this sport/league with my friends and/or family	314 36%	93 34%	105 37%	116 36%	50 31%	75 40%	118 38%	71 33%	76 31%	93 51% iK	146 32%	23 25%	282 36% l
I'd watch more of this if it was available	293 33%	91 33%	100 36%	102 32%	49 30%	74 39%	98 31%	72 34%	73 30%	77 43% iK	144 32%	18 20%	268 35% L
Is cool to follow and/or to talk about	217 25%	69 25%	72 25%	76 24%	41 25%	44 24%	71 23%	60 28%	56 23%	69 38% iK	92 20%	15 17%	197 25%
Features non-mainstream faces and voices	172 20%	35 13%	74 26% Bd	63 20% b	30 18%	31 17%	59 19%	51 24%	44 18%	47 26% k	81 18%	15 16%	147 19%
The stars of the sport have influence off the field	159 18%	53 19%	49 17%	56 17%	38 23%	30 16%	54 18%	35 17%	39 16%	45 25% iK	74 16%	15 16%	140 18%
It benefits society/gives back to its communities	151 17%	46 17%	57 20%	48 15%	33 20%	26 14%	50 16%	42 20%	38 15%	48 26% iK	66 15%	12 13%	133 17%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_5\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	338 39%	105 38%	121 43%	112 35%	64 39%	54 29%	130 42%	89 42%	106 43%	50 28%	182 40%	46 50%	287 37%
Strongly agree	140 16%	47 17%	53 19%	39 12%	25 16%	21 11%	58 19%	35 16%	45 18%	20 11%	75 17%	16 17%	123 16%
Somewhat agree	198 23%	57 21%	68 24%	73 23%	39 24%	33 17%	72 23%	54 25%	61 25%	31 17%	107 24%	30 33%	164 21%
Neutral	246 28%	77 28%	60 21%	109 34%	51 31%	60 32%	83 27%	51 24%	65 27%	53 30%	128 28%	27 30%	218 28%
Strongly/Somewhat Disagree (Net)	293 33%	91 33%	100 36%	102 32%	49 30%	74 39%	98 31%	72 34%	73 30%	77 43%	144 32%	18 20%	268 35%
Somewhat disagree	103 12%	40 14%	27 10%	36 11%	13 8%	32 17%	34 11%	24 12%	23 9%	26 14%	54 12%	9 9%	93 12%
Strongly disagree	190 22%	51 19%	73 26%	66 20%	36 22%	42 22%	64 21%	48 22%	50 20%	51 28%	89 20%	10 11%	175 23%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LG <sup>b</sup> B <sup>c</sup> TQ	Non- LG <sup>b</sup> B <sup>c</sup> TQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	418 48%	145 53%	142 51%	131 41%	76 47%	91 48%	159 51%	92 43%	125 51%	62 35%	231 51%	54 58%	362 47%
Strongly agree	148 17%	51 19%	53 19%	44 14%	33 20%	27 14%	50 16%	38 18%	50 20%	16 9%	82 18%	20 22%	128 17%
Somewhat agree	270 31%	94 34%	89 32%	87 27%	44 27%	64 34%	109 35%	54 25%	75 31%	47 26%	149 33%	33 36%	234 30%
Neutral	307 35%	82 30%	82 29%	143 44%	54 33%	72 38%	103 33%	79 37%	81 33%	70 39%	156 34%	27 29%	278 36%
Strongly/Somewhat Disagree (Net)	151 17%	46 17%	57 20%	48 15%	33 20%	26 14%	50 16%	42 20%	38 15%	48 26%	66 15%	12 13%	133 17%
Somewhat disagree	51 6%	15 5%	21 7%	15 5%	12 7%	8 4%	17 6%	13 6%	15 6%	10 6%	26 6%	4 5%	45 6%
Strongly disagree	100 11%	31 11%	36 13%	33 10%	21 13%	18 9%	32 10%	29 14%	22 9%	37 21%	40 9%	7 8%	88 11%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Hockey League (NHL)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	355 41%	116 42%	119 43%	120 37%	81 50%	71 37%	122 39%	81 38%	110 45%	50 28%	195 43%	46 50%	307 40%
Strongly agree	140 16%	53 20%	60 21%	27 8%	25 15%	28 15%	49 16%	37 17%	44 18%	15 8%	81 18%	16 17%	124 16%
Somewhat agree	215 25%	62 23%	60 21%	93 29%	56 34%	42 22%	73 24%	44 20%	66 27%	35 19%	115 25%	30 33%	194 24%
Neutral	207 24%	64 23%	56 20%	87 27%	32 19%	43 23%	71 23%	61 29%	58 24%	38 21%	112 25%	22 24%	183 24%
Strongly/Somewhat Disagree (Net)	314 36%	93 34%	105 37%	116 36%	50 31%	75 40%	118 38%	71 33%	76 31%	93 51%	146 32%	23 25%	282 36%
Somewhat disagree	96 11%	24 9%	36 13%	37 12%	12 8%	26 14%	43 14%	15 7%	24 10%	24 14%	48 11%	11 12%	80 10%
Strongly disagree	218 25%	70 26%	70 25%	79 24%	38 23%	50 28%	74 24%	56 26%	52 21%	68 38%	87 22%	12 13%	202 26%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Hockey League

	Wave		Political				Region				Urbanicity			Sexual Orientation	
	214	3/29	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ	
	3/31	(A)													
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776		
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773		
Strongly/Somewhat Agree (Net)	349	123	115	111	65	75	126	82	111	54	184	50	299		
Strongly agree	112	40	42	30	21	24	39	27	38	12	62	13	99		
Somewhat agree	237	83	73	81	44	51	87	55	73	42	122	36	200		
Neutral	355	115	93	148	68	82	126	79	88	80	188	27	327		
Strongly/Somewhat Disagree (Net)	172	35	74	63	30	31	59	51	44	47	81	15	147		
Somewhat disagree	80	14	27	39	15	15	31	20	17	17	47	10	65		
Strongly disagree	91	21	46	24	15	16	28	32	28	30	34	5	82		
Sigma	876	273	281	322	164	189	311	213	243	180	453	92	773		

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Hockey League

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	378 43%	117 43%	135 48%	125 39%	71 44%	74 39%	144 46%	88 42%	109 45%	64 36%	204 45%	48 53%	324 42%
Strongly agree	148 17%	49 18%	64 23%	35 11%	29 18%	24 13%	58 19%	36 17%	47 19%	22 12%	79 17%	20 21%	127 16%
Somewhat agree	230 26%	68 25%	72 25%	90 28%	42 26%	49 26%	86 28%	53 25%	63 26%	42 23%	125 28%	29 31%	196 25%
Neutral	281 32%	86 32%	74 26%	121 38%	51 31%	71 37%	96 31%	64 30%	78 32%	47 26%	157 35%	28 31%	252 33%
Strongly/Somewhat Disagree (Net)	217 25%	69 25%	72 25%	76 24%	41 25%	44 24%	71 23%	60 28%	56 23%	69 38%	92 20%	15 17%	197 25%
Somewhat disagree	79 9%	22 8%	28 10%	30 9%	20 12%	18 9%	24 8%	18 9%	23 10%	22 12%	34 8%	8 9%	70 9%
Strongly disagree	138 16%	48 17%	44 16%	46 14%	21 13%	27 14%	48 15%	42 20%	33 14%	47 26%	58 13%	7 8%	126 16%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_5\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Hockey League (NHL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LG <sup>b</sup> B <sup>c</sup> TQ	Non- LG <sup>b</sup> B <sup>c</sup> TQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	882	271	319	292	170	196	325	191	263	185	434	95	776
Weighted Base	876	273	281	322	164	189	311	213	243	180	453	92*	773
Strongly/Somewhat Agree (Net)	447 51%	141 52%	157 56%	149 46%	83 50%	101 53%	154 50%	110 52%	144 58%	70 39%	233 51%	57 63%	385 50%
Strongly agree	152 17%	54 20%	58 21%	40 12%	28 17%	27 14%	54 17%	43 20%	56 23%	17 9%	79 17%	17 18%	135 17%
Somewhat agree	295 34%	86 32%	99 35%	109 34%	54 33%	74 39%	100 32%	67 31%	88 36%	54 30%	154 34%	41 44%	251 32%
Neutral	271 31%	79 29%	75 27%	117 36%	43 26%	58 31%	102 33%	68 32%	60 25%	65 36%	146 32%	19 21%	247 32%
Strongly/Somewhat Disagree (Net)	159 18%	53 19%	49 17%	56 17%	38 23%	30 16%	54 18%	35 17%	39 16%	45 25%	74 16%	15 16%	140 18%
Somewhat disagree	61 7%	26 9%	11 4%	24 8%	17 10%	8 4%	22 7%	14 7%	14 6%	13 7%	34 8%	10 11%	51 7%
Strongly disagree	97 11%	27 10%	38 13%	32 10%	22 13%	22 12%	32 10%	21 10%	25 10%	32 18%	40 9%	5 6%	90 12%
Sigma	876 100%	273 100%	281 100%	322 100%	164 100%	189 100%	311 100%	213 100%	243 100%	180 100%	453 100%	92 100%	773 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
It benefits society/gives back to its communities	389 49%	100 49%	196 61%	93 35%	69 48%	63 41%	157 54%	100 49%	192 62%	42 30%	155 46%	47 56%	333 48%
Features non-mainstream faces and voices	386 49%	91 44%	195 61%	101 38%	65 45%	73 48%	143 49%	106 52%	194 62%	44 32%	148 44%	52 62%	331 48%
I'd watch more of this it was available	371 47%	94 46%	180 56%	96 37%	67 47%	65 43%	149 51%	89 44%	190 61%	45 32%	135 40%	45 53%	320 46%
The stars of the sport have influence off the field	363 46%	93 45%	178 55%	92 35%	65 45%	65 42%	148 51%	86 42%	178 57%	40 29%	144 42%	43 51%	311 45%
Is cool to follow and/or to talk about	357 45%	82 40%	185 58%	90 34%	68 47%	61 40%	140 48%	88 43%	179 57%	39 28%	139 41%	52 61%	298 43%
I follow this sport/league with my friends and or family	332 42%	83 40%	170 53%	80 30%	57 40%	57 37%	138 47%	81 40%	171 55%	37 26%	124 37%	43 51%	285 41%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Professional Women's Hockey League (PWHL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)												
3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I follow this sport/league with my friends and/or family	245 31%	78 38% C	76 24%	91 34% C	45 31%	56 37%	83 29%	61 30%	67 22%	65 47% IK	113 33% I	20 23%	220 32%
I'd watch more of this it was available	208 26%	62 30% C	65 20%	82 31% C	38 26%	41 27%	78 27%	51 25%	54 17%	55 39% IK	100 29% I	20 23%	183 27%
Is cool to follow and/or to talk about	191 24%	73 35% Cd	50 16%	68 26% C	27 19%	39 26%	73 25%	51 25%	55 18%	51 37% IK	85 25% I	14 16%	170 25%
The stars of the sport have influence off the field	165 21%	51 25% c	54 17%	61 23%	29 21%	39 25%	58 20%	39 19%	45 14%	44 32% IK	76 22% I	19 23%	143 21%
It benefits society/gives back to its communities	143 18%	48 23% C	39 12%	56 21% C	24 17%	31 21%	55 19%	33 16%	38 12%	44 32% IK	61 18% i	14 17%	125 18%
Features non-mainstream faces and voices	141 18%	51 25% C	42 13%	48 18% I	31 22%	20 13%	59 20%	31 15%	41 13%	46 33% IK	55 16% I	11 13%	123 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_6\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Professional Women's Hockey League (PWHL)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	371 47%	94 46%	180 56%	96 37%	67 47%	65 43%	149 51%	89 44%	190 61%	45 32%	135 40%	45 53%	320 46%
Strongly agree	161 20%	42 21%	82 26%	36 14%	32 23%	34 22%	58 20%	36 18%	84 27%	13 9%	64 19%	23 27%	134 19%
Somewhat agree	210 27%	51 25%	98 31%	60 23%	35 24%	31 20%	91 31%	53 26%	106 34%	33 23%	71 21%	22 26%	185 27%
Neutral	212 27%	51 25%	75 24%	86 33%	38 27%	47 31%	64 22%	64 31%	68 22%	39 28%	105 31%	20 24%	187 27%
Strongly/Somewhat Disagree (Net)	208 26%	62 30%	65 20%	82 31%	38 26%	41 27%	78 27%	51 25%	54 17%	55 39%	100 29%	20 23%	183 27%
Somewhat disagree	69 9%	18 9%	22 7%	28 11%	14 10%	11 8%	28 10%	15 7%	19 6%	18 13%	32 9%	7 8%	60 9%
Strongly disagree	138 18%	43 21%	42 13%	53 20%	24 17%	29 19%	50 17%	36 18%	35 11%	37 26%	68 20%	13 16%	123 18%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Wave 214 (3/29 - 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	389 49%	100 48%	196 61%	93 35%	69 48%	63 41%	157 54%	100 49%	192 62%	42 30%	155 46%	47 56%	333 48%
Strongly agree	155 20%	42 21%	81 25%	31 12%	34 24%	26 17%	64 22%	31 15%	80 26%	18 13%	57 17%	24 28%	128 19%
Somewhat agree	234 30%	58 28%	115 36%	61 23%	36 25%	37 24%	93 32%	69 34%	112 36%	25 18%	98 29%	24 28%	205 30%
Neutral	259 33%	58 28%	85 27%	116 44%	50 35%	58 38%	79 27%	71 35%	82 26%	53 38%	125 37%	22 26%	231 33%
Strongly/Somewhat Disagree (Net)	143 18%	48 23%	39 12%	56 21%	24 17%	31 21%	55 19%	33 16%	38 12%	44 32%	61 18%	14 17%	125 18%
Somewhat disagree	57 7%	19 9%	11 3%	27 10%	8 6%	18 12%	22 7%	9 4%	14 4%	18 13%	25 7%	7 8%	48 7%
Strongly disagree	87 11%	30 14%	28 9%	29 11%	16 11%	13 9%	33 11%	24 12%	25 8%	26 19%	36 11%	8 9%	78 11%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	332 42%	83 40%	170 53%	80 30%	57 40%	57 37%	138 47%	81 40%	171 55%	37 26%	124 37%	43 51%	285 41%
Strongly agree	147 19%	34 16%	77 24%	36 14%	29 20%	25 16%	60 21%	33 16%	82 26%	14 10%	52 15%	21 25%	123 18%
Somewhat agree	185 23%	49 24%	93 29%	43 16%	28 20%	32 21%	78 27%	47 23%	90 29%	23 16%	72 21%	22 26%	163 24%
Neutral	214 27%	46 22%	75 23%	94 35%	42 29%	40 26%	70 24%	63 31%	73 23%	38 27%	103 30%	21 25%	184 27%
Strongly/Somewhat Disagree (Net)	245 31%	78 38%	76 24%	91 34%	45 31%	56 37%	83 29%	61 30%	67 22%	65 47%	113 33%	20 23%	220 32%
Somewhat disagree	97 12%	33 16%	26 8%	37 14%	18 12%	27 17%	31 11%	21 10%	25 8%	31 22%	41 12%	10 12%	82 12%
Strongly disagree	148 19%	45 22%	49 15%	54 20%	27 19%	29 19%	52 18%	40 19%	42 14%	34 25%	71 21%	9 11%	138 20%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	386 49%	91 44%	195 61%	101 38%	65 45%	73 48%	143 49%	106 52%	194 62%	44 32%	148 44%	52 62%	331 48%
Strongly agree	160 20%	46 22%	85 27%	29 11%	33 23%	28 19%	65 22%	34 17%	90 29%	12 9%	59 17%	27 32%	131 19%
Somewhat agree	226 29%	45 22%	109 34%	72 27%	32 22%	45 29%	78 27%	72 35%	104 33%	32 23%	90 26%	25 30%	199 29%
Neutral	264 33%	65 31%	84 26%	115 44%	48 33%	59 39%	90 31%	67 33%	77 25%	49 35%	137 40%	21 25%	235 34%
Strongly/Somewhat Disagree (Net)	141 18%	51 25%	42 13%	48 18%	31 22%	20 13%	59 20%	31 15%	41 13%	46 33%	55 16%	11 13%	123 18%
Somewhat disagree	49 6%	21 10%	12 4%	16 6%	10 7%	10 7%	23 8%	7 3%	15 5%	17 12%	18 5%	1 2%	43 6%
Strongly disagree	92 12%	30 15%	30 9%	32 12%	21 15%	11 7%	36 12%	25 12%	26 8%	29 21%	37 11%	9 11%	81 12%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Professional Women's Hockey League (PWHL)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689
Strongly/Somewhat Agree (Net)	357 45%	82 40%	185 58%	90 34%	68 47%	61 40%	140 48%	88 43%	179 57%	39 28%	139 41%	52 61%	298 43%
Strongly agree	170 21%	46 23%	91 28%	32 12%	34 24%	31 20%	70 24%	36 17%	92 30%	16 11%	62 18%	27 32%	138 20%
Somewhat agree	187 24%	36 17%	93 29%	58 22%	34 24%	31 20%	70 24%	53 26%	87 28%	24 17%	77 23%	24 29%	160 23%
Neutral	243 31%	51 25%	85 27%	107 40%	48 34%	52 34%	78 27%	65 32%	78 25%	49 35%	116 34%	19 22%	221 32%
Strongly/Somewhat Disagree (Net)	191 24%	73 35%	50 16%	68 26%	27 19%	39 26%	73 25%	51 25%	55 18%	51 37%	85 25%	14 16%	170 25%
Somewhat disagree	76 10%	38 19%	15 5%	23 9%	12 8%	21 14%	29 10%	14 7%	20 7%	22 16%	34 10%	8 9%	64 9%
Strongly disagree	114 14%	35 17%	35 11%	45 17%	15 11%	18 12%	45 15%	37 11%	35 11%	29 20%	51 15%	6 7%	106 15%
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_6\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Professional Women's Hockey League (PWHL)  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Professional Women's Hockey League

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	801	210	350	241	169	158	301	173	337	129	335	97	689									
Weighted Base	791	206	320	264	143	152	291	204	312	139*	340	84*	689									
Strongly/Somewhat Agree (Net)	363 46%	93 45%	178 55%	92 35%	65 45%	65 42%	148 51%	86 42%	178 57%	40 29%	144 42%	43 51%	311 45%									
Strongly agree	160 20%	37 18%	87 27%	36 14%	27 19%	29 19%	71 24%	34 16%	90 29%	10 7%	61 18%	17 20%	141 20%									
Somewhat agree	203 26%	56 27%	90 28%	56 21%	38 27%	36 23%	77 26%	52 26%	89 28%	30 22%	83 25%	27 32%	170 25%									
Neutral	263 33%	63 30%	89 28%	111 42%	49 34%	49 32%	85 29%	80 39%	88 28%	55 39%	120 35%	22 26%	236 34%									
Strongly/Somewhat Disagree (Net)	165 21%	51 25%	54 17%	61 23%	29 21%	39 25%	58 20%	39 19%	45 14%	44 32%	76 22%	19 23%	143 21%									
Somewhat disagree	76 10%	26 12%	22 7%	28 11%	14 10%	21 14%	23 8%	17 8%	16 5%	22 16%	37 11%	12 14%	62 9%									
Strongly disagree	90 11%	25 12%	32 10%	33 12%	15 11%	17 11%	35 12%	22 11%	29 9%	23 18%	38 11%	7 9%	81 12%									
Sigma	791 100%	206 100%	320 100%	264 100%	143 100%	152 100%	291 100%	204 100%	312 100%	139 100%	340 100%	84 100%	689 100%									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	442 50%	105 44%	204 59% BD	134 45%	72 53%	97 53%	175 51%	98 45%	181 60% JK	73 43%	188 46%	44 52%	392 50%
It benefits society/gives back to its communities	424 48%	109 46%	199 57% BD	116 39%	68 50%	91 49%	169 49%	96 45%	179 59% JK	67 40%	177 43%	45 53%	374 48%
Features non-mainstream faces and voices	371 42%	89 38%	181 52% BD	101 34%	65 47%	80 43%	145 42%	81 38%	156 51% JK	63 37%	152 37%	37 44%	328 42%
Is cool to follow and/or to talk about	351 40%	87 37%	168 48% BD	97 32%	62 45% h	72 39%	147 43% h	71 33%	156 51% JK	52 31%	144 35%	38 45%	306 39%
I'd watch more of this it was available	336 38%	82 35%	160 46% BD	95 32%	55 41%	61 33%	151 44% FH	69 32%	158 52% JK	47 28%	132 32%	43 50% m	286 37%
I follow this sport/league with my friends and or family	321 36%	84 36%	151 44% D	86 29%	56 41% FH	57 31%	145 42% FH	62 29%	149 48% JK	44 26%	128 31%	36 42%	281 36%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)												
3/31)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
I follow this sport/league with my friends and or family	320 36%	101 43% C	115 33%	104 35%	51 37%	65 35%	118 34%	86 40%	69 23%	81 48%	170 41%	27 31%	286 37%
I'd watch more of this it was available	287 33%	98 42% CD	97 28%	93 31%	42 30%	66 36%	109 32%	71 33%	72 24%	67 39%	149 36%	18 22%	264 34%
Is cool to follow and/or to talk about	243 28%	92 39% CD	78 22%	73 24%	43 32%	40 22%	85 25%	74 34%	54 18%	61 36%	127 31%	25 29%	213 28%
The stars of the sport have influence off the field	182 21%	62 27% C	55 16%	65 22%	24 18%	33 18%	76 22%	49 23%	42 14%	50 29%	91 22%	21 25%	159 21%
Features non-mainstream faces and voices	173 20%	64 27% CD	54 16%	54 18%	21 15%	27 15%	71 21%	53 25% eF	50 17%	43 28%	79 19%	20 23%	150 19%
It benefits society/gives back to its communities	171 19%	57 24% C	49 14%	65 22% C	26 19%	27 15%	75 22%	43 20%	42 14%	42 25%	87 21%	16 19%	152 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_7\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	336 38%	82 35%	160 45% BD	95 32%	55 41%	61 33%	151 44% FH	69 32%	158 52% JK	47 28%	132 32%	43 50% n	286 37%
Strongly agree	140 16%	37 16%	69 20% D	34 11%	29 21% H	27 14% h	67 19% H	17 8%	75 25% JK	11 6%	54 13% J	20 24% m	118 15%
Somewhat agree	196 22%	45 19%	91 26% b	61 20%	26 19% a	34 18%	84 24%	53 24%	83 27% K	36 21%	78 19%	22 26%	168 22%
Neutral	258 29%	56 24%	90 26% BC	113 38%	40 29%	58 31%	85 25% G	75 35%	74 24%	56 33% I	129 31%	24 28%	225 29%
Strongly/Somewhat Disagree (Net)	287 33%	98 42% CD	97 28%	93 31%	42 30%	66 36%	109 32%	71 33%	72 24%	67 39% I	149 36% I	18 22%	264 34% I
Somewhat disagree	95 11%	31 13%	32 9%	31 10%	14 10%	23 13%	36 10%	21 10%	26 8%	21 13%	48 12%	3 3%	90 12% I
Strongly disagree	193 22%	66 28% Cd	65 19%	61 20%	28 20%	43 23%	73 21%	49 23%	46 15% I	46 27% I	101 25% I	16 19%	174 22% I
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	424 48%	109 46%	199 57%	116 39%	68 50%	91 49%	169 49%	96 45%	179 59%	67 40%	177 43%	45 53%	374 48%
Strongly agree	161 18%	38 16%	92 27%	31 10%	33 24%	26 14%	74 22%	28 13%	77 25%	25 15%	59 14%	19 23%	139 18%
Somewhat agree	263 30%	72 30%	107 31%	84 28%	35 26%	65 35%	95 28%	68 32%	102 34%	42 25%	118 29%	26 30%	235 30%
Neutral	287 33%	69 29%	99 28%	120 40%	42 31%	67 36%	101 29%	76 35%	82 27%	60 36%	145 35%	24 28%	251 32%
Strongly/Somewhat Disagree (Net)	171 19%	57 24%	49 14%	65 22%	26 19%	27 15%	75 22%	43 20%	42 14%	42 25%	87 21%	16 19%	152 20%
Somewhat disagree	73 8%	22 10%	23 7%	28 9%	8 6%	5 3%	38 11%	22 10%	15 5%	19 11%	38 9%	4 5%	66 8%
Strongly disagree	98 11%	35 15%	26 8%	37 12%	19 14%	22 12%	37 11%	21 10%	27 9%	22 13%	49 12%	12 14%	86 11%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	321 36%	84 36%	151 44%	86 29%	56 41%	57 31%	145 42%	62 29%	149 49%	44 26%	128 31%	36 42%	281 36%
Strongly agree	130 15%	41 17%	54 16%	35 12%	27 19%	24 13%	58 17%	22 10%	64 21%	10 6%	56 14%	23 27%	103 13%
Somewhat agree	191 22%	43 18%	97 28%	51 17%	30 22%	33 18%	87 25%	40 19%	85 28%	34 20%	72 18%	13 15%	178 23%
Neutral	241 27%	51 22%	81 23%	110 37%	29 21%	63 34%	81 24%	68 31%	86 28%	44 26%	112 27%	23 27%	209 27%
Strongly/Somewhat Disagree (Net)	320 36%	101 43%	115 33%	104 35%	51 37%	65 35%	118 34%	86 40%	69 23%	81 48%	170 41%	27 31%	286 37%
Somewhat disagree	95 11%	28 12%	33 10%	34 11%	14 10%	20 11%	35 10%	26 12%	20 6%	24 14%	51 12%	6 7%	88 11%
Strongly disagree	224 25%	73 31%	81 23%	71 23%	37 27%	45 24%	83 24%	60 28%	49 16%	57 34%	118 29%	20 24%	198 26%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Wave 214 (3/29 - 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	371 42%	89 38%	181 52%	101 34%	65 47%	80 43%	145 42%	81 38%	156 51%	63 37%	152 37%	37 44%	328 42%
Strongly agree	148 17%	33 14%	79 23%	36 12%	31 22%	32 17%	57 17%	28 13%	70 23%	17 10%	61 15%	18 21%	128 16%
Somewhat agree	223 25%	56 24%	103 30%	65 22%	34 25%	48 26%	88 26%	53 25%	86 28%	46 27%	91 22%	19 22%	200 26%
Neutral	338 38%	82 35%	111 32%	145 48%	51 37%	78 42%	129 37%	81 38%	97 32%	63 37%	179 44%	28 33%	298 38%
Strongly/Somewhat Disagree (Net)	173 20%	64 27%	54 16%	54 18%	21 15%	27 15%	71 21%	53 25%	50 17%	43 26%	79 19%	20 23%	150 19%
Somewhat disagree	72 8%	27 11%	23 7%	21 7%	7 5%	11 6%	27 8%	27 12%	25 8%	15 9%	32 8%	9 11%	62 8%
Strongly disagree	101 11%	38 16%	31 9%	33 11%	14 10%	17 9%	44 13%	26 8%	28 17%	28 17%	47 12%	11 13%	88 11%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Basketball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	351 40%	87 37%	168 48%	97 32%	62 45%	72 39%	147 43%	71 33%	156 51%	52 31%	144 35%	38 45%	306 39%
Strongly agree	141 16%	35 15%	71 20%	36 12%	27 20%	22 12%	66 19%	26 12%	79 26%	13 8%	48 12%	22 26%	116 15%
Somewhat agree	210 24%	52 22%	97 28%	61 20%	35 25%	50 27%	81 24%	45 21%	76 25%	38 23%	96 23%	16 19%	191 25%
Neutral	288 33%	57 24%	101 29%	130 43%	32 23%	73 39%	113 33%	71 33%	93 31%	56 33%	138 34%	22 26%	256 33%
Strongly/Somewhat Disagree (Net)	243 28%	92 39%	78 22%	73 24%	43 32%	40 22%	85 25%	74 34%	54 18%	61 36%	127 31%	25 29%	213 28%
Somewhat disagree	98 11%	35 15%	32 9%	31 10%	19 14%	10 6%	31 9%	37 17%	18 6%	28 17%	51 13%	12 14%	81 10%
Strongly disagree	145 16%	57 24%	46 13%	42 14%	25 18%	30 16%	54 16%	37 17%	37 12%	33 19%	76 18%	12 15%	133 17%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_7\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Basketball

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's NCAA Basketball

	Wave 214 (3/29 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	886	247	374	265	154	194	362	176	311	176	399	93	780
Weighted Base	882	235	347	300	137	185	345	215	304	169	409	85*	776
Strongly/Somewhat Agree (Net)	442 50%	105 44%	204 59% BD	134 45%	72 53%	97 53%	175 51%	98 45%	181 60%	73 43%	188 46%	44 52%	392 50%
Strongly agree	183 21%	42 18%	95 27% BD	46 15%	37 27% H	38 21%	75 22%	33 15%	87 29% JK	24 14%	71 17%	17 20%	164 21%
Somewhat agree	260 29%	63 27%	110 32%	87 29%	36 26%	59 32%	101 29%	65 30%	94 31%	49 29%	117 29%	27 31%	228 29%
Neutral	257 29%	68 29%	87 25%	102 34% C	40 29%	54 29%	94 27%	69 32%	81 27%	46 27%	130 32%	20 24%	225 29%
Strongly/Somewhat Disagree (Net)	182 21%	62 27% C	55 16%	65 22%	24 18%	33 18%	76 22%	49 23%	42 14%	50 29% I	91 22% I	21 25%	159 21%
Somewhat disagree	83 9%	26 11%	24 7%	34 11% c	8 6%	17 9%	35 10%	22 10%	15 5%	26 15% I	42 10% I	8 9%	73 9%
Strongly disagree	99 11%	37 16% C	31 9%	31 10%	16 12%	16 9%	41 12%	27 12%	26 9%	24 14%	49 12%	13 15%	86 11%
Sigma	882 100%	235 100%	347 100%	300 100%	137 100%	185 100%	345 100%	215 100%	304 100%	169 100%	409 100%	85 100%	776 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I'd watch more of this it was available	395 45%	89 40%	195 57%	111 35%	61 46%	72 41%	163 46%	99 46%	186 56%	55 33%	154 40%	49 60%	341 44%
It benefits society/gives back to its communities	388 44%	95 43%	192 56%	101 32%	64 48%	71 40%	151 42%	101 47%	184 55%	55 33%	149 39%	50 61%	331 42%
Features non-mainstream faces and voices	382 43%	95 43%	191 56%	95 30%	59 44%	84 48%	152 42%	87 41%	176 53%	52 32%	153 40%	42 51%	336 43%
The stars of the sport have influence off the field	379 43%	95 43%	184 54%	101 32%	58 43%	67 38%	150 42%	105 49%	185 56%	56 34%	139 36%	41 50%	334 43%
Is cool to follow and/or to talk about	367 42%	84 38%	186 54%	96 30%	61 45%	70 40%	152 43%	84 39%	185 56%	53 32%	129 33%	43 52%	314 40%
I follow this sport/league with my friends and or family	331 38%	79 36%	161 47%	91 29%	60 44%	67 38%	136 38%	69 32%	170 51%	45 27%	117 30%	37 45%	288 37%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave												
	714 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I follow this sport/league with my friends and/or family	315 36% C	95 43% C	108 31% C	113 36% C	40 30% C	64 36% C	132 37% C	78 37% C	83 25% C	76 46% C	156 40% C	23 28% C	288 37% C
I'd watch more of this it was available	259 29% CD	88 40% CD	78 23% CD	92 29% CD	33 24% CD	58 33% CD	101 28% CD	67 32% CD	65 20% CD	75 45% CD	119 31% CD	17 21% CD	234 30% CD
Is cool to follow and/or to talk about	236 27% C	71 32% C	68 20% C	96 30% C	32 24% C	47 26% C	94 26% C	63 29% C	55 16% C	62 38% C	119 31% C	18 21% C	214 27% C
The stars of the sport have influence off the field	221 25% C	67 30% C	66 19% C	89 28% C	36 27% C	38 21% C	85 24% C	63 29% C	50 15% C	52 31% C	120 31% C	19 23% C	196 25% C
It benefits society/gives back to its communities	194 22% C	66 30% C	50 15% C	77 24% C	30 22% C	33 19% C	84 23% C	47 22% C	50 15% C	42 25% C	102 26% C	11 13% C	177 23% C
Features non-mainstream faces and voices	188 21% C	61 27% C	55 16% C	72 23% C	34 25% C	32 18% C	72 20% C	50 23% C	50 15% C	47 29% C	91 24% C	15 18% C	169 22% C

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_8\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	395 45%	89 40%	195 57%	111 35%	61 46%	72 41%	163 46%	99 46%	186 56%	55 33%	154 40%	49 60%	341 44%
Strongly agree	161 18%	32 15%	86 25%	43 13%	32 24%	25 14%	68 19%	36 17%	84 25%	19 12%	58 15%	25 30%	132 17%
Somewhat agree	235 27%	57 26%	109 32%	69 22%	29 22%	47 27%	95 27%	63 30%	102 31%	36 22%	96 25%	24 30%	209 27%
Neutral	227 26%	44 20%	70 20%	114 36%	40 30%	47 27%	94 26%	47 22%	81 24%	35 21%	111 29%	16 20%	205 26%
Strongly/Somewhat Disagree (Net)	259 29%	88 40%	78 23%	92 29%	33 24%	58 33%	101 28%	67 32%	65 20%	75 45%	119 31%	17 21%	234 30%
Somewhat disagree	86 10%	28 13%	24 7%	33 10%	11 8%	28 16%	28 8%	19 9%	23 7%	23 14%	40 10%	6 7%	76 10%
Strongly disagree	173 20%	59 27%	54 16%	59 19%	22 17%	29 17%	73 20%	48 23%	42 13%	52 31%	79 21%	11 14%	158 20%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Wave 214 (3/29 - 3/31)	Political			Region				Urbanicity			Sexual Orientation	
		GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	388 44%	95 43%	192 56%	101 32%	64 48%	71 40%	151 42%	101 47%	184 55%	55 33%	149 39%	50 61%	331 42%
Strongly agree	164 19%	40 18%	87 25%	38 12%	37 28%	30 17%	59 16%	39 18%	93 28%	23 14%	48 13%	20 25%	142 18%
Somewhat agree	223 25%	55 25%	105 31%	63 20%	27 20%	41 24%	92 26%	62 29%	91 27%	32 19%	100 26%	30 36%	189 24%
Neutral	300 34%	60 27%	101 29%	139 44%	40 30%	72 41%	123 34%	66 31%	97 29%	68 41%	135 35%	21 26%	273 35%
Strongly/Somewhat Disagree (Net)	194 22%	66 30%	50 15%	77 24%	30 22%	33 19%	84 23%	47 22%	50 15%	42 25%	102 26%	11 13%	177 23%
Somewhat disagree	76 9%	31 14%	15 4%	31 10%	15 11%	14 8%	33 9%	15 7%	21 6%	14 9%	41 11%	4 5%	68 9%
Strongly disagree	118 13%	35 16%	35 10%	47 15%	15 11%	19 11%	51 14%	32 15%	29 9%	28 17%	60 16%	7 8%	109 14%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)								North-east		Mid-west		South		West		Urban		Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775									
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780									
Strongly/Somewhat Agree (Net)	331	79	161	91	60	67	136	69	170	45	117	37	288									
	38%	36%	47%	29%	44%	38%	32%	32%	51%	27%	30%	45%	37%									
Strongly agree	134	26	71	37	23	24	59	28	73	16	44	19	110									
	15%	12%	21%	12%	17%	14%	16%	13%	22%	10%	11%	23%	14%									
Somewhat agree	198	53	90	54	37	43	77	41	97	29	73	18	178									
	22%	24%	26%	17%	27%	24%	22%	19%	29%	17%	19%	23%	23%									
Neutral	235	47	75	113	34	45	89	67	79	44	113	22	204									
	27%	21%	22%	36%	25%	26%	25%	31%	24%	27%	29%	27%	26%									
Strongly/Somewhat Disagree (Net)	315	95	108	113	40	64	132	78	83	76	156	23	288									
	36%	43%	31%	36%	30%	36%	37%	37%	25%	46%	40%	28%	37%									
Somewhat disagree	100	28	39	33	8	27	42	24	32	17	51	9	90									
	11%	13%	11%	10%	6%	15%	12%	11%	10%	11%	13%	11%	11%									
Strongly disagree	215	66	69	80	33	37	90	54	51	59	105	14	198									
	24%	30%	20%	25%	24%	21%	25%	25%	16%	36%	27%	17%	25%									
Sigma	882	221	343	317	134	176	358	213	332	165	385	82	780									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Women's NCAA Volleyball  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	382 43%	95 43%	191 56%	95 30%	59 44%	84 48%	152 42%	87 41%	176 53%	52 32%	153 40%	42 51%	336 43%
Strongly agree	142 16%	35 16%	73 21%	34 11%	24 18%	29 17%	56 16%	33 15%	71 21%	19 11%	52 14%	19 23%	121 15%
Somewhat agree	240 27%	60 27%	119 35%	61 19%	35 26%	55 31%	96 27%	54 25%	105 32%	34 21%	101 26%	23 28%	215 28%
Neutral	312 35%	65 29%	97 28%	151 47%	41 31%	60 34%	134 37%	77 36%	106 32%	65 40%	141 37%	25 31%	275 35%
Strongly/Somewhat Disagree (Net)	188 21%	61 27%	55 16%	72 23%	34 25%	32 18%	72 20%	50 23%	50 15%	47 29%	91 24%	15 18%	169 22%
Somewhat disagree	78 9%	27 12%	21 6%	31 10%	17 12%	17 9%	28 8%	17 8%	23 7%	18 11%	37 10%	8 10%	68 9%
Strongly disagree	110 12%	34 15%	35 10%	41 13%	18 13%	15 9%	44 12%	33 15%	27 8%	29 18%	54 14%	6 8%	101 13%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	367 42%	84 38%	186 54% BD	96 30%	61 45%	70 40%	152 43%	84 39%	185 56% JK	53 32%	129 33%	43 52% n	314 40%
Strongly agree	147 17%	33 15%	73 21% D	41 13%	30 22% I	23 13%	60 17%	34 16%	78 24% JK	20 12%	49 13%	20 24%	125 16%
Somewhat agree	220 25%	51 23%	113 33% BD	55 17%	30 23% I	46 26%	93 26%	51 24%	106 32% JK	33 20%	80 21%	23 28%	190 24%
Neutral	279 32%	65 29%	89 26% BC	125 40% BC	41 31%	60 34%	111 31%	66 31%	92 28% JK	49 30%	138 36% I	22 27%	252 32%
Strongly/Somewhat Disagree (Net)	236 27%	71 32% C	68 20% C	96 30% C	32 24%	47 26%	94 26%	63 29%	55 16%	62 38% I	119 31% I	18 21%	214 27%
Somewhat disagree	89 10%	23 10%	28 8% C	39 12% C	10 8%	20 12% I	30 8%	29 13%	24 7% JK	20 12% I	46 12% I	7 9%	79 10%
Strongly disagree	146 17%	49 22% C	41 12% C	57 18% c	22 16% I	26 18% I	64 18% I	34 16% I	31 9% I	43 28% I	73 19% I	10 12% I	134 17% I
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_8\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Women's NCAA Volleyball  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Women's NCAA Volleyball

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	881	226	369	286	154	182	356	189	337	160	384	90	775
Weighted Base	882	221	343	317	134	176	358	213	332	165	385	82*	780
Strongly/Somewhat Agree (Net)	379 43%	95 43%	184 51%	101 32%	58 43%	67 38%	150 42%	105 49%	185 56%	56 34%	139 36%	41 50%	334 43%
Strongly agree	142 16%	33 15%	69 20%	40 13%	31 23%	25 14%	57 16%	29 14%	80 24%	14 8%	49 13%	17 20%	123 16%
Somewhat agree	237 27%	62 28%	115 33%	61 19%	27 20%	42 24%	92 26%	75 35%	105 32%	42 26%	90 23%	24 30%	211 27%
Neutral	281 32%	60 27%	94 27%	128 40%	40 30%	72 41%	123 35%	46 22%	97 29%	57 35%	127 33%	22 27%	250 32%
Strongly/Somewhat Disagree (Net)	221 25%	67 30%	66 19%	89 28%	36 27%	38 21%	85 24%	63 29%	50 15%	52 31%	120 31%	19 23%	196 25%
Somewhat disagree	80 9%	17 8%	23 7%	39 12%	13 9%	15 8%	31 9%	21 10%	18 5%	16 10%	45 12%	8 10%	68 9%
Strongly disagree	142 16%	49 22%	42 12%	50 16%	24 18%	23 13%	53 15%	42 20%	31 9%	36 22%	74 19%	11 13%	127 16%
Sigma	882 100%	221 100%	343 100%	317 100%	134 100%	176 100%	358 100%	213 100%	332 100%	165 100%	385 100%	82 100%	780 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave												
	714 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	455 52%	132 55%	183 58%	141 45%	71 48%	107 55%	179 53%	99 51%	154 56%	92 49%	209 51%	35 41%	415 54%
It benefits society/gives back to its communities	422 48%	126 52%	177 56%	119 38%	69 47%	84 43%	183 54%	87 45%	145 53%	72 38%	205 50%	34 40%	381 49%
Is cool to follow and/or to talk about	417 48%	127 53%	166 52%	123 39%	66 45%	91 47%	180 53%	80 41%	144 52%	79 42%	194 47%	31 37%	381 49%
Features non-mainstream faces and voices	391 45%	113 47%	170 54%	107 34%	70 47%	75 39%	160 47%	85 44%	146 53%	67 36%	178 43%	29 33%	354 46%
I follow this sport/league with my friends and or family	382 44%	112 46%	163 51%	108 34%	60 41%	85 44%	161 47%	77 39%	132 48%	65 34%	186 45%	28 34%	347 45%
I'd watch more of this it was available	337 39%	94 39%	147 46%	95 30%	54 37%	68 35%	143 42%	72 37%	110 40%	59 31%	167 41%	22 25%	309 40%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 714 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I'd watch more of this it was available	294 34%	88 37%	95 30%	111 35%	59 40% G	70 36%	96 28%	69 35%	90 33%	73 39%	131 32%	35 41%	251 33%
I follow this sport/league with my friends and/or family	271 31%	74 31%	81 26%	115 36% C	53 36% g	57 30%	89 26%	72 37% G	79 29%	66 35%	126 31%	24 28%	237 31%
Is cool to follow and/or to talk about	199 23%	46 19%	68 21%	86 27% b	45 31% FG	32 17%	70 21%	52 27% i	59 22%	52 27%	88 21%	26 30%	166 21%
The stars of the sport have influence off the field	167 19%	42 17%	54 17%	72 23% FGH	49 33% FGH	31 16%	52 15%	36 18%	48 17%	44 23%	75 18% m	23 27% m	140 18%
Features non-mainstream faces and voices	155 18%	43 18%	47 15%	65 20%	30 20%	30 15%	54 16%	41 21%	46 17%	41 22%	69 17%	15 18%	138 18%
It benefits society/gives back to its communities	149 17%	41 17%	44 14%	65 20% c	37 25% FG	32 17%	43 13%	37 19%	36 13%	47 25% IK	67 16%	16 19%	126 16%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_9\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	337 39%	94 39%	147 46%	95 30%	54 37%	68 35%	143 42%	72 37%	110 40%	59 31%	167 41%	22 25%	309 40%
Strongly agree	149 17%	39 16%	68 21%	43 13%	29 20%	28 14%	63 19%	29 15%	58 21%	22 12%	70 17%	9 11%	140 18%
Somewhat agree	188 21%	55 23%	79 25%	53 17%	25 17%	40 21%	79 23%	43 22%	52 19%	37 20%	98 24%	13 15%	169 22%
Neutral	244 28%	58 24%	76 24%	110 35%	34 23%	55 29%	101 30%	53 27%	73 27%	57 30%	114 28%	29 34%	211 27%
Strongly/Somewhat Disagree (Net)	294 34%	88 37%	95 30%	111 35%	59 40%	70 36%	96 28%	69 35%	90 33%	73 39%	131 32%	35 41%	251 33%
Somewhat disagree	118 13%	37 15%	44 14%	37 12%	24 16%	26 14%	43 13%	26 13%	42 15%	26 14%	50 12%	24 28%	92 12%
Strongly disagree	176 20%	51 21%	51 16%	74 23%	36 24%	43 23%	53 16%	43 22%	48 18%	47 25%	81 20%	11 13%	159 21%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	422 48%	126 52% D	177 56% D	119 38%	69 47%	84 43%	183 54% F	87 45%	145 53% J	72 38%	205 50% J	34 40%	381 49%
Strongly agree	167 19%	50 21% d	75 23% D	42 13%	29 20%	27 14%	76 22% F	35 18%	67 24% JK	25 13%	75 18% J	11 12%	154 20%
Somewhat agree	255 29%	76 32% d	102 32% d	76 24%	39 27%	57 29%	107 31% F	52 27%	78 29%	47 25%	130 32% J	23 27%	228 30%
Neutral	303 35%	74 31%	96 30%	133 42% BC	42 28%	77 40% e	114 33%	70 36%	92 34% J	71 37%	141 34% J	36 41%	264 34%
Strongly/Somewhat Disagree (Net)	149 17%	41 17%	44 14%	65 20% c	37 25% FG	32 17%	43 13%	37 19%	36 13% IK	47 25% IK	67 16% J	16 19%	126 16%
Somewhat disagree	63 7%	15 6%	23 7%	26 8%	17 12% G	17 9%	18 5%	11 6%	15 6% J	17 9% JK	30 7% J	6 7%	57 7%
Strongly disagree	86 10%	26 11%	22 7%	39 12% C	20 13% g	15 8%	26 8% g	26 14% g	21 8% g	29 15% IK	36 9% J	10 12%	69 9%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	382 44%	112 46%	163 51%	108 34%	60 41%	85 44%	161 47%	77 39%	132 48%	65 34%	186 45%	29 34%	347 45%
Strongly agree	162 19%	50 21%	70 22%	41 13%	26 18%	28 15%	77 23%	31 16%	64 23%	25 13%	73 18%	12 14%	151 20%
Somewhat agree	220 25%	62 26%	92 29%	66 21%	34 23%	56 29%	84 25%	46 24%	68 25%	40 21%	113 27%	18 21%	196 25%
Neutral	222 25%	55 23%	73 23%	94 30%	35 24%	51 27%	89 26%	46 24%	63 23%	59 31%	100 24%	32 37%	187 24%
Strongly/Somewhat Disagree (Net)	271 31%	74 31%	81 26%	115 36%	53 36%	57 30%	89 26%	72 27%	79 29%	66 35%	126 31%	24 28%	237 31%
Somewhat disagree	94 11%	28 12%	33 10%	33 11%	17 11%	17 9%	35 10%	25 13%	30 11%	20 11%	44 11%	14 16%	80 10%
Strongly disagree	177 20%	46 19%	49 15%	82 26%	36 24%	40 21%	54 16%	47 24%	49 18%	46 24%	82 20%	10 12%	158 20%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

Men's NCAA Basketball

Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	391 45%	113 47%	170 54%	107 34%	70 47%	75 39%	160 47%	85 44%	146 53%	67 36%	178 43%	29 33%	354 46%
Strongly agree	140 16%	39 16%	65 20%	36 11%	25 17%	26 14%	54 16%	34 18%	61 22%	18 9%	61 15%	9 10%	126 16%
Somewhat agree	251 29%	74 31%	106 33%	71 22%	45 31%	49 26%	106 31%	51 26%	85 31%	50 26%	117 28%	20 23%	229 30%
Neutral	329 38%	84 35%	100 31%	145 46%	47 32%	88 45%	125 37%	68 35%	83 30%	81 43%	165 40%	42 49%	279 36%
Strongly/Somewhat Disagree (Net)	155 18%	43 18%	47 15%	65 20%	30 20%	30 15%	54 16%	41 21%	46 17%	41 22%	69 17%	15 18%	138 18%
Somewhat disagree	64 7%	18 7%	23 7%	24 8%	13 9%	12 6%	26 8%	14 7%	18 7%	16 9%	30 7%	8 9%	56 7%
Strongly disagree	91 10%	26 11%	25 8%	41 13%	17 12%	18 9%	28 8%	27 14%	28 10%	25 13%	38 9%	8 9%	82 11%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political													Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP			DEM			IND/OTH			North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)									
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780									
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771									
Strongly/Somewhat Agree (Net)	417 48%	127 53% D	166 52% D	123 39%	66 45%	91 47%	180 53% H	80 41%	144 52% J	79 42% J	194 47%	31 37% I	381 49%									
Strongly agree	164 19%	42 18%	71 22% d	51 16%	28 19%	31 16%	77 23% h	29 15%	63 23% J	26 14%	76 18%	10 12%	154 20%									
Somewhat agree	252 29%	85 35% D	95 30% d	72 23%	38 26%	60 31%	103 30% h	51 26%	81 30% J	53 28%	118 29%	21 25% I	228 29%									
Neutral	259 30%	68 28%	83 26% c	108 34% c	36 25%	70 36% EG	90 27%	63 32%	71 26% I	58 31%	130 32%	28 33% M	224 29%									
Strongly/Somewhat Disagree (Net)	199 23%	46 19%	68 21% b	86 27% b	45 31% FG	32 17%	70 21% i	52 27%	59 22% I	52 27% I	88 21%	26 30% M	166 21%									
Somewhat disagree	86 10%	15 6% B	38 12% B	33 11% F	22 15% F	9 5%	37 11% F	19 10%	27 10% I	16 9% I	42 10% M	20 24% M	65 8%									
Strongly disagree	113 13%	31 13%	30 9% C	52 17% C	24 16% g	23 12% g	33 10% g	33 17% g	32 12% g	36 19% iK	46 11% iK	6 7% iK	101 13%									
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_9\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 Men's NCAA Basketball  
 The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With Men's NCAA Basketball

	Political		Region				Urbanicity			Sexual Orientation			
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	884	250	350	284	163	202	347	172	277	195	412	92	780
Weighted Base	875	241	317	317	147	193	340	195	274	189	412	86*	771
Strongly/Somewhat Agree (Net)	455 52%	132 55%	183 58%	141 45%	71 48%	107 55%	179 53%	99 51%	154 56%	92 49%	209 51%	35 41%	415 54%
Strongly agree	168 19%	48 20%	70 22%	49 16%	23 16%	36 18%	74 22%	35 18%	64 23%	30 16%	74 18%	12 14%	154 20%
Somewhat agree	287 33%	83 35%	112 35%	92 29%	48 32%	71 37%	104 31%	64 33%	91 33%	62 33%	134 33%	23 27%	261 34%
Neutral	252 29%	68 28%	81 26%	104 33%	28 19%	55 29%	109 32%	60 31%	72 26%	52 28%	128 31%	28 32%	216 28%
Strongly/Somewhat Disagree (Net)	167 19%	42 17%	54 17%	72 23%	49 33%	31 16%	52 15%	36 18%	48 17%	44 23%	75 18%	23 27%	140 18%
Somewhat disagree	77 9%	19 8%	23 7%	35 11%	25 17%	16 8%	25 7%	11 6%	23 8%	17 9%	37 9%	16 19%	60 8%
Strongly disagree	90 10%	22 9%	31 10%	37 12%	24 16%	15 8%	28 8%	24 13%	25 9%	27 14%	38 9%	7 9%	80 10%
Sigma	875 100%	241 100%	317 100%	317 100%	147 100%	193 100%	340 100%	195 100%	274 100%	189 100%	412 100%	86 100%	771 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Football League (NFL)  
 Summary Of Strongly/Somewhat Agree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political				Region				Urbanicity			Sexual Orientation	
	Wave												
	714 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
The stars of the sport have influence off the field	593 66%	176 73% D	210 69% D	207 59%	102 67%	135 68%	219 66%	138 67%	183 66%	120 63%	291 86%	39 51%	543 68% L
It benefits society/gives back to its communities	511 57%	159 66% D	179 59% d	173 50%	86 56%	130 64% h	186 56%	109 53%	165 60%	96 51%	250 58%	44 58%	461 58%
I follow this sport/league with my friends and/or family	501 56%	154 64% D	181 59% D	167 48%	78 51%	126 62% e	185 56%	112 55%	166 60%	98 52%	237 55%	34 45%	463 58% i
Is cool to follow and/or to talk about	474 53%	143 59% D	167 55% D	164 47%	72 47%	117 57%	174 52%	111 54%	146 53%	99 52%	229 54%	36 48%	430 54%
I'd watch more of this it was available	392 44%	126 52% D	139 45% d	127 36%	63 41%	84 41%	153 46%	92 45%	122 44%	82 44%	188 44%	29 39%	354 44%
Features non-mainstream faces and voices	376 42%	115 48% D	136 45% d	125 36%	59 39%	92 45%	128 39%	97 46%	110 40%	70 37%	196 46% j	30 40%	338 42%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Summary Of Strongly/Somewhat Disagree

Base: Respondents Least Filled Familiar With At Least One Row In SP01 (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation					
	Wave 714 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ				
	3/31	GOP	DEM										IND/OTH	(A)	(B)	(C)
I'd watch more of this it was available	245 27%	56 23%	77 25%	112 32% b	47 31%	52 25%	97 29%	50 24%	55 20%	58 31% i	132 31% i	16 21%	221 28%			
I follow this sport/league with my friends and of family	191 21%	43 18%	58 19%	90 26% bc	39 25%	38 19%	70 21%	44 21%	36 13%	49 26% i	106 25% i	10 13%	178 22%			
Features non-mainstream faces and voices	160 18%	36 15%	58 19%	66 19% i	32 21%	27 13%	61 18%	41 20%	41 15%	40 21%	80 19% i	13 17%	144 18%			
Is cool to follow and/or to talk about	146 16%	33 14%	54 18%	59 17% i	19 13%	29 14%	63 19%	34 13%	36 13%	38 20% i	72 17% i	13 18%	127 16%			
It benefits society/gives back to its communities	130 15%	24 10%	45 15%	60 17% B	24 16%	23 11%	47 14%	36 18%	33 12%	32 17% i	65 15% i	12 16%	110 14%			
The stars of the sport have influence off the field	92 10%	24 10%	27 9%	42 12% i	15 10%	16 8%	45 14% i	16 8%	24 9%	20 10% i	49 11% i	8 10%	82 10%			

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base



SP05\_10\_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 I'd watch more of this if it was available

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	392 44%	126 52% D	139 45% d	127 36%	63 41%	84 41%	153 46%	92 45%	122 44%	82 44%	188 44%	29 39%	354 44%
Strongly agree	224 26%	66 27%	81 27%	77 22%	30 19%	46 23%	84 25%	64 31%	72 26%	37 20%	115 27%	12 16%	207 26%
Somewhat agree	167 19%	60 25% D	58 19%	50 14%	33 21%	38 19%	68 21%	29 14%	49 18%	45 24% k	73 17%	17 23%	148 18%
Neutral	257 29%	59 24%	89 29%	110 31%	44 29%	68 33% g	82 25%	63 31%	100 36% jk	49 26%	109 25%	30 40% m	223 28%
Strongly/Somewhat Disagree (Net)	245 27%	56 23%	77 25%	112 32% b	47 31%	52 25%	97 29%	50 24%	55 20%	58 31% l	132 31% i	16 21%	221 28%
Somewhat disagree	88 10%	27 11%	22 7%	39 11%	14 9%	16 8%	40 12%	18 9%	23 8%	24 13%	40 9%	6 8%	78 10%
Strongly disagree	157 18%	29 12%	55 18%	72 21% B	33 21%	35 17%	57 17%	32 16%	32 12%	34 18%	81 21% l	10 13%	143 18%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10\_2 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 It benefits society/gives back to its communities

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-	Mid-	South	West	Urban	Rural	Subur-	LGBTQ	Non-	
	3/31	GOP	DEM	IND/OTH	east	west				ban	LG	LGBTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	511 57%	159 66%	179 59%	173 50%	86 56%	130 64%	186 56%	109 53%	165 60%	96 51%	250 58%	44 58%	461 58%
Strongly agree	248 28%	78 32%	97 32%	73 21%	39 25%	60 30%	94 28%	55 27%	89 32%	39 20%	121 28%	17 23%	225 28%
Somewhat agree	263 29%	81 34%	82 27%	100 29%	47 31%	70 34%	92 28%	54 26%	76 28%	57 30%	123 30%	26 35%	235 29%
Neutral	253 28%	58 24%	81 26%	115 33%	43 28%	51 25%	99 30%	60 29%	79 28%	62 33%	113 26%	20 26%	228 29%
Strongly/Somewhat Disagree (Net)	130 15%	24 10%	45 15%	60 17%	24 16%	23 11%	47 14%	36 18%	33 12%	32 17%	65 15%	12 16%	110 14%
Somewhat disagree	60 7%	13 5%	20 7%	28 8%	13 8%	12 6%	18 5%	18 9%	15 5%	16 8%	29 7%	6 8%	49 6%
Strongly disagree	70 8%	12 5%	25 8%	33 9%	11 7%	11 5%	29 9%	18 9%	18 6%	16 8%	36 8%	6 8%	61 8%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10\_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)

I follow this sport/league with my friends and or family

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	501 56%	154 64%	181 59%	167 48%	78 51%	126 62%	185 56%	112 55%	166 60%	98 52%	237 55%	34 45%	463 58%
Strongly agree	259 29%	84 35%	92 30%	83 24%	33 22%	68 33%	89 27%	69 33%	81 29%	47 25%	131 31%	15 20%	240 30%
Somewhat agree	243 27%	70 29%	89 29%	85 24%	44 29%	58 28%	96 29%	44 21%	86 31%	51 27%	106 25%	19 25%	223 28%
Neutral	202 23%	45 18%	67 22%	91 26%	36 24%	40 20%	77 23%	49 24%	75 27%	42 22%	85 20%	31 42%	158 20%
Strongly/Somewhat Disagree (Net)	191 21%	43 18%	58 19%	90 26%	39 25%	38 19%	70 21%	44 21%	36 13%	49 26%	106 25%	10 13%	178 22%
Somewhat disagree	53 6%	17 7%	11 3%	25 7%	14 9%	16 8%	13 4%	9 5%	9 3%	17 9%	27 6%	2 2%	50 6%
Strongly disagree	138 15%	26 11%	47 15%	65 19%	25 17%	22 11%	57 17%	34 17%	27 10%	33 17%	79 18%	8 11%	128 16%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10\_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Features non-mainstream faces and voices

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	376 42%	115 48%	136 45%	125 36%	59 39%	92 45%	128 39%	97 48%	110 40%	70 37%	196 46%	30 40%	338 42%
Strongly agree	175 20%	53 22%	63 21%	60 17%	25 17%	44 21%	62 19%	44 22%	53 19%	26 14%	96 22%	16 21%	155 19%
Somewhat agree	201 22%	62 26%	73 24%	66 19%	34 22%	48 24%	66 20%	53 26%	57 21%	44 24%	100 23%	14 19%	183 23%
Neutral	357 40%	90 37%	111 36%	157 45%	62 40%	85 42%	144 43%	66 43%	126 45%	79 42%	153 36%	32 42%	317 40%
Strongly/Somewhat Disagree (Net)	160 18%	36 15%	58 19%	66 19%	32 21%	27 13%	61 18%	41 20%	41 15%	40 21%	80 19%	13 17%	144 18%
Somewhat disagree	79 9%	19 8%	26 9%	34 10%	17 11%	16 8%	25 7%	21 10%	18 6%	26 14%	35 8%	7 9%	69 9%
Strongly disagree	82 9%	18 7%	32 10%	32 9%	15 10%	11 5%	36 11%	20 10%	23 8%	13 7%	45 10%	6 8%	76 9%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10\_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?  
 National Football League (NFL)  
 Is cool to follow and/or to talk about

Base: Respondents Least Filled Familiar With National Football League (NFL)

	National Football League (NFL)												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	474 53%	143 58%	167 55%	164 47%	72 47%	117 57%	174 52%	111 54%	146 53%	99 52%	229 54%	36 48%	430 54%
Strongly agree	244 27%	68 28%	92 30%	84 24%	36 23%	61 30%	87 26%	60 29%	79 29%	38 20%	127 30%	21 29%	218 27%
Somewhat agree	230 26%	74 31%	75 25%	81 23%	36 24%	56 27%	87 26%	51 25%	67 24%	61 32%	102 24%	15 20%	212 27%
Neutral	274 31%	66 27%	84 27%	125 36%	61 40%	58 29%	95 29%	60 29%	95 34%	52 27%	127 30%	26 34%	241 30%
Strongly/Somewhat Disagree (Net)	146 16%	33 14%	54 18%	59 17%	19 13%	29 14%	63 19%	34 17%	36 13%	38 20%	72 17%	13 18%	127 16%
Somewhat disagree	48 5%	10 4%	17 5%	21 6%	5 3%	10 5%	23 7%	10 5%	9 3%	17 9%	22 5%	6 8%	39 5%
Strongly disagree	98 11%	23 10%	37 12%	38 11%	15 10%	19 9%	40 12%	25 12%	26 10%	21 11%	50 12%	8 10%	88 11%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

SP05\_10\_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport?

National Football League (NFL)

The stars of the sport have influence off the field

Base: Respondents Least Filled Familiar With National Football League (NFL)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LG	BQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	885	242	327	316	159	206	346	174	261	195	429	81	790
Weighted Base	894	241	305	348	153	204	332	205	277	189	428	75*	798
Strongly/Somewhat Agree (Net)	593 66%	176 73% D	210 69% D	207 59%	102 67%	135 66%	219 66%	138 67%	183 66%	120 63%	291 68%	39 51%	543 68% L
Strongly agree	301 34%	80 33%	119 39% D	102 29%	47 30%	71 35%	107 32%	76 37%	90 32%	57 30%	154 36%	21 28%	274 34%
Somewhat agree	292 33%	96 40% Cd	91 30%	105 30%	55 36%	64 31%	112 34%	61 30%	93 34%	63 33%	136 32%	18 24%	269 34%
Neutral	208 23%	41 17%	68 22%	99 28% B	36 24%	53 26%	68 20%	51 25%	70 25%	50 26%	89 21%	29 39% M	173 22%
Strongly/Somewhat Disagree (Net)	92 10%	24 10%	27 9%	42 12%	15 10%	16 8%	45 14% f	16 8%	24 9%	20 10%	49 11%	8 10%	82 10%
Somewhat disagree	38 4%	12 5%	7 2%	19 6% c	5 3%	6 3%	20 6%	8 4%	8 3%	11 6%	19 4%	3 4%	32 4%
Strongly disagree	54 6%	11 5%	20 7%	23 7%	10 7%	10 5%	25 8%	8 4%	16 6%	8 4%	30 7%	4 6%	50 6%
Sigma	894 100%	241 100%	305 100%	348 100%	153 100%	204 100%	332 100%	205 100%	277 100%	189 100%	428 100%	75 100%	798 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of Yes - Watching March Madness

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (3/29)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The men's March Madness tournament	999 47%	298 53% D	415 54% D	287 36%	157 42%	223 50% e	391 48% e	229 45%	375 55% JK	160 36%	464 46% J	95 43%	885 48%
The women's March Madness tournament	780 37%	193 34% d	361 47% BD	227 29%	133 36%	156 35%	314 39%	178 35%	330 48% JK	112 25%	339 34% J	92 42%	671 36%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of No But Following Along To March Madness

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The women's March Madness tournament	364 17%	88 16%	124 16%	153 19%	48 13%	80 18% e	128 16%	108 21% EG	115 17%	74 16%	176 17%	41 19%	313 17%
The men's March Madness tournament	333 16%	72 13%	115 15%	147 18% B	60 16%	78 18%	115 14%	80 16%	113 17%	72 16%	149 15%	45 21% m	280 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 Summary Of Not Watching Nor Following March Madness

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The women's March Madness tournament	989 46%	285 50% C	288 37%	416 52% C	192 51% gh	210 47%	365 45%	223 44%	236 35%	263 59% IK	490 49% I	86 39%	877 47% I
The men's March Madness tournament	801 38%	196 35%	244 31%	361 45% BC	157 42% F	145 32%	300 37%	200 39% I	193 28%	217 48% IK	392 39% I	78 36%	696 37%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA01\_1 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 The women's March Madness tournament

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes - Watching March Madness (Net)	780 37%	193 34% d	361 47% BD	227 29%	133 36%	156 35%	314 39%	178 35%	330 48% JK	112 25%	339 34% J	92 42%	671 36%
Yes, and I've watched previous years	532 25%	138 24% D	250 32% BD	144 18%	88 24%	112 25% H	228 28%	103 20%	224 33% JK	76 17%	231 23% J	56 26%	468 25%
Yes, and this is my first time watching	249 12%	55 10%	111 14% BD	82 10%	44 12%	43 10%	86 11% I	75 15% I	106 16% JK	36 8%	107 11% M	36 16%	202 11%
No, but I am following along (e.g., social media, news, etc.)	364 17%	88 16%	124 16%	153 19%	48 13%	80 18% e	128 16%	108 21% EG	115 17%	74 16%	176 17%	41 19%	313 17%
No, I am not watching nor following along	989 46%	285 50% C	288 37%	416 52% C	192 51% gh	210 47%	365 45%	223 44%	236 35%	263 59% IK	490 49% I	86 39%	877 47%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA01\_2 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments?  
 The men's March Madness tournament

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes - Watching March Madness (Net)	999 47%	298 53% D	415 54% D	287 36%	157 42%	223 50% e	391 48% e	229 45%	375 55% JK	160 36%	464 46% J	95 43%	885 48%
Yes, and I've watched previous years	786 37%	255 45% D	322 42% D	209 26%	125 33%	191 43% EH	305 38%	165 33%	282 41% JK	137 30%	367 37% I	64 29%	716 38% L
Yes, and this is my first time watching	213 10%	42 7%	93 12% B	78 10%	32 8%	32 7%	86 11% F	64 13% F	93 14% JK	23 5%	97 10% J	31 14% M	169 9% L
No, but I am following along (e.g., social media, news, etc.)	333 16%	72 13%	115 15%	147 18% B	60 16%	78 18%	115 14%	80 16%	113 17%	72 16%	149 15% J	45 21% m	280 15%
No, I am not watching nor following along	801 38%	196 35%	244 31%	361 45% BC	157 42% F	145 32%	300 37%	200 39% I	193 28%	217 48% IK	392 39% I	78 36%	696 37%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02 Can you or would you do any of the following?  
 Summary Of Yes

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Plan to follow along to the men's 2024-2025 NCAA basketball season	806	240	337	230	139	175	308	184	311	122	373	76	717
	38%	42%	44%	29%	37%	38%	38%	36%	46%	27%	37%	35%	39%
Plan to follow along to the women's 2024-2025 NCAA basketball season	639	164	293	183	109	122	266	142	265	95	279	73	554
	30%	29%	38%	23%	29%	27%	33%	28%	39%	21%	28%	33%	30%
Name five men's collegiate basketball players	608	169	254	185	94	126	241	146	245	77	287	77	522
	28%	30%	33%	23%	25%	28%	30%	29%	36%	17%	29%	35%	28%
Name five women's collegiate basketball players	419	100	193	127	67	74	183	96	191	38	190	53	356
	20%	18%	25%	16%	18%	17%	23%	19%	28%	8%	19%	24%	19%
Pay \$500 for a ticket to attend the men's Final Four games	382	113	168	101	72	67	146	96	184	40	157	43	329
	18%	20%	22%	13%	19%	15%	18%	19%	27%	9%	16%	20%	18%
Pay \$500 for a ticket to attend the women's Final Four games	300	65	154	81	62	43	120	76	148	25	127	38	254
	14%	11%	20%	10%	17%	10%	15%	15%	22%	6%	13%	17%	14%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02 Can you or would you do any of the following?  
 Summary Of No

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Pay \$500 for a ticket to attend the women's Final Four games	1610 75%	454 80%	540 70%	615 77%	287 77%	344 77%	599 74%	380 75%	448 66%	385 88%	776 77%	156 72%	1414 76%
Pay \$500 for a ticket to attend the men's Final Four games	1528 72%	409 72%	527 68%	592 74%	273 73%	331 74%	567 70%	358 70%	412 61%	361 81%	754 75%	149 68%	1343 72%
Name five women's collegiate basketball players	1460 68%	406 72%	487 63%	567 71%	275 74%	315 71%	527 65%	343 67%	393 58%	354 88%	713 71%	140 64%	1285 69%
Name five men's collegiate basketball players	1261 59%	334 59%	432 56%	485 62%	231 62%	264 59%	472 59%	294 58%	334 49%	310 81%	618 61%	115 53%	1106 59%
Plan to follow along to the women's 2024-2025 NCAA basketball season	1159 54%	345 61%	364 47%	450 57%	213 57%	239 54%	431 54%	275 54%	308 45%	275 61%	575 57%	114 52%	1017 55%
Plan to follow along to the men's 2024-2025 NCAA basketball season	1033 48%	259 46%	350 45%	424 53%	195 52%	206 46%	387 48%	245 48%	278 41%	241 54%	514 51%	114 52%	889 48%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02 Can you or would you do any of the following?  
 Summary Of Unsure

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Plan to follow along to the women's 2024-2025 NCAA basketball season	336 16%	57 10%	116 15%	162 20%	51 14%	85 19%	109 13%	91 18%	107 16%	78 17%	150 15%	31 14%	290 16%
Plan to follow along to the men's 2024-2025 NCAA basketball season	295 14%	67 12%	87 11%	141 18%	39 10%	65 15%	111 14%	80 16%	91 13%	86 16%	118 12%	28 13%	254 14%
Name five men's collegiate basketball players	265 12%	63 11%	87 11%	115 15%	48 13%	56 13%	93 12%	69 13%	102 15%	62 14%	100 10%	26 12%	233 13%
Name five women's collegiate basketball players	255 12%	59 10%	94 12%	102 13%	31 8%	57 13%	97 12%	70 14%	96 14%	57 13%	102 10%	25 12%	220 12%
Pay \$500 for a ticket to attend the men's Final Four games	225 11%	43 8%	79 10%	103 13%	28 7%	48 11%	94 12%	55 11%	85 12%	47 10%	93 9%	26 12%	189 10%
Pay \$500 for a ticket to attend the women's Final Four games	224 11%	47 8%	79 10%	98 12%	24 6%	59 13%	88 11%	54 11%	84 12%	39 9%	101 10%	24 11%	193 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02\_1 Can you or would you do any of the following?  
 Name five women's collegiate basketball players

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	419 20%	100 18%	193 25% BD	127 16%	67 18%	74 17%	183 23% F	96 19%	191 28% JK	38 8%	190 19% J	53 24%	356 19%
No	1460 68%	406 72% C	487 63%	567 71% C	275 74% GH	315 71%	527 65%	343 67%	393 58%	354 79% IK	713 71% I	140 64%	1285 69%
Unsure	255 12%	59 10%	94 12%	102 13%	31 8%	57 13% b	97 12%	70 14% E	96 14% K	57 13%	102 10%	25 12%	220 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02\_2 Can you or would you do any of the following?  
 Name five men's collegiate basketball players

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	608 28%	169 30%	254 33%	185 23%	94 25%	126 28%	241 30%	146 29%	245 36%	77 17%	287 29%	77 36%	522 28%
No	1261 59%	334 59%	432 56%	495 62%	231 62%	264 59%	472 59%	294 58%	334 49%	310 69%	618 61%	115 53%	1106 59%
Unsure	265 12%	63 11%	87 11%	115 15%	48 13%	56 13%	93 12%	69 13%	102 15%	62 14%	100 10%	26 12%	233 13%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



NCAA02\_3 Can you or would you do any of the following?  
 Pay \$500 for a ticket to attend the women's Final Four games

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	300 14%	65 11%	154 20% BD	81 10%	62 17%	43 10%	120 15% F	76 15%	148 22% JK	25 6%	127 13% J	38 17%	254 14%
No	1610 75%	454 80% C	540 70%	615 77% C	287 77%	344 77%	599 74%	380 75%	448 66%	385 86% IK	776 77% I	156 72%	1414 76%
Unsure	224 11%	47 8%	79 10%	98 12% B	24 6%	59 13% E	88 11% E	54 11% e	84 12%	39 9%	101 10%	24 11%	193 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02\_4 Can you or would you do any of the following?  
 Pay \$500 for a ticket to attend the men's Final Four games

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	382 18%	113 20% D	168 22% D	101 13%	72 19%	67 15%	148 18%	96 19%	184 27% JK	40 9%	157 16% J	43 20%	329 18%
No	1528 72%	409 72%	527 68%	592 74% C	273 73%	331 74%	567 70%	358 70%	412 61%	361 81% K	754 75% I	149 68%	1343 72%
Unsure	225 11%	43 8%	79 10%	103 13% B	28 7%	48 11%	94 12% e	55 11%	85 12% k	47 10%	93 9% I	26 12%	189 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02\_5 Can you or would you do any of the following?  
 Plan to follow along to the women's 2024-2025 NCAA basketball season

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	639 30%	164 29% D	293 38% BD	183 23%	109 29%	122 27%	266 33%	142 28%	265 39% JK	95 21%	279 28% J	73 33%	554 30%
No	1159 54%	345 61% C	364 47%	450 57% C	213 57%	239 54%	431 54%	275 54%	308 45%	275 61%	575 57%	114 52%	1017 55%
Unsure	336 16%	57 10%	116 15% B	162 20% EC	51 14%	85 19% EG	109 13%	91 18% 9	107 16%	78 17%	150 15% I	31 14%	290 16%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA02\_6 Can you or would you do any of the following?  
 Plan to follow along to the men's 2024-2025 NCAA basketball season

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	806 38%	240 42% D	337 44% D	230 29%	139 37%	175 38%	308 38%	184 36%	311 46% JK	122 27% J	373 37%	76 35%	717 39%
No	1033 48%	259 46%	350 45%	424 53% BC	195 52%	206 46%	387 48%	245 48%	278 41%	241 54%	514 51%	114 52%	889 48%
Unsure	295 14%	67 12%	87 11%	141 18% BC	39 10%	65 15%	111 14%	80 16% e	91 13% IK	86 19% I	118 12%	28 13%	254 14%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA03 How much do you agree or disagree with the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31) (A)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Sports are a great way to bring people of diverse mindsets together	1692 79%	451 80%	646 64% d	594 75%	309 83% H	364 82% H	636 79%	383 75%	580 85% JK	321 71%	790 79% J	171 79%	1496 80%
It is exciting to see the growth of women's sports	1627 76%	413 73%	642 63% BD	572 72%	298 77% H	351 79%	608 75%	380 75%	573 84% JK	291 65%	764 76% J	182 84% M	1418 76%
The women's March Madness tournament is the most engaged I've been in watching sports in a long time	550 70%	130 68%	271 75% d	149 66%	101 76% H	107 69%	229 73% h	113 63%	252 76% JK	70 63%	228 67% J	69 75%	470 70%
I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.	930 44%	225 40%	399 52% BD	305 38%	155 42% H	184 41%	364 45%	226 44%	388 57% JK	130 29%	412 41% J	108 50%	806 43%
I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.	928 44%	227 40%	386 59% BD	315 40%	165 44% H	182 41%	366 45%	215 42%	376 55% JK	145 32%	407 41% J	105 48%	798 43%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

NCAA03 How much do you agree or disagree with the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBO	Non- LGBO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.	1206 56%	338 60% C	387 50%	481 60% C	207 56%	263 59%	440 55%	294 68%	305 45%	304 68% IK	597 59% I	113 52%	1062 57%
I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.	1204 56%	340 60% C	374 48%	490 62% C	217 58%	261 59%	442 55%	283 56%	293 43%	319 71% IK	592 59% I	110 50%	1054 57%
The women's March Madness tournament is the most engaged I've been in watching sports in a long time	230 30%	62 32%	90 25%	77 34% c	32 24%	48 31%	85 27%	65 37% Eg	78 24%	42 37% I	111 33% I	23 25%	200 30%
It is exciting to see the growth of women's sports	507 24%	153 27% C	131 17%	223 28% C	85 23%	95 21%	198 25%	129 25%	107 16%	158 35% IK	241 24% I	36 16%	442 24% L
Sports are a great way to bring people of diverse mindsets together	442 21%	115 20%	127 16%	201 25% BC	64 17%	82 18%	170 21%	126 25% EF	100 15%	128 29% IK	214 21% I	47 21%	365 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

NCAA03\_1 How much do you agree or disagree with the following statements?  
 It is exciting to see the growth of women's sports

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1627 76%	413 73%	642 83% BD	572 72%	288 77%	351 79%	608 75%	380 75%	573 84% JK	291 65%	764 76% J	182 84% M	1418 76%
Strongly agree	674 32%	158 28%	303 39% BD	213 27%	126 34%	136 31%	253 31%	159 31%	269 39% JK	97 22%	309 31% J	75 34%	591 32%
Somewhat agree	953 45%	255 45%	339 44%	359 45%	162 43%	215 48%	356 44%	220 43%	304 43%	194 45%	455 45%	108 49%	827 44%
Strongly/Somewhat Disagree (Net)	507 24%	153 27%	131 17% C	223 28% C	85 23%	95 21%	198 25%	129 25%	107 16%	158 35% IK	241 24% I	36 16% L	442 24% L
Somewhat disagree	262 12% C	83 15% C	61 8% C	118 15% C	35 9%	55 12%	103 13%	70 14%	61 9% IK	78 17% IK	123 12% I	18 8% I	231 12% I
Strongly disagree	244 11%	69 12%	70 9%	105 13% C	50 13% I	40 9%	95 12%	59 12%	46 7%	80 18% IK	118 12% I	18 8% I	211 11% I
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA03\_2 How much do you agree or disagree with the following statements?  
 Sports are a great way to bring people of diverse mindsets together

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1692 79%	451 80%	646 84%	594 75%	309 83%	364 82%	636 79%	383 75%	580 85%	321 71%	790 79%	171 79%	1496 80%
Strongly agree	708 33%	169 30%	307 40%	232 29%	124 33%	139 31%	287 36%	158 31%	286 42%	105 23%	317 32%	67 31%	634 34%
Somewhat agree	984 46%	282 50%	340 44%	362 46%	185 50%	225 50%	349 43%	225 44%	294 43%	215 48%	474 47%	104 48%	862 46%
Strongly/Somewhat Disagree (Net)	442 21%	115 20%	127 16%	201 25%	64 17%	82 18%	170 21%	126 25%	100 15%	128 29%	214 21%	47 21%	365 20%
Somewhat disagree	220 10%	51 9%	68 9%	101 13%	24 6%	51 11%	81 10%	64 13%	61 9%	60 13%	99 10%	21 10%	187 10%
Strongly disagree	223 10%	64 11%	59 8%	100 13%	40 11%	31 7%	89 11%	62 12%	40 6%	68 15%	115 11%	26 12%	177 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



NCAA03\_3 How much do you agree or disagree with the following statements?

The women's March Madness tournament is the most engaged I've been in watching sports in a long time

Base: Watching Women's March Madness

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	800	205	387	208	148	155	334	163	345	118	337	103	682
Weighted Base	780	193	361	227	133	156	314	178	330	112*	339	92*	671
Strongly/Somewhat Agree (Net)	550 70%	130 68%	271 73% d	149 66%	101 76% H	107 69%	229 73% h	113 63%	252 76% JK	70 63%	228 67%	69 75%	470 70%
Strongly agree	223 29%	55 28%	120 33% D	49 22%	37 28%	46 29%	91 29%	50 28%	126 38% JK	23 21%	74 22%	26 28%	193 29%
Somewhat agree	327 42%	75 39%	151 42%	100 44%	64 48% h	62 40%	138 44%	63 35%	126 38%	47 42%	153 45%	42 46%	277 41%
Strongly/Somewhat Disagree (Net)	230 30%	62 32%	90 25%	77 34% c	32 24%	48 31%	85 27%	65 37% Eg	78 24%	42 37% I	111 33% I	23 25%	200 30%
Somewhat disagree	161 21%	47 24% c	62 17%	52 23%	18 14%	34 22%	60 19%	50 28% Eg	54 16%	30 27% I	77 23% I	15 16%	141 21%
Strongly disagree	69 9%	15 8%	29 8%	25 11%	14 10%	14 9%	26 8%	15 9%	24 7%	11 10%	34 10%	8 9%	59 9%
Sigma	780 100%	193 100%	361 100%	227 100%	133 100%	156 100%	314 100%	178 100%	330 100%	112 100%	339 100%	92 100%	671 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

NCAA03\_4 How much do you agree or disagree with the following statements?

I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	928 44%	227 40%	386 50% BD	315 40%	165 44%	182 41%	366 45%	215 42%	376 55% JK	145 32%	407 41% J	105 48%	798 43%
Strongly agree	306 14%	64 11%	148 19% BD	95 12%	54 14%	57 13%	122 15%	73 14%	148 22% JK	38 8%	121 12% I	43 20% M	256 14%
Somewhat agree	622 29%	164 29%	239 31%	220 28%	111 30%	125 28%	244 30%	142 28%	228 34% JK	108 24%	286 29% I	62 28%	542 29%
Strongly/Somewhat Disagree (Net)	1206 56%	338 60% C	387 50% C	481 60% C	207 56%	263 59% E	440 55%	294 58%	305 45% JK	304 68% IK	597 59% I	113 52%	1062 57%
Somewhat disagree	538 25%	173 31% Cd	167 22% C	198 25% C	84 22% E	138 31% EGh	189 23% E	127 25% E	144 21% JK	133 30% I	260 26% I	61 28% I	469 25% I
Strongly disagree	668 31%	165 29%	220 28% BC	283 36% BC	124 33%	125 28% E	251 31%	167 33% E	160 24% JK	170 38% I	337 34% I	52 24% I	593 32% I
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

NCAA03\_5 How much do you agree or disagree with the following statements?

I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	930 44%	225 40%	399 52% BD	305 38%	155 42%	184 41%	364 45%	226 44%	388 57% JK	130 29%	412 41% J	108 50%	806 43%
Strongly agree	317 15%	86 15% d	139 18% D	91 11%	61 16%	57 13%	123 15%	76 15%	167 25% JK	37 8%	113 11%	37 17%	276 15%
Somewhat agree	613 29%	139 25%	260 34% ED	214 27%	94 25%	127 29%	241 30%	150 29%	220 32% J	93 21%	300 30% J	71 33%	531 29%
Strongly/Somewhat Disagree (Net)	1204 56%	340 60% C	374 48%	490 62% C	217 58%	261 59%	442 55%	283 56%	293 43% J	319 71% IK	592 59% I	110 50%	1054 57%
Somewhat disagree	560 26%	163 29% C	180 23% C	218 27%	110 29% gh	139 31% GH	194 24%	117 23%	137 20% IK	149 33% I	275 27% I	61 28%	481 26%
Strongly disagree	644 30%	177 31% C	195 25% C	272 34% C	108 29%	122 27%	249 31%	166 33%	156 23% IK	171 38% IK	317 32% I	49 23% L	573 31%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

Base: All Respondents

NCAA04 Which is more exciting this year...?

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 3/31	GOP (A)	DEM (B)	IND/OTH (C)	North- east (D)	Mid- west (E)	South (F)	West (G)	Urban (H)	Rural (I)	Subur- ban (J)	LGBTQ (K)	Non- LGBTQ (L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Men's March Madness	1306 61%	384 68%	458 59%	463 58%	208 56%	291 65%	498 62%	308 60%	395 58%	285 63%	626 62%	104 48%	1168 63%
Women's March Madness	828 39%	181 32%	316 41%	332 42%	164 44%	155 35%	308 38%	201 40%	286 42%	164 37%	378 38%	114 52%	692 37%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

Base: All Respondents

NCAA05 Which have you seen more news/media coverage of this year...?

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Men's March Madness	1442 68%	398 70%	514 66%	530 67%	245 66%	328 73% EGH	541 67%	329 65%	438 64%	310 69%	694 69% i	127 58%	1282 69% L
Women's March Madness	692 32%	167 30%	260 34%	265 33%	128 34% F	118 27%	266 33% F	180 35% F	243 36% k	139 31%	311 31%	91 42% M	578 31%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

Base: All Respondents

MARV01 Who was the most recent immigrant to the U.S. in your family?

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Myself	226 11%	61 11%	94 12% d	71 9%	40 11%	39 9%	86 11%	61 12%	98 14% JK	31 7%	97 10%	31 14%	192 10%
My parent(s)	217 10%	49 9%	89 11%	79 10%	43 11%	36 8%	86 11%	52 10%	75 11% J	25 6%	116 12% J	26 12%	185 10%
My grandparent(s)	299 14%	69 12%	112 15%	117 15%	76 20% IGH	65 15%	90 11%	68 13%	103 15% J	45 10%	151 15% J	37 17%	260 14%
My great-grandparent(s)	199 9%	59 10%	78 10%	62 8%	44 12% G	58 13% G	49 6%	47 9% g	51 8%	33 7%	115 11% J	14 7%	182 10%
My great-great-grandparents(s) or older	588 28%	182 32% cD	206 27%	199 25%	90 24%	122 27%	225 28%	150 29%	144 21%	157 25% IK	287 35% I	58 27%	515 28%
Prefer not to say / Not sure	606 28%	145 26%	194 25% BC	266 33% BC	79 21%	126 28% e	269 33% EH	131 26%	209 31% K	158 35% K	238 24%	52 24%	525 28%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

Base: Excluding Opt-Outs

MARV01 Who was the most recent immigrant to the U.S. in your family?

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1556	439	636	481	316	334	554	352	505	295	756	182	1351
Weighted Base	1528	420	579	529	293	320	537	378	471	291	766	166	1335
Myself	226 15%	61 15%	94 16%	71 13%	40 14%	39 12%	86 16%	61 16%	98 21% JK	31 11%	97 13%	31 18%	192 14%
My parent(s)	217 14%	49 12%	89 15%	79 15%	43 15%	36 11%	86 16% I	52 14%	75 16% J	25 9%	116 15% J	26 16%	185 14%
My grandparent(s)	299 20%	69 16%	112 19%	117 22% b	76 26% GH	65 20%	90 17%	68 18%	103 22% j	45 15%	151 20%	37 22%	260 19%
My great-grandparent(s)	199 13%	59 14%	78 13%	62 12%	44 15% G	58 18% Gh	49 9%	47 12%	51 11%	33 11%	115 15% I	14 9%	182 14%
My great-great-grandparents(s) or older	588 38%	182 43% C	206 36%	199 38%	90 31%	122 38% E	225 42% e	150 40%	144 30%	157 54% IK	287 37% I	58 35%	515 39%
Sigma	1528 100%	420 100%	579 100%	529 100%	293 100%	320 100%	537 100%	378 100%	471 100%	291 100%	766 100%	166 100%	1335 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
I support legal immigration, not illegal immigration.	1740	492 82%	625 81%	623 78%	289 78%	367 82%	675 84%	409 80%	540 79%	374 83%	827 82%	156 72%	1550 83%
Illegal immigration isn't fair to those who come here legally.	1687	486 86%	575 74%	626 79%	292 78%	372 83%	641 80%	381 75%	532 78%	372 83%	782 78%	148 68%	1508 81%
The U.S. is and always should be a nation supportive of immigrants.	1569	370 74%	625 81%	574 72%	267 72%	334 75%	579 72%	389 76%	520 76%	285 63%	764 76%	174 80%	1365 73%
We need to take a pause on all future immigration until our borders are secured.	1447	471 68%	456 83%	519 65%	252 68%	302 68%	556 69%	337 66%	463 68%	321 71%	653 66%	119 54%	1300 70%
We shouldn't bear responsibility for other countries' failures to provide for their citizens.	1399	422 66%	464 75%	513 65%	250 67%	288 65%	533 66%	328 64%	454 67%	305 68%	641 64%	122 56%	1241 67%
The media often portrays immigration negatively, focusing unfairly on things like crime.	1396	281 65%	610 79%	505 64%	233 62%	290 65%	531 66%	343 67%	482 71%	266 59%	649 65%	161 74%	1199 64%
The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.	1383	291 65%	607 78%	485 62%	244 65%	288 64%	515 64%	347 66%	507 75%	252 55%	634 63%	167 77%	1199 64%
The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.	1323	438 62%	398 77%	487 61%	226 61%	282 63%	510 63%	305 60%	437 64%	300 67%	586 58%	105 48%	1183 64%
People are only concerned about immigration because they come from ethnic backgrounds they don't like.	1204	224 56%	545 71%	435 55%	206 55%	247 55%	462 57%	289 57%	428 63%	228 51%	548 55%	161 74%	1008 54%
The U.S. doesn't need immigrants like it did fifty years ago.	1124	384 53%	327 68%	413 52%	194 52%	258 58%	419 52%	252 50%	377 55%	262 58%	485 48%	95 44%	1001 54%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV02 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The U.S. doesn't need immigrants like it did fifty years ago.	1010	182	446	382	178	188	387	257	303	187	520	123	859
	47%	32%	58%	48%	48%	42%	48%	50%	45%	42%	52%	56%	46%
People are only concerned about immigration because they come from ethnic backgrounds they don't like.	930	341	228	361	167	199	344	220	253	221	457	57	853
	44%	60%	29%	45%	45%	45%	43%	43%	37%	49%	45%	26%	46%
The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.	811	128	375	308	147	164	296	204	244	149	419	113	678
	38%	23%	49%	39%	39%	37%	37%	40%	36%	33%	42%	52%	36%
The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.	741	274	167	300	129	158	291	162	173	197	371	51	661
	35%	49%	22%	38%	35%	36%	36%	32%	25%	44%	37%	23%	36%
The media often portrays immigration negatively, focusing unfairly on things like crime.	738	284	164	290	140	155	276	166	199	183	356	58	661
	35%	50%	21%	36%	38%	35%	34%	33%	29%	41%	35%	26%	36%
We shouldn't bear responsibility for other countries' failures to provide for their citizens.	735	144	309	282	122	158	273	181	227	144	364	96	619
	34%	25%	40%	35%	33%	35%	34%	36%	33%	32%	36%	44%	33%
We need to take a pause on all future immigration until our borders are secured.	687	95	317	276	121	143	251	172	217	128	342	99	560
	32%	17%	41%	35%	32%	32%	31%	34%	32%	29%	34%	46%	30%
The U.S. is and always should be a nation supportive of immigrants.	565	196	148	221	106	112	227	120	160	164	241	44	496
	26%	35%	19%	28%	28%	25%	28%	24%	24%	37%	24%	20%	27%
Illegal immigration isn't fair to those who come here legally.	447	80	199	169	81	74	165	128	148	77	222	71	353
	21%	14%	26%	21%	22%	17%	20%	25%	22%	17%	22%	32%	19%
I support legal immigration, not illegal immigration.	394	73	148	172	84	79	131	100	141	75	177	62	310
	18%	13%	19%	22%	22%	18%	16%	20%	21%	17%	18%	28%	17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_1 How much do you agree or disagree with each of the following statements?  
 The U.S. is and always should be a nation supportive of immigrants.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1569 74%	370 65%	625 81%	574 72% BD	267 72%	334 75%	579 72%	389 76%	520 76%	285 63%	764 76%	174 80%	1365 73%
Strongly agree	654 31%	128 23%	317 41%	208 26% BD	113 30%	143 32%	237 29%	160 32%	235 34%	112 25%	307 31%	102 47%	539 29%
Somewhat agree	915 43%	242 43%	308 40%	366 46% C	154 41%	191 43%	342 42%	228 45%	285 42%	172 38%	457 46% J	72 33%	826 44% L
Strongly/Somewhat Disagree (Net)	565 26%	196 35%	148 19%	221 28% C	106 28%	112 25%	227 28%	120 24%	160 24%	164 37% IK	241 24%	44 20%	496 27% I
Somewhat disagree	369 17%	117 21% C	93 12%	159 20% C	64 17%	77 17%	146 18%	82 16%	107 16%	101 23% IK	161 16%	32 15%	318 17%
Strongly disagree	197 9%	79 14% CD	56 7%	62 8%	42 11%	35 8%	81 10%	39 8%	54 8%	63 14% IK	80 8%	12 5%	177 10% I
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_2 How much do you agree or disagree with each of the following statements?

The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1393 65%	291 51%	607 79%	495 62%	244 65%	288 64%	515 64%	347 68%	507 75%	252 56%	634 63%	167 77%	1199 64%
Strongly agree	595 28%	98 17%	305 39%	192 24%	105 28%	121 27%	219 27%	150 29%	238 35%	93 21%	264 26%	82 37%	501 27%
Somewhat agree	798 37%	193 34%	302 39%	303 38%	139 37%	167 37%	296 37%	197 39%	269 40%	159 35%	370 37%	86 39%	698 38%
Strongly/Somewhat Disagree (Net)	741 35%	274 49%	167 22%	300 38%	129 35%	158 36%	291 36%	162 32%	173 25%	197 44%	371 37%	51 23%	661 36%
Somewhat disagree	407 19%	130 23%	109 14%	169 21%	60 16%	93 21%	153 19%	101 20%	98 14%	96 21%	214 21%	32 15%	359 19%
Strongly disagree	334 16%	145 26%	58 8%	131 16%	69 18%	65 15%	138 17%	61 12%	76 11%	101 23%	157 16%	19 9%	302 16%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_3 How much do you agree or disagree with each of the following statements?  
 Illegal immigration isn't fair to those who come here legally.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1687 79%	486 86%	575 74%	626 79%	292 78%	372 83%	641 80%	381 75%	532 78%	372 83%	782 78%	148 68%	1508 81%
Strongly agree	978 46%	342 60%	276 36%	361 45%	176 47%	195 44%	398 49%	210 41%	276 40%	218 49%	484 48%	73 34%	890 48%
Somewhat agree	708 33%	144 25%	299 39%	266 33%	116 31%	177 40%	244 30%	171 34%	257 38%	154 34%	298 30%	74 34%	618 33%
Strongly/Somewhat Disagree (Net)	447 21%	80 14%	199 26%	169 21%	81 22%	74 17%	165 20%	128 25%	148 22%	77 17%	222 22%	71 32%	353 19%
Somewhat disagree	307 14%	49 9%	141 18%	117 15%	47 13%	52 12%	116 14%	91 18%	89 13%	57 13%	161 16%	45 21%	247 13%
Strongly disagree	140 7%	31 5%	58 8%	51 6%	33 9%	22 5%	49 6%	36 7%	59 9%	20 4%	62 6%	25 11%	106 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_4 How much do you agree or disagree with each of the following statements?  
 The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1323 62%	438 77% CD	398 51%	487 61% C	226 61%	282 63%	510 63%	305 60%	437 64% K	300 67% K	586 58%	105 48%	1183 64% L
Strongly agree	634 30%	251 44% CD	169 22%	214 27% c	126 34% i	119 27%	241 30%	147 29%	208 30%	145 32%	282 28%	38 17%	583 31% L
Somewhat agree	689 32%	187 33%	229 30%	273 34% c	100 27%	162 36% e	269 33% E	158 31%	229 34%	155 35%	304 30%	67 31%	600 32%
Strongly/Somewhat Disagree (Net)	811 38%	128 23% BD	375 49% BD	308 39% B	147 39%	164 37% E	296 37%	204 40%	244 36%	149 33%	419 42% IJ	113 52% M	678 36% M
Somewhat disagree	523 25%	100 18% B	216 28% BD	207 26% B	92 25%	116 26% E	189 23% E	125 25%	148 22% i	104 23% I	271 27% I	63 29% J	448 24% M
Strongly disagree	289 14%	28 5% BD	159 21% BD	102 13% B	55 15%	48 11% E	107 13% i	79 15% j	96 14% j	45 10% J	147 15% J	50 23% M	229 12% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_5 How much do you agree or disagree with each of the following statements?  
 The media often portrays immigration negatively, focusing unfairly on things like crime.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1396 65%	281 50%	610 79%	505 64%	233 62%	290 65%	531 66%	343 67%	482 71%	266 59%	649 65%	161 74%	1199 64%
Strongly agree	595 28%	94 17%	291 38%	210 26%	98 26%	120 27%	233 29%	144 28%	216 32%	94 21%	285 28%	91 41%	489 26%
Somewhat agree	801 38%	187 33%	319 41%	295 37%	134 36%	171 38%	298 37%	198 39%	266 39%	172 38%	363 36%	70 32%	711 38%
Strongly/Somewhat Disagree (Net)	738 35%	284 50%	164 21%	290 36%	140 38%	155 35%	276 34%	166 33%	199 29%	183 41%	356 35%	58 26%	661 36%
Somewhat disagree	423 20%	130 23%	114 15%	179 23%	70 19%	100 22%	162 20%	91 18%	127 19%	97 22%	199 20%	27 12%	382 21%
Strongly disagree	315 15%	154 27%	50 6%	111 14%	70 19%	55 12%	114 14%	76 15%	71 11%	86 19%	157 16%	30 14%	279 15%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_6 How much do you agree or disagree with each of the following statements?  
 I support legal immigration, not illegal immigration.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1740 82%	492 87%	625 81%	623 78%	289 78%	367 82%	675 84%	409 90%	540 79%	374 83%	827 82%	156 72%	1550 83%
Strongly agree	954 45%	308 54%	315 41%	331 42%	164 44%	191 43%	389 48%	210 41%	301 44%	191 43%	462 46%	62 28%	879 47%
Somewhat agree	786 37%	184 33%	311 40%	291 37%	125 33%	176 40%	286 35%	199 39%	239 35%	182 41%	365 36%	94 43%	671 36%
Strongly/Somewhat Disagree (Net)	394 18%	73 13%	148 19%	172 22%	84 22%	79 18%	131 16%	100 20%	141 21%	75 17%	177 18%	62 28%	310 17%
Somewhat disagree	256 12%	49 9%	95 12%	112 14%	55 15%	61 14%	81 10%	59 12%	83 12%	53 12%	120 12%	32 15%	209 11%
Strongly disagree	137 6%	24 4%	53 7%	61 8%	28 8%	18 4%	50 6%	41 8%	58 8%	22 5%	57 6%	30 14%	101 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_7 How much do you agree or disagree with each of the following statements?  
 People are only concerned about immigration because they come from ethnic backgrounds they don't like.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1204 56%	224 40%	545 71%	435 55%	206 55%	247 55%	462 57%	289 57%	428 63%	228 51%	548 55%	161 74%	1008 54%
Strongly agree	422 20%	74 13%	216 28%	132 17%	86 23%	85 19%	161 20%	90 18%	180 26%	62 14%	180 18%	74 34%	330 18%
Somewhat agree	782 37%	150 27%	330 43%	302 38%	120 32%	162 36%	301 37%	199 39%	248 36%	166 37%	368 37%	87 40%	678 36%
Strongly/Somewhat Disagree (Net)	930 44%	341 60%	228 29%	361 45%	167 45%	199 45%	344 43%	220 43%	253 37%	221 49%	457 45%	57 26%	853 46%
Somewhat disagree	479 22%	147 26%	144 19%	188 24%	77 21%	106 24%	171 21%	125 24%	150 22%	104 23%	226 22%	30 14%	433 23%
Strongly disagree	451 21%	195 34%	84 11%	172 22%	90 24%	93 21%	173 21%	95 19%	103 15%	117 26%	231 23%	27 12%	420 23%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV02\_8 How much do you agree or disagree with each of the following statements?  
 We shouldn't bear responsibility for other countries' failures to provide for their citizens.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1399 65%	422 75% CD	464 60%	513 65%	250 67%	288 65%	533 66%	328 64%	454 67%	305 68%	641 64%	122 56%	1241 67% L
Strongly agree	650 30%	231 41% CD	191 25%	228 29%	127 34% h	126 28%	260 32%	137 27%	215 32%	148 33%	287 29%	44 20%	587 32% L
Somewhat agree	750 35%	191 34%	273 35%	285 36%	124 33%	162 36%	273 34%	191 37%	239 35%	157 35%	354 35%	78 36%	655 35%
Strongly/Somewhat Disagree (Net)	735 34%	144 25% B	309 40% B	282 35% B	122 33%	158 35% B	273 34%	181 36%	227 33%	144 32%	364 36% M	96 44% M	619 33% M
Somewhat disagree	463 22%	79 14% BD	216 28% BD	169 21% B	81 22%	105 24%	171 21%	107 21%	142 21%	92 21%	229 23% M	52 24%	402 22% M
Strongly disagree	271 13%	65 11%	93 12%	113 14%	41 11%	53 12%	102 13%	75 15%	84 12%	52 12%	135 13% M	44 20% M	217 12% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_9 How much do you agree or disagree with each of the following statements?  
 The U.S. doesn't need immigrants like it did fifty years ago.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1124 53%	384 68%	327 42%	413 52%	194 52%	258 58%	419 52%	252 50%	377 55%	262 58%	485 48%	95 44%	1001 54%
Strongly agree	477 22%	185 33%	134 17%	158 20%	83 22%	104 23%	183 23%	107 21%	163 24%	106 24%	207 21%	47 21%	420 23%
Somewhat agree	647 30%	199 35%	193 25%	255 32%	111 30%	154 35%	236 29%	146 29%	214 31%	155 35%	277 28%	48 22%	581 31%
Strongly/Somewhat Disagree (Net)	1010 47%	182 32%	446 58%	382 48%	178 48%	198 42%	387 48%	257 50%	303 45%	187 42%	520 52%	123 56%	859 46%
Somewhat disagree	592 28%	129 23%	226 29%	237 30%	106 28%	111 25%	241 30%	135 26%	174 26%	118 26%	301 30%	56 25%	522 28%
Strongly disagree	418 20%	53 9%	220 28%	145 18%	73 19%	77 17%	146 18%	122 24%	129 19%	69 15%	219 22%	68 31%	337 18%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV02\_10 How much do you agree or disagree with each of the following statements?  
 We need to take a pause on all future immigration until our borders are secured.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1447 68%	471 83% CD	456 59%	519 65% C	252 68%	302 68%	556 69%	337 66%	463 68%	321 71% k	663 66%	119 54%	1300 70% L
Strongly agree	745 35%	304 54% CD	194 25%	248 31% C	138 37%	138 31%	305 38% FH	164 32%	216 32%	183 41% k	346 34%	52 24%	681 37% L
Somewhat agree	702 33%	167 30%	263 34%	272 34%	113 30%	165 37% GH	251 31%	173 34%	247 36% k	138 31%	317 32%	67 31%	619 33%
Strongly/Somewhat Disagree (Net)	687 32%	95 17% BD	317 41% BD	276 35% B	121 32%	143 32%	251 31%	172 34%	217 32%	128 29% j	342 34% M	99 46% M	560 30% M
Somewhat disagree	450 21%	73 13% B	188 24% B	190 24% B	72 19%	107 24%	173 22%	98 19%	142 21%	87 19% M	221 22% M	60 27% M	376 20% M
Strongly disagree	237 11%	22 4% BD	129 17% BD	86 11% B	49 13% F	36 8%	77 10%	75 15% FG	75 11%	42 9%	121 12% M	40 18% M	184 10% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_1 Which statement do you believe to be true regarding immigration today?

Federal immigration and border security spending increased in 2023 compared to the previous two years/  
 Federal immigration and border security spending decreased in 2023 compared to the previous two years.

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	(A)	(B)	(C)										(D)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Federal immigration and border security spending increased in 2023 compared to the previous two years	1341	309	542	490	225	292	506	318	445	276	620	128	1179
	63%	55%	70%	62%	60%	65%	63%	62%	65%	62%	62%	59%	63%
Federal immigration and border security spending decreased in 2023 compared to the previous two years	793	257	231	305	148	154	300	191	236	173	385	90	682
	37%	45%	30%	38%	40%	35%	37%	38%	35%	38%	38%	41%	37%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_2 Which statement do you believe to be true regarding immigration today?  
 Illegal crossings at the Southern Border have significantly increased compared to five years ago/  
 Illegal crossings at the Southern Border have significantly decreased compared to five years ago.

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)												
	GOP (A)	DEM (B)	IND/OTH (C)	North-east (D)	Mid-west (E)	South (F)	West (G)	Urban (H)	Rural (I)	Suburban (J)	LGBTQ (K)	Non-LGBTQ (L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Illegal crossings at the Southern Border have significantly increased compared to five years ago	1641 77%	476 84% CD	543 70%	623 78% C	287 77%	350 78%	624 77%	381 75%	514 76%	369 82% IK	758 75%	153 70%	1452 78% L
Illegal crossings at the Southern Border have significantly decreased compared to five years ago	493 23%	90 16%	231 30% BD	172 22% B	86 23%	96 22%	183 23%	128 25%	166 24% J	80 18%	247 25% J	65 30% M	409 22%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_3 Which statement do you believe to be true regarding immigration today?

The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago/  
 The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)												
	3(1)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago	1302	331	500	470	219	283	472	328	446	276	580	144	1131
	61%	59%	65%	59%	59%	64%	59%	64%	66%	61%	58%	66%	61%
The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago	832	234	273	325	154	162	335	181	234	173	425	74	730
	39%	41%	35%	41%	41%	36%	41%	36%	34%	39%	42%	34%	39%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_4 Which statement do you believe to be true regarding immigration today?  
 Less than 25% of people in the U.S. were foreign-born as of 2022/  
 More than 25% of people in the U.S. were foreign-born as of 2022

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation				
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ			
	GOP	DEM	IND/OTH										(A)	(B)	(C)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861		
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860		
Less than 25% of people in the U.S. were foreign-born as of 2022	1054	255	405	395	178	241	376	260	322	213	519	113	912		
More than 25% of people in the U.S. were foreign-born as of 2022	1080	311	369	400	195	205	430	249	358	236	486	106	948		
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_5 Which statement do you believe to be true regarding immigration today?  
 Immigrants are more likely to be in the labor force than people born in the U.S./  
 Immigrants are less likely to be in the labor force than people born in the U.S.

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Immigrants are more likely to be in the labor force than people born in the U.S.	1336 63%	339 60%	512 66% Bd	486 61%	237 64%	258 58%	508 63%	333 65% f	427 63%	278 62%	632 63%	146 67%	1152 62%
Immigrants are less likely to be in the labor force than people born in the U.S.	798 37%	227 40% C	262 34%	309 39% c	136 36%	187 42% h	298 37%	176 35%	254 37%	171 38%	373 37%	72 33%	709 38%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV19\_6 Which statement do you believe to be true regarding immigration today?  
 Immigrants pay more in taxes than they receive in welfare and benefits/  
 Immigrants receive more in welfare and benefits than they pay in taxes

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)												
	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Immigrants pay more in taxes than they receive in welfare and benefits	745 35%	123 22%	363 47% BD	260 33% B	138 37%	150 34%	272 34%	185 36%	264 39% J	127 28%	355 35% J	107 49% M	616 33%
Immigrants receive more in welfare and benefits than they pay in taxes	1389 65%	443 78% CD	411 53%	535 67% C	234 63%	296 68%	534 66%	324 64%	417 61%	322 72% IK	650 65%	112 51%	1244 67% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

Base: All Respondents

MARV19\_7 Which statement do you believe to be true regarding immigration today?  
 About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024/  
 About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east (E)	Mid-west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Suburban (K)	LGBTQ (L)	Non-LGBTQ (M)
	3(31)	GOP (B)	DEM (C)	IND/OTH (D)									
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024	908	219	363	326	168	179	338	223	344	146	418	113	766
	43%	39%	47%	41%	45%	40%	42%	44%	51%	32%	42%	52%	41%
			BD						JK		J	M	
About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024	1226	347	410	469	205	266	469	286	336	303	587	105	1095
	57%	61%	53%	59%	55%	60%	58%	56%	49%	68%	58%	48%	59%
			C	C					IK		I	L	
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_8 Which statement do you believe to be true regarding immigration today?

Illegal immigration isn't linked to a spike in U.S. crime rates/  
 Illegal immigration is linked to a spike in U.S. crime rates

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)												
	GOP (A)	DEM (B)	IND/OTH (C)	North-east (D)	Mid-west (E)	South (F)	West (G)	Urban (H)	Rural (I)	Suburban (J)	LGBTQ (K)	Non-LGBTQ (L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Illegal immigration isn't linked to a spike in U.S. crime rates	986 46%	141 25%	484 63% BD	361 45% B	170 46%	204 46%	365 45%	247 49%	341 50% J	172 38%	473 47% J	123 57% M	834 45%
Illegal immigration is linked to a spike in U.S. crime rates	1148 54%	424 75%	290 37% CD	434 55% C	203 54%	242 54%	442 55%	262 51%	339 50% IK	277 62% IK	532 53%	95 43%	1027 55% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_9 Which statement do you believe to be true regarding immigration today?

Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)/  
 Immigrants are entering America to improve their prospects and access our resources

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 - 3/31)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)	1132	248	475	408	187	234	415	296	377	222	534	127	977
	53%	44%	61%	51%	50%	52%	51%	68%	55%	49%	53%	58%	52%
Immigrants are entering America to improve their prospects and access our resources	1002	317	298	387	185	212	392	213	304	227	471	91	884
	47%	56%	39%	49%	50%	48%	49%	42%	45%	51%	47%	42%	48%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV19\_10 Which statement do you believe to be true regarding immigration today?

The number of individuals taken into custody by Border Patrol recently reached the highest levels in history/  
 The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The number of individuals taken into custody by Border Patrol recently reached the highest levels in history	1549 73%	419 74%	554 72%	575 72%	247 66%	321 72%	610 76%	370 73%	498 73%	329 73%	722 72%	149 68%	1359 73%
The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history	585 27%	147 26%	219 28%	220 28%	126 34%	124 28%	197 24%	139 27%	183 27%	120 27%	283 28%	69 32%	502 27%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23 How much would you support or oppose the following immigration policies?  
 Summary Of Strongly/Somewhat Support

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Increasing resources to the southern border region.	1281	361	487	433	225	266	466	324	412	282	587	109	1146
Expanding legal pathways for orderly immigration.	1229	294	524	410	206	261	447	315	422	217	590	126	1081
Implementing mass deportations of unauthorized immigrants.	1066	362	310	395	189	217	417	243	345	230	492	80	961
Implementing an app for individuals to schedule a legal border crossing into the U.S.	1022	236	465	320	177	221	367	256	351	184	487	98	899
Implementing travel bans on people from certain countries.	957	338	277	341	173	192	347	245	318	221	418	80	851
Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.	941	197	454	290	160	194	352	235	351	161	429	108	819
Closing the southern border entirely.	924	347	254	323	169	198	347	209	290	225	408	73	825
Ending automatic citizenship for children born in the U.S.	731	248	229	254	113	161	272	184	246	158	327	66	640
Relocating unauthorized immigrants to "sanctuary cities."	702	198	270	235	112	152	292	147	265	113	324	64	625
Increasing the number of "sanctuary" cities or states.	692	137	353	203	120	133	243	196	300	96	296	92	583
Implementing the separation of parents and children at the southern border.	418	109	172	137	56	90	180	93	184	58	176	49	358

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MAR23 How much would you support or oppose the following immigration policies?  
 Summary Of Strongly/Somewhat Oppose

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation				
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ			
	3/31	GOP	DEM	IND/OTH										(A)	(B)	(C)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861			
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860			
Implementing the separation of parents and children at the southern border.	1150	275	468	408	202	234	425	288	326	243	581	110	1017			
Ending automatic citizenship for children born in the U.S.	818	151	388	279	154	165	304	195	267	152	398	89	711			
Increasing the number of "sanctuary" cities or states.	783	292	178	312	143	164	287	188	175	212	396	49	715			
Relocating unauthorized immigrants to "sanctuary" cities.	751	214	271	266	140	147	263	202	210	179	362	66	664			
Closing the southern border entirely.	645	113	326	205	115	129	232	168	207	97	341	76	556			
Implementing travel bans on people from certain countries.	520	87	263	171	97	106	185	133	158	91	271	74	434			
Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.	519	209	117	193	87	117	197	117	131	137	250	39	463			
Implementing mass deportations of unauthorized immigrants.	514	91	273	149	97	115	163	138	161	100	252	74	426			
Implementing an app for individuals to schedule a legal border crossing into the U.S.	430	166	99	165	76	87	165	102	111	117	202	38	378			
Expanding legal pathways for orderly immigration.	328	123	86	118	62	60	126	79	84	88	156	28	284			
Increasing resources to the southern border region.	276	99	90	87	44	51	116	66	102	57	117	41	222			

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_1 How much would you support or oppose the following immigration policies?  
 Implementing mass deportations of unauthorized immigrants.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	1066 50%	362 64% CD	310 40%	395 50%	189 51%	217 49%	417 52%	243 48%	345 51%	230 51%	492 49%	80 37%	961 52% L
Strongly support	619 29%	247 44% CD	142 18%	230 29% C	109 29%	139 31%	238 30%	134 26%	184 27%	154 34% IK	282 28%	44 20%	559 30% L
Somewhat support	447 21%	115 20%	168 22%	164 21%	80 21%	79 18%	179 22%	109 21%	161 24% J	76 17%	210 21%	36 16%	402 22%
Neither oppose nor support	434 20%	86 15% b	155 20% b	193 24% Bc	66 18%	88 20%	184 23% e	96 19%	136 20%	94 21%	205 20%	50 23%	374 20%
Strongly/Somewhat Oppose (Net)	514 24%	91 16% BD	273 35% BD	149 19%	97 26% g	115 26% g	163 20% G	138 27% G	161 24%	100 22%	252 25%	74 34% M	426 23%
Somewhat oppose	244 11%	56 10% BD	112 14% BD	76 10%	44 12% C	65 14% C	72 9%	65 13% g	71 10%	61 14%	112 11%	31 14%	211 11% g
Strongly oppose	269 13%	34 6% BD	162 21% BD	73 9% b	54 14%	50 11%	91 11% J	74 14% J	90 13% J	39 9% J	140 14% J	43 20% M	215 12% M
Unsure	120 6%	27 5% C	35 5% C	59 7% C	21 6%	25 6%	43 5%	31 6%	39 6%	25 6%	56 6%	14 7%	100 5% C
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV23. 2 How much would you support or oppose the following immigration policies?  
 Relocating unauthorized immigrants to "sanctuary cities."

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	702 33%	198 35%	270 35%	235 30%	112 30%	152 34%	292 36%	147 36%	265 39%	113 25%	324 32%	64 30%	625 34%
Strongly support	315 15%	100 18%	120 16%	95 12%	43 12%	65 14%	133 17%	74 14%	110 16%	55 12%	150 15%	26 12%	285 15%
Somewhat support	388 18%	98 17%	150 19%	140 18%	69 18%	87 20%	159 20%	73 14%	155 23%	58 13%	174 17%	39 18%	340 18%
Neither oppose nor support	537 25%	124 22%	192 25%	221 28%	91 24%	119 27%	193 24%	134 26%	170 25%	124 28%	243 24%	65 30%	457 25%
Strongly/Somewhat Oppose (Net)	751 35%	214 38%	271 35%	266 33%	140 38%	147 33%	263 33%	202 40%	210 31%	179 40%	362 36%	66 30%	664 36%
Somewhat oppose	283 13%	70 12%	119 15%	93 12%	57 15%	65 15%	97 12%	63 12%	84 12%	54 12%	145 14%	24 11%	254 14%
Strongly oppose	469 22%	144 25%	152 20%	172 22%	83 22%	82 18%	166 21%	138 27%	126 19%	125 28%	217 22%	42 19%	410 22%
Unsure	143 7%	28 5%	41 5%	74 9%	30 8%	28 8%	59 7%	27 5%	34 5%	33 7%	76 8%	23 11%	115 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_3 How much would you support or oppose the following immigration policies?  
 Increasing the number of "sanctuary" cities or states.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	692	137	353	203	120	133	243	196	300	96	296	92	583
	32%	24%	46%	25%	32%	30%	30%	38%	44%	21%	30%	42%	31%
			BD					FG		JK	J	M	
Strongly support	312	63	171	78	62	60	110	81	144	34	135	44	258
	15%	11%	22%	10%	17%	13%	14%	16%	21%	8%	13%	20%	14%
			BD						JK		J	M	
Somewhat support	380	73	181	125	58	74	134	114	156	62	161	48	325
	18%	13%	23%	16%	16%	17%	17%	17%	22%	14%	16%	22%	17%
			BD					EG	JK				
Neither oppose nor support	488	100	193	195	81	111	203	93	157	102	228	52	422
	23%	18%	25%	25%	22%	25%	25%	18%	23%	23%	23%	24%	23%
			B	B		H	H						
Strongly/Somewhat Oppose (Net)	783	292	178	312	143	164	287	188	175	212	396	49	715
	37%	52%	23%	39%	38%	37%	36%	37%	26%	47%	39%	23%	38%
			CD	C						IK	I	L	
Somewhat oppose	253	69	83	102	49	61	87	57	56	66	132	23	227
	12%	12%	11%	13%	13%	14%	11%	11%	8%	15%	13%	11%	12%
Strongly oppose	529	224	95	210	95	104	200	131	120	146	264	26	488
	25%	40%	12%	26%	25%	23%	25%	26%	18%	32%	26%	12%	26%
				C						IK	I	L	
Unsure	171	37	50	85	28	37	73	33	48	39	84	25	140
	8%	7%	6%	11%	7%	8%	8%	6%	7%	9%	8%	11%	8%
				BC									
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_4 How much would you support or oppose the following immigration policies?  
 Closing the southern border entirely.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 5 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	924 43%	347 61% CD	254 33%	323 41% C	169 45%	198 44%	347 43%	209 41%	290 43%	225 50% IK	408 41%	73 34%	825 44% L
Strongly support	578 27%	242 43% CD	138 18%	198 25% C	112 30%	111 25%	225 28%	130 26%	179 26%	150 33% IK	250 25%	41 19%	524 28% L
Somewhat support	346 16%	104 18%	117 15%	125 16%	57 15%	87 19% g	122 15%	79 16%	111 16%	76 17%	159 16%	32 15%	302 16%
Neither oppose nor support	458 21%	88 16% B	165 21% B	205 26% Bc	68 18%	99 22% e	188 23%	102 20%	149 22%	102 23%	207 21%	53 24%	393 21%
Strongly/Somewhat Oppose (Net)	645 30%	113 20% BD	326 42% B	205 26% B	115 31%	129 29%	232 29%	168 33%	207 30% J	97 22% J	341 34% J	76 35%	556 30%
Somewhat oppose	291 14%	68 12% BD	134 17% BD	89 11%	50 13%	56 13%	114 14%	71 14%	91 13%	47 11% J	154 15% J	31 14%	258 14%
Strongly oppose	353 17%	45 8% BD	192 25% BD	116 15% B	65 17%	73 16%	118 15%	97 19% g	116 17% J	50 11% J	187 19% J	44 20%	298 16%
Unsure	108 5%	18 3%	28 4%	62 8% BC	20 5%	19 4%	39 5%	30 6%	35 5%	24 5%	49 5%	16 8%	86 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_5 How much would you support or oppose the following immigration policies?  
 Increasing resources to the southern border region.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	1281 60%	361 64%	487 63%	433 54%	225 60%	266 60%	466 58%	324 64%	412 60%	282 63%	587 58%	109 50%	1146 62%
Strongly support	711 33%	217 38%	254 33%	240 30%	126 34%	148 33%	264 33%	173 34%	225 33%	153 34%	332 33%	54 25%	644 35%
Somewhat support	570 27%	144 25%	233 30%	193 24%	99 27%	118 26%	201 25%	151 30%	186 27%	128 29%	255 25%	55 25%	502 27%
Neither oppose nor support	428 20%	82 15%	151 20%	195 24%	80 21%	101 23%	153 19%	94 18%	129 19%	83 18%	216 22%	50 23%	368 20%
Strongly/Somewhat Oppose (Net)	276 13%	99 18%	90 12%	87 11%	44 12%	51 11%	116 14%	66 13%	102 15%	57 13%	117 12%	41 19%	222 12%
Somewhat oppose	146 7%	50 9%	45 6%	51 6%	22 6%	30 7%	63 8%	30 6%	53 8%	22 5%	71 7%	24 11%	119 6%
Strongly oppose	130 6%	49 9%	45 6%	36 4%	21 6%	21 5%	52 6%	36 7%	49 7%	35 8%	46 5%	17 8%	103 6%
Unsure	150 7%	23 4%	46 6%	80 10%	24 7%	28 8%	72 9%	25 5%	38 6%	28 6%	84 8%	19 9%	125 7%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_6 How much would you support or oppose the following immigration policies?  
 Implementing travel bans on people from certain countries.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 5	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	957 45%	338 60%	277 36%	341 43%	173 46%	192 43%	347 43%	245 48%	318 47%	221 49%	418 42%	80 37%	851 46%
Strongly support	497 23%	195 34%	126 16%	177 22%	91 24%	109 25%	175 22%	122 24%	156 23%	137 31%	204 20%	34 16%	450 24%
Somewhat support	459 22%	143 25%	151 20%	165 21%	82 22%	82 18%	172 21%	123 24%	162 24%	83 19%	214 21%	46 21%	401 22%
Neither oppose nor support	530 25%	116 20%	196 25%	218 27%	79 21%	124 28%	224 28%	104 20%	165 24%	110 25%	254 25%	49 22%	467 25%
Strongly/Somewhat Oppose (Net)	520 24%	87 15%	263 34%	171 21%	97 26%	106 24%	185 23%	133 26%	158 23%	91 20%	271 27%	74 34%	434 23%
Somewhat oppose	234 11%	41 7%	106 14%	87 11%	36 10%	46 10%	88 11%	63 12%	69 10%	43 10%	122 12%	31 14%	201 11%
Strongly oppose	287 13%	46 8%	157 20%	84 11%	60 16%	60 13%	97 12%	70 14%	89 13%	48 11%	149 15%	44 20%	234 13%
Unsure	127 6%	24 4%	37 5%	65 8%	25 7%	24 5%	50 6%	28 5%	39 6%	27 6%	62 6%	15 7%	108 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23.7 How much would you support or oppose the following immigration policies?  
 Ending automatic citizenship for children born in the U.S.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	731 34%	248 44%	229 30%	254 32%	113 30%	161 36%	272 34%	184 36%	246 36%	158 35%	327 33%	66 30%	640 34%
Strongly support	410 19%	168 30%	100 13%	143 18%	71 19%	84 19%	160 20%	96 19%	127 19%	103 23%	181 18%	34 16%	365 20%
Somewhat support	320 15%	80 14%	129 17%	111 14%	42 11%	77 17%	113 14%	89 17%	119 18%	55 12%	146 15%	33 15%	275 15%
Neither oppose nor support	475 22%	139 25%	129 17%	207 26%	79 21%	98 22%	187 23%	111 22%	135 20%	118 26%	222 22%	46 21%	420 23%
Strongly/Somewhat Oppose (Net)	818 38%	151 27%	388 50%	279 35%	154 41%	165 37%	304 38%	195 38%	267 39%	152 34%	398 40%	89 41%	711 38%
Somewhat oppose	301 14%	81 14%	112 14%	109 14%	53 14%	63 14%	118 15%	67 13%	91 13%	66 15%	144 14%	31 14%	267 14%
Strongly oppose	517 24%	70 12%	276 36%	170 21%	101 27%	102 23%	186 23%	128 25%	177 26%	86 19%	254 25%	58 26%	444 24%
Unsure	111 5%	27 5%	27 4%	56 7%	27 7%	22 5%	43 5%	19 4%	32 5%	21 5%	58 6%	17 8%	89 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

**MARV23\_8 How much would you support or oppose the following immigration policies?**  
**Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.**

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	941	197	454	290	160	194	352	235	351	161	429	108	819
	44%	35%	59%	37%	43%	44%	44%	46%	52%	36%	43%	50%	44%
Strongly support	434	75	225	133	87	85	152	109	184	59	190	67	357
	20%	13%	29%	17%	23%	19%	19%	21%	27%	13%	19%	31%	19%
Somewhat support	507	122	229	157	73	110	199	126	167	102	238	41	462
	24%	22%	30%	20%	20%	25%	25%	25%	25%	23%	24%	19%	25%
Neither oppose nor support	530	120	171	239	99	109	200	122	150	119	261	50	463
	25%	21%	22%	30%	26%	24%	25%	24%	22%	27%	26%	23%	25%
Strongly/Somewhat Oppose (Net)	519	209	117	193	87	117	197	117	131	137	250	39	463
	24%	37%	15%	24%	23%	26%	24%	23%	19%	31%	25%	18%	25%
Somewhat oppose	240	90	60	89	41	56	87	55	61	51	127	15	221
	11%	16%	8%	11%	11%	12%	11%	11%	9%	11%	13%	7%	12%
Strongly oppose	279	119	56	104	46	62	110	62	70	86	123	23	242
	13%	21%	7%	13%	12%	14%	14%	12%	10%	19%	12%	11%	13%
Unsure	144	40	32	73	27	25	57	35	49	31	65	22	115
	7%	7%	4%	9%	7%	6%	7%	7%	7%	7%	6%	10%	6%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_9 How much would you support or oppose the following immigration policies?  
 Implementing the separation of parents and children at the southern border.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	418	109	172	137	56	90	180	93	184	58	176	49	358
	20%	19%	22%	17%	15%	20%	22%	18%	27%	13%	18%	22%	19%
Strongly support	200	49	83	68	32	48	71	49	86	36	78	20	172
	9%	9%	11%	9%	8%	11%	9%	10%	13%	8%	8%	9%	9%
Somewhat support	218	60	89	69	24	41	109	43	98	22	98	29	186
	10%	11%	12%	9%	7%	9%	14%	9%	14%	5%	10%	13%	10%
Neither oppose nor support	450	155	113	182	91	104	158	97	138	118	194	43	391
	21%	27%	15%	23%	24%	23%	20%	19%	20%	26%	19%	20%	21%
Strongly/Somewhat Oppose (Net)	1150	275	468	408	202	234	425	288	326	243	581	110	1017
	54%	49%	60%	51%	54%	53%	53%	57%	48%	54%	58%	50%	55%
Somewhat oppose	279	86	85	108	43	55	110	70	84	60	134	28	247
	13%	15%	11%	14%	12%	12%	14%	14%	12%	13%	13%	13%	13%
Strongly oppose	871	189	383	299	159	179	315	218	242	182	447	82	771
	41%	33%	50%	38%	43%	40%	39%	43%	36%	41%	44%	37%	41%
Unsure	116	27	21	69	23	18	44	32	33	31	53	16	95
	5%	5%	3%	9%	6%	4%	5%	6%	5%	7%	5%	7%	5%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV23\_10 How much would you support or oppose the following immigration policies?  
 Expanding legal pathways for orderly immigration.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	1229 58%	294 52%	524 58%	410 52%	206 55%	261 59%	447 55%	315 62%	422 62%	217 48%	590 59%	126 58%	1081 58%
Strongly support	650 30%	109 19%	307 40%	234 29%	111 30%	144 32%	227 28%	169 33%	240 35%	105 23%	304 30%	86 39%	545 29%
Somewhat support	579 27%	185 33%	218 28%	177 22%	96 26%	118 26%	220 27%	146 29%	182 27%	111 25%	286 28%	40 18%	536 29%
Neither oppose nor support	445 21%	122 22%	127 16%	196 25%	79 21%	106 24%	175 22%	85 17%	133 20%	115 26%	197 20%	48 22%	391 21%
Strongly/Somewhat Oppose (Net)	328 15%	123 22%	86 11%	118 15%	62 17%	60 14%	126 16%	79 16%	84 12%	88 20%	156 16%	28 13%	284 15%
Somewhat oppose	145 7%	49 9%	44 6%	52 7%	28 8%	28 6%	55 7%	34 7%	36 5%	36 8%	74 7%	10 5%	131 7%
Strongly oppose	183 9%	74 13%	42 5%	66 8%	34 9%	33 7%	71 9%	45 9%	48 7%	52 12%	83 8%	18 8%	153 8%
Unsure	132 6%	25 4%	36 5%	70 9%	25 7%	18 4%	59 7%	30 6%	42 6%	29 6%	61 6%	16 8%	104 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV23\_11 How much would you support or oppose the following immigration policies?  
 Implementing an app for individuals to schedule a legal border crossing into the U.S.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	1022 48%	236 42%	465 50%	320 40%	177 48%	221 50%	367 46%	256 50%	351 52%	184 41%	487 48%	98 45%	899 48%
Strongly support	458 21%	105 19%	222 29%	131 16%	84 23%	93 21%	176 22%	105 21%	172 25%	71 16%	215 21%	42 19%	404 22%
Somewhat support	563 26%	131 23%	243 31%	189 24%	93 25%	128 29%	191 24%	151 30%	178 26%	113 25%	272 27%	56 26%	494 27%
Neither oppose nor support	496 23%	123 22%	151 20%	222 28%	91 24%	105 24%	198 25%	102 20%	158 23%	112 25%	227 23%	55 25%	432 23%
Strongly/Somewhat Oppose (Net)	430 20%	166 29%	99 13%	165 21%	76 20%	87 20%	165 20%	102 20%	111 16%	117 26%	202 20%	38 18%	378 20%
Somewhat oppose	168 8%	55 10%	46 6%	67 8%	30 8%	41 9%	63 8%	35 7%	49 7%	45 10%	74 7%	14 7%	150 8%
Strongly oppose	262 12%	110 20%	53 7%	98 12%	46 12%	47 10%	102 13%	67 13%	62 9%	72 16%	128 13%	24 11%	227 12%
Unsure	186 9%	40 7%	58 8%	88 11%	29 8%	32 7%	77 10%	49 10%	62 9%	36 8%	88 9%	27 12%	152 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV03 Regarding the current situation at the U.S. southern border, do you believe there is a real crisis involving immigration or do you think it is primarily a politically driven media narrative?

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGQTQ	Non-LGQTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
A real crisis	1391	448	417	526	251	292	511	337	452	297	642	117	1246
	65%	79%	54%	66%	67%	66%	63%	66%	66%	66%	64%	54%	67%
A politically driven media narrative	743	117	357	269	122	153	296	172	229	152	363	101	614
	35%	21%	46%	34%	33%	34%	37%	34%	34%	34%	36%	46%	33%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Blames Administrations (Net)	936 44%	347 61%	277 36%	312 39%	150 40%	210 47%	382 47%	195 38%	280 41%	234 52%	422 42%	81 37%	830 45%
The current U.S. administration	678 32%	306 54%	142 18%	229 29%	111 30%	151 34%	289 36%	127 25%	198 29%	177 39%	303 30%	45 21%	618 33%
The previous U.S. administration	258 12%	41 7%	135 17%	82 10%	39 10%	59 13%	93 12%	67 13%	82 12%	57 13%	119 12%	35 16%	213 11%
The poor economies or corruption of countries immigrants are coming from	546 26%	99 18%	228 29%	219 28%	102 27%	111 25%	178 22%	155 30%	201 30%	87 19%	258 26%	52 24%	478 26%
Congressional inaction over the last few decades to fix the immigration process	481 23%	85 15%	219 28%	177 22%	89 24%	87 19%	170 21%	135 27%	154 23%	88 20%	239 24%	56 26%	418 22%
Something or someone else	170 8%	33 6%	50 6%	87 11%	32 8%	38 9%	76 9%	24 5%	45 7%	41 9%	85 8%	29 13%	134 7%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.

Base: Believes There Is An Immigration Crisis

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	1352	464	426	462	246	297	519	290	433	308	611	113	1218
Weighted Base	1391	448	417	526	251	292	511	337	452	297	642	117*	1246
Blames Administrations (Net)	684 49%	296 66%	167 40%	221 42%	112 45%	156 53%	279 55%	137 41%	197 44%	182 61%	305 48%	48 41%	626 50%
The current U.S. administration	569 41%	277 62%	103 25%	189 36%	95 38%	136 48%	235 46%	104 31%	159 35%	159 53%	251 39%	35 30%	525 42%
The previous U.S. administration	115 8%	19 4%	64 15%	32 6%	17 7%	21 7%	43 9%	33 10%	38 8%	23 8%	54 8%	13 11%	101 8%
The poor economies or corruption of countries immigrants are coming from	348 25%	68 15%	131 31%	149 28%	61 24%	67 23%	114 22%	106 31%	139 31%	45 15%	164 26%	31 27%	306 25%
Congressional inaction over the last few decades to fix the immigration process	269 19%	58 13%	99 24%	112 21%	55 22%	44 15%	89 17%	82 24%	90 20%	52 17%	127 20%	24 20%	242 19%
Something or someone else	90 6%	26 6%	20 5%	44 8%	23 9%	26 9%	29 6%	12 4%	26 6%	18 6%	45 7%	14 12%	73 6%
Sigma	1391 100%	448 100%	417 100%	526 100%	251 100%	292 100%	511 100%	337 100%	452 100%	297 100%	642 100%	117 100%	1246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

MARV05 Do you think each of the following creates problems for U.S. communities today?  
 Summary Of Is A Problem

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.	1455 68%	461 81% CD	461 60%	533 67% C	251 67%	304 68%	566 70%	334 66%	448 66%	343 73% IK	664 66%	111 51%	1310 70% L
"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.	603 28%	173 31% D	238 31% D	193 24%	107 29% F	96 21%	249 31% F	151 30% F	213 31%	118 26%	271 27%	63 29%	522 28%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV05 Do you think each of the following creates problems for U.S. communities today?  
 Summary Of Isn't A Problem

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.	1531 72%	393 69%	536 69%	602 76% BC	266 71%	350 79% EGH	557 69%	358 70%	467 69%	330 74%	733 73%	155 71%	1338 72%
"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.	679 32%	105 19%	312 40% BD	262 33% B	121 33%	142 32%	241 30%	175 34%	233 34% J	106 24%	340 34% J	107 49% M	550 30%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV05\_1 Do you think each of the following creates problems for U.S. communities today?

"Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Is A Problem (Net)	603 28%	173 31% D	238 31% D	193 24%	107 29% F	96 21%	249 31% F	151 30% F	213 31%	118 26%	271 27%	63 29%	522 28%
Severe problems	200 9%	73 13% d	70 9%	57 7%	30 8%	32 7%	91 11% F	47 9%	78 11% K	45 10%	77 8%	25 11%	166 9%
Big problems	403 19%	100 18%	167 22% d	136 17%	77 21% F	64 14%	158 20% F	104 20% F	136 20%	73 16%	194 19%	38 18%	356 19%
Isn't A Problem (Net)	1531 72%	393 69% C	536 69% C	602 76% BC	286 71% F	350 79% EGH	557 69% F	358 70% F	467 69%	330 74%	733 73%	155 71%	1338 72%
Minor problems	769 36%	214 38% C	247 32% C	308 39% C	129 35%	192 43% EGH	263 33%	184 36%	233 34%	173 39%	362 36%	80 37%	672 36%
No problems at all	762 36%	179 32% b	289 37% b	294 37% b	136 37%	158 35%	294 36%	174 34%	234 34%	157 35%	371 37%	75 34%	666 36%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV05\_2 Do you think each of the following creates problems for U.S. communities today?

"Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Is A Problem (Net)	1455 68%	461 81% CD	461 60%	533 67% C	251 67%	304 68%	566 70%	334 66%	448 66%	343 78% IK	664 66%	111 51%	1310 70% L
Severe problems	687 32%	261 46% CD	152 20% C	275 35% C	132 36% H	132 30% H	287 36% IH	136 27% IH	193 28% IK	180 40% IK	314 31% IK	42 19% L	626 34% L
Big problems	768 36%	200 35% D	309 40% D	259 33% D	119 32% e	171 38% e	279 35% e	198 39% e	254 37% e	164 36% e	350 35% e	69 32% e	684 37% e
Isn't A Problem (Net)	679 32%	105 19% BD	312 40% BD	262 33% B	121 33% B	142 32% B	241 30% B	175 34% B	233 34% J	106 24% J	340 34% J	107 49% M	550 30% M
Minor problems	537 25%	84 15% BD	260 34% BD	193 24% B	99 27% g	122 27% g	175 22% g	140 28% g	184 27% J	80 18% J	273 27% J	81 37% M	445 24% M
No problems at all	142 7%	21 4% B	52 7% B	69 9% B	22 6% F	20 5% F	65 8% F	35 7% F	49 7% F	26 6% F	67 7% F	26 12% M	105 6% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV06 What is the primary reason you think illegal immigration creates problems for U.S. communities? Please select one.

Base: Illegal Immigration A Problem

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/31)												
	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	1437	482	492	463	260	306	580	291	456	339	642	113	1303
Weighted Base	1455	461	461	533	251	304	566	334	448	343	664	111*	1310
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	595 41%	167 36%	198 43% b	229 43% b	91 36%	128 42%	236 42%	139 42%	163 36%	128 37%	304 46% IJ	48 43%	529 40%
The people entering illegally bring in drugs, commit crimes, and pose security risks.	430 30%	159 34% C	115 25%	156 29%	79 32%	90 30%	153 27%	108 32%	135 30%	123 36% K	172 26%	27 24%	393 30%
The people entering illegally take jobs from Americans and strain public resources.	274 19%	89 19%	85 19%	99 19%	58 23% F	46 15%	114 20%	55 17%	96 22% k	69 20%	109 16%	29 26% m	240 18%
Illegal immigration is changing the culture and society of the U.S.	157 11%	45 10%	62 13% d	49 9%	22 9%	39 13%	64 11%	32 9%	53 12% J	24 7% J	80 12% J	7 7%	148 11%
Sigma	1455 100%	461 100%	461 100%	533 100%	251 100%	304 100%	566 100%	334 100%	448 100%	343 100%	664 100%	111 100%	1310 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* - small base

MARV07 What is the primary reason you think illegal immigration doesn't create problems for U.S. communities? Please select one.

Base: Illegal Immigration Isn't A Problem

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/31)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGbtQ	Non-LGbtQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	697	98	342	257	139	151	250	157	241	113	343	119	558
Weighted Base	679	105*	312	262	121*	142	241	175	233	106*	340	107*	550
People would be immigrating here legally if the immigration system wasn't so complex.	265 39%	36 35%	129 41%	99 38%	49 40%	60 42%	89 37%	66 38%	75 32%	44 42%	146 43%	36 34%	220 40%
How an immigrant comes to America doesn't affect my daily life.	149 22%	23 22%	65 21%	61 23%	30 25%	33 24%	58 24%	27 15%	58 25%	19 18%	71 21%	21 20%	125 23%
Any type of immigration benefits the country.	144 21%	28 26%	55 17%	62 24%	27 22%	22 16%	46 19%	49 28%	45 19%	31 29%	69 20%	27 26%	107 19%
There isn't as much illegal immigration as people believe there is.	121 18%	18 17%	64 20%	40 15%	15 13%	26 18%	47 19%	33 19%	55 24%	12 11%	55 16%	22 21%	98 18%
Sigma	679	105	312	262	121	142	241	175	233	106	340	107	550
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used. \* small base

MARV08 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	Wave 3/31			North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	1622 76%	469 83% CD	558 72%	594 75%	301 81% H	348 78% H	611 76%	361 71%	524 77%	342 76%	756 75%	144 66%	1444 78% L
Illegal immigration is changing the culture and society of the U.S.	1486 70%	466 82% CD	489 63%	531 67%	248 67%	322 72% D	554 69%	361 71%	477 70%	313 70%	696 69%	118 54%	1329 71% L
The people entering illegally bring in drugs, commit crimes, and pose security risks.	1368 64%	449 79% CD	406 52%	513 64% C	241 65%	291 65% D	539 67% H	297 58%	442 65%	311 69%	614 61%	110 50%	1222 66% L
People would be immigrating here legally if the immigration system wasn't so complex.	1349 63%	270 48% BD	592 77% C	487 61% B	240 64%	277 62% D	506 63% H	327 64%	470 69% JK	252 56% K	627 62% J	163 75% M	1164 63% L
The people entering illegally take jobs from Americans and strain public resources.	1291 60%	434 77% CD	379 49%	477 60% C	233 63%	263 59% D	510 63% H	285 56% I	424 62%	282 63% K	584 58%	117 54%	1147 62% I
How an immigrant comes to America doesn't affect my daily life.	1125 53%	224 40% BD	498 64% C	403 51% B	196 52% D	232 52% E	424 53% H	273 54% I	392 58% JK	203 45% K	530 53% J	121 56% L	973 52% M
Any type of immigration benefits the country.	981 46%	187 33% BD	447 58% C	347 44% B	174 47% D	202 45% E	374 46% H	231 45% I	362 53% JK	153 34% K	465 46% J	120 55% M	838 45% L
There isn't as much illegal immigration as people believe there is.	819 38%	133 23% BD	403 52% C	283 36% B	139 37% D	169 38% E	325 40% H	186 37% I	301 44% JK	126 28% K	392 39% J	104 48% L	695 37% M

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
There isn't as much illegal immigration as people believe there is.	1315 62%	433 77%	370 48%	512 64%	234 63%	277 62%	481 60%	323 63%	380 56%	323 72%	612 61%	114 52%	1166 63%
Any type of immigration benefits the country.	1153 54%	379 67%	327 42%	448 56%	199 53%	243 55%	433 54%	278 55%	318 47%	296 66%	539 54%	99 45%	1022 55%
How an immigrant comes to America doesn't affect my daily life.	1009 47%	341 60%	275 36%	392 49%	177 48%	213 48%	382 47%	236 46%	289 42%	246 55%	475 47%	97 44%	887 48%
The people entering illegally take jobs from Americans and strain public resources.	843 40%	132 23%	394 51%	318 40%	139 37%	183 41%	297 37%	224 44%	257 38%	167 37%	420 42%	101 46%	714 38%
People would be immigrating here legally if the immigration system wasn't so complex.	785 37%	295 52%	181 23%	308 39%	133 36%	169 38%	301 37%	182 36%	211 31%	196 44%	378 38%	55 25%	696 37%
The people entering illegally bring in drugs, commit crimes, and pose security risks.	766 36%	116 21%	368 48%	282 36%	132 35%	155 35%	268 33%	212 42%	238 35%	138 31%	390 39%	108 50%	638 34%
Illegal immigration is changing the culture and society of the U.S.	648 30%	99 18%	285 37%	264 33%	125 33%	124 28%	252 31%	148 29%	203 30%	136 30%	309 31%	101 46%	531 29%
Illegal immigration undermines the rule of law and is unfair to those who enter legally.	512 24%	96 17%	216 28%	201 25%	72 19%	98 22%	195 24%	148 29%	157 23%	107 24%	249 25%	74 34%	416 22%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_1 How much do you agree or disagree with each of the following statements?  
 How an immigrant comes to America doesn't affect my daily life.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1125 53%	224 40%	498 64%	403 51%	196 52%	232 52%	424 53%	273 54%	392 58%	203 45%	530 53%	121 56%	973 52%
Strongly agree	407 19%	75 13%	201 26%	132 17%	78 21%	68 15%	169 21%	92 18%	158 23%	60 13%	189 19%	59 27%	338 18%
Somewhat agree	718 34%	150 26%	297 38%	270 34%	117 32%	165 37%	255 32%	180 35%	234 34%	143 32%	341 34%	62 29%	635 34%
Strongly/Somewhat Disagree (Net)	1009 47%	341 60%	273 36%	392 49%	177 48%	213 48%	382 47%	236 46%	289 42%	246 55%	475 47%	97 44%	887 48%
Somewhat disagree	580 27%	161 29%	183 24%	236 30%	97 26%	124 28%	215 27%	144 28%	172 25%	120 27%	288 29%	62 28%	504 27%
Strongly disagree	429 20%	180 32%	93 12%	157 20%	80 21%	90 20%	167 21%	92 18%	116 17%	126 28%	187 19%	35 16%	383 21%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_2 How much do you agree or disagree with each of the following statements?  
 Any type of immigration benefits the country.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	981 46%	187 33%	447 58%	347 44%	174 47%	202 45%	374 46%	231 45%	362 53%	153 34%	465 46%	120 53%	838 45%
Strongly agree	276 13%	55 10%	143 19%	78 10%	57 15%	37 8%	125 15%	57 11%	123 18%	34 8%	119 12%	45 20%	221 12%
Somewhat agree	705 33%	132 23%	303 39%	269 34%	117 31%	165 37%	249 31%	174 34%	240 35%	119 26%	346 34%	75 34%	617 33%
Strongly/Somewhat Disagree (Net)	1153 54%	379 67%	327 42%	448 56%	199 53%	243 55%	433 54%	278 55%	318 47%	296 66%	539 54%	99 45%	1022 55%
Somewhat disagree	658 31%	170 30%	225 29%	262 33%	111 30%	146 33%	247 31%	155 30%	192 28%	154 34%	312 31%	71 32%	564 30%
Strongly disagree	495 23%	208 37%	101 13%	186 23%	88 24%	98 22%	186 23%	123 24%	126 19%	142 32%	227 23%	28 13%	458 25%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_3 How much do you agree or disagree with each of the following statements?  
 People would be immigrating here legally if the immigration system wasn't so complex.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1349 63%	270 48%	592 77%	487 61% BD	240 64%	277 62%	506 63%	327 64%	470 69%	252 56%	627 62%	163 75%	1164 63%
Strongly agree	502 24%	86 15%	248 32%	167 21% BD	92 25%	103 23%	200 25%	107 21%	183 27%	84 19%	235 23%	80 37%	412 22%
Somewhat agree	848 40%	184 33%	344 44%	320 40% B	148 40%	174 39%	306 38%	220 43%	287 42%	169 38%	392 39%	83 38%	752 40%
Strongly/Somewhat Disagree (Net)	785 37%	295 52%	181 23%	308 39% C	133 36%	169 38%	301 37%	182 36%	211 31%	196 44%	378 38%	55 25%	696 37%
Somewhat disagree	492 23%	163 29%	139 18%	190 24% C	80 22%	114 26%	196 24%	101 20%	136 20%	121 27%	236 23%	36 16%	435 23%
Strongly disagree	293 14%	133 23%	42 5%	118 15% C	52 14%	55 12%	104 13%	82 16%	75 11%	76 17%	142 14%	20 9%	261 14%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV08\_4 How much do you agree or disagree with each of the following statements?  
 There isn't as much illegal immigration as people believe there is.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	819 38%	133 23%	403 52%	283 36%	139 37%	169 38%	325 40%	186 37%	301 44%	126 28%	392 39%	104 48%	695 37%
Strongly agree	245 11%	40 7%	128 17%	76 10%	42 11%	38 9%	110 14%	54 11%	101 15%	39 9%	104 10%	32 15%	205 11%
Somewhat agree	574 27%	92 16%	275 36%	207 26%	96 26%	131 29%	215 27%	132 26%	200 29%	87 19%	288 29%	72 33%	490 26%
Strongly/Somewhat Disagree (Net)	1315 62%	433 77%	370 48%	512 64%	234 63%	277 62%	481 60%	323 63%	390 56%	323 72%	612 61%	114 52%	1166 63%
Somewhat disagree	600 28%	135 24%	217 28%	247 31%	96 26%	142 32%	203 25%	158 31%	194 28%	118 26%	288 29%	66 30%	519 28%
Strongly disagree	715 34%	297 53%	153 20%	264 33%	138 37%	135 30%	278 34%	164 32%	186 27%	205 46%	324 32%	49 22%	647 35%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_5 How much do you agree or disagree with each of the following statements?  
 Illegal immigration undermines the rule of law and is unfair to those who enter legally.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1622 76%	489 83% CD	558 72%	594 75%	301 81% H	348 78% H	611 76%	361 71%	524 77%	342 76%	756 75%	144 68%	1444 78% L
Strongly agree	869 41%	312 55% CD	236 30%	321 40% C	150 40%	172 39% Gh	351 44%	195 38%	236 35% JK	220 49% IK	413 41%	55 25%	795 43% L
Somewhat agree	753 35%	157 28% BD	322 42% BD	274 34% B	151 40% Gh	176 39% Gh	260 32% Gh	166 33% JK	288 42% JK	122 27% J	343 34% J	90 41% M	649 35% M
Strongly/Somewhat Disagree (Net)	512 24%	96 17% B	216 28% B	201 25% B	72 19% B	98 22% B	195 24%	148 29% EF	157 23% EF	107 24%	249 25% J	74 34% M	416 22% M
Somewhat disagree	347 16%	67 12% B	141 18% B	139 18% B	52 14% B	70 16% B	124 15% e	101 20% e	101 15% e	82 18% e	164 16% m	46 21% m	289 16% m
Strongly disagree	165 8%	29 5% B	75 10% B	61 8% B	20 5% B	27 6% B	71 9% e	47 9% e	56 8% e	25 5% e	85 8% e	28 13% M	127 7% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

**MARV08\_6 How much do you agree or disagree with each of the following statements?**  
**The people entering illegally bring in drugs, commit crimes, and pose security risks.**

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1368 64%	449 79%	406 52%	513 64%	241 65%	291 65%	539 67%	297 58%	442 65%	311 69%	614 61%	110 50%	1222 66%
Strongly agree	595 28%	253 45%	152 20%	191 24%	104 28%	124 28%	237 29%	130 26%	190 28%	159 35%	246 24%	33 15%	546 29%
Somewhat agree	773 36%	197 35%	254 33%	322 41%	137 37%	167 38%	302 37%	167 33%	253 37%	152 34%	369 37%	77 35%	676 36%
Strongly/Somewhat Disagree (Net)	766 36%	116 21%	368 48%	282 36%	132 35%	155 35%	268 33%	212 42%	238 35%	138 31%	390 39%	108 50%	638 34%
Somewhat disagree	493 23%	81 14%	215 28%	197 25%	88 24%	114 26%	167 21%	124 24%	157 23%	93 21%	243 24%	68 31%	412 22%
Strongly disagree	274 13%	35 6%	153 20%	85 11%	44 12%	40 9%	101 13%	88 17%	81 12%	45 10%	147 15%	40 18%	226 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_7 How much do you agree or disagree with each of the following statements?  
 The people entering illegally take jobs from Americans and strain public resources.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1291 60%	434 77% CD	379 49%	477 60% C	233 63%	263 59%	510 63% H	285 56%	424 62%	282 63%	584 58%	117 54%	1147 62% I
Strongly agree	568 27%	216 38% CD	149 19%	203 26% C	101 27%	117 26%	238 30% H	111 22%	187 27%	140 31% K	241 24%	46 21%	507 27% I
Somewhat agree	723 34%	218 39% C	230 30%	274 35% c	133 36%	146 33%	271 34%	173 34%	237 35%	142 32%	343 34%	71 33%	639 34%
Strongly/Somewhat Disagree (Net)	843 40%	132 23% BD	394 51% B	318 40% B	139 37%	183 41%	297 37% G	224 44%	257 38%	167 37%	420 42%	101 46% m	714 38%
Somewhat disagree	550 26%	101 18% B	231 30% B	219 28% B	80 22%	125 28% e	203 25% e	142 28% e	167 25%	117 26%	266 27%	61 28%	473 25%
Strongly disagree	293 14%	31 5% BD	163 21% B	99 12% B	59 16% g	58 13%	94 12% g	82 16% g	89 13%	50 11% j	154 15% j	40 18% m	241 13% m
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV08\_8 How much do you agree or disagree with each of the following statements?  
 Illegal immigration is changing the culture and society of the U.S.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1486 70%	486 82% CD	489 53%	531 67%	248 67%	322 72%	554 69%	361 71%	477 70%	313 70%	696 69%	118 54%	1329 71% L
Strongly agree	572 27%	205 36% CD	158 20%	210 26% C	89 24%	125 28%	232 29%	127 25%	191 28% k	147 33% K	234 23%	40 18%	514 28% L
Somewhat agree	913 43%	262 46% d	331 43%	321 40%	159 43%	198 44%	322 40%	235 44% g	286 42% 9	165 37% J	462 46% J	78 36% J	816 44% J
Strongly/Somewhat Disagree (Net)	648 30%	99 18% B	285 37% B	264 33% B	125 33% B	124 28% B	252 31% B	148 29% B	203 30% B	136 30% B	309 31% B	101 46% M	531 29% M
Somewhat disagree	473 22%	70 12% B	194 25% B	209 26% B	81 22% B	89 20% B	188 23% B	115 23% B	152 22% B	98 22% B	223 22% B	75 34% M	390 21% M
Strongly disagree	175 8%	29 5% BD	90 12% BD	56 7% BD	43 12% BD	35 8% BD	64 8% BD	33 6% BD	51 7% BD	38 8% BD	86 9% BD	26 12% BD	141 8% BD
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Summary Of Very/Somewhat Concerned

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The additional costs to taxpayers	1593 75%	495 87%	532 69%	566 71%	290 75%	338 76%	600 74%	375 74%	502 74%	358 80%	732 73%	139 64%	1422 76%
Increased crime rates, drugs, and violence	1530 72%	472 83%	504 65%	554 70%	262 70%	318 71%	592 73%	359 70%	513 75%	339 77%	679 68%	132 61%	1358 73%
Stressing our healthcare system	1527 72%	468 83%	496 64%	563 71%	258 69%	328 74%	585 73%	355 70%	487 72%	346 77%	693 69%	134 61%	1361 73%
Risk of terrorism and national security	1506 71%	467 83%	488 63%	552 69%	267 72%	317 71%	577 71%	345 68%	510 75%	333 74%	663 66%	135 62%	1335 72%
Increasing housing prices	1445 68%	430 76%	479 62%	536 67%	258 69%	296 66%	547 66%	343 67%	493 72%	326 73%	626 62%	121 56%	1287 69%
Overcrowding classrooms	1388 65%	430 76%	443 57%	515 65%	240 64%	292 65%	534 66%	322 63%	453 67%	324 72%	611 61%	115 53%	1239 67%
Taking jobs from Americans and decreasing wages	1327 62%	433 77%	417 54%	477 60%	234 63%	268 60%	525 65%	299 59%	452 66%	311 69%	564 56%	106 49%	1191 64%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Summary Of Not At All/Not Too Concerned

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Taking jobs from Americans and decreasing wages	807 38%	132 23%	357 46%	319 40%	138 37%	178 40%	281 35%	210 41%	229 34%	138 31%	440 44%	112 51%	669 36%
Overcrowding classrooms	746 35%	136 24%	330 43%	280 35%	133 36%	154 35%	273 34%	187 37%	228 33%	125 28%	394 39%	103 47%	621 33%
Increasing housing prices	689 32%	135 24%	295 38%	259 33%	114 31%	149 34%	259 32%	166 33%	187 28%	123 27%	379 38%	97 44%	573 31%
Risk of terrorism and national security	628 29%	99 17%	286 37%	244 31%	105 28%	129 29%	230 29%	164 32%	171 25%	116 26%	341 34%	83 38%	526 28%
Stressing our healthcare system	607 28%	98 17%	278 36%	232 29%	114 31%	117 26%	221 27%	154 30%	193 28%	103 23%	311 31%	84 39%	500 27%
Increased crime rates, drugs, and violence	604 28%	94 17%	269 35%	241 30%	111 30%	128 29%	214 27%	150 30%	168 25%	110 25%	326 32%	86 39%	502 27%
The additional costs to taxpayers	541 25%	71 13%	241 31%	229 29%	93 25%	108 24%	206 26%	134 26%	178 26%	91 20%	273 27%	79 36%	439 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_1 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Increased crime rates, drugs, and violence

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1530 72%	472 83% CD	504 65%	554 70%	262 70%	318 71%	592 73%	359 70%	513 75% K	339 75% K	679 68%	132 61%	1358 73% L
Very concerned	856 40%	313 55% CD	236 31%	306 38% C	157 42%	184 41%	326 40%	189 37%	267 39%	211 47% IK	377 38%	49 23%	779 42% L
Somewhat concerned	674 32%	158 28%	268 35% B	248 31%	105 28%	134 30%	266 33%	169 33%	245 36% JK	127 28%	302 30%	83 38% m	579 31%
Not At All/Not Too Concerned (Net)	604 28%	94 17%	269 35% B	241 30% B	111 30%	128 29%	214 27%	150 30%	168 25%	110 25%	326 32% IJ	86 39% M	502 27%
Not too concerned	400 19%	69 12%	170 22% B	161 20% B	76 20%	95 21% g	136 17%	93 18%	96 14%	85 19% i	219 22% I	58 27% M	333 18%
Not at all concerned	203 10%	25 4%	99 13% B	80 10% B	35 9%	33 7%	79 10%	57 11%	71 10% J	25 6% J	107 11% J	28 13%	169 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV09\_2 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Risk of terrorism and national security

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1506 71%	467 83% CD	488 63% C	552 69% C	267 72% C	317 71% C	577 71% C	345 68% C	510 75% K	333 74% K	663 86% K	135 62% L	1335 72% L
Very concerned	856 40%	326 58% CD	226 29% C	304 38% C	148 40% C	183 41% C	345 43% H	180 35% H	274 40% K	207 46% K	374 37% K	52 24% M	779 42% M
Somewhat concerned	650 30%	141 25% B	262 34% B	248 31% B	120 32% B	134 30% B	231 29% B	165 32% B	235 35% JK	125 28% JK	290 29% JK	83 38% M	555 30% M
Not At All/Not Too Concerned (Net)	628 29%	99 17% BD	286 37% B	244 31% B	105 28% B	129 29% B	230 29% B	164 32% B	171 25% B	116 26% IJ	341 34% IJ	83 38% M	526 28% M
Not too concerned	429 20%	80 14% Bd	189 24% Bd	160 20% B	65 17% B	98 22% B	161 20% B	105 21% B	116 17% B	80 18% B	232 23% B	44 20% B	374 20% B
Not at all concerned	199 9%	19 3% B	97 13% B	84 11% B	41 11% B	30 7% B	69 9% B	59 12% B	55 8% B	36 8% B	109 11% B	39 18% B	152 8% B
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_3 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Taking jobs from Americans and decreasing wages

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1327 62%	433 77% CD	417 54%	477 60% C	234 63%	268 60%	525 65% h	299 59%	452 66% K	311 69% K	564 56%	106 49%	1191 64% L
Very concerned	674 32%	240 42% CD	191 25%	242 30% C	113 30%	126 28%	282 35% F	152 30%	238 35% K	173 38% K	263 26%	59 27%	594 32%
Somewhat concerned	653 31%	193 34% c	226 29%	235 30%	121 33%	142 32%	243 30%	147 29%	214 31%	138 31%	301 30%	47 21%	597 32% L
Not At All/Not Too Concerned (Net)	807 38%	132 23% BD	357 46% BD	319 40% B	138 37%	178 40%	281 35% g	210 41% g	229 34% g	138 31% IJ	440 44% IJ	112 51% M	669 36% M
Not too concerned	509 24%	104 18% B	200 26% B	206 26% B	81 22%	118 26%	180 22% g	129 25% g	147 22% g	87 19% IJ	274 27% IJ	71 33% M	423 23% M
Not at all concerned	298 14%	29 5% BD	157 20% B	113 14% B	57 15%	60 13%	101 13% g	81 16% g	81 12% g	51 11% IJ	166 17% IJ	41 19% m	246 13% m
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_4 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Stressing our healthcare system

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1527 72%	488 83% CD	496 64%	563 71% C	258 69%	328 74%	585 73%	355 70%	487 72%	346 77% iK	693 69%	134 61%	1361 73% L
Very concerned	846 40%	305 54% CD	234 30%	307 39% C	146 39%	172 39%	336 42%	191 38%	258 38%	217 48% iK	371 37%	63 29%	760 41% L
Somewhat concerned	680 32%	163 29%	261 34% b	256 32%	112 30%	156 35%	249 31%	163 32%	229 34%	129 29%	323 32%	71 33%	601 32%
Not At All/Not Too Concerned (Net)	607 28%	98 17% BD	278 36% B	232 29% B	114 31%	117 26%	221 27%	154 30%	193 28% j	103 23% J	311 31% M	84 39% M	500 27% M
Not too concerned	415 19%	75 13% BD	194 25% B	146 19% B	81 22%	90 20%	142 18%	102 20%	131 19%	81 18%	203 20% M	62 28% M	345 19% M
Not at all concerned	193 9%	23 4% B	84 11% B	86 11% B	33 9%	28 6%	80 10% f	52 10% f	63 9% J	22 5% J	108 11% J	22 10% J	155 8% J
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_5 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Overcrowding classrooms

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1388 65%	430 76% CD	443 57% C	515 65% C	240 64%	292 65% C	534 66% C	322 63% C	453 67% K	324 72% iK	611 61% K	115 53% L	1239 67% L
Very concerned	691 32%	250 44% CD	186 24% C	255 32% C	126 34%	132 30% C	281 35% C	152 30% C	213 31% C	190 42% iK	288 29% K	52 24% L	617 33% L
Somewhat concerned	696 33%	180 32% C	257 33% C	260 33% C	114 31% C	160 36% C	253 31% C	170 33% C	239 35% C	135 30% C	322 32% C	62 29% C	622 33% C
Not At All/Not Too Concerned (Net)	746 35%	136 24% BD	330 43% BD	280 35% B	133 36% B	154 35% B	273 34% B	187 37% B	228 33% j	125 28% J	394 39% IJ	103 47% M	621 33% M
Not too concerned	501 23%	102 18% BD	219 28% BD	179 23% b	94 25% B	116 26% B	173 21% B	118 23% B	155 23% B	95 21% B	251 25% B	65 30% m	425 23% m
Not at all concerned	246 12%	33 6% B	111 14% B	101 13% B	38 10% B	38 9% B	100 12% F	69 14% F	73 11% J	30 7% J	143 14% IJ	39 18% M	195 11% M
Sigma	2134 100%	565 100% C	773 100% C	795 100% C	373 100% C	446 100% C	806 100% C	509 100% C	681 100% C	449 100% C	1005 100% C	218 100% C	1860 100% C

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_6 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 Increasing housing prices

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1445 68%	430 76% CD	479 62% c	536 67% c	258 69% c	296 66% c	547 68% c	343 67% c	493 72% K	326 73% K	626 62% K	121 56% L	1287 69% L
Very concerned	709 33% CD	252 45% CD	216 28% c	241 30% i	132 35% i	129 29% i	289 36% F	160 31% F	231 34% K	177 39% K	302 30% K	47 21% M	641 34% M
Somewhat concerned	736 34% b	178 32% b	262 34% b	295 37% b	127 34% b	167 38% b	258 32% F	184 36% F	262 39% K	149 33% K	324 32% K	75 34% M	646 35% M
Not At All/Not Too Concerned (Net)	689 32% Bd	135 24% Bd	295 38% Bd	259 33% B	114 31% B	149 34% B	259 32% F	166 33% F	197 28% K	123 27% K	379 38% IJ	97 44% M	573 31% M
Not too concerned	455 21% H	120 21% H	178 23% H	157 20% H	78 21% H	113 25% H	172 21% F	93 18% F	118 17% K	93 21% K	245 24% I	52 24% M	393 21% M
Not at all concerned	234 11% B	15 3% B	117 15% B	102 13% B	37 10% B	37 8% B	88 11% F	73 14% F	70 10% j	30 7% J	134 13% J	45 20% M	180 10% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV09\_7 How concerned are you about each of the following aspects as they relate to illegal immigration?  
 The additional costs to taxpayers

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1593 75%	495 87% CD	532 69%	566 71%	280 75%	338 76%	600 74%	375 74%	502 74%	358 80% iK	732 73%	139 64%	1422 76% L
Very concerned	944 44%	353 62% CD	250 32%	341 43% C	173 46% h	189 42%	382 47% H	200 39%	265 39%	230 51% iK	448 45%	72 33%	850 46% L
Somewhat concerned	649 30%	142 25% BD	282 36% BD	225 28%	107 29%	149 33% G	218 27%	174 34% G	237 35% JK	128 28%	284 28%	67 31%	572 31%
Not At All/Not Too Concerned (Net)	541 25%	71 13% B	241 31% B	229 29% B	93 25%	108 24% G	206 26%	134 26% j	178 26% j	91 20% J	273 27% J	79 36% M	439 24% M
Not too concerned	349 16%	54 10% B	145 19% B	150 19% B	54 14%	80 18% i	135 17% F	80 16% J	121 18% J	71 16% J	158 16% M	49 22% M	286 15% M
Not at all concerned	192 9%	17 3% B	96 12% B	80 10% B	39 10% i	28 6% i	71 9% F	54 11% F	57 8% J	20 5% J	115 11% J	30 14% M	153 8% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV10 Which one of the following is your greatest concern when it comes to illegal immigration?

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGQTQ	Non-LGQTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Increased crime rates, drugs, and violence	483 23%	176 31%	138 18%	169 21%	94 25%	90 20%	183 23%	117 23%	150 22%	118 26%	215 21%	32 15%	439 24%
The additional costs to taxpayers	364 17%	90 16%	133 17%	141 18%	69 19%	88 20%	131 16%	76 15%	89 13%	74 16%	201 20%	20 9%	334 18%
Risk of terrorism and national security	355 17%	113 20%	102 13%	140 18%	47 13%	86 19%	132 16%	90 18%	122 18%	88 20%	145 14%	31 14%	316 17%
Stressing our healthcare system	193 9%	44 8%	90 12%	59 7%	33 9%	33 7%	70 9%	57 11%	57 8%	34 8%	102 10%	29 13%	159 9%
Taking jobs from Americans and decreasing wages	182 8%	59 11%	71 9%	52 7%	34 9%	45 10%	66 8%	37 7%	79 12%	35 8%	68 7%	24 11%	156 8%
Increasing housing prices	134 6%	37 6%	53 7%	44 6%	23 6%	22 5%	59 7%	29 6%	58 8%	21 5%	55 5%	16 7%	115 6%
Overcrowding classrooms	77 4%	11 2%	34 4%	32 4%	10 3%	10 2%	33 4%	24 5%	25 4%	6 1%	45 5%	17 8%	57 3%
Something else	56 3%	10 2%	18 2%	29 4%	14 4%	9 2%	14 2%	19 4%	20 3%	17 4%	20 2%	10 5%	42 2%
None of the above - I don't have a greatest concern	290 14%	26 5%	135 17%	123 16%	48 13%	62 14%	119 15%	62 12%	81 12%	56 12%	154 15%	38 18%	242 13%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11 Would you say illegal immigration has a positive or negative impact on...  
 Summary Of Very/Somewhat Positive

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The U.S. national economy	619 29%	117 21%	314 41% BD	188 24%	100 27%	108 24%	248 31% F	165 32% JK	246 36% JK	99 22%	274 27% j	78 36% m	526 28%
The character of our country	576 27%	113 20%	283 37% BD	180 23%	92 25%	116 26%	215 27%	153 30%	233 34% JK	97 22%	246 24%	82 38% M	473 25%
Your community	496 23%	106 19%	253 33% BD	136 17%	88 24%	92 21%	191 24%	125 25%	217 32% JK	70 16%	209 21% j	71 33% M	412 22%
Jobs in your area	474 22%	110 19%	228 30% BD	136 17%	76 20%	95 21%	179 22%	124 24%	203 30% JK	69 15%	202 20% j	57 26% j	403 22%
Education in your area	438 21%	98 17%	215 28% BD	125 16%	80 21% f	72 16%	169 21% f	118 23% F	204 30% JK	55 12%	179 18% J	66 30% M	357 19%
Your daily life	438 21%	111 20%	207 27% BD	120 15%	73 20%	74 17%	173 21% f	117 23% F	197 29% JK	60 13%	181 18% j	52 24% j	375 20%
Wages	434 20%	101 18%	208 27% BD	126 16%	65 17%	81 18%	172 21% e	117 23% JK	190 28% JK	74 16%	170 17% j	52 24% j	371 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV11 Would you say illegal immigration has a positive or negative impact on...  
 Summary Of Very/Somewhat Negative

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The U.S. national economy	1079 51%	392 69%	280 36%	407 51%	200 54%	240 54%	385 48%	254 50%	292 43%	285 64%	502 50%	83 38%	965 52%
The character of our country	978 46%	348 62%	255 33%	375 47%	181 48%	202 45%	366 45%	229 45%	272 40%	250 56%	456 45%	59 27%	893 48%
Wages	911 43%	332 59%	239 31%	339 43%	158 42%	186 42%	348 43%	219 43%	262 39%	230 51%	418 42%	66 30%	817 44%
Your community	848 40%	298 53%	219 28%	332 42%	147 40%	176 39%	306 38%	219 43%	244 36%	205 46%	399 40%	57 26%	762 41%
Jobs in your area	848 40%	304 54%	225 29%	319 40%	145 39%	162 36%	337 42%	204 40%	247 36%	219 49%	383 38%	64 29%	755 41%
Education in your area	806 38%	307 54%	190 25%	309 39%	144 39%	157 35%	304 38%	202 40%	211 31%	206 46%	390 39%	54 25%	725 39%
Your daily life	717 34%	269 48%	174 22%	275 35%	128 34%	158 35%	270 33%	162 32%	204 30%	186 41%	327 33%	56 26%	636 34%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_1 Would you say illegal immigration has a positive or negative impact on...  
 Your daily life

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	438 21%	111 20%	207 27%	120 15%	73 20%	74 17%	173 21%	117 29%	197 29%	60 13%	181 18%	52 24%	375 20%
Very positive	178 8%	46 8%	86 11%	46 6%	29 8%	28 6%	74 9%	46 9%	90 13%	20 5%	68 7%	19 9%	150 8%
Somewhat positive	260 12%	65 12%	121 16%	73 9%	43 12%	46 10%	100 12%	71 14%	107 16%	40 9%	113 11%	33 15%	226 12%
No impact	979 46%	186 33%	393 51%	400 50%	172 46%	214 48%	363 45%	230 45%	280 41%	203 45%	486 49%	110 50%	849 46%
Very/Somewhat Negative (Net)	717 34%	269 48%	174 22%	275 35%	128 34%	158 35%	270 33%	162 32%	204 30%	186 41%	327 33%	56 26%	636 34%
Somewhat negative	461 22%	159 28%	131 17%	170 21%	82 22%	117 26%	164 20%	97 19%	131 19%	96 21%	233 23%	42 19%	409 22%
Very negative	257 12%	110 19%	42 5%	105 13%	45 12%	41 9%	105 13%	65 13%	73 11%	90 20%	94 9%	15 7%	227 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_2 Would you say illegal immigration has a positive or negative impact on...  
 Your community

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	496 23%	106 19%	253 33%	136 17%	88 24%	92 21%	191 24%	125 25%	217 32%	70 16%	209 21%	71 33%	412 22%
Very positive	178 8%	36 6%	89 12%	53 7%	29 8%	37 8%	71 9%	41 8%	95 14%	22 5%	62 6%	24 11%	147 8%
Somewhat positive	317 15%	70 12%	164 21%	83 10%	58 16%	55 12%	120 15%	84 16%	122 18%	48 11%	147 15%	48 22%	265 14%
No impact	790 37%	162 29%	301 39%	327 41%	138 37%	178 40%	310 38%	165 32%	220 32%	174 39%	397 39%	90 41%	686 37%
Very/Somewhat Negative (Net)	848 40%	298 53%	219 28%	332 42%	147 40%	176 39%	306 38%	219 43%	244 36%	205 46%	399 40%	57 26%	762 41%
Somewhat negative	529 25%	161 28%	162 21%	206 26%	94 25%	121 27%	175 22%	140 28%	156 23%	110 25%	263 26%	38 18%	477 26%
Very negative	319 15%	137 24%	57 7%	126 16%	54 14%	55 12%	131 16%	79 16%	88 13%	95 21%	137 14%	19 9%	286 15%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_3 Would you say illegal immigration has a positive or negative impact on...  
 Education in your area

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	438 21%	98 17%	215 28%	125 16%	80 21%	72 16%	169 21%	118 15%	204 30%	55 12%	179 18%	66 30%	357 19%
Very positive	184 9%	43 8%	89 12%	51 6%	28 8%	27 6%	85 11%	43 8%	92 13%	20 4%	72 7%	27 12%	148 8%
Somewhat positive	255 12%	55 10%	126 16%	74 9%	51 14%	44 10%	84 10%	75 15%	113 17%	35 8%	107 11%	39 18%	209 11%
No impact	890 42%	160 28%	368 48%	361 45%	149 40%	217 49%	334 41%	189 24%	266 39%	188 42%	436 43%	98 45%	778 42%
Very/Somewhat Negative (Net)	806 38%	307 54%	190 25%	309 39%	144 39%	157 35%	304 38%	202 26%	211 31%	206 46%	390 39%	54 25%	725 39%
Somewhat negative	463 22%	165 29%	126 16%	172 22%	70 19%	106 24%	172 21%	114 15%	122 18%	100 22%	240 24%	28 13%	426 23%
Very negative	344 16%	142 25%	64 8%	137 17%	73 20%	51 11%	132 16%	88 11%	88 13%	106 24%	149 15%	26 12%	299 16%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_4 Would you say illegal immigration has a positive or negative impact on...  
 Jobs in your area

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	474 22%	110 19%	228 30% BD	136 17%	76 20%	95 21%	179 22%	124 24%	203 30% JK	69 15%	202 20% J	57 26%	403 22%
Very positive	167 8%	37 7%	80 10% BD	50 6%	29 8%	31 7%	72 9%	35 7%	82 12% JK	25 6%	59 6%	22 10%	134 7%
Somewhat positive	307 14%	72 13%	149 19% BD	86 11%	47 13%	64 14%	107 13%	89 9 17% JK	121 18% JK	44 10%	142 14% J	34 16%	268 14%
No impact	813 38%	152 27%	320 41% B	341 43% B	152 41%	189 42% gh	291 36%	181 36%	231 34%	161 36%	420 42% lj	98 45% m	703 38%
Very/Somewhat Negative (Net)	848 40%	304 54% CD	225 29% C	319 40% C	145 39%	162 36%	337 42%	204 40%	247 36%	219 49% IK	383 38% IK	64 29% L	755 41%
Somewhat negative	500 23%	155 27% C	151 19% C	194 24% C	91 24%	104 23%	186 23%	119 23%	148 22%	102 23%	250 25% IK	39 18% L	450 24%
Very negative	347 16%	149 26% CD	74 10% C	124 16% C	53 14%	58 13% F	151 19% F	85 17% F	98 14% IK	117 26% IK	132 13% IK	25 11% L	304 16%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_5 Would you say illegal immigration has a positive or negative impact on...  
 Wages

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	434 20%	101 18%	208 27%	126 16%	65 17%	81 18%	172 21%	117 23%	190 28%	74 16%	170 17%	52 24%	371 20%
Very positive	175 8%	44 8%	80 10%	52 6%	31 8%	28 6%	71 9%	46 9%	82 12%	28 6%	65 6%	23 10%	143 8%
Somewhat positive	259 12%	57 10%	128 17%	74 9%	34 9%	53 12%	101 13%	70 14%	108 16%	46 10%	105 10%	30 14%	228 12%
No impact	789 37%	133 23%	326 42%	330 42%	150 40%	179 40%	287 36%	173 34%	228 34%	145 32%	416 41%	100 46%	672 36%
Very/Somewhat Negative (Net)	911 43%	332 59%	239 31%	339 43%	158 42%	186 42%	348 43%	219 43%	262 39%	230 51%	418 42%	66 30%	817 44%
Somewhat negative	534 25%	176 31%	163 21%	195 25%	96 26%	121 27%	191 24%	126 25%	160 24%	114 25%	259 26%	41 19%	482 26%
Very negative	377 18%	157 28%	76 10%	144 18%	62 17%	65 15%	157 19%	93 18%	102 15%	116 26%	159 16%	25 12%	335 18%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_6 Would you say illegal immigration has a positive or negative impact on...  
 The character of our country

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	576 27%	113 20%	283 37% BD	180 23%	92 25%	116 26%	215 27%	153 30%	233 34% JK	97 22%	246 24%	82 38% M	473 25%
Very positive	194 9%	37 7%	99 13% BD	58 7%	30 8%	38 9%	81 10%	45 9%	86 13% JK	33 7%	75 7%	35 16% M	148 8%
Somewhat positive	382 18%	76 13%	184 24% BD	122 15%	62 17%	78 17%	134 17%	108 21% g JK	147 22% JK	64 14%	170 17%	47 22% M	325 17%
No impact	580 27%	104 18%	236 30% B	240 30% B	100 27%	128 29%	225 28%	127 25%	175 26% JK	101 23%	303 30% i j	76 35% M	495 27%
Very/Somewhat Negative (Net)	978 46%	348 62% CD	255 33%	375 47% C	181 48%	202 45%	366 45%	229 45%	272 40% IK	250 56% IK	456 45% i	59 27% L	893 48%
Somewhat negative	524 25%	149 26%	179 23%	196 25% GH	111 30% GH	118 27%	182 23%	112 22%	163 24% JK	113 25% IK	248 25% i	36 17% L	484 26%
Very negative	455 21%	199 35% CD	76 10%	179 23% C	69 19%	84 19%	184 23%	117 23%	110 16% IK	138 31% IK	207 21% i	23 11% L	409 22% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV11\_7 Would you say illegal immigration has a positive or negative impact on...  
 The U.S. national economy

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Positive (Net)	619	117	314	188	100	108	248	165	246	99	274	78	526
	29%	21%	41%	24%	27%	24%	31%	32%	36%	22%	27%	36%	28%
			BD				F		JK		I		m
Very positive	211	50	106	55	29	32	97	53	98	28	84	25	174
	10%	9%	14%	7%	8%	7%	12%	10%	14%	6%	8%	12%	9%
			BD				eF		JK				
Somewhat positive	408	68	208	133	71	76	149	112	148	71	190	53	352
	19%	12%	27%	17%	19%	17%	18%	22%	22%	16%	19%	24%	19%
			BD			B			J				
No impact	436	56	179	200	73	98	176	90	142	65	229	57	369
	20%	10%	23%	25%	20%	22%	22%	18%	21%	14%	23%	26%	20%
			B						J		J		m
Very/Somewhat Negative (Net)	1079	392	280	407	200	240	385	254	292	285	502	83	965
	51%	69%	36%	51%	54%	54%	48%	50%	43%	64%	50%	38%	52%
			CD			g				IK	I		L
Somewhat negative	552	168	189	195	107	144	176	125	168	122	262	52	492
	26%	30%	24%	25%	29%	32%	22%	25%	25%	27%	26%	24%	26%
			cd			GH							
Very negative	527	223	91	212	93	96	209	129	124	163	239	31	474
	25%	40%	12%	27%	25%	22%	26%	25%	18%	36%	24%	14%	25%
			CD			C				IK	I		L
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV12 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
I have seen undocumented immigrants on news reports online or on TV.	1558 73%	435 77%	569 74%	554 70%	276 74%	337 76%	578 72%	367 72%	496 73%	334 74%	728 72%	140 64%	1390 75%
I believe I have seen undocumented immigrants in my community recently.	1162 54%	357 63%	395 51%	410 52%	196 52%	221 50%	438 54%	307 60%	417 61%	240 53%	505 50%	105 48%	1024 55%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV12 How much do you agree or disagree with each of the following statements?  
 Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 57	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
I believe I have seen undocumented immigrants in my community recently.	972 46%	209 37%	378 49% B	385 48% B	177 46% h	225 50% H	368 46% h	202 40%	263 39%	209 47% I	500 50% I	113 52%	836 45%
I have seen undocumented immigrants on news reports online or on TV.	576 27%	130 23%	204 26%	241 30% B	96 26%	109 24%	228 28%	142 28%	184 27%	115 26%	276 28%	79 36% M	470 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV12\_1 How much do you agree or disagree with each of the following statements?  
 I believe I have seen undocumented immigrants in my community recently.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1162 54%	357 63% CD	395 51%	410 52%	196 52%	221 50%	438 54%	307 60% eFg	417 61% JK	240 53%	505 50%	105 48%	1024 55%
Strongly agree	475 22%	168 30% CD	152 20%	156 20% I	88 24%	78 17%	188 23% F	121 24% F	197 29% JK	95 21%	183 18%	33 15%	430 23% L
Somewhat agree	686 32%	189 33%	243 31%	254 32%	108 29%	143 32%	250 31%	185 36% eg	220 32%	145 32%	322 32%	72 33%	594 32%
Strongly/Somewhat Disagree (Net)	972 46%	209 37% B	378 49% B	385 48% B	177 48% h	225 50% H	368 46% h	202 40%	263 39% I	209 47% I	500 50% I	113 52%	836 45%
Somewhat disagree	629 29%	138 24% B	237 31% B	253 32% B	111 30% h	145 32% h	238 30%	134 26%	179 26%	128 28% I	323 32% I	73 33%	551 30%
Strongly disagree	344 16%	71 12% B	141 18% B	132 17% b	66 18%	80 18%	130 16%	68 13%	85 12%	83 18% I	176 18% I	40 18%	286 15%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV12\_2 How much do you agree or disagree with each of the following statements?  
 I have seen undocumented immigrants on news reports online or on TV.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31 (A)	GOP (B)	DEM (C)	IND/OTH (D)	North-east (E)	Mid-west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Suburban (K)	LGHTQ (L)	Non-LGBTQ (M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Agree (Net)	1558 73%	435 77%	569 74%	554 70%	276 74%	337 76%	578 72%	367 72%	496 73%	334 74%	728 72%	140 64%	1390 75%
Strongly agree	773 36%	262 46%	253 33%	257 32%	136 36%	176 40%	295 37%	166 33%	249 37%	172 38%	352 35%	55 25%	705 38%
Somewhat agree	785 37%	173 31%	316 41%	297 37%	140 38%	161 36%	284 35%	201 39%	248 36%	162 36%	376 37%	85 39%	685 37%
Strongly/Somewhat Disagree (Net)	576 27%	130 23%	204 26%	241 30%	96 26%	109 24%	228 28%	142 28%	184 27%	115 26%	276 28%	79 36%	470 25%
Somewhat disagree	353 17%	77 14%	121 16%	155 19%	54 14%	68 15%	137 17%	94 18%	109 16%	63 14%	181 18%	55 25%	285 15%
Strongly disagree	223 10%	54 9%	83 11%	86 11%	43 11%	41 9%	91 11%	48 10%	75 11%	53 12%	95 9%	24 11%	185 10%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV13 Deferred Action for Childhood Arrivals (DACA) was passed in 2012 to allow some individuals who entered the country as minors without proper documentation to receive a renewable two-year period of deferred action from deportation and eligibility for a work permit. Do you support or oppose allowing these recipients to continue to stay in the U.S.?

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Strongly/Somewhat Support (Net)	920	173	445	302	159	180	339	241	315	155	450	104	798
	43%	31%	58%	38%	43%	40%	42%	47%	46%	35%	45%	48%	43%
Strongly support	429	43	248	138	78	76	165	111	143	70	216	63	349
	20%	8%	32%	17%	21%	17%	20%	22%	21%	16%	21%	29%	19%
Somewhat support	491	130	197	163	81	104	174	131	172	85	234	41	449
	23%	23%	25%	21%	22%	23%	22%	26%	25%	19%	23%	19%	24%
Neither oppose nor support	632	160	189	283	123	133	248	128	187	148	298	67	543
	30%	28%	24%	36%	33%	30%	31%	25%	27%	33%	30%	31%	29%
Strongly/Somewhat Oppose (Net)	582	232	139	211	91	133	219	139	179	146	257	47	519
	27%	41%	18%	27%	24%	30%	27%	27%	26%	33%	26%	22%	28%
Somewhat oppose	286	106	77	102	49	62	110	64	79	66	141	23	258
	13%	19%	10%	13%	13%	14%	14%	13%	12%	15%	14%	10%	14%
Strongly oppose	297	126	62	109	42	71	109	75	100	81	116	25	261
	14%	22%	8%	14%	11%	16%	14%	15%	15%	18%	12%	11%	14%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV14 Do you think people who entered the U.S. illegally and without proper documentation should...

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Be allowed to stay if they go through the proper legal channels immediately	1058 50%	210 37%	495 64%	354 44%	189 51%	206 46%	394 49%	270 53%	381 56%	177 39%	500 50%	137 63%	900 48%
Be deported to their home country	818 38%	317 56%	189 24%	312 39%	144 39%	190 43%	300 37%	184 36%	235 35%	206 46%	376 37%	52 24%	740 40%
Not sure	258 12%	38 7%	90 12%	129 16%	40 11%	50 11%	112 14%	55 11%	64 9%	66 15%	128 13%	29 13%	220 12%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV15 Do you think children who entered the U.S. illegally and without proper documentation should...

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Be allowed to stay if they go through the proper legal channels immediately	1151 54%	228 40%	541 70% BD	382 48% B	214 57% g	233 52%	412 51%	293 57% g	398 58% J	178 40%	576 57% J	139 64% M	994 53%
Be deported to their parents' home country	689 32%	284 50% CD	156 20%	249 31% C	119 32%	156 35%	264 33%	151 30%	214 31%	187 42% IK	288 29%	53 24%	615 33% L
Not sure	294 14%	54 10%	76 10%	164 21% BC	40 11%	58 13%	130 16% E	66 13%	68 10%	85 19% IK	141 14% I	26 12%	252 14%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV16 Sanctuary cities are municipalities in the U.S. that have policies that may limit their cooperation with federal immigration enforcement authorities, such as the U.S. Immigration and Customs Enforcement (ICE). Which statement do you agree with most?

Sanctuary cities should...

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBO	Non-LGBO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Should work collaborative with ICE in seeking out unauthorized immigrants for deportation.	1090 51%	383 68%	305 39%	402 51%	188 50%	245 55%	411 51%	247 48%	322 47%	256 57%	511 51%	63 29%	1004 54%
Continue to limit their cooperation with ICE to protect individuals from deportations.	652 31%	117 21%	332 43%	204 26%	122 33%	132 30%	234 29%	164 32%	252 37%	92 20%	309 31%	110 51%	525 28%
Not sure	392 18%	66 12%	137 18%	189 24%	63 17%	69 16%	162 20%	98 19%	107 16%	101 22%	184 18%	45 21%	331 18%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV17 As you may know, asylum-seekers are people fleeing their home countries due to fear of persecution or violence who seek safety in the U.S. Do you believe people coming to the U.S. seeking asylum...

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Should be protected and processed through the immigration system if their case is proven legitimate	974 46%	208 37%	420 54%	346 44%	179 48%	197 44%	335 42%	264 52%	346 51%	174 39%	453 45%	123 56%	828 45%
Should be forced to go through the same legal channels as other immigrants	875 41%	313 55%	272 35%	291 37%	153 41%	189 42%	345 43%	188 37%	266 39%	201 45%	408 41%	59 27%	795 43%
Not sure	284 13%	44 8%	82 11%	158 20%	40 11%	60 14%	126 16%	58 11%	69 10%	73 16%	143 14%	36 17%	238 13%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV18 Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Mexico	1789 84%	478 84%	664 86% d	648 81%	306 82%	385 86%	680 84%	417 82%	577 85%	378 84%	834 83%	169 77%	1583 85% L
El Salvador	1542 72%	433 77% cD	554 72%	555 70%	250 67%	308 69%	591 73% e	393 77% EF	438 64%	358 80% Ik	745 74% I	132 60%	1369 74% L
Colombia	1506 71%	413 73%	550 71%	543 68%	275 74%	321 72%	553 69%	357 70%	452 66%	319 71%	735 73%	145 66%	1324 71% L
Venezuela	1502 70%	418 74% D	546 71%	538 68%	259 70%	329 74% g	549 68%	365 72%	471 69%	332 74%	699 70%	127 58%	1336 72% L
Guatemala	1493 70%	424 75% cD	540 70%	529 67%	264 71%	304 68%	547 68%	377 74% I	443 65%	329 73% I	720 72% I	123 56%	1332 72% L
Honduras	1440 67%	404 71% D	527 68%	509 64%	262 70%	299 67%	540 67%	340 67%	423 62%	321 72%	696 69%	135 62%	1264 68% L
Haiti	1333 62%	357 63%	496 64%	480 60%	250 67% H	276 62%	508 63%	298 59%	399 59%	278 62%	656 65%	128 59%	1176 63% L
Dominican Republic	1253 59%	344 61%	458 59%	451 57%	236 63% Fh	240 54%	491 61% F	287 56%	390 57%	278 62%	585 58%	122 56%	1092 59% L
Cuba	1230 58%	332 59%	446 58%	452 57%	290 54% EgH	291 55% EgH	477 59% H	262 51%	397 58%	268 56%	566 56%	124 57%	1078 58% L
China	900 42%	248 44% C	265 34%	387 49% C	151 40%	167 37%	348 43% F	235 46% F	286 42%	195 44%	418 42%	96 44%	783 42% L
Brazil	869 41%	220 39%	323 42%	327 41%	155 42%	165 37%	323 40%	226 44% I	316 46% JK	178 40%	376 37%	92 42%	750 40% L
Nigeria	818 38%	210 37%	273 35%	335 42% C	149 40%	166 37%	287 36% G	216 43% G	263 39%	166 37%	389 39%	84 38%	712 38% L
Somalia	753 35%	217 38% c	255 33%	282 35%	134 36%	178 40% G	246 31% G	194 38% G	235 34%	159 35%	359 36%	75 35%	659 35% L
Ukraine	652 31%	161 28%	238 31%	254 32%	99 27%	164 37% EGh	233 29%	155 31%	219 32%	135 30%	298 30%	79 36%	553 30% L
Philippines	624 29%	137 24%	248 32% B	239 30% b	100 27%	130 29%	262 32% H	132 26%	217 32%	124 28%	283 28%	74 34%	532 29% L
India	607 28%	148 26%	220 29%	238 30%	96 26%	113 25%	243 30% JK	155 30%	237 35% JK	108 24%	262 26%	67 31%	528 28% L
Ethiopia	541 25%	136 24%	181 23%	224 28% c	110 28% fg	102 23%	185 23% g	145 28% g	180 27%	118 26%	242 24%	55 25%	474 25% L
Russia	533 25%	124 22%	190 25%	219 28% b	90 24%	121 27%	206 26%	117 23%	162 24%	113 25%	258 26%	73 34% M	441 24% L
Korea	469 22%	124 22%	184 24%	160 20%	79 21%	100 22%	189 23%	101 20%	162 24%	89 20%	219 22%	67 31% M	392 21% L
Vietnam	464 22%	104 18% B	190 25% B	170 21%	76 20%	93 21%	188 23%	165 21% J	79 18%	220 22% J	60 27% J	399 21% J	
United Kingdom	290 14%	58 10%	118 15% B	114 14% b	56 15%	56 13%	123 15% h	55 11% J	115 17% J	40 9%	136 13% J	56 25% M	222 12% L
Germany	288 14%	61 11%	109 14%	119 15% b	54 14% H	67 15% H	121 15% H	46 9% JK	113 11% JK	51 11% JK	124 12% JK	43 20% M	235 13% L
Italy	209 10%	54 10%	91 12% D	64 8%	38 10%	41 9%	83 10% JK	48 9% JK	95 14% JK	22 5% JK	93 9% J	31 14% M	170 9% L

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV18 Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
A different country	234	52	69	113	37	43	90	65	50	50	135	26	198
	11%	9%	9%	14%	10%	10%	11%	13%	7%	11%	13%	12%	11%
				BC						i	i		
Sigma	21340	5655	7734	7951	3727	4458	8064	5091	6805	4489	10046	2181	18603
	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%	1000%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV20 To the best of your knowledge, how many arrests did Border Patrol make at the southern border in February 2024? Your best guess is fine.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/31)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGQTQ	Non-LGQTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
4,000	210 10%	79 14%	77 10%	55 7%	51 14%	43 10%	64 8%	52 10%	69 10%	47 11%	94 9%	27 12%	179 10%
14,000	332 16%	92 16%	121 16%	119 15%	61 16%	78 17%	109 13%	84 17%	105 15%	55 12%	172 17%	32 15%	294 16%
40,000	361 17%	97 17%	139 18%	125 16%	57 15%	73 16%	149 18%	82 16%	137 20%	57 13%	167 17%	38 17%	319 17%
140,000	335 16%	101 18%	121 16%	112 14%	38 10%	70 16%	127 16%	100 20%	110 16%	82 18%	142 14%	29 13%	297 16%
400,000	146 7%	39 7%	45 6%	62 8%	31 8%	20 5%	65 8%	29 6%	42 6%	30 7%	74 7%	25 11%	112 6%
Not sure	751 35%	158 28%	271 35%	323 41%	135 36%	162 36%	292 36%	162 32%	218 32%	178 40%	356 35%	69 31%	660 35%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV21 When Border Patrol agents apprehend individuals attempting to enter the U.S. illegally with drugs, weapons, or ties to terrorism or other national security threats, this indicates our southern border is...

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)			North-east	Mid-west	South	West	Urban	Rural	Suburban	LGQTQ	Non-LGQTQ	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Open and not secure	1069	352	281	436	184	227	404	255	306	246	517	104	937
	50%	62%	36%	55%	49%	51%	50%	50%	45%	58%	52%	48%	50%
Secure and the government is doing its job	1065	214	492	359	189	219	403	254	375	203	487	114	924
	50%	38%	64%	45%	51%	49%	50%	50%	55%	45%	48%	52%	50%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Summary Of Yes

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation															
	Wave 214 (3/29)	GOP (A)	DEM (B)	IND/OTH (C)	North- east (D)	Mid- west (E)	South (F)	West (G)	Urban (H)	Rural (I)	Subur- ban (J)	LGBTQ (K)	Non- LGBTQ (L)	Non- LGBTQ (M)													
															(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861														
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860														
Ukraine	1170	268	500	402	223	247	406	295	370	215	586	134	1006														
	55%	47%	55%	51%	50%	55%	50%	58%	54%	48%	58%	61%	54%														
			BD		G			J			J		m														
Israel	1095	276	455	364	195	236	405	259	367	202	527	125	944														
	51%	49%	59%	46%	52%	53%	50%	51%	54%	45%	52%	57%	51%														
			BD						J		J																
Mexico	987	181	466	341	195	196	344	252	343	168	476	137	822														
	46%	32%	60%	43%	52%	44%	43%	50%	50%	37%	47%	63%	44%														
			BD	B	FG			G	J		J	M															
Peru	941	192	429	319	168	192	339	242	308	163	470	124	796														
	44%	34%	55%	40%	45%	43%	42%	46%	45%	36%	47%	57%	43%														
			BD	b					J		J	M															
India	937	187	430	321	171	190	358	218	303	169	465	115	799														
	44%	33%	56%	40%	46%	43%	44%	43%	44%	38%	46%	53%	43%														
			BD	B					J		J	M															
Cuba	914	176	414	323	170	184	337	223	324	147	442	126	763														
	43%	31%	54%	41%	46%	41%	42%	44%	48%	33%	44%	58%	41%														
			BD	B					J		J	M															
Haiti	910	178	428	303	178	199	324	208	309	147	453	124	759														
	43%	32%	55%	38%	48%	45%	40%	41%	45%	33%	45%	57%	41%														
			BD	B	Gh				J		J	M															
Venezuela	892	172	424	297	161	180	318	233	318	143	434	124	747														
	42%	30%	56%	37%	43%	40%	38%	46%	46%	32%	43%	57%	40%														
			BD	B				g	J		J	M															
Colombia	889	167	416	306	161	184	322	222	313	141	435	132	741														
	42%	30%	54%	38%	43%	41%	40%	44%	46%	31%	43%	61%	40%														
			BD	B					J		J	M															
Ecuador	874	155	415	304	167	179	316	212	301	148	425	113	737														
	41%	27%	54%	38%	45%	40%	39%	42%	44%	33%	42%	52%	40%														
			BD	B					J		J	M															
Palestine	868	153	411	304	163	182	303	221	299	138	431	133	713														
	41%	27%	53%	38%	44%	41%	38%	43%	44%	31%	43%	61%	38%														
			BD	B	g			g	J		J	M															
Guatemala	866	156	400	311	161	178	308	220	299	139	428	116	734														
	41%	27%	52%	39%	43%	40%	38%	43%	44%	31%	43%	53%	39%														
			BD	B				J	J		J	M															
Honduras	863	152	426	285	162	176	317	207	312	134	417	115	727														
	40%	27%	55%	36%	44%	39%	39%	41%	46%	30%	41%	53%	39%														
			BD	B				J	J		J	M															
China	800	142	376	282	155	158	299	188	281	135	385	110	668														
	38%	25%	49%	35%	42%	36%	37%	37%	41%	30%	38%	50%	36%														
			BD	B				J	J		J	M															
Russia	777	152	344	282	150	162	279	186	270	126	381	107	646														
	36%	27%	44%	35%	40%	36%	35%	37%	40%	28%	38%	49%	35%														
			BD	B				J	J		J	M															

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Summary Of No

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP (B)	DEM (C)	IND/OTH (D)	North- east (E)	Mid- west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur- ban (K)	LGBTQ (L)	Non- LGBTQ (M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
China	819 38%	313 55% CD	231 30%	276 35% c	140 37%	174 38%	313 38%	193 38%	249 37%	191 43% i	379 38%	60 28%	737 40% L
Russia	813 38%	285 50% CD	256 33%	272 34%	140 38%	162 36%	311 39%	199 39%	241 35%	186 42%	385 38%	71 33%	724 39% L
Palestine	711 33%	272 48% CD	185 24%	254 32% c	124 33%	136 31%	285 35%	167 33%	221 32%	166 37%	324 32%	50 23%	641 34% L
Honduras	691 32%	283 50% CD	161 21%	247 31% C	119 32%	137 31%	273 34%	162 32%	199 29%	171 38% ik	320 32%	56 26%	616 33% i
Colombia	689 32%	264 47% CD	179 23%	246 31% C	116 31%	137 31%	280 35%	157 31%	200 29%	169 38% ik	321 32%	48 22%	615 33% L
Guatemala	684 32%	269 47% CD	183 24%	232 29% c	120 32%	136 30%	273 34%	155 30%	202 30%	161 36%	321 32%	51 23%	606 33% L
Venezuela	674 32%	259 46% CD	174 23%	241 30% C	115 31%	135 30%	268 33%	156 31%	202 30%	159 35% i	312 31%	43 20%	612 33% L
Haiti	672 31%	257 46% CD	175 23%	240 30% C	114 31%	132 30%	264 33%	161 32%	194 29%	168 37% ik	310 31%	55 25%	601 32% i
Cuba	670 31%	258 46% CD	183 24%	230 29% c	119 32%	139 31%	254 32%	158 31%	184 27%	167 37% ik	319 31%	47 22%	606 33% L
Ecuador	666 31%	259 46% CD	174 23%	232 29% c	113 30%	139 31%	260 32%	154 30%	201 30%	153 34%	311 31%	58 27%	593 32% L
Mexico	660 31%	257 46% CD	161 21%	242 30% C	112 30%	138 31%	272 34% H	138 27%	190 28%	163 36% ik	308 31%	41 19%	602 32% L
Peru	612 28%	238 42% CD	160 21%	215 27% C	105 28%	128 29%	251 31% h	128 29%	194 28%	140 31%	279 28%	51 23%	542 29% L
India	607 28%	240 43% CD	167 22%	200 25% C	108 29%	114 25%	241 30%	143 28%	199 29%	131 29%	277 28%	48 22%	540 29% L
Israel	507 24%	169 30% CD	154 20%	184 23% C	94 25%	93 21%	203 25%	116 23%	151 22%	117 26%	238 24%	51 23%	441 24% L
Ukraine	493 23%	174 31% CD	145 19%	173 22% C	79 21%	90 20%	219 27% eFH	106 21%	163 24%	117 26% k	212 21%	46 21%	433 23% L

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_1 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Ukraine

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	1170 55%	268 47%	500 65% BD	402 51%	223 60% G	247 55%	406 50%	295 58% G	370 54% j	215 48%	586 58% J	134 61%	1006 54% m
No	493 23%	174 31% CD	145 19%	173 22%	79 21%	90 20%	218 27% eFH	106 21%	163 24%	117 26% k	212 21%	46 21%	433 23%
Unsure	471 22%	123 22% C	128 17%	220 28% EC	71 19%	109 24%	183 23%	108 21%	148 22%	117 26% k	206 21%	38 17%	421 23%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV22\_2 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Russia

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	777	152 36%	344 44% BD	282 35% B	150 40%	162 36%	279 35%	186 37%	270 40% J	126 28%	381 38% J	107 49% M	646 35%
No	813	285 38% CD	256 33%	272 34%	140 38%	162 36%	311 39%	199 39%	241 35%	186 42% I	385 38%	71 33%	724 39%
Unsure	544	129 26%	174 23%	241 30% EC	83 22%	122 27%	216 27%	123 24%	169 25%	137 30% IK	239 24%	40 18%	490 26% L
Sigma	2134	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_3 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Palestine

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	868 41%	153 27%	411 53%	304 38%	163 44%	182 41%	303 38%	221 43%	299 44%	138 31%	431 43%	133 61%	713 38%
No	711 33%	272 48%	185 24%	254 32%	124 33%	136 31%	285 35%	167 33%	221 32%	166 37%	324 32%	50 23%	641 34%
Unsure	554 26%	140 25%	177 23%	237 30%	86 23%	128 29%	219 27%	122 24%	161 24%	144 32%	250 25%	36 16%	507 27%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_4 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Israel

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	1095 51%	276 49%	455 59% BD	364 46%	195 52%	236 53%	405 50%	259 51%	367 54% J	202 45%	527 52% J	125 57%	944 51%
No	507 24%	169 30%	154 20%	184 23%	94 25%	93 21%	203 25%	116 23%	151 22%	117 26%	238 24%	51 23%	441 24%
Unsure	532 25%	121 21%	165 21%	246 31% BC	84 23%	117 26%	198 25%	134 26%	163 24%	129 29% K	240 24%	42 19%	476 26%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_5 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Mexico

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	987 46%	181 32%	466 60%	341 43%	195 52%	196 44%	344 43%	252 50%	343 50%	168 37%	476 47%	137 63%	822 44%
No	660 31%	257 46%	161 21%	242 30%	112 30%	138 31%	272 34%	138 27%	190 28%	163 36%	308 31%	41 19%	602 32%
Unsure	487 23%	127 23%	147 19%	213 27%	66 18%	111 25%	191 24%	119 23%	148 22%	119 26%	221 22%	41 19%	436 23%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_6 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Haiti

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	910	178	428	303	178	199	324	208	309	147	453	124	759
	43%	32%	55%	38%	48%	45%	40%	41%	45%	33%	45%	57%	41%
No	672	257	175	240	114	132	264	161	194	168	310	55	601
	31%	46%	23%	30%	31%	30%	33%	32%	29%	37%	31%	25%	32%
Unsure	553	130	171	252	80	115	218	140	177	134	242	40	501
	26%	23%	22%	32%	21%	26%	27%	27%	26%	30%	24%	18%	27%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_7 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Venezuela

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	892 42%	172 30%	424 55% BD	297 37% B	161 43%	180 40%	318 39%	233 46% g	316 46% J	143 32%	434 43% J	124 57% M	747 40%
No	674 32%	259 46% CD	174 23% C	241 30% C	115 31%	135 30%	268 33%	156 31%	202 30%	159 35% I	312 31%	43 20%	612 33% L
Unsure	568 27%	135 24%	176 23%	257 32% EC	97 26%	130 29%	221 27%	120 24%	163 24%	146 33% IK	259 26%	51 23%	502 27%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_8 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Colombia

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGBTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	889 42%	167 30%	416 54% BD	306 38% B	161 43%	184 41%	322 40%	222 44%	313 46% J	141 31%	435 43% J	132 61% M	741 40%
No	689 32%	264 47%	179 23% CD	246 31% C	116 31%	137 31%	280 35%	157 31%	200 29%	169 38% IK	321 32%	48 22%	615 33% L
Unsure	555 26%	135 24%	178 23%	243 31% EC	96 26%	125 28%	205 25%	130 25%	168 25%	139 31% IK	248 25%	38 17%	505 27% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_9 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Cuba

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	914 43%	176 31%	414 54%	323 41%	170 46%	184 41%	337 42%	223 44%	324 48%	147 33%	442 44%	126 59%	763 41%
No	670 31%	258 46%	183 24%	230 29%	119 32%	139 31%	254 32%	158 31%	184 27%	167 37%	319 32%	47 22%	606 33%
Unsure	550 26%	131 23%	176 23%	242 30%	84 22%	123 28%	215 27%	128 25%	172 25%	135 30%	244 24%	45 21%	492 26%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



MARV22\_10 Would you support citizens of the following countries if they were seeking safety in the U.S.?

India

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	937 44%	187 33%	430 56%	321 40%	171 46%	190 43%	358 44%	218 43%	303 44%	169 38%	465 46%	115 53%	799 43%
No	607 28%	240 43%	167 22%	200 25%	108 29%	114 25%	241 30%	143 28%	199 29%	131 29%	277 28%	48 22%	540 29%
Unsure	590 28%	138 24%	177 23%	275 35%	93 25%	143 32%	207 26%	148 29%	179 26%	148 33%	262 26%	54 25%	522 28%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_11 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 China

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/29	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	800	142	376	282	155	158	299	188	281	135	385	110	668
	38%	25%	49%	35%	42%	36%	37%	37%	41%	30%	38%	50%	36%
No	819	313	231	276	140	174	313	193	249	191	379	60	737
	38%	55%	30%	35%	37%	39%	39%	38%	37%	43%	38%	28%	40%
Unsure	514	110	166	238	78	113	195	128	151	123	241	48	455
	24%	20%	21%	30%	21%	25%	24%	25%	22%	27%	24%	22%	24%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_12 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Base: All Respondents

	Peru												
	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGHTQ	Non-LGBTQ
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	941 44%	192 34%	429 55% BD	319 40% b	168 45%	192 43%	339 42%	242 48%	308 45% J	163 36%	470 47% J	124 57% M	796 43%
No	612 29%	238 42% CD	160 21% C	215 27% C	105 28%	128 29%	251 31% h	128 25%	194 28%	140 31%	279 28%	51 23%	542 29%
Unsure	581 27%	135 24%	185 24%	261 33% EC	99 27%	126 28%	217 27%	139 27%	179 26%	146 33% IK	256 25%	44 20%	522 28% L
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_13 Would you support citizens of the following countries if they were seeking safety in the U.S.?

Base: All Respondents

	Ecuador													
	Political				Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ	
3/31	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861	
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860	
Yes	874 41%	155 27%	415 54%	304 38%	167 45%	179 40%	316 39%	212 42%	301 44%	148 33%	425 42%	113 52%	737 40%	
No	666 31%	259 46%	174 23%	232 29%	113 30%	139 31%	260 32%	154 30%	201 30%	153 34%	311 31%	58 27%	593 32%	
Unsure	594 28%	152 27%	184 24%	259 33%	93 25%	128 29%	230 28%	143 28%	178 26%	148 33%	269 27%	47 22%	531 29%	
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_14 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Guatemala

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	866 41%	156 27%	400 52% BD	311 39% B	161 43%	178 40%	308 38%	220 43%	299 44% J	139 31%	428 43% J	116 53% M	734 39%
No	684 32%	269 47% CD	183 24% C	232 29% C	120 32%	136 30%	273 34%	155 30%	202 30%	161 36% I	321 32%	51 23% L	606 33%
Unsure	584 27%	141 25%	190 25%	252 32% EC	92 25%	132 30%	225 28%	135 26%	179 26%	149 33% IK	256 25%	51 23% L	520 28%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

MARV22\_15 Would you support citizens of the following countries if they were seeking safety in the U.S.?  
 Honduras

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Yes	863 40%	152 27%	426 55% BD	285 36% B	162 44%	176 39%	317 39%	207 41%	312 46% J	134 30%	417 41% J	115 53% M	727 39%
No	691 32%	283 50% CD	161 21% C	247 31% C	119 32%	137 31%	273 34%	162 32%	199 29%	171 38% IK	320 32%	56 26%	616 33% I
Unsure	581 27%	131 23%	187 24%	263 33% EC	91 24%	133 30%	217 27%	140 27%	170 25%	143 32% IK	268 27%	47 21%	517 28% I
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01 How concerned are you about the following issues?  
 Summary Of Very/Somewhat Concerned

Base: All Respondents (Variable Bases)

	Region														Sexual Orientation	
	Political			Region				Urbanicity			Sexual Orientation					
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Suburban	LGBTQ	Non-LGBTQ			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)				
The economy & inflation	1731 81%	491 87% CD	608 79%	633 80%	314 84%	355 80%	656 81%	406 80%	563 83%	371 83%	798 79%	171 78%	1524 82%			
Healthcare	1692 79%	457 81% d	629 81% D	606 76%	301 81%	342 77%	639 79%	411 81%	545 80%	360 80%	787 76%	167 77%	1479 80%			
Crime rates in the U.S.	1674 78%	484 86% CD	592 77%	598 75%	293 79%	352 79%	633 78%	397 78%	549 81%	363 81%	763 76%	156 71%	1480 80%			
Political divisiveness	1625 76%	417 74%	630 82% BD	577 73%	294 79%	332 74%	607 75%	391 77%	519 76%	321 72%	784 78% J	161 74%	1428 77%			
A potential U.S. economic recession	1554 73%	461 82% CD	527 68%	566 71%	269 72%	326 73%	594 74%	365 72%	505 74%	339 75%	710 71%	149 68%	1371 74%			
Affording my living expenses	1540 72%	426 75% d	559 72%	555 70%	263 70%	302 68%	606 75% F	369 73%	497 73%	319 71%	723 72%	162 74%	1343 72%			
Immigration	1530 72%	468 83% CD	523 68%	539 68%	277 74%	317 71%	575 71%	362 71%	503 74%	337 75% K	690 69%	126 58%	1368 74%			
The Russian War on Ukraine	1501 70%	367 65% ED	594 77% BD	540 68%	270 72%	312 70%	539 67%	380 75% G	473 70%	315 71%	713 71%	160 73%	1308 70%			
Artificial intelligence (AI)	1415 66%	395 70% D	524 68% d	496 62%	258 69%	311 70% g	518 64%	327 64%	440 65%	310 69%	665 66%	146 67%	1245 67%			
The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)	1401 66%	404 71% CD	497 64%	501 63%	249 67%	281 63%	535 66%	336 66%	454 67%	315 70% K	632 63%	140 64%	1225 66%			
Climate change	1388 65%	275 49% BD	642 83% BD	470 59% B	250 67%	312 70% G	499 62%	328 64%	485 71% JK	249 56%	654 85% J	158 72% m	1197 64%			
Racial inequity	1359 64%	294 52% BD	607 78% BD	458 58% b	242 65%	283 64%	505 63%	329 65%	464 68% JK	258 57% JK	637 63% I	160 73% M	1166 63%			
A banking crisis	1356 64%	395 70% CD	473 61%	488 61%	254 68% F	263 59%	526 65% I	314 62%	464 68% K	305 68% K	587 58%	131 60%	1193 64%			
The security of my deposits in financial institutions (e.g., banks, etc.)	1335 63%	376 67% C	465 60%	493 62%	227 61%	264 59%	528 65% I	316 62%	433 64%	300 67% K	601 60%	145 66%	1149 62%			
A new COVID-19 variant	1158 54%	275 49% BD	505 65% BD	378 48%	208 56%	231 52%	432 54%	286 66%	412 61% JK	226 50% JK	519 52% M	142 65% M	986 53%			
Gender inequity	1133 53%	245 43% BD	532 69% BD	357 45%	205 55%	231 52%	416 52%	281 55%	413 61% JK	211 47% JK	509 51% M	142 65% M	963 52%			
Losing my job	652 50%	172 50% EF	256 51%	224 48%	104 45%	112 44%	287 55% EF	149 49%	292 59% JK	85 41% JK	275 45% m	83 58% m	565 49%			

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01 How concerned are you about the following issues?  
 Summary Of Not At All/Not Too Concerned

Base: All Respondents (Variable Bases)

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)	GOP (B)	DEM (C)	IND/OTH (D)	North- east (E)	Mid- west (F)	South (G)	West (H)	Urban (I)	Rural (J)	Subur- ban (K)	LGBTQ (L)	Non- LGBTQ (M)
Losing my job	658 50%	174 50%	244 49%	240 52%	128 55%	144 56%	230 45%	155 51%	204 41%	121 59%	333 55%	59 42%	582 51%
Gender inequity	1001 47%	321 57%	242 31%	438 55%	167 45%	215 48%	361 48%	228 45%	268 39%	237 53%	496 49%	76 35%	897 48%
A new COVID-19 variant	976 46%	291 51%	269 35%	417 52%	165 44%	214 48%	374 46%	223 44%	268 39%	223 50%	485 48%	76 35%	874 47%
The security of my deposits in financial institutions (e.g., banks, etc.)	799 37%	189 33%	308 40%	302 38%	146 39%	181 41%	279 35%	193 38%	247 36%	149 33%	403 40%	73 34%	711 38%
A banking crisis	778 36%	170 30%	300 39%	307 39%	119 32%	182 41%	281 35%	195 38%	217 32%	144 32%	417 42%	87 40%	667 36%
Racial inequity	775 36%	271 48%	167 22%	337 42%	131 35%	163 36%	302 37%	180 35%	216 32%	191 43%	368 37%	58 27%	694 37%
Climate change	746 35%	290 51%	131 17%	325 41%	123 33%	134 30%	308 38%	182 36%	196 29%	199 44%	350 35%	60 28%	663 36%
The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)	733 34%	162 29%	277 36%	294 37%	124 33%	165 37%	271 34%	173 34%	227 33%	134 30%	372 37%	78 36%	635 34%
Artificial intelligence (AI)	719 34%	171 30%	249 32%	299 38%	114 31%	135 30%	288 36%	182 36%	241 35%	139 31%	340 34%	72 33%	616 33%
The Russian War on Ukraine	633 30%	199 35%	179 23%	255 32%	103 28%	134 30%	267 33%	129 25%	207 30%	134 30%	292 29%	58 27%	552 30%
Immigration	604 28%	97 17%	250 32%	256 32%	96 26%	129 29%	231 29%	148 29%	177 26%	112 25%	314 31%	92 42%	493 26%
Affording my living expenses	594 28%	140 25%	214 28%	240 30%	110 30%	144 32%	200 25%	140 27%	183 27%	130 29%	281 28%	56 26%	517 28%
A potential U.S. economic recession	580 27%	104 18%	247 32%	229 29%	103 28%	120 27%	213 26%	144 28%	175 26%	110 25%	294 29%	69 32%	490 26%
Political divisiveness	509 24%	149 26%	143 18%	218 27%	78 21%	114 26%	199 25%	118 23%	162 24%	128 28%	220 22%	58 26%	433 23%
Crime rates in the U.S.	460 22%	82 14%	181 23%	197 25%	80 21%	94 21%	174 22%	112 22%	132 19%	86 19%	242 24%	63 29%	380 20%
Healthcare	442 21%	108 19%	144 19%	189 24%	72 19%	104 23%	168 21%	98 19%	135 19%	89 20%	218 22%	51 23%	381 20%
The economy & inflation	403 19%	75 13%	166 21%	162 20%	58 16%	91 20%	150 19%	103 19%	118 17%	78 17%	207 21%	48 22%	336 18%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



TND01\_1 How concerned are you about the following issues?  
 The Russian War on Ukraine

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1501	367	594	540	270	312	539	380	473	315	713	160	1308
	70%	65%	77%	68%	72%	70%	67%	75%	70%	70%	71%	73%	70%
Very concerned	635	137	302	196	106	136	219	174	211	133	291	73	545
	30%	24%	39%	25%	28%	31%	27%	34%	31%	30%	29%	33%	29%
Somewhat concerned	866	230	292	344	164	176	320	206	262	182	421	87	763
	41%	41%	38%	43%	44%	39%	40%	40%	39%	41%	42%	40%	41%
Not At All/Not Too Concerned (Net)	633	199	179	255	103	134	267	129	207	134	292	58	552
	30%	35%	23%	32%	28%	30%	35%	25%	30%	30%	29%	27%	30%
Not too concerned	420	139	125	156	67	92	175	85	144	90	185	36	376
	20%	25%	16%	20%	18%	21%	22%	17%	21%	20%	18%	17%	20%
Not at all concerned	213	60	55	99	35	42	92	45	63	44	107	22	177
	10%	11%	7%	12%	9%	9%	11%	9%	9%	10%	11%	10%	10%
Sigma	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_2 How concerned are you about the following issues?  
 The economy & inflation

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave												
	214 (3/29 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1731 81%	491 87% CD	608 79%	633 80%	314 84%	355 80%	656 81%	406 80%	563 83%	371 83%	798 79%	171 78%	1524 82%
Very concerned	1046 49%	348 61% CD	330 43%	368 46%	180 48%	220 49%	401 50%	245 48%	326 48%	233 52%	486 48%	99 45%	921 49%
Somewhat concerned	686 32%	143 25%	278 36% B	265 33% B	135 36%	135 30%	255 32%	161 32%	237 35%	138 31%	311 31%	71 33%	604 32%
Not At All/Not Too Concerned (Net)	403 19%	75 13%	166 21% B	162 20% B	58 16%	91 20%	150 19%	103 20%	118 17%	78 17%	207 21%	48 22%	336 18%
Not too concerned	291 14%	59 10% B	117 15% B	115 14% b	39 10%	70 16% e	101 12%	82 16% E	87 13%	54 12%	151 15%	36 16%	246 13%
Not at all concerned	111 5%	16 3% B	49 6% B	47 6% B	20 5%	21 5%	50 6%	21 4%	31 5%	24 5%	56 6%	12 5%	90 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_3 How concerned are you about the following issues?  
 A new COVID-19 variant

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1158 54%	275 49%	505 65% BD	378 48%	208 56%	231 52%	432 54%	286 56%	412 61% JK	226 50%	519 52%	142 63% M	986 53%
Very concerned	446 21%	105 19%	207 27% BD	134 17%	93 25% FI	70 16%	186 23% F	97 19%	183 27% JK	73 16%	190 19%	55 25%	373 20%
Somewhat concerned	711 33%	170 30%	297 38% BD	244 31%	115 31%	162 36% G	246 31%	188 37% G	229 34%	153 34%	329 33%	87 40%	614 33%
Not At All/Not Too Concerned (Net)	976 46%	291 51% C	269 35%	417 52% C	165 44%	214 48%	374 46%	223 44%	268 39%	223 50% I	485 48% I	76 35%	874 47% L
Not too concerned	634 30%	177 31% C	196 25%	262 33% C	111 30%	150 34%	231 29%	142 28%	189 28%	123 27%	322 32%	53 24%	574 31%
Not at all concerned	342 16%	114 20% C	73 9%	155 19% C	53 14%	64 14%	143 18%	81 16%	79 12%	100 22% IK	164 16% I	24 11%	300 16% I
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_4 How concerned are you about the following issues?  
 Crime rates in the U.S.

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29 - 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1674 78%	484 86% CD	592 77%	598 75%	293 79%	352 79%	633 78%	397 78%	549 81% k	363 81% k	763 76%	156 71%	1480 80% L
Very concerned	944 44%	301 53% CD	314 41%	329 41%	169 45%	202 45%	357 44%	216 42%	306 45%	211 47%	427 42%	70 32%	847 46% L
Somewhat concerned	731 34%	183 32%	278 36%	270 34%	123 33%	150 34%	276 34%	181 36%	243 36%	152 34%	336 33%	85 39%	633 34%
Not At All/Not Too Concerned (Net)	460 22%	82 14%	181 23% B	197 25% B	80 21%	94 21%	174 22%	112 22%	132 19%	86 19%	242 24% M	63 29% M	380 20%
Not too concerned	333 16%	62 11% B	141 18% B	131 16% B	59 16%	70 16%	119 15%	85 17%	89 13%	60 13%	184 18% lj	45 21% m	281 15%
Not at all concerned	126 6%	20 3%	40 5%	66 8% BC	21 6%	24 5%	55 7%	27 5%	42 6%	26 6%	58 6%	18 8%	99 5%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_5 How concerned are you about the following issues?  
 Political divisiveness

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1625 76%	417 74%	630 82%	577 73%	294 79%	332 74%	607 75%	391 77%	519 76%	321 72%	784 78%	161 74%	1428 77%
Very concerned	835 39%	213 38%	344 44%	277 35%	141 38%	181 41%	303 38%	210 41%	274 40%	175 39%	386 38%	88 40%	727 39%
Somewhat concerned	790 37%	203 36%	287 37%	300 38%	153 41%	151 34%	304 38%	182 36%	244 36%	147 33%	399 40%	73 33%	701 38%
Not At All/Not Too Concerned (Net)	509 24%	149 26%	143 18%	218 27%	78 21%	114 26%	199 25%	118 23%	162 24%	128 28%	220 22%	58 26%	433 23%
Not too concerned	358 17%	115 20%	102 13%	141 18%	50 14%	93 21%	130 16%	85 17%	114 17%	89 20%	155 15%	42 19%	307 17%
Not at all concerned	151 7%	33 6%	41 5%	76 10%	28 7%	21 5%	69 9%	32 6%	48 7%	38 9%	65 6%	15 7%	125 7%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_6 How concerned are you about the following issues?  
 Affording my living expenses

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1540 72%	426 75%	559 72%	555 70%	263 70%	302 68%	606 75%	369 73%	497 73%	319 71%	723 72%	162 74%	1343 72%
Very concerned	829 39%	245 43%	301 39%	283 36%	139 37%	164 37%	341 42%	185 36%	284 42%	179 40%	365 36%	99 45%	703 38%
Somewhat concerned	711 33%	181 32%	258 33%	272 34%	124 33%	137 31%	265 33%	185 36%	213 31%	140 31%	358 36%	63 29%	639 34%
Not At All/Not Too Concerned (Net)	594 28%	140 25%	214 28%	240 30%	110 30%	144 32%	200 25%	140 27%	183 27%	130 29%	281 28%	56 26%	517 28%
Not too concerned	429 20%	110 19%	145 19%	174 22%	78 21%	100 22%	144 18%	108 21%	123 18%	94 21%	212 21%	44 20%	369 20%
Not at all concerned	165 8%	29 5%	69 9%	66 8%	32 9%	44 10%	56 7%	32 6%	60 9%	36 8%	69 7%	12 6%	149 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_7 How concerned are you about the following issues?  
 A potential U.S. economic recession

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1554 73%	461 82%	527 68%	566 71%	269 72%	326 73%	594 74%	365 72%	505 74%	339 75%	710 71%	149 68%	1371 74%
Very concerned	759 36%	259 46%	243 31%	257 32%	139 37%	154 35%	300 37%	165 32%	246 36%	176 39%	337 34%	64 29%	672 36%
Somewhat concerned	796 37%	203 36%	284 37%	309 39%	130 35%	172 39%	293 36%	200 39%	259 38%	163 36%	374 37%	85 39%	699 38%
Not At All/Not Too Concerned (Net)	580 27%	104 18%	247 32%	229 29%	103 28%	120 27%	213 26%	144 28%	175 26%	110 25%	294 29%	69 32%	490 26%
Not too concerned	412 19%	72 13%	184 24%	156 20%	69 18%	85 19%	150 19%	108 21%	123 18%	80 18%	209 21%	52 24%	351 19%
Not at all concerned	168 8%	33 6%	63 8%	72 9%	34 9%	35 8%	62 8%	36 7%	53 8%	30 7%	85 8%	17 8%	139 7%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_8 How concerned are you about the following issues?  
 Losing my job

Base: Employed

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	1315	355	539	421	261	258	518	278	518	205	592	164	1133
Weighted Base	1310	346	500	464	232	256	517	304	496	205	608	142	1147
Very/Somewhat Concerned (Net)	652	172	256	224	104	112	287	149	292	85	275	83	565
	50%	50%	51%	48%	45%	44%	55%	49%	53%	41%	45%	58%	49%
Very concerned	311	89	131	91	55	46	135	75	147	35	129	43	267
	24%	26%	26%	20%	24%	18%	26%	25%	30%	17%	21%	30%	23%
Somewhat concerned	341	83	125	133	49	66	152	74	145	50	146	40	298
	26%	24%	25%	29%	21%	26%	29%	24%	29%	24%	24%	28%	26%
Not At All/Not Too Concerned (Net)	658	174	244	240	128	144	230	155	204	121	333	59	582
	50%	50%	49%	52%	55%	56%	45%	51%	41%	59%	55%	42%	51%
Not too concerned	372	95	136	141	76	82	132	81	109	71	193	34	331
	28%	28%	27%	30%	33%	32%	26%	27%	22%	34%	32%	24%	29%
Not at all concerned	286	79	107	100	52	62	98	74	95	50	140	25	251
	22%	23%	21%	21%	23%	24%	19%	24%	19%	24%	23%	18%	22%
Sigma	1310	346	500	464	232	256	517	304	496	205	608	142	1147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



TND01\_9 How concerned are you about the following issues?  
 A banking crisis

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1356 64%	395 70% CD	473 61%	488 61%	254 68% F	263 59%	526 65%	314 62%	464 68% K	305 68% K	587 58%	131 60%	1193 64%
Very concerned	556 26%	167 30% D	203 26%	185 23%	100 27% I	91 20%	226 28% F	139 27% F	209 31% K	123 27% k	224 22%	59 27%	478 26%
Somewhat concerned	800 37%	228 40% c	270 35%	303 38%	153 41% h	172 39%	300 37% E	175 34%	255 37%	182 41%	363 36%	72 33%	716 38%
Not At All/Not Too Concerned (Net)	778 36%	170 30% B	300 39% B	307 39% B	119 32% B	182 41% Eg	281 35%	195 38%	217 32%	144 32%	417 42% IJ	87 40%	667 36%
Not too concerned	592 28%	137 24% e	223 29% b	233 29% b	91 24% b	135 30%	209 26% e	158 31% e	168 25%	96 21% IJ	329 33% IJ	65 30%	514 28%
Not at all concerned	185 9%	33 6% B	78 10% B	74 9% b	28 8% b	47 11%	72 9%	38 7% i	49 7%	48 11% i	89 9%	22 10%	153 8%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_10 How concerned are you about the following issues?  
 The security of my deposits in financial institutions (e.g., banks, etc.)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 3/31 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1335 63%	376 67%	465 60%	493 62%	227 61%	264 59%	528 65%	316 62%	433 64%	300 67%	601 60%	145 66%	1149 62%
Very concerned	550 26%	164 29%	194 25%	192 24%	98 26%	94 21%	235 29%	123 24%	209 31%	108 24%	233 23%	51 23%	476 26%
Somewhat concerned	784 37%	213 38%	271 35%	301 38%	129 35%	170 38%	292 36%	193 38%	224 33%	192 43%	368 37%	94 43%	673 36%
Not At All/Not Too Concerned (Net)	799 37%	189 33%	308 40%	302 38%	146 39%	181 41%	279 35%	193 38%	247 36%	149 33%	403 40%	73 34%	711 38%
Not too concerned	573 27%	146 26%	211 27%	216 27%	109 29%	126 28%	199 25%	139 27%	175 26%	100 22%	298 30%	50 23%	512 28%
Not at all concerned	226 11%	44 8%	97 13%	85 11%	36 10%	55 12%	80 10%	54 11%	72 11%	49 11%	105 10%	23 10%	199 11%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_11 How concerned are you about the following issues?  
 The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1401 66%	404 71%	497 64%	501 63%	249 67%	281 63%	535 66%	336 66%	454 67%	315 70%	632 63%	140 64%	1225 66%
Very concerned	587 27%	178 32%	208 27%	200 25%	103 28%	99 22%	252 31%	132 26%	214 29%	128 29%	244 24%	51 23%	518 28%
Somewhat concerned	815 38%	226 40%	289 37%	301 38%	146 39%	182 41%	283 35%	203 40%	240 35%	187 42%	389 39%	89 41%	707 38%
Not At All/Not Too Concerned (Net)	733 34%	162 29%	277 36%	294 37%	124 33%	165 37%	271 34%	173 34%	227 33%	134 30%	372 37%	78 36%	635 34%
Not too concerned	539 25%	125 22%	207 27%	207 26%	85 23%	126 28%	198 25%	130 26%	172 25%	101 22%	266 26%	55 25%	472 25%
Not at all concerned	194 9%	37 7%	70 9%	87 11%	39 10%	39 9%	73 9%	43 9%	55 8%	33 7%	106 11%	24 11%	163 9%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_12 How concerned are you about the following issues?  
 Racial inequity

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29)												
	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1359 64%	294 52%	607 79%	458 58%	242 65%	283 64%	505 63%	329 65%	464 68%	258 57%	637 63%	160 73%	1166 63%
Very concerned	556 26%	92 16%	292 38%	172 22%	96 26%	107 24%	211 26%	142 28%	226 33%	88 20%	243 24%	80 37%	456 25%
Somewhat concerned	803 38%	202 36%	315 41%	286 36%	146 39%	176 40%	293 36%	187 37%	239 35%	170 38%	394 39%	81 37%	710 38%
Not At All/Not Too Concerned (Net)	775 36%	271 48%	167 22%	337 42%	131 35%	163 36%	302 37%	180 35%	216 32%	191 43%	368 37%	58 27%	694 37%
Not too concerned	450 21%	163 29%	115 15%	172 22%	75 20%	94 21%	175 22%	106 21%	138 20%	99 22%	214 21%	36 17%	408 22%
Not at all concerned	325 15%	108 19%	52 7%	165 21%	55 15%	69 15%	126 16%	74 15%	78 12%	92 21%	154 15%	22 10%	286 15%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_13 How concerned are you about the following issues?  
 Gender inequity

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave												
	214 (3/29)	3/31	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1133 53%	245 43%	532 69% BD	357 45%	205 55%	231 52%	416 52%	281 55%	413 61% JK	211 47%	509 51%	142 65% M	963 52%
Very concerned	437 20%	88 16%	226 29% BD	122 15%	80 22%	83 19%	166 21%	108 21%	176 26% JK	73 16%	188 19%	70 32% M	352 19%
Somewhat concerned	696 33%	156 28%	305 39% BD	235 29%	125 34%	147 33%	250 31%	174 34%	237 35%	138 31%	321 32%	73 33%	611 33%
Not At All/Not Too Concerned (Net)	1001 47%	321 57% C	242 31%	438 55% C	167 45%	215 48%	391 48%	228 45%	268 39%	237 53% I	496 49% I	76 35% L	897 48%
Not too concerned	580 27%	168 30% C	177 23%	235 30% C	91 25%	129 29%	225 28%	134 26%	167 25%	113 25%	301 30%	45 20% L	527 28%
Not at all concerned	420 20%	152 27% C	64 8%	204 26% C	76 20%	86 19%	165 20%	94 18%	101 15%	124 28% IK	195 19% I	31 14%	370 20%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_14 How concerned are you about the following issues?  
 Climate change

Base: All Respondents

	Political			Region				Urbanicity			Sexual Orientation		
	Wave 214 (3/29 3/31)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1388 65%	275 49%	642 83%	470 59%	250 67%	312 70%	499 62%	328 64%	485 71%	249 58%	654 65%	158 72%	1197 64%
Very concerned	727 34%	111 20%	393 51%	223 28%	135 36%	142 32%	250 31%	199 39%	264 39%	128 29%	334 33%	89 41%	614 33%
Somewhat concerned	661 31%	164 29%	250 32%	248 31%	115 31%	169 38%	249 31%	129 25%	221 32%	121 27%	320 32%	69 31%	583 31%
Not At All/Not Too Concerned (Net)	746 35%	290 51%	131 17%	325 41%	123 33%	134 30%	308 38%	182 36%	196 29%	199 44%	350 35%	60 28%	663 36%
Not too concerned	395 19%	153 27%	81 10%	161 20%	70 19%	71 16%	164 20%	91 18%	103 15%	97 20%	200 20%	38 17%	350 19%
Not at all concerned	351 16%	137 24%	50 6%	163 21%	53 14%	63 14%	144 18%	90 18%	93 14%	108 24%	150 15%	22 10%	313 17%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_15 How concerned are you about the following issues?  
 Artificial intelligence (AI)

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1415 66%	395 70% D	524 68% d	496 62%	258 69%	311 70% g	518 64%	327 64%	440 65%	310 69%	665 66%	146 67%	1245 67%
Very concerned	601 28%	178 32% D	232 30% D	191 24%	99 27%	130 29%	227 28%	145 29%	206 30% k	138 31% k	257 26%	76 35%	516 28%
Somewhat concerned	813 38%	216 38%	292 38%	304 38%	159 43% g <sup>h</sup>	180 40%	292 36%	182 36%	234 34%	172 38%	408 41% l	70 32%	729 39%
Not At All/Not Too Concerned (Net)	719 34%	171 30%	249 32%	299 38% Bc	114 31%	135 30%	288 36% f	182 36%	241 35%	139 31%	340 34% l	72 33%	616 33%
Not too concerned	453 21%	112 20%	157 20%	185 23%	70 19%	93 21%	180 22%	110 22%	138 20%	91 20%	224 22% l	40 18%	407 22%
Not at all concerned	266 12%	59 10%	93 12%	114 14% b	45 12%	42 9%	108 13% f	71 14%	102 15% j	47 11% k	116 12%	32 15%	209 11%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND01\_16 How concerned are you about the following issues?  
 Immigration

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1530 72%	488 83% CD	523 68%	539 68%	277 74%	317 71%	575 71%	362 71%	503 74% k	337 75% K	690 69%	126 58%	1368 74% L
Very concerned	804 38%	306 54% CD	226 29% c	272 34%	148 40%	156 35%	308 38%	192 38%	264 39% k	199 44% K	341 34%	55 25%	725 39% L
Somewhat concerned	726 34%	162 29% B	297 38% B	267 34%	129 35%	161 36%	267 33%	169 33%	239 35%	138 31%	350 35%	71 32%	643 35%
Not At All/Not Too Concerned (Net)	604 28%	97 17% B	250 32% B	256 32% B	96 26%	129 29%	231 29%	148 29%	177 26%	112 25%	314 31% i j M	92 42% M	493 26%
Not too concerned	449 21%	77 14% B	196 25% B	175 22% B	73 20%	110 25% B	156 19%	109 21%	131 19%	84 19%	234 23% i	64 29% M	376 20%
Not at all concerned	155 7%	20 3% B	54 7% Bc	81 10% Bc	23 6%	19 4%	75 9% F	38 7% i	46 7%	28 6% i	81 8% M	28 13% M	117 6% M
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.



TND01\_17 How concerned are you about the following issues?  
 Healthcare

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Very/Somewhat Concerned (Net)	1692 79%	457 81%	629 81%	606 76%	301 81%	342 77%	639 79%	411 81%	545 80%	360 80%	787 78%	167 77%	1479 80%
Very concerned	785 37%	211 37%	314 41%	261 33%	148 40%	142 32%	310 38%	186 37%	251 37%	168 37%	366 36%	86 39%	674 36%
Somewhat concerned	907 42%	247 44%	316 41%	345 43%	153 41%	201 45%	329 41%	225 44%	294 43%	192 43%	421 42%	81 37%	805 43%
Not At All/Not Too Concerned (Net)	442 21%	108 19%	144 19%	189 24%	72 19%	104 23%	168 21%	98 19%	135 20%	89 20%	218 22%	51 23%	381 20%
Not too concerned	308 14%	84 15%	97 13%	126 16%	55 15%	80 18%	108 13%	64 13%	94 14%	58 13%	156 16%	41 19%	265 14%
Not at all concerned	134 6%	24 4%	47 6%	63 8%	17 5%	23 5%	59 7%	34 7%	42 6%	31 7%	62 6%	10 4%	116 6%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 Summary Of The Worst Is Behind Us

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGHTQ	Non- LGBTQ
	3/31 (3/29)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
COVID-19	1623 76%	441 78%	582 75%	601 76%	291 78%	350 78%	597 74%	386 76%	488 72%	345 77%	791 73%	164 75%	1420 76%
Inflation	681 32%	132 23%	333 43% ED	217 27%	103 28%	142 32%	239 30%	197 30% EFG	236 35%	108 24%	338 34% J	61 28%	612 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 Summary Of The Worst Is Still Ahead Of Us

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	3/31 (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
Inflation	1453 68%	434 77%	441 57%	578 73%	270 72%	303 68%	568 70%	312 61%	445 65%	341 78%	666 66%	157 72%	1249 67%
COVID-19	511 24%	125 22%	192 25%	194 24%	82 22%	96 21%	210 26%	123 24%	193 28%	104 23%	213 21%	54 25%	440 24%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND03\_1 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?  
 COVID-19

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 214 (3/29)				North-east	Mid-west	South	West	Urban	Rural	Subur-ban	LGHTQ	Non-LGBTQ
	3/31	GOP	DEM	IND/OTH	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The worst is behind us	1623 76%	441 78%	582 75%	601 76%	291 78%	350 78%	597 74%	386 76%	488 72%	345 77%	791 79%	164 75%	1420 76%
The worst is still ahead of us	511 24%	125 22%	192 25%	194 24%	82 22%	96 21%	210 26%	123 24%	193 28%	104 23%	213 21%	54 25%	440 24%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

TND03\_2 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?

Inflation

Base: All Respondents

	Political				Region				Urbanicity			Sexual Orientation	
	Wave 2/14 (3/29)	GOP	DEM	IND/OTH	North- east	Mid- west	South	West	Urban	Rural	Subur- ban	LGBTQ	Non- LGBTQ
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted Base	2134	580	834	720	399	457	830	448	697	452	985	232	1861
Weighted Base	2134	565	773	795	373	446	806	509	681	449	1005	218	1860
The worst is behind us	681 32%	132 23%	333 43%	217 27%	103 28%	142 32%	239 30%	197 39%	236 35%	108 24%	338 34%	61 28%	612 33%
The worst is still ahead of us	1453 68%	434 77%	441 57%	578 73%	270 72%	303 68%	568 70%	312 61%	445 65%	341 76%	666 66%	157 72%	1249 67%
Sigma	2134 100%	565 100%	773 100%	795 100%	373 100%	446 100%	806 100%	509 100%	681 100%	449 100%	1005 100%	218 100%	1860 100%

Proportions/Mean: Columns Tested (5%, 10% nsk level) - B/C/D - E/F/G/H - I/J/K - L/M  
 Overlap formulae used.

1 April 2024

Fielding Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

	<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	VCE1c	Which of the following applies to you regarding the COVID-19 vaccine?
2	2	RTW01B	As of today, where are you working from?
3	3	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Bring People Together
5	4	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Divide People
7	5	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of N/A - I'm Not Familiar With That Word
9	6	STGW01_1	In your opinion, are the following words more likely to bring people together or divide people? Woke
10	7	STGW01_2	In your opinion, are the following words more likely to bring people together or divide people? Freedom
11	8	STGW01_3	In your opinion, are the following words more likely to bring people together or divide people? Sustainability
12	9	STGW01_4	In your opinion, are the following words more likely to bring people together or divide people? DEI (Diversity, Equity, & Inclusion)
13	10	STGW01_5	In your opinion, are the following words more likely to bring people together or divide people? ESG (Environment, Societal, Government)
14	11	STGW01_6	In your opinion, are the following words more likely to bring people together or divide people? Pride
15	12	STGW01_7	In your opinion, are the following words more likely to bring people together or divide people? Cancel culture
16	13	STGW01_8	In your opinion, are the following words more likely to bring people together or divide people? Traditions
17	14	STGW01_9	In your opinion, are the following words more likely to bring people together or divide people? Patriotic
18	15	STGW01_10	In your opinion, are the following words more likely to bring people together or divide people? Intersectional
19	16	STGW01_11	In your opinion, are the following words more likely to bring people together or divide people? Next generation
20	17	STGW01_12	In your opinion, are the following words more likely to bring people together or divide people? Faith-based
21	18	STGW01_13	In your opinion, are the following words more likely to bring people together or divide people? Progressive
22	19	STGW01_14	In your opinion, are the following words more likely to bring people together or divide people? Conservative
23	20	STGW01_15	In your opinion, are the following words more likely to bring people together or divide people? Equity
24	21	STGW01_16	In your opinion, are the following words more likely to bring people together or divide people? Values
25	22	STGW01_17	In your opinion, are the following words more likely to bring people together or divide people? BIPOC
26	23	STGW01_18	In your opinion, are the following words more likely to bring people together or divide people? Latinx
27	24	STGW01_19	In your opinion, are the following words more likely to bring people together or divide people? Hispanic
28	25	STGW01_20	In your opinion, are the following words more likely to bring people together or divide people? Asian American Pacific Islander (AAPI)
29	26	STGW01_21	In your opinion, are the following words more likely to bring people together or divide people? Authenticity
30	27	STGW01_22	In your opinion, are the following words more likely to bring people together or divide people? Progress
31	28	STGW01_23	In your opinion, are the following words more likely to bring people together or divide people? Underrepresented
32	29	STGW01_24	In your opinion, are the following words more likely to bring people together or divide people? Gender
33	30	STGW01_25	In your opinion, are the following words more likely to bring people together or divide people? Parity
34	31	STGW01_26	In your opinion, are the following words more likely to bring people together or divide people? Community
35	32	STGW01_27	In your opinion, are the following words more likely to bring people together or divide people? Inclusion
36	33	STGW01_28	In your opinion, are the following words more likely to bring people together or divide people? Equality

1 April 2024

Fielding Period: March 15, 2020 - March 31, 2024  
COVID-19  
Weighted To The U.S. General Adult Population - Propensity

	<u>Page</u>	<u>Table</u>	<u>Title</u>
37	34	STGW01_29	In your opinion, are the following words more likely to bring people together or divide people? Fetal personhood
38	35	STGW01_30	In your opinion, are the following words more likely to bring people together or divide people? IVF (in-vitro fertilization)
39	36	STGW01_31	In your opinion, are the following words more likely to bring people together or divide people? Illegals
40	37	STGW01_32	In your opinion, are the following words more likely to bring people together or divide people? Asylum seekers
41	38	STGW01_33	In your opinion, are the following words more likely to bring people together or divide people? Illegal immigration
42	39	STGW01_34	In your opinion, are the following words more likely to bring people together or divide people? Undocumented immigration
43	40	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Bring People Together
45	41	STGW01	In your opinion, are the following words more likely to bring people together or divide people? Summary Of Divide People
47	42	STGW01_1	In your opinion, are the following words more likely to bring people together or divide people? Woke
48	43	STGW01_2	In your opinion, are the following words more likely to bring people together or divide people? Freedom
49	44	STGW01_3	In your opinion, are the following words more likely to bring people together or divide people? Sustainability
50	45	STGW01_4	In your opinion, are the following words more likely to bring people together or divide people? DEI (Diversity, Equity, & Inclusion)
51	46	STGW01_5	In your opinion, are the following words more likely to bring people together or divide people? ESG (Environment, Societal, Government)
52	47	STGW01_6	In your opinion, are the following words more likely to bring people together or divide people? Pride
53	48	STGW01_7	In your opinion, are the following words more likely to bring people together or divide people? Cancel culture
54	49	STGW01_8	In your opinion, are the following words more likely to bring people together or divide people? Traditions
55	50	STGW01_9	In your opinion, are the following words more likely to bring people together or divide people? Patriotic
56	51	STGW01_10	In your opinion, are the following words more likely to bring people together or divide people? Intersectional
57	52	STGW01_11	In your opinion, are the following words more likely to bring people together or divide people? Next generation
58	53	STGW01_12	In your opinion, are the following words more likely to bring people together or divide people? Faith-based
59	54	STGW01_13	In your opinion, are the following words more likely to bring people together or divide people? Progressive
60	55	STGW01_14	In your opinion, are the following words more likely to bring people together or divide people? Conservative
61	56	STGW01_15	In your opinion, are the following words more likely to bring people together or divide people? Equity
62	57	STGW01_16	In your opinion, are the following words more likely to bring people together or divide people? Values
63	58	STGW01_17	In your opinion, are the following words more likely to bring people together or divide people? BIPOC
64	59	STGW01_18	In your opinion, are the following words more likely to bring people together or divide people? Latinx
65	60	STGW01_19	In your opinion, are the following words more likely to bring people together or divide people? Hispanic
66	61	STGW01_20	In your opinion, are the following words more likely to bring people together or divide people? Asian American Pacific Islander (AAPI)
67	62	STGW01_21	In your opinion, are the following words more likely to bring people together or divide people? Authenticity
68	63	STGW01_22	In your opinion, are the following words more likely to bring people together or divide people? Progress
69	64	STGW01_23	In your opinion, are the following words more likely to bring people together or divide people? Underrepresented
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229	224	SP05_5_3 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Hockey League (NHL) I follow this sport/league with my friends and or family
230	225	SP05_5_4 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Hockey League (NHL) Features non-mainstream faces and voices
231	226	SP05_5_5 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Hockey League (NHL) Is cool to follow and/or to talk about
232	227	SP05_5_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Hockey League (NHL) The stars of the sport have influence off the field
233	228	SP05_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Professional Women's Hockey League (PWHL) Summary Of Strongly/Somewhat Agree
234	229	SP05_6 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Professional Women's Hockey League (PWHL) Summary Of Strongly/Somewhat Disagree
235	230	SP05_6_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Professional Women's Hockey League (PWHL) I'd watch more of this if it was available
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241	236	SP05_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball Summary Of Strongly/Somewhat Agree
242	237	SP05_7 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball Summary Of Strongly/Somewhat Disagree
243	238	SP05_7_1 We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball I'd watch more of this if it was available

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246	241	SP05_7_4	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball Features non-mainstream faces and voices
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248	243	SP05_7_6	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Basketball The stars of the sport have influence off the field
249	244	SP05_8	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Summary Of Strongly/Somewhat Agree
250	245	SP05_8	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball Summary Of Strongly/Somewhat Disagree
251	246	SP05_8_1	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? Women's NCAA Volleyball I'd watch more of this it was available
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265	260	SP05_10	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Summary Of Strongly/Somewhat Agree
266	261	SP05_10	We want your opinion on just a few more statements. How strongly do you agree or disagree with the statements about each league and/or sport? National Football League (NFL) Summary Of Strongly/Somewhat Disagree

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273	268	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of Yes - Watching March Madness
274	269	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of No But Following Along To March Madness
275	270	NCAA01 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? Summary Of Not Watching Nor Following March Madness
276	271	NCAA01_1 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? The women's March Madness tournament
277	272	NCAA01_2 Currently, women's and men's collegiate basketball players are playing in the NCAA March Madness tournaments. Are you watching any of the tournaments? The men's March Madness tournament
278	273	NCAA02 Can you or would you do any of the following? Summary Of Yes
279	274	NCAA02 Can you or would you do any of the following? Summary Of No
280	275	NCAA02 Can you or would you do any of the following? Summary Of Unsure
281	276	NCAA02_1 Can you or would you do any of the following? Name five women's collegiate basketball players
282	277	NCAA02_2 Can you or would you do any of the following? Name five men's collegiate basketball players
283	278	NCAA02_3 Can you or would you do any of the following? Pay \$500 for a ticket to attend the women's Final Four games
284	279	NCAA02_4 Can you or would you do any of the following? Pay \$500 for a ticket to attend the men's Final Four games
285	280	NCAA02_5 Can you or would you do any of the following? Plan to follow along to the women's 2024-2025 NCAA basketball season
286	281	NCAA02_6 Can you or would you do any of the following? Plan to follow along to the men's 2024-2025 NCAA basketball season
287	282	NCAA03 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree
288	283	NCAA03 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree
289	284	NCAA03_1 How much do you agree or disagree with the following statements? It is exciting to see the growth of women's sports
290	285	NCAA03_2 How much do you agree or disagree with the following statements? Sports are a great way to bring people of diverse mindsets together
291	286	NCAA03_3 How much do you agree or disagree with the following statements? The women's March Madness tournament is the most engaged I've been in watching sports in a long time
292	287	NCAA03_4 How much do you agree or disagree with the following statements? I have noticed which brands are sponsoring and advertising during the women's March Madness tournament.
293	288	NCAA03_5 How much do you agree or disagree with the following statements? I have increased interest in the brands who are sponsoring and advertising during the women's March Madness tournament.
294	289	NCAA04 Which is more exciting this year...?
295	290	NCAA05 Which have you seen more news/media coverage of this year...?
296	291	MARV01 Who was the most recent immigrant to the U.S. in your family?
297	292	MARV01 Who was the most recent immigrant to the U.S. in your family?



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299	294	MARV02 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
300	295	MARV02_1 How much do you agree or disagree with each of the following statements? The U.S. is and always should be a nation supportive of immigrants.
301	296	MARV02_2 How much do you agree or disagree with each of the following statements? The U.S. should make it easier for anyone seeking a better life to enter legally so they don't need to enter illegally.
302	297	MARV02_3 How much do you agree or disagree with each of the following statements? Illegal immigration isn't fair to those who come here legally.
303	298	MARV02_4 How much do you agree or disagree with each of the following statements? The character of people wanting to immigrate to the U.S. today is worse than fifty years ago.
304	299	MARV02_5 How much do you agree or disagree with each of the following statements? The media often portrays immigration negatively, focusing unfairly on things like crime.
305	300	MARV02_6 How much do you agree or disagree with each of the following statements? I support legal immigration, not illegal immigration.
306	301	MARV02_7 How much do you agree or disagree with each of the following statements? People are only concerned about immigration because they come from ethnic backgrounds they don't like.
307	302	MARV02_8 How much do you agree or disagree with each of the following statements? We shouldn't bear responsibility for other countries' failures to provide for their citizens.
308	303	MARV02_9 How much do you agree or disagree with each of the following statements? The U.S. doesn't need immigrants like it did fifty years ago.
309	304	MARV02_10 How much do you agree or disagree with each of the following statements? We need to take a pause on all future immigration until our borders are secured.
310	305	MARV19_1 Which statement do you believe to be true regarding immigration today? Federal immigration and border security spending increased in 2023 compared to the previous two years/ Federal immigration and border security spending decreased in 2023 compared to the previous two years.
311	306	MARV19_2 Which statement do you believe to be true regarding immigration today? Illegal crossings at the Southern Border have significantly increased compared to five years ago/ Illegal crossings at the Southern Border have significantly decreased compared to five years ago.
312	307	MARV19_3 Which statement do you believe to be true regarding immigration today? The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly increased compared to five years ago/ The number of people illegally entering the U.S. who are deported, returned, or expelled have significantly decreased compared to five years ago
313	308	MARV19_4 Which statement do you believe to be true regarding immigration today? Less than 25% of people in the U.S. were foreign-born as of 2022/ More than 25% of people in the U.S. were foreign-born as of 2022
314	309	MARV19_5 Which statement do you believe to be true regarding immigration today? Immigrants are more likely to be in the labor force than people born in the U.S./ Immigrants are less likely to be in the labor force than people born in the U.S.
315	310	MARV19_6 Which statement do you believe to be true regarding immigration today? Immigrants pay more in taxes than they receive in welfare and benefits/ Immigrants receive more in welfare and benefits than they pay in taxes
316	311	MARV19_7 Which statement do you believe to be true regarding immigration today? About 50% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024/ About 20% of the labor market's recent growth came from foreign-born workers between January 2023 and January 2024
317	312	MARV19_8 Which statement do you believe to be true regarding immigration today? Illegal immigration isn't linked to a spike in U.S. crime rates/ Illegal immigration is linked to a spike in U.S. crime rates
318	313	MARV19_9 Which statement do you believe to be true regarding immigration today? Immigrants are fleeing their countries because of persecution or potential bodily harm (e.g., threats, starvation, etc.)/ Immigrants are entering America to improve their prospects and access our resources
319	314	MARV19_10 Which statement do you believe to be true regarding immigration today? The number of individuals taken into custody by Border Patrol recently reached the highest levels in history/ The number of individuals taken into custody by Border Patrol recently reached the lowest levels in history
320	315	MARV23 How much would you support or oppose the following immigration policies? Summary Of Strongly/Somewhat Support
321	316	MARV23 How much would you support or oppose the following immigration policies? Summary Of Strongly/Somewhat Oppose
322	317	MARV23_1 How much would you support or oppose the following immigration policies? Implementing mass deportations of unauthorized immigrants.
323	318	MARV23_2 How much would you support or oppose the following immigration policies? Relocating unauthorized immigrants to "sanctuary cities."
324	319	MARV23_3 How much would you support or oppose the following immigration policies? Increasing the number of "sanctuary" cities or states.
325	320	MARV23_4 How much would you support or oppose the following immigration policies? Closing the southern border entirely.

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326	321	MARV23_5 How much would you support or oppose the following immigration policies? Increasing resources to the southern border region.
327	322	MARV23_6 How much would you support or oppose the following immigration policies? Implementing travel bans on people from certain countries.
328	323	MARV23_7 How much would you support or oppose the following immigration policies? Ending automatic citizenship for children born in the U.S.
329	324	MARV23_8 How much would you support or oppose the following immigration policies? Increasing humanitarian assistance to countries with high levels of individuals seeking entry into the U.S.
330	325	MARV23_9 How much would you support or oppose the following immigration policies? Implementing the separation of parents and children at the southern border.
331	326	MARV23_10 How much would you support or oppose the following immigration policies? Expanding legal pathways for orderly immigration.
332	327	MARV23_11 How much would you support or oppose the following immigration policies? Implementing an app for individuals to schedule a legal border crossing into the U.S.
333	328	MARV03 Regarding the current situation at the U.S. southern border, do you believe there is a real crisis involving immigration or do you think it is primarily a politically driven media narrative?
334	329	MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.
335	330	MARV04 Who do you think is most responsible for the current immigration crisis? Please select one.
336	331	MARV05 Do you think each of the following creates problems for U.S. communities today? Summary Of Is A Problem
337	332	MARV05 Do you think each of the following creates problems for U.S. communities today? Summary Of Isn't A Problem
338	333	MARV05_1 Do you think each of the following creates problems for U.S. communities today? "Legal" immigration or the process by which individuals enter and reside in the U.S. in compliance with laws and regulations.
339	334	MARV05_2 Do you think each of the following creates problems for U.S. communities today? "Illegal" immigration or when individuals enter, reside, or work in the U.S. without proper authorization or documentation.
340	335	MARV06 What is the primary reason you think illegal immigration creates problems for U.S. communities? Please select one.
341	336	MARV07 What is the primary reason you think illegal immigration doesn't create problems for U.S. communities? Please select one.
342	337	MARV08 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
343	338	MARV08 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
344	339	MARV08_1 How much do you agree or disagree with each of the following statements? How an immigrant comes to America doesn't affect my daily life.
345	340	MARV08_2 How much do you agree or disagree with each of the following statements? Any type of immigration benefits the country.
346	341	MARV08_3 How much do you agree or disagree with each of the following statements? People would be immigrating here legally if the immigration system wasn't so complex.
347	342	MARV08_4 How much do you agree or disagree with each of the following statements? There isn't as much illegal immigration as people believe there is.
348	343	MARV08_5 How much do you agree or disagree with each of the following statements? Illegal immigration undermines the rule of law and is unfair to those who enter legally.
349	344	MARV08_6 How much do you agree or disagree with each of the following statements? The people entering illegally bring in drugs, commit crimes, and pose security risks.
350	345	MARV08_7 How much do you agree or disagree with each of the following statements? The people entering illegally take jobs from Americans and strain public resources.
351	346	MARV08_8 How much do you agree or disagree with each of the following statements? Illegal immigration is changing the culture and society of the U.S.
352	347	MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration? Summary Of Very/Somewhat Concerned
353	348	MARV09 How concerned are you about each of the following aspects as they relate to illegal immigration? Summary Of Not At All/Not Too Concerned
354	349	MARV09_1 How concerned are you about each of the following aspects as they relate to illegal immigration? Increased crime rates, drugs, and violence
355	350	MARV09_2 How concerned are you about each of the following aspects as they relate to illegal immigration? Risk of terrorism and national security
356	351	MARV09_3 How concerned are you about each of the following aspects as they relate to illegal immigration? Taking jobs from Americans and decreasing wages
357	352	MARV09_4 How concerned are you about each of the following aspects as they relate to illegal immigration? Stressing our healthcare system
358	353	MARV09_5 How concerned are you about each of the following aspects as they relate to illegal immigration? Overcrowding classrooms
359	354	MARV09_6 How concerned are you about each of the following aspects as they relate to illegal immigration? Increasing housing prices

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361	356	MARV10	Which one of the following is your greatest concern when it comes to illegal immigration?
362	357	MARV11	Would you say illegal immigration has a positive or negative impact on... Summary Of Very/Somewhat Positive
363	358	MARV11	Would you say illegal immigration has a positive or negative impact on... Summary Of Very/Somewhat Negative
364	359	MARV11_1	Would you say illegal immigration has a positive or negative impact on... Your daily life
365	360	MARV11_2	Would you say illegal immigration has a positive or negative impact on... Your community
366	361	MARV11_3	Would you say illegal immigration has a positive or negative impact on... Education in your area
367	362	MARV11_4	Would you say illegal immigration has a positive or negative impact on... Jobs in your area
368	363	MARV11_5	Would you say illegal immigration has a positive or negative impact on... Wages
369	364	MARV11_6	Would you say illegal immigration has a positive or negative impact on... The character of our country
370	365	MARV11_7	Would you say illegal immigration has a positive or negative impact on... The U.S. national economy
371	366	MARV12	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
372	367	MARV12	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
373	368	MARV12_1	How much do you agree or disagree with each of the following statements? I believe I have seen undocumented immigrants in my community recently.
374	369	MARV12_2	How much do you agree or disagree with each of the following statements? I have seen undocumented immigrants on news reports online or on TV.
375	370	MARV13	Deferred Action for Childhood Arrivals (DACA) was passed in 2012 to allow some individuals who entered the country as minors without proper documentation to receive a renewable two-year period of deferred action from deportation and eligibility for a work permit. Do you support or oppose allowing these recipients to continue to stay in the U.S.?
376	371	MARV14	Do you think people who entered the U.S. illegally and without proper documentation should...
377	372	MARV15	Do you think children who entered the U.S. illegally and without proper documentation should...
378	373	MARV16	Sanctuary cities are municipalities in the U.S. that have policies that may limit their cooperation with federal immigration enforcement authorities, such as the U.S. Immigration and Customs Enforcement (ICE). Which statement do you agree with most? Sanctuary cities should...
379	374	MARV17	As you may know, asylum-seekers are people fleeing their home countries due to fear of persecution or violence who seek safety in the U.S. Do you believe people coming to the U.S. seeking asylum...
380	375	MARV18	Which of the following do you believe are the top ten countries of origin among unauthorized immigrants in the United States in 2021? Please select ten choices.
382	376	MARV20	To the best of your knowledge, how many arrests did Border Patrol make at the southern border in February 2024? Your best guess is fine.
383	377	MARV21	When Border Patrol agents apprehend individuals attempting to enter the U.S. illegally with drugs, weapons, or ties to terrorism or other national security threats, this indicates our southern border is...
384	378	MARV22	Would you support citizens of the following countries if they were seeking safety in the U.S.? Summary Of Yes
385	379	MARV22	Would you support citizens of the following countries if they were seeking safety in the U.S.? Summary Of No
386	380	MARV22_1	Would you support citizens of the following countries if they were seeking safety in the U.S.? Ukraine
387	381	MARV22_2	Would you support citizens of the following countries if they were seeking safety in the U.S.? Russia
388	382	MARV22_3	Would you support citizens of the following countries if they were seeking safety in the U.S.? Palestine
389	383	MARV22_4	Would you support citizens of the following countries if they were seeking safety in the U.S.? Israel
390	384	MARV22_5	Would you support citizens of the following countries if they were seeking safety in the U.S.? Mexico
391	385	MARV22_6	Would you support citizens of the following countries if they were seeking safety in the U.S.? Haiti
392	386	MARV22_7	Would you support citizens of the following countries if they were seeking safety in the U.S.? Venezuela
393	387	MARV22_8	Would you support citizens of the following countries if they were seeking safety in the U.S.? Colombia

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395	389	MARV22_10 Would you support citizens of the following countries if they were seeking safety in the U.S.? India
396	390	MARV22_11 Would you support citizens of the following countries if they were seeking safety in the U.S.? China
397	391	MARV22_12 Would you support citizens of the following countries if they were seeking safety in the U.S.? Peru
398	392	MARV22_13 Would you support citizens of the following countries if they were seeking safety in the U.S.? Ecuador
399	393	MARV22_14 Would you support citizens of the following countries if they were seeking safety in the U.S.? Guatemala
400	394	MARV22_15 Would you support citizens of the following countries if they were seeking safety in the U.S.? Honduras
401	395	TND01 How concerned are you about the following issues? Summary Of Very/Somewhat Concerned
402	396	TND01 How concerned are you about the following issues? Summary Of Not At All/Not Too Concerned
403	397	TND01_1 How concerned are you about the following issues? The Russian War on Ukraine
404	398	TND01_2 How concerned are you about the following issues? The economy & inflation
405	399	TND01_3 How concerned are you about the following issues? A new COVID-19 variant
406	400	TND01_4 How concerned are you about the following issues? Crime rates in the U.S.
407	401	TND01_5 How concerned are you about the following issues? Political divisiveness
408	402	TND01_6 How concerned are you about the following issues? Affording my living expenses
409	403	TND01_7 How concerned are you about the following issues? A potential U.S. economic recession
410	404	TND01_8 How concerned are you about the following issues? Losing my job
411	405	TND01_9 How concerned are you about the following issues? A banking crisis
412	406	TND01_10 How concerned are you about the following issues? The security of my deposits in financial institutions (e.g., banks, etc.)
413	407	TND01_11 How concerned are you about the following issues? The solvency of U.S. banks (i.e., the ability for banks to afford their own debts and liabilities)
414	408	TND01_12 How concerned are you about the following issues? Racial inequity
415	409	TND01_13 How concerned are you about the following issues? Gender inequity
416	410	TND01_14 How concerned are you about the following issues? Climate change
417	411	TND01_15 How concerned are you about the following issues? Artificial intelligence (AI)
418	412	TND01_16 How concerned are you about the following issues? Immigration
419	413	TND01_17 How concerned are you about the following issues? Healthcare
420	414	TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Summary Of The Worst Is Behind Us
421	415	TND03 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Summary Of The Worst Is Still Ahead Of Us
422	416	TND03_1 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? COVID-19
423	417	TND03_2 Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us? Inflation